



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.

7 April 2014, 7.00 p.m.

Session 4

Managing Athens as a tourism destination 1914-2014

State intervention, social practices and contemporary challenges

Programme

- Dr Angelos Vlachos – historian,
Tourism and the State: The emergence of a modern phenomenon 1914-1950.
- Dr Michalis Nikolakakis – sociologist,
Athens as the post-war capital of Greek tourism.
- Dr Eleni Mavragani – cultural and tourism marketing,
Strategic marketing for culture: The case study of Athens.

Moderator: Dr Ioannis Poullos – cultural heritage management & sustainable development advisor.