

# 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: <ul style="list-style-type: none"> <li>• Moravian-Silesian Region</li> <li>• Fund for European Affairs and Development of APVojvodina Lodzkie Region</li> <li>• Tønder Municipality</li> <li>• Nicosia Tourism Board</li> </ul>
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