

ASTROTOURISM

INTEGRATED/0918/0038

WP2 DISSEMINATION ACTIVITIES

D2.1 PROJECT PPT PRESENTATION

Dissemination Level: Public

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Status: Final

"The Project INTEGRATED/0918/0038 is co-financed by the European Regional Development Fund and the Republic of Cyprus through the Research and Innovation Foundation"



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ASTROTOURISM



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*There is something magical
about watching the night sky.*

*Pondering the vastness and beauty of the
cosmos underneath a sky full of constellations
inspires the most breathtaking journeys!*



Eagle Nebula



Eastern Veil Nebula



The Andromeda Galaxy



The Milky Way



The Moon during a lunar eclipse

Astrotourism is a stimulating activity for travellers who want to indulge into the knowledge of the cosmos during their leisure travels.

This special interest tourism is the next big thing in sustainable travel, providing added value to tourism destinations that offer high quality skies.

*Cyprus has some of the clearest
and darkest night skies and
optimal geographical locations
in the world.*

Cyprus Tourism Challenges:

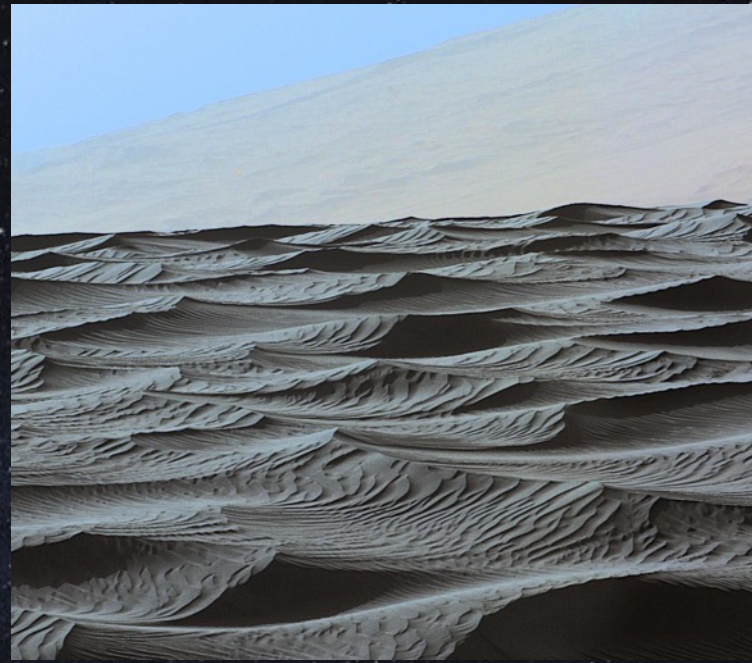
- ☆ Seasonality
- ☆ All-inclusive tourism
- ☆ Lack of sustainable tourism initiatives
- ☆ Reduced employment opportunities to the young and gender equality

This project's aim is to initiate
a new section in the Cyprus tourism
industry by introducing astrotourism.

- ☆ Create Astrotourism Parks, Villages, Camps and Tourism Packages widely accessible for exploring the vast universe.



- ☆ Direct and indirect experiences within real, virtual and augmented reality environments to allow visitors expand their astronomical knowledge in an entertaining and exciting way.



Rover Images fro mars

- ☆ A professional approach in astrotourism product R&D.
- ☆ High-end astrotourism policy and governance.

Our vision is to add Cyprus on the world map of the astrotourism “hot” destinations by creating the proper environment to host and offer astronomy experiences for both experts and enthusiasts at an entry level.

This vision will be realized based on:

1. Milestones
2. Robust Team
3. Effective Planning & Implementation

1. Milestones

- ☆ Mobile Astro-Parks (3) and Astro-Villages (3) for astrotourism activities.
- ☆ Astro-Camps incubating “young astronomers” (primary & secondary students).
- ☆ Light pollution, horizon and visibility studies.
- ☆ Dark Sky accreditation.
- ☆ Immersive technological system/platform blending physical and simulated worlds.
- ☆ Prototype Results (652 persons in 4 seasons)

2. Robust Team



3. Efficient Planning & Implementation

- ★ WP1: Project Management**
- ★ WP2: Dissemination**
- ★ WP3-7: Tourism Product R&D**
- ★ WP8: Innovation Benchmarking & Business Plan**
- ★ WP9: Pilot Testing & Evaluation (Optimization)**

The added value and benefits for Cyprus:

- ☆ Stimulate economic growth
- ☆ Contribute to social development
- ☆ Enhance sustainable tourism

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ASTROTOURISM CYPRUS

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