

## Travelling across the Eastern Mediterranean and beyond; travel writing and travel trends throughout the centuries



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## ReTraPath International Interdisciplinary Virtual Conference

22-23 June 2022

Bank of Cyprus Cultural Foundation

Nicosia, Cyprus

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# **Travelling across the Eastern Mediterranean and beyond; travel writing and travel trends throughout the centuries**

Travel literature is a rich and popular genre and a valuable source of information for various disciplines. New technologies that emerged at the turn of the 21<sup>st</sup> century gave rise to new forms of travel books, new means of dissemination, and new audiences, expanding the range of researchers of the genre to include linguists and sociologists as well as IT, marketing and communication specialists. The Levant has been a pole of attraction for travellers throughout the ages. Cyprus, as part of the Levant, has been an important stopover until the early 19<sup>th</sup> century as it served as the basis of consulates, European settlers and it was part of the commercial networking in the Middle East. Previous research, however, has approached travel literature in Cyprus in a fragmented way, comparing texts of a specific time period leaving many others unexplored (15<sup>th</sup> - 18<sup>th</sup> century, mid-20<sup>th</sup> century onwards, including the 21<sup>st</sup> century digital forms of travel writing), as well important aspects of travel writing, such as ideological trends, norms, forms, structure and more.

This conference seeks to explore, analyse and discuss travelling across the Eastern Mediterranean area since ancient times and travel texts on the same area produced from antiquity until contemporary information society.

Scholars from Greece, Cyprus, and Belgium, and tourism sector stakeholders who examine travel literature from different perspectives, and employ different sources, approaches, and methodologies, will present papers and share views and ideas on key themes related to travel writing and travel trends throughout the centuries. and addressing questions of space, time, mobility, emplacement and beyond. These include, but are not limited to, the following:

- The concept of travel: historical and philosophical perspectives
- Contemporary “born digital” forms of travel writing
- Travel literature and intercultural contact
- Thematic Travel Writing
- Heritage tourism and travel literature
- Photography in travel writing
- Travel writing and digital applications

# Programme

**Wednesday, 22 June 2022**

**10:40-11:10 (Cyprus - UCT/GMT+3)**

**Welcome** by Dr Ioanna Hadjicosti, Director of the Bank of Cyprus Cultural Foundation

**Greetings** by Lelia Mylona, President of Cyprus Tourist Guides Association

**Opening remarks** by Dr Margarita Ioannou, Principal Researcher, ReTraPath, Bank of Cyprus Cultural Foundation

## **SESSION 1: VISUAL IMAGES AND TRAVEL WRITING**

**Chair: Dr Margarita Ioannou (Bank of Cyprus Cultural Foundation, Nicosia)**

**11:10-11:30 (Cyprus - UCT/GMT+3)**

**Dr Christodoulos Hadjichristodoulou** (Bank of Cyprus Cultural Foundation, Nicosia)

*Wandering around the religious monuments of the chart of Cyprus by Johannes Oliva (1638)*

A manuscript map on vellum, hand coloured, heightened with gold and silver (515x703 mm). This type of chart, to which the portolan chart of Cyprus belongs, has only one wind rose in the centre; within the atlas, these charts form an isolario with the islands of the Mediterranean. They have a less clearly defined coastline but contain more information about the island's interior. The cartographer was the same for both portolans, maritime and non-maritime, but the sources were different. The map of Cyprus is rich in information: it includes 290 place names that don't appear on the map of Cyprus of either Giacomo Franco (1570) or Ortelius (1573), all of which are up-to-date printed maps after 1573 were based. There is a tendency for place names to be written in the local dialect, and their spelling seems to imply that the original information was gleaned from seamen or locals. Particular emphasis is given to places of religious interest.

This map of Cyprus is a valuable source of information regarding the sacred names of villages and ecclesiastical monuments of the time, of which today some are preserved, and others have been destroyed. The depiction of churches and monasteries with figurative elements seems to mimic the earlier map of Leonida Attar (1542). Oliva paints the monuments and accompanies them with name references. Cyprus is presented as a whole and is not divided into provinces on the map. As far as I know, it is the most complete map of Cyprus during the Ottoman period in ecclesiastical monuments, and for this reason, it is equally important. The map is part of the BoCCF's Cyprus Map Collection.

