

INTERSMARTS

International Mentoring Collaboratory

Interdisciplinary Solutions for Smart Sustainable Tourism and Services for Blue Growth in the Black Sea Basin

Organized by: **INTERNATIONAL HELLENIC UNIVERSITY**

Department of Organization, Management, Marketing and Tourism

October 1st, 2025

*MONASTY Hotel Thessaloniki, 45 Vasileos Irakleiou Street, Thessaloniki, Greece
Ground Floor, Restaurant Hall*

AGENDA	
09:00 – 9:30	Arrival & Registration
9:30 – 10:00	Official Opening <ul style="list-style-type: none"> ➤ Prof. Vasiliki Vrana, Vice-Rector for Administrative Affairs, Student Welfare and Lifelong Learning, International Hellenic University ➤ Assoc. Prof. Panagiotis Kassianidis, President of Department of Organization, Management, Marketing and Tourism (IHU), Project Manager INTERSMARTS Project ➤ Prof. Dr. Veselin Blagoev, Director of VUM Doctoral Programs and Manager of INTERSMARTS Project ➤ Assoc. Prof. Maria Hamuraru, Dean of the Faculty of Economic Sciences, Moldova State University ➤ Mr. Serkan KORKMAZ ARSLAN, Head of the Investment Support Office, Istanbul Development Agency
10:00 – 10:30	Presentation of INTERSMARTS Network <ul style="list-style-type: none"> ➤ Prof. Petros Samaras: <u>Tourism and the blue economy – prospects for innovations and needs for cooperation: INTERSMARTS Project.</u> ➤ Prof. Maria Papageorgiou: <u>Assessing Regional Perspectives: Sustainability and Blue Growth for Tourism in the BSB</u>
10:30 – 11:00	Presentation of INTERSMARTS Platform <ul style="list-style-type: none"> ➤ Mr Athanasios Dermetzopoulos: <u>INTERSMARTS Innovation Management Platform</u>
11:00 – 11:15	Coffee Break
11:15 – 13:00	Keynote Panel – Innovation and Sustainability in Tourism <ul style="list-style-type: none"> ➤ Prof. Spyros Avdimiotis, Professor of Department of Organization, Management, Marketing and Tourism: <u>Innovative Approaches: From Blockchain Applications in Tourism to Emotion Analysis Using EEG</u> ➤ Mr Leonidas Tsiantis (MSc), Head of the Directorate of Tourism of Region of Central Macedonia, Mrs Alexandra Gaitanaki (MSc), Senior Officer of the Tourism Planning and Coordination Department of the Directorate of Tourism of Region of Central Macedonia: <u>Region of Central Macedonia, a four seasons destination</u> ➤ Mrs Boukouvala Konstantina (MSc), Director, Tourism Department, Municipality of Thessaloniki: <u>Tourism and Seasonal Trends: A Case Study of Thessaloniki</u>

	<ul style="list-style-type: none"> ➤ Mr. Apostolos Karakitsios (MSc), Ceo Tourism Experts: <u>MONASTY Case Study: Sustainable Management systems</u>
13:00 – 14:00	Lunch Break
14:00 – 15:00	Keynote Panel – Sustainable Tourism and Environment- Innovative Green Hotels <ul style="list-style-type: none"> ➤ Assoc. Prof. Georgios Tsekoropoulos, Associate Professor of Department of Organization, Management, Marketing and Tourism, Dr. Dimitrios Theocharis, PhD, Department of Organization, Management, Marketing and Tourism: <u>Sustainable Tourism and Environment- Innovative Green Hotels</u>
15:00 – 16:00	Partner Experiences: Sharing Results from National Mentoring Sessions <ul style="list-style-type: none"> ➤ Mrs Vessela Panova, Financial Manager of INTERSMARTS Project, Varna University of Management: <u>VUM Partner Experience</u> ➤ Assoc. Prof. Maria Hămuraru and Assoc. Prof. Veronica Bulat, Moldova State University: <u>From Testing to Mentoring: MSU's journey in building the National Mentoring Collaboratory within the INTERSMARTS Platform</u> ➤ Mrs Saygın ÖZGEN KAKAN, Istanbul Development Agency: <u>Pilot Testing Feedback & Mentoring Collaboratories Plans: ISTKA's Experience</u>
16:00 – 16:30	Education and Sustainability in Tourism <ul style="list-style-type: none"> ➤ Assoc. Prof. Dafni Petkou, Associate Professor of Department of Early Childhood Care and Education: <u>The Impact of Environmental Education on the Formation of Environmental Awareness among Teachers in Greece: Teachers' Attitudes and Perceptions</u>
16:30 – 17:00	Day 1 Closing & Wrap-up <i>Summary and preview of next day's focus</i>

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October 2nd, 2025

MONASTY Hotel Thessaloniki, 45 Vasileos Irakleiou Street, Thessaloniki, Greece
 Ground Floor, Restaurant Hall

AGENDA	
09:00 – 9:30	Coffee & Arrival
09:30 – 11:00	Digital Tools & Co-Creation for Sustainability in Tourism <i>Moderator: Mr. Athanasios Dermetzopoulos, Department of Organization, Management, Marketing and Tourism, International Hellenic University</i>
	<ul style="list-style-type: none"> ➤ Platform Testing Session <i>Guided walkthrough and participant interaction with the INTERSMARTS Platform. Demonstration of core functionalities and digital tools that support sustainable tourism practices.</i> ➤ Interactive Group Work: Challenge Mapping <i>Mixed groups identify and prioritize key sustainability challenges (overdevelopment, pollution, waste, seasonality, slow innovation uptake). Participants work collaboratively to define real-world issues and opportunities.</i> ➤ Roundtable Dialogue: Scaling Innovation for the BSB Region <i>Open dialogue on strategies for transferring digital and green innovations across the Black Sea Basin. Focus on capacity-building, regional cooperation, and integration into local ecosystems.</i>
11:00 – 11:15	Coffee Break
11:15 – 13:00	Platform Testing to Regional Uptake: Interactive Co-Creation Session <i>Moderator: Mr. Athanasios Dermetzopoulos, Department of Organization, Management, Marketing and Tourism, International Hellenic University</i>
	<ul style="list-style-type: none"> ➤ Hands-on Session: Using the INTERSMARTS Platform in Practice <i>Participants work on real-case tourism challenges using the platform as “Users” and “Contributors.” Practical exercises demonstrate how digital tools can support decision-making, mentoring, and knowledge-sharing.</i> ➤ Feedback & Refinement Discussion <i>Structured feedback session where participants reflect on platform functionalities,</i>

	<i>usability, and potential improvements. The aim is to generate actionable suggestions for fine-tuning.</i>
13:00 – 13:30	Roundtable Dialogue: From Digital Tools to Regional Uptake <i>Moderator: Assoc. Prof. Panagiotis Kassianidis, President of Department of Organization, Management, Marketing and Tourism (IHU), Project Manager INTERSMARTS Project</i>
13:30 – 14:00	Final Reflections, Evaluation & Closing <i>Evaluation forms, distribution of certificates</i>
14:00 – 15:00	Networking Lunch
15:00 – 17:00	<ul style="list-style-type: none"> ➤ Visit to a Green Hotel: Experiencing Sustainable Hospitality in Practice <i>Guided tour showcasing innovative sustainability practices in hotel management, including energy efficiency, water conservation, and waste reduction strategies.</i> ➤ Innovation Workshop: Demonstrating Green Ideas in Action <i>A practical showcasing innovative eco-friendly practices and technologies.</i>