



Cultural Heritage Management Seminars

Athens, modern capital and historic city

New challenges for heritage management

The central theme of this cycle is the city of Athens and its heritage assets, which are discussed on the basis of an interdisciplinary approach by researchers and professionals from Greece and abroad.

The discussions are open to academics, professionals and Master/PhD students who are actively involved or interested in cultural management and the city.

25 November 2013, 7.00 p.m.

Session 2

Rebranding Athens

Culture, Tourism and Visitor Experience

Programme

- Dr Nicholas Karachalis – adjunct lecturer in Urban and Economic Geography, *Promoting Athens as a cultural tourism destination: Key issues.*
- Thomas Doxiadis – architect, landscape architect, *Branding, Narrative and Space: International Trends and Athenian Realities.*
- Smaro Touloupa – licensed tourist guide, *Stereotypes & Preconceptions about Athens vs. Visitor Experience.*
- Stella Galani – licensed tourist guide, *Potential & Prospects: The Dynamics of the Tourism Industry in Athens.*

Moderator: Dr Kris Tytgat – NIA