**11:30-11:50 (Cyprus - UCT/GMT+3)**

**Dr Christina Roditou** (Centre of Visual Arts and Research- CVAR, Nicosia)

*Cyprus through the lens of British travellers: the construction of Cyprus' tourism imagery at the dawn of British rule and up to the 1950s*

Following the acquisition of Cyprus by the British Empire in 1878 a number of British travellers arrived on the island eager to get acquainted with this relatively unknown part of the Eastern Mediterranean. A few of these travellers published their travelogues and diaries upon their return to their homeland to share their experiences with their compatriots, urging them to visit this charming island themselves. Photography was frequently used by the authors to visually articulate their writings in support of their efforts to document and present Cyprus' most worthy attractions. These photographs, captured either by the travellers themselves or by professional photographers who escorted them on their journey, shared thematic similarities.

Representations of the island's Western European heritage, the Ottoman monuments, and the peculiar, to them, customs and manners of the locals dominated their iconography. Indicative examples are evident in the travel writing of John Thomson, the professional Scottish photographer assigned by the British government to document photographically the new acquisition in 1878, but also in the travelogues of amateur photographers such as Lady Brassey, Basil Steward, Sir Henry Rider Haggard, and Olive Murray Chapman travelling to the island during the early years of British rule and up to the 1950s. On the contrary, the island's Greco-Roman antiquities and Byzantine heritage did not receive the same attention. Interestingly, the travellers' photographs shared thematic and aesthetic similarities with those created by postcard producers who were active on the island at the time such as J. P. Foscolo, Theodoulos Toufexis, and Leopold Glaszner as they seem to have targeted the same audience.

This paper aims to shed light on this particular aspect of the island's history of photography, and how the work of these professional and amateur photographers travelling to Cyprus throughout the British period, contributed to the construction of the island's tourism imagery. Moreover, it investigates how their photography, accompanied by words, projected a selective documentation of the island's history and cultural heritage in support of the colonial project becoming an instrument for asserting ideologies and shaping perceptions of cultural identity.

**20' DISCUSSION: 11:50-12:10 (Cyprus- UCT/GMT+3)**

**SESSION 2: AGE-OLD TRAVELLING PATHS OF THE LEVANT AND BEYOND:  
TRAVEL WRITING ACROSS TIME, THEORY AND PRACTICE**  
**Chair: Dr Katerina Gotsi (Center for Scientific Dialogue and Research, Nicosia)**

**12:10-12:30 (Cyprus - UCT/GMT+3)**

**Dr Anthi Dipla (Licensed Tour Guide, University of Oxford)**

*Female pilgrimage in panhellenic sanctuaries: from Epidaurus to Olympia*

Women of ancient Greece reportedly made pilgrimages to famous healing centers, such as at Epidaurus, in search of a cure for childlessness or other medical problems, or to participate in, spectate or sponsor contests in religious festivals, such as in Olympia. Female pilgrimage was essentially individual and not official, as women did not bear any public offices, and both periodic (i.e. at festivals), or throughout the year, whenever the need arose.

This presentation aims to assemble a body of archaeological evidence, such as votive offerings, tablets, reliefs, or vases, combined with epigraphic material, such as cure or votive inscriptions, as well as occasional accounts in the literary sources, demonstrating female pilgrimage from the Archaic down to the Roman period. It will then proceed to classify this material on criteria of gender, age/marital status, possible profession or office, origin/"ethnicity", or population group (free-"citizen", free-metic, slave, freed slave), whenever such information is supplied. Finally, a systematic profile of female pilgrims will be compiled on a preliminary basis, illustrating their economic and social status, and their conception and conditioning by society.

**12:30-12:50 (Cyprus - UCT/GMT+3)**

**Dr Margarita Ioannou (Bank of Cyprus Cultural Foundation, Nicosia)**

*Travelling since ancient times: Trends on travel accounts across the Eastern Mediterranean*

Travel literature is a diverse and popular genre that also serves as a significant source of information for various fields. Using Cyprus as a case study, the project titled: "Re-inventing age-old Travelling Paths of the Levant in the Digital Era: the example of Cyprus" (EXCELLENCE/0918/0190) covered the period from the 15<sup>th</sup> century through to the era of our contemporary information society. This project is co-financed by the European Regional Development Fund and the Republic of Cyprus through the Research and Innovation Foundation. One of the most important outcomes of the ReTraPath project is the database of travel texts on Cyprus (15<sup>th</sup>-21<sup>st</sup> centuries). Primary sources consist of published texts written in various European languages (Slavic excluded) by travelers who visited Cyprus (15<sup>th</sup> - 20<sup>th</sup> centuries), as well as 21<sup>st</sup> century published electronic texts, TV shows, travel vlogs, podcasts, travel documentaries, online newspaper and magazine articles on Cyprus.

