

INVITATION CONFERENCE

Industrial Tourism: enhancing visitor experiences and promoting local businesses

The conference will highlight leading European best practices and explore visits to production facilities as an innovative industrial tourism model.

Organized within the framework of the European project **IndusTour** - *Visiting INDUStrial companies and sites as a growing lever to diversify TOURism policies* - Interreg Europe

Interreg
Europe



Co-funded by
the European Union

IndusTour

<https://www.interregeurope.eu/industour>

EVENT DATE



11th of June 2026

TIME

At 09:00am

LOCATION

CYENS



Thursday 11 June 2026

Conference on Industrial Tourism

Venue: [CYENS Centre of Excellence](#)

Time	Activities
09:00-09:30	Welcoming and Registration
09:30-09:45	Welcome note by Nicosia Tourism Board
09:45-10:15	<i>"From National Strategy to Regional Implementation: The French Model for Industrial Tourism Development"</i> – Elisabetta Schena, Région Auvergne-Rhône-Alpes
10:15-11:00	Industrial Tourism in Practice: Good Practices in Company Visits & Production Site Experiences. Presentation from each partner of the IndusTour consortium: • Moravian-Silesian Region • Fund for European Affairs and Development of APVojvodina Lodzkie Region • Tønder Municipality • Nicosia Tourism Board
11:00-11:30	Iphigenia Gavriel, Geologist - Tourist Guide – <i>"From Mines to Destinations: Reimagining Cyprus's mining and quarrying industry"</i>
11:30-12:00	Marinos Ioannides, UNESCO Chair on Digital Cultural Heritage & Digital Heritage Research Lab – Cyprus University of Technology <i>"Digital Tools in Tourism Services: Enhancing the Visitor Experience"</i>

12:00-12:20	<i>"Revitalizing Industrial Heritage: A Focus on the Interpretation of Industrial Heritage and UNESCO World Heritage Sites Around the World"</i> - Arne Kvorning Architect MAA, Designer MDD, Founder and Owner, Kvorning Design & Communication APS
12:20-12:40	<i>European Route of Industrial Heritage (ERIH)</i> Christiane Baum, Secretary General - Geschäftsführung
12:45-13:00	Closure of the conference
13:00-14:15	Light lunch at Cyens