

RECULT: "Highlighting and dissemination of the cultural and natural heritage in Greece and Cyprus"



RESULT: The program focuses on strengthening cross-border cooperation between Greece and Cyprus in the fields of culture and the arts through technological applications. Collective actions are planned based on a continuous and extensive discussion for the transfer of knowledge concerning the preservation and promotion of our religious and cultural heritage, whether material or immaterial. The program is expected to be a synchronized effort for the research, registration and strengthening of the religious cultural heritage and the development of pilgrimage tourism through the cross-border cooperation of Greece and Cyprus.

With the help of the latest technological innovations, the program will build innovative tools to understand and promote this heritage, aiming to develop religious tourism and extend the tourist season. As part of the activities, a religious tourism repository web portal will be developed, as well as a related augmented reality mobile application.



The island regions of Greece and Cyprus have wonderful natural landscapes and historical places of religious worship, which create great opportunities for a diversity of tourist experiences. The program is expected to extend the tourist season and increase traffic. The specific objectives of the program are:



- Recording of the material and material elements of the religious cultural heritage for digitization.
- Creating a digital archive with a navigation application, maps and chronological data.
- Designing of digital museum, e-library and augmented reality application.
- Activities for viewing digital resources such as the use of holograms
- Mark selected locations of pilgrimage.
- Development of religious routes.
- Training of participating agencies.
- Actions to strengthen Religious Tourism.
- Creation of networks between tourism agencies and agencies that manage cultural and religious monuments.
- Implementation of tools for the promotion of cultural heritage.



The Project is divided into 6 linked Work Packages (WPs), each containing certain activities.

- WP1 deals with preparatory meetings, technical discussions, progress reports, as well as the creation of a quality plan and a final evaluation report.
- WP2 describes the organization of events in Syros, Cyprus and Crete, the production of communication material and the construction of the Project website, as well as a conference for the promotion of Religious Heritage.
- WP3 includes actions for the collection of statistics on Religious Tourism in the cross-border area.
- WP4 deals with digitization and the creation of the electronic platform.
- WP5 includes training activities for tourism professionals.
- WP6 concerns pilot actions, such as the development of packages for Alternative Tourism and the establishment of an Observatory based in Cyprus.

All these actions are coordinated with the directions of Objective 3.2 of the INTERREG Greece - Cyprus Cooperation Program.





The results of the Project help to reach the objectives of the Cooperation Program "INTERREG V-A Greece-Cyprus 2014-2020", especially regarding the development of tourists, including tourists with disabilities, the extension of the tourist season and the attraction of more visitors in the places that benefit from the program, thanks to innovative digital tourism applications.

This includes the digital recording process, the creation of a digital repository and a mobile application, and the promotion of religious tourism packages.

There is also the effort to consolidate dynamic partnerships between organizations, companies and entities that deal with religious tourism, with the aim of promoting and highlighting the region in this field.

Finally, the creation of two workshops for digitization that will continue the project even after the completion of the program, as well as the creation of a Joint Observatory for Religious Tourism based in Cyprus, is highlighted.






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