In this article we will present this database and its importance. It will be shown how this unique database enables researchers to access information on the content, structure, and form of travel literature and how these have evolved over the centuries before reaching their final form. At the same time, it can be a reservoir of wealthy material usable to offer the content necessary for the creation of smart digital tools and educational games. Beyond its methodological value as an indexing model for the

practice of research in the travel literature of the Levant, the database brings new knowledge in the realm of travel literature, while at the same time it has a leading role in the emerging field of the study of contemporary travel writing. Thus, our research gives new insights into old travel texts and paves the way for the systematic study of contemporary forms of travel writing. Lastly, the information that can be extracted from the ReTraPath database is expected to benefit not only an international academic audience, but also a wider public audience. In this way, information about incunabula on the island will come to life again, bringing a “new” Cyprus to those who study it in the realm of humanities, tourism, but also to the tourists visiting Cyprus, thus constituting a form of travel entrepreneurship.

**20’ DISCUSSION: 12:50-13:10 (Cyprus- UCT/GMT+3)**

**LUNCH BREAK: 13:10-16:00 (Cyprus- UCT/GMT+3)**

**SESSION 3: POLICY-MAKING, TRAVEL WRITING AND CONTEMPORARY  
“BORN DIGITAL” FORMS OF TRAVEL WRITING**

**Chair: Dr Christina Roditou (Centre of Visual Arts and Research- CVAR, Nicosia)**

**16:00-16:20 (Cyprus - UCT/GMT+3)**

**Manos Vougioukas** (Secretary-General European Cultural Tourism Network, AISBL, Belgium)

*Sustainable Cultural Heritage Tourism and Travel Literature Synergies*

The presentation will give the latest developments in sustainable cultural tourism and relevant synergies with travel literature in Europe based on the views of ECTN members. ECTN is the only pan-European network dedicated to sustainable cultural tourism development and promotion, with some 40 members in over 20 countries. ECTN members are tourism boards and associations, regional and local authorities, destination management organisations, cultural organisations, universities and research institutes. ECTN’s mission is to bring together the tourism and cultural industry professionals working in different regions of Europe to exchange experience and information on best practices and to develop new approaches and innovations.

Relevant developments in sustainable cultural tourism include the ‘European Heritage Alliance 3.3 Europe Day Manifesto’, coordinated by Europa Nostra, the Tourism Manifesto coordinated by the European Travel Commission, the ‘European Cultural Heritage Green Paper’ by ICOMOS, Europa Nostra and the European Investment Bank (EIB) Institute, as well as the ‘Sustainable Cultural Tourism recommendations’ and the latest ‘Transition Pathway for Tourism’ by the European Commission. The synergies of sustainable cultural tourism with ‘Smart Tourism’ and ‘Smart Destinations’ concepts will also be highlighted. Furthermore, the post-pandemic regeneration of European tourism through culture, heritage and creativity will be discussed, including related initiatives by UN World Tourism Organisation (UNWTO), UNESCO and the European Travel Commission. The ECTN Charter for

Sustainable Cultural Tourism, currently under development of its 4th edition, will be highlighted. This Charter is a statement of principles on regional policies and strategies which guide the development, planning, management, operations and promotion of cultural and heritage tourism in the European Union and beyond, for the benefit of destinations, communities, businesses, citizens and visitors.

The synergies of all of the above with travel literature will be examined, based on a consultation with ECTN members. This consultation aims to identify the role of travel literature in facilitating and promoting heritage tourism at European tourist destinations.

Relevant EU cooperation and research projects recently completed or in progress will be reviewed, as sources and bases for relevant policy development and policy change.

### **16:20-16:40 (Cyprus - UCT/GMT+3)**

**Dr Katerina Gotsi** (Center for Scientific Dialogue and Research, Cyprus)

*Worlds apart: from travel guidebooks on Cyprus to travel blogs, vlogs, podcasts and Youtube videos*

The early 19<sup>th</sup> century saw the emergence of travel guidebooks on Cyprus – in the sense of books that offered potential travelers, apart from (often) fascinating travel accounts, valuable information on the country and its people, as well as travel tips and advice. However, the interest in Cyprus as a travel destination at that time was scarce - save for its archaeological wealth. In Colonial Cyprus (1878-1960), British travelers visiting the island (or even living on the island as officials of the Empire) through their travel books promoted Cyprus as a destination to their British readership. The explosion of mass tourism in the latter half of the 20<sup>th</sup> century - a result of the economic prosperity that the western world enjoyed after WWII, as well as the technological advances in both means of transportation and infrastructures - resulted in an unprecedented boom in travel guidebooks worldwide. Whether full-length country (and later city) guidebooks or their condensed pocket versions, travel guidebooks became a staple for tourists traveling the world - Cyprus included.

Although travel guidebooks are still popular today among travelers-to-be, they tend all the more to be replaced by contemporary multimedia forms of travel writing that include travel blogs and travel vlogs, travel podcasts, and Youtube videos. What accounts for their popularity among people of all ages - especially younger ones? Why would they be probably seen as the successors of 'hard copy' travel guidebooks? In what ways do they differ from them, in terms of writers' profiles, format and layout, language and writing style and tone, promoted destinations/ sights/ attractions in Cyprus, or target audiences? What do they record as worth seeing in contemporary Cyprus in relation to the past? Eventually, what has changed over the years - Cyprus as a tourist destination, or the writers' gaze at the country? Or, maybe both?

### **20' DISCUSSION: 16:40-17:00 (Cyprus- UCT/GMT+3)**

## **SESSION 4: TRAVEL WRITING AND DIGITAL APPLICATIONS**

**Chair: Prof. Dimitrios D. Vergados (University of Piraeus Research Center - UPRC)**

**17:00-17:20 (Cyprus - UCT/GMT+3)**

**Marios Tyrovolas, Dimitrios Tyrovolas, Konstantina Siountri, Prof. Christos-Nikolaos Anagnostopoulos, Prof. Dimitrios D. Vergados** (University of Piraeus Research Center -UPRC)

*The development of digital cultural applications of ReTraPath Project - results and challenges.*

In recent years, Information and Communication Technologies (ICT) have become an important tool for professionals working in the field of cultural heritage. Digital tools and applications can indeed serve to the preservation of identity (tangible and intangible) of sites and communities using smart technologies. This need is particularly evident in Greece and Cyprus, where cultural resources represent a significant possible source for the local economy and enhancement. In ReTraPath, a programme co-financed by the European Regional Development Fund and the Republic of Cyprus through the Research and Innovation Foundation, Cypriot Travel literature is used as a means of getting people acquainted with the period from the 15<sup>th</sup> century through to the era of our contemporary society. In this research work, the digital applications of the programme are going to be presented. Within this frame the interactive maps and the gamification tools are going to be analysed. From travelling stories to important historical and current community locations, cultural maps and quizzes are intended to enhance important cultural and geographic data online that have to be protected for the future generations. The collected data will reveal valuable information while offering the opportunity for youth to educate themselves and others.

**17:20-17:40 (Cyprus - UCT/GMT+3)**

**Despo Pasia** (Art & Museum Educator | PhD Candidate UCL – Institute of Education)  
& **Dr Evi Tselika** (Assistant Professor, History of Art, University of Nicosia)

*Travelling Texts for Non-Academic Audiences: A mobile application and an Arts Education Program*

This paper describes our approach to using travelling texts about Cyprus in a mobile application and an arts education program. Both were created within the scope of the research program Economy, environment, and landscape in the Cypriot longue durie, hosted at Harokopio University and funded by the Sylvia Ioannou Foundation. Both the application and educational program are focused on the Pediaios river: the longer and larger river in Cyprus.

The mobile application, a cultural route in the center of Nicosia along the urban walking path adjacent to the Pediaios basin, is designed for non-academic audiences, aged 12+ and aims at creating an experiential rather than merely informative contact with the river. Therefore including travelling texts served to extend the experience of the river both temporally as well as spatially: users acquire glimpses of the river's presence and interaction with humans in the past and at places far beyond their actual location.



The arts education programme takes the form of a booklet, which maps histories and geographies of the Pediaios river through a visual approach. We have drawn from travelling texts and other texts drafted by imperial civil servants to shape a cultural history of the geographies of the river. In order to create an artist's book students are encouraged to explore digital library resources that provide access to travelling documents- such as <https://inspiral.org/en/>.

For non-academic audiences travelling texts pose certain challenges which need to be addressed in order to render them relevant. In the paper we will be describing four strategies we have implemented towards this goal. We also discuss how digital tools that provide access to travelling texts are suitable for and could be used by students in different disciplines within formal education.

**20` DISCUSSION: 17:40-18:00 (Cyprus- UCT/GMT+3)**

**18:00-18:10 (Cyprus - UCT/GMT+3)**

**Closing remarks** by Dr Katerina Gotsi Researcher, ReTraPath, Center for Scientific Dialogue and Research, Cyprus

**Thursday, 23 June 2022**

**18:00-19:40 (Cyprus - UCT/GMT+3)**

**SESSION 5: TRAVEL WRITING AND TOURISM: FROM THEORY TO PRACTICE**

**18:00-18:10 (Cyprus - UCT/GMT+3)**

Welcome & Introduction

**18:10-18:20 (Cyprus - UCT/GMT+3)**

**Dr Katerina Gotsi** (Center for Scientific Dialogue and Research, Cyprus)

*Why travel writing in tourism in the first place?*

This first part of the workshop explores why and in what ways travel writing across the centuries can be a valuable tool for tour operators and travel agents - especially in the post-covid era. It also introduces the database on travel texts on Cyprus created as part of the ReTraPath project, and discusses ways in which it can be used towards the creation of more targeted and hopefully off the beaten track travel experiences.

**20' ACTIVITY & DISCUSSION: 18:20-18:40 (Cyprus - UCT/GMT+3)**

**18:40-18:50 (Cyprus - UCT/GMT+3)**

**Dr Margarita Ioannou** (Bank of Cyprus Cultural Foundation, Nicosia)

*Piloted Implementation of the ReTraPath research program's results on actual tour route (the case of Larnaca)*

Using Larnaca as a case study, the second part of this workshop examines how the rare archival material and travel stories available in travel texts from the 15<sup>th</sup> century onwards might be useful for tourist guides. The information that will be presented and discussed has emerged from the ReTraPath research program.

**20' ACTIVITY & DISCUSSION: 18:50-19:10 (Cyprus - UCT/GMT+3)**

**19:10-19:20 (Cyprus - UCT/GMT+3)**

**Dr Katerina Gotsi** (Center for Scientific Dialogue and Research, Cyprus)

*Contemporary travel trends as reflected in thematic travel writing on Cyprus*

21<sup>st</sup> century multimedia forms of travel writing (that include travel blogs, podcasts, and Youtube videos) have been extensively used by travel agents in recent years as a barometer of tourists' preferences for attractions, sights and experiences. The ReTraPath database provides a more systematic 'reading' of contemporary travel trends, examining the way they are related to factors like the length of stay in Cyprus, the travellers' budget, the means of transportation they use, their travel companions - or travellers' more specific interests (ie ecotourism, wellness, food and drink, (extreme) sports, shopping etc).

**20' ACTIVITY & DISCUSSION: 19:20-19:40 (Cyprus - UCT/GMT+3)**

[After the workshop each participant will receive a certificate of attendance.](#)

## Notes on Contributors

Prof. CHRISTOS-NIKOLAOS ANAGNOSTOPOULOS was born on 24 January 1975 in Athens. In 1998, he received his diploma in the field of Mechanical Engineering, from the National Technical University of Athens. Moreover, he received his PhD diploma in the field of Computer Vision and Computational Intelligence at April of 2002 from the school of Electrical and Computer Engineering, National Technical University of Athens. He is a member of the Greek chamber of Engineers and IEEE and Associate Editor for the IEEE Intelligent Transportation Systems Magazine. His research interests include image processing, computer vision, computer graphics and artificial intelligence for the development of intelligent applications and cultural informatics. He has published more than 180 papers in scientific journals and conferences, in the above subjects as well as other related fields in informatics. From 2004, he serves in several academic departments as adjunct Lecturer, Lecturer, Assistant/Associate/Professor (University of the Aegean, University of Piraeus, National Technical University of Athens and Hellenic Open University). From 2015 to 2020 he was the Head of the Cultural Technology and Communication Department, University of the Aegean and from 2019 he is the Director of the Intelligent Systems lab.

ANTHI DIPLA is a Classical archaeologist/art historian. She studied at the Aristotle University of Thessaloniki and the University of Oxford (MA, DPhil), specializing in Greek vase painting, iconography, and mythology. Her research projects have been focused principally on the narration of myths in art and literature in antiquity, and on the use of mythical stories on Greek vases to forward social notions about gender roles. Moreover, her academic interests include social history, the archaeology of Greek theatre, as well as issues of cultural exchange in the ancient Mediterranean world. She has participated in excavations, scientific projects and conferences in Greece, Cyprus and abroad, and she has published articles in Greek and international peer-reviewed periodicals and edited volumes. As an adjunct professor she has taught at various universities in Greece and abroad (Turkey, UK, USA), and at the Hellenic Open University (2004-2018) and the Open University of Cyprus (since 2010-2021). She has actively worked towards public outreach, participating in documentaries and TV/radio broadcasts, as an academic guest speaker and a scientific advisor, in addition to giving selected tours in the last few years, as a licensed tour guide.

KATERINA GOTSI is an Honorary Research Fellow at the University College London, and a Research Fellow at the Centre of Scientific Dialogue and Research, Cyprus; she is currently working on the Excellence Hubs research project "Re-inventing age-old Travelling Paths of the Levant in the Digital Era: the example of Cyprus", coordinated by the Bank of Cyprus Cultural Foundation and co-financed by the European Regional Development Fund and the Republic of Cyprus. She holds a BA in English Studies (University of Athens), a BA in Theatre Studies (University of Athens), an MSc in Comparative and General Literature (University of Edinburgh), and a PhD in Comparative Literature (University College London). She is currently studying towards an MA in Digital Culture (University of Piraeus). She has published papers in Greek and international journals and she has presented extensively at international conferences and symposia. A series of interviews of prominent Irish writers and theatre practitioners (including, among others, Seamus Heaney, Stephen Rea, Brendan Kennelly, Declan Donnellan, Fiona Shaw, Frank McGuinness) are hosted at the Archives of Performances of Greek and Roman Drama (APGRD), University of Oxford website (<http://www.apgrd.ox.ac.uk/katerina-gotsi-interviews>, work in progress).

She has also taught at a wide range of schools and colleges in Greece and the UK (that include Royal Holloway College, University of London, Heriot-Watt University, International School of London, Woodside Park International School, London, Foreign Language Teaching Centre, University of Athens, Experimental School of the University of Athens). She currently teaches Travel writing to American University students at the International Center for Hellenic and Mediterranean Studies (DIKEMES), as well as EFL at Evaggeliki Model High School of Smyrna, Athens. Her research interests include travel writing past and present, travel writing

in education and tourism, modern reception of Greek tragedy, and digital applications in culture and education.

CHRISTODOULOS A. HADJICHRISTODOULOU is the curator at Bank of Cyprus Cultural Foundation. He pursued studies in History and Archaeology, specializing in Byzantine Archaeology, at the Aristotelian University of Thessaloniki, and went on to postgraduate studies and an M.A. He submitted his doctoral thesis at the University of Cyprus, the title of which is "Benefactors of churches and donors of heirlooms during the period of the Turkish rule in Cyprus (1571-1878)". His research interests are mainly in Byzantine and Post-Byzantine archaeology and art, folk painting and historical Cartography. His research examines ecclesiastical painting in its social, political, and historical contexts, and the influences that it came under. He has published a series of articles in scholarly journals and has presented his studies at international conferences.

IOANNA HADJICOSTI is Director of the Bank of Cyprus Cultural Foundation and a member of the Intangible Cultural Heritage Committee of the Cyprus National Commission for UNESCO. Her research interests include classical literature, theatre studies, Cypriot history and archaeology, and cultural management and sustainability. Dr Hadjicosti graduated from the Aristotle University of Thessaloniki, Greece, with the BA in Greek Philology and the specialization of Classics. She studied with the Scholarship of the Institute of National Scholarships of Greece (I.K.Y.). She then pursued her studies in Classics at University College London (UCL) where she was first awarded the MA in Classics, followed by the PhD for her thesis with the title *Aischylos and the Trojan Cycle: The Lost Tragedies*. Her research is multidisciplinary combining literature, theatre studies, archaeology and history and her research interests mainly include ancient drama and epic poetry. The fact that she taught Ancient Greek and Early Byzantine Literature (ELP 21) as an adjunct lecturer at the Open University of Cyprus and served as the coordinator of the module for a year, combined with the fact that she has written part of the educational material for two of the OUC modules further enriches her academic background. Since 2007 she is working at the Bank of Cyprus Cultural Foundation as the Curator of the Collection of Manuscripts and Rare Books. As a result, Dr Hadjicosti has organized and managed a series of events, exhibitions, educational programs and conferences, while she has participated in several research programs concerning the Collections of the Bank of Cyprus Cultural Foundation and edited a number of the Foundation's publications. Additionally, since November 2016 she is the Director of the Bank of Cyprus Cultural Foundation, having the responsibility to design and implement the new strategy, organize the yearly program of events and supervise the research programs of the Museums and Collections. She also participated herself as a researcher in various European programs receiving the Best Practice Award for the Grundtvig Workshop 'Modern Views of Greek and Roman Antiquity', by the Lifelong Learning Programme Grundtvig 2011-2012. She is currently acting 1) as the co-ordinator in the programme DIDAKTOR (Post-Doctoral Researchers) RESTART 2016-2020, Research Promotion Foundation: «Aspects of multi-confessionalism and human geography in early modern Cyprus from the Venetians to the Ottomans» (CyChrist) and 2) as the co-ordinator in the programme EXCELLENCE HUBS RESTART 2016-2020, Research Promotion Foundation: «Re-inventing age-old travel paths of the Levant: The example of Cyprus» (ReTraPath). She is the project coordinator of ReInHerit H2020 project Grant Agreement No 101004545.

MARGARITA IOANNOU is Post-Doctoral Researcher at the Bank of Cyprus Cultural Foundation (EXCELLENCE/0918/0190 Re-inventing age-old Travelling Paths of the Levant in the Digital Era: the example of Cyprus – ReTraPath, coordinated by the Bank of Cyprus Cultural Foundation and co-financed by the European Regional Development Fund and the Republic of Cyprus) and Assistant Project Manager of Erasmus+ Increasing Students' Awareness on Cultural Heritage (through Digital Tools and NFE Methods (i-SCHOOL) 2021-1-CY01-KA220-SCH-000032562 and Creative Europe Foodprint Project-The Mediterranean Diet Revisited EACEA 32/2019. She was born in Nicosia in 1985. She studied Greek Philology at the University of Cyprus (2003-2008), and she also earned an M.A. in Modern Greek

Philology from the University of Cyprus. In December 2013, she submitted her doctoral dissertation "A Thoroughly Fervent Supporter of the Letters': Petrakes Carides, A Scholar in the Period of Neo-Hellenic Enlightenment" to the Department of Byzantine and Modern Greek Studies at the University of Cyprus. She was a fellow researcher at the Kostas and Eleni Ourani Foundation of Athens (2012-2013), and she also worked as a Scientific Assistant at the Department of Byzantine and Modern Greek Studies of the University of Cyprus (January-May 2012). In addition, she has taught courses in Modern Greek Literature and Greek as a Second Language (Greek for Foreigners) at the Department of Pre-Primary Education of the Frederick University (2014). She participated in the research projects of the Department of Byzantine and Modern Greek Studies at the University of Cyprus (2009-2012) and of the Center of Cultural Heritage (Nicosia, Cyprus, 2017 onwards). Her research interests lie in the areas of Literature of the European Enlightenment, Modern Greek Literature (17th-19th centuries), Travel Literature (15th-20th centuries), Editions and Bibliography, History of Books, History of Ideas and Cultural History. So far, Dr. Ioannou has presented the findings of her research at a number of conferences in Cyprus. She has also published several papers in Greek and English in academic journals and collected volumes and has been the editor of several books and a monograph.

LELIA MYLONA was active journalist from 1984 until 2012. Firstly, she worked in the print media until 1995. Then, she worked in television as reporter, editor and producer until 2012. In the meantime she was working on the radio as news editor and producer. In 2020 she graduated with honors from the School of Guides of the Deputy Ministry of Tourism. In March of the same year she was elected President of the Cyprus Tourist Guides Association. In March of 2022 she was re-elected at the same position. She is currently employed at the commercial department of the company Cyprometal Ltd.

KONSTANTINA SIOUNTRI, is PhDc Architect Engineer NTUA, MSc "Monument Protection" NTUA. She teaches at the MSc "Advanced Information Technologies and Services" at the University of Western Macedonia, in the Special Courses of Urban Planning of the School of Architecture of NTUA and in the Program "Digital Culture, Smart IoT Cities and Advanced Digital Technologies" at the University of Piraeus, of which she is a member of Scientific Committee. Since 2003, she has been working at the Ministry of Culture (DAVMM, TDPEAE, YNMTEASSEK) and has dealt with classical, byzantine and modern monuments, in the Ministry of Culture and in the private sector, in Greece and Cyprus, including European architectural competitions in which she was distinguished. Today she works as a Scientific Associate of the General Secretariat of Spatial Planning and Urban Environment of Ministry of Environment and Energy and deals with issues of cultural heritage management and the Mission of "100 Climate Neutral Cities until 2030" in Greece.

EVANTHIA (EVI) TSELIKA is an arts and culture researcher, writer, curator and educator. She is Assistant Professor at the University of Nicosia, where she is also currently acting as the Fine Art programme coordinator and Associate Head of Department of Design and Multimedia. Her current research concentrates on social practices and histories of art, with a particular focus on the environment, the commons and social art practices, as well as visual cultural histories of the nineteenth and twentieth century. She has collaborated with various art centres and museums locally and internationally, such as the Municipal Arts Centre in Nicosia, October Gallery in London, the Modern Art Museum in El Salvador, and the Museum of Contemporary Art Niteroi, Brazil. She participates and coordinates European research programs, such as Phygital Cyprus (2017-2020). She publishes and edits academic books and journals. In 2021 a collective volume publication she has co-edited on contemporary art and Cyprus has been published by Bloomsbury and in 2020 two volumes she edited were published *Sickle & Code* and *Free/Libre Technologies, Arts and the Commons*. She is regularly involved in organizing and chairing academic conferences/symposia/workshops and creating exhibitions and art education programs with a focus on collectivity, public space and the environment. <https://evanthiatselika.com/>

DIMITRIOS TYROVOLAS received the Diploma Degree (5 years) in Electrical and Computer Engineering from the University of Patras (UOP), Greece, in 2020, and he is currently pursuing his PhD with the Department of Electrical and Computer Engineering at Aristotle University of Thessaloniki (AUTH). Also, he is a member of the Wireless Communications and Information Processing (WCIP) Group as well as a Teaching assistant for Msc "Digital Culture, Smart Cities, IoT and Advanced Digital Technologies" at the University of Piraeus. His current research interests include reconfigurable intelligent surfaces, unmanned aerial vehicle (UAV) communications, massive machine-type communications (mMTC) and probability theory. He was an exemplary reviewer in IEEE Wireless Communications Letters for 2021 (top 3% of reviewers).

MARIOS TYROVOLAS received the BEng- Meng diploma degree in Electrical and Computer Engineering from the University of Patras, Rio, in 2020. Currently, he is a Ph.D. candidate in the Department of Informatics and Telecommunications, University of Ioannina, Greece, under the supervision of Professor Chrysostomos Stylios. At the same time, he is a collaborating researcher at Computer Technology Institute and Press "Diophantus" (Patras, Greece). He participates in 2 research projects financed by the European Union (EU) and the Greek Government (PLANET4 & Dioni research project). His current research interests mainly focus on Intelligent Manufacturing Systems, specifically applying Soft Computing methodologies (Fuzzy Cognitive Maps) in manufacturing processes. Furthermore, he is developing and programming Industrial Automation Systems (PLCs, SCADA, DCS). He has been a reviewer in International Conferences and International Journals.

DESPO PASIA studied Education, Anthropology, Psychology and Museum Studies. She designs and implements educational programs for historic, archaeological and art museums and cultural organisations such as the Nicosia Municipal Arts Center, the Department of Antiquities, the Bank of Cyprus Cultural Foundation and the Sylvia Ioannou Foundation. She has worked as education officer at the State Gallery of Contemporary Cypriot Art and the Cyprus Museum and has extensive experience as research and education associate for research projects on History, Archaeology and Cultural Heritage funded by the Council of Europe, Marie-Curie Actions and cultural institutions. She also co-creates exhibitions and museum interventions. She currently teaches Art in public primary schools and is a PhD candidate at UCL- Institute of Education, University of London. Her doctoral research focuses on the experience of young people's encounters with historical photographs. Her research interests include hybrid exhibitions, photography, photographic collections, museum and cultural heritage education and the use of emerging technologies in the cultural field.

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Assembly of the Hellenic Foundation for Research and Innovation (ELIDEK), Deputy Member of the Board of Directors of the Hellenic National Academic Recognition and Information Center (Hellenic NARIC) – D.O.A.T.A.P. His research interests are in the area of Internet of Things (IoT) and Advanced Digital Technologies, Digital Culture, Communication Networks and Telecommunication Systems, Wireless Networks, Sustainable Ecosystems and Smart Cities, Management of Digital Cultural Content and Applications, Cloud Computing, Copyright and Personal Data & Regulatory Issues. He has several publications in journals, books and conference proceedings. He has served as a committee member, expert, evaluator and reviewer in various National and International Committees, Organizations and Agencies. He has participated in several research projects funded by EU and National Agencies. He has also served as a chair, technical program committee member (TPC) and reviewer in several international conferences and co-editor, member of the editorial board, and reviewer in several international journals.

MANOS VOUGIOUKAS is the Secretary-General of the 'European Cultural Tourism Network' (ECTN) Non-profit International Association, since 2016. ECTN has more than 40 members, regional and local authorities, tourism boards and associations, universities and research institutes, in over 20 countries (15 EU members states and 6 associated countries). ECTN is a member of the 'European Heritage Alliance 3.3' led by Europa Nostra and a signatory of the Tourism Manifesto, led by European Travel Commission. Manos Vougioukas has initiated, managed and coordinated several EU co-funded projects on sustainable cultural tourism development, cultural routes and smart destinations, during the past 25 years. He is the main author of the 'Charter for Sustainable Cultural Tourism' first proposed in 2014, currently undergoing its 4th edition. He has served in the European Commission Stakeholders Committee for the 'European Year of Cultural Heritage 2018'. He serves as the ECTN representative to the 'European Heritage Alliance 3.3'. He is a member of Europa Nostra, Europeana Network, Interpret Europe and the Tourism Society.

## Co-organisers

- **Bank of Cyprus Cultural Foundation**  
Dr Ioanna Hadjicosti and Dr Margarita Ioannou
- **Center for Scientific Dialogue and Research**  
Dr Katerina Gotsi

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