

Sector: TOURISM – CULTURE – CREATIVE INDUSTRIES

Areas of Intervention & Priorities 2021-2027

AREAS OF INTERVENTION	PRIORITIES
<p>2.1 CULTURE: Research and development of innovative products, services, tools, applications, value chains to enhance, protect and promote cultural heritage and/or to support and promote Greek culture through synergies with the Tourism and Creative Industries sub-sectors.</p>	<p>2.1.1 Development of new technologies-techniques-methods of recording and/or digitalization and/or scientific documentation of cultural heritage (movable, immovable and intangible)</p>
	<p>2.1.2 Development of innovative applications, techniques, methods for the revival, representation and, in general, enhancing and promoting of Greek culture, using speech, sound, image, virtual, augmented and mixed reality, digital games and gamification technologies or/and combined with cutting-edge technologies (5G networks, artificial intelligence, machine learning, machine translation, etc.). This would include among others: a) intangible cultural heritage and related items (e.g. myths/legends, customs, oral traditions, dances, events, music, songs, skills or techniques which are testimonies of traditional, folk or scholarly culture, Greek mythology, history); b) techniques for collection, recording, representation and enhancing of intangible cultural heritage, including crowdsourcing, collaborative planning, etc.; c) contemporary Greek culture (performing/visual arts, etc.) et al.</p>
	<p>2.1.3 Development and utilization of applications, techniques, methods for: a) analysis, documentation, modelling, management, protection of monuments, archaeological sites, historical sites, museums and cultural heritage sites at large, as well as for improving user experience and increasing visitor numbers; and/or b) promoting access of foreign-language speakers to Greek cultural content independently of and/or through tourism content; and/or c) upgrading and improving functionalities of conventional cultural or tourist content presentation means (e.g. augmented reality e-books) through use of artificial intelligence (AI) and/or other technologies to customize their content.</p>
	<p>2.1.4 Development and/or securing copyright of original cultural content related, among others, to: publications (printed or digital), audiovisual material, music labels, digital applications,</p>

	educational programs and games (digital or not), audio books, online platforms, cloud environments, knowledge networks, etc.
	2.1.5 Design and development of story-telling techniques and systems for innovative/interactive presentation of the social and historical context of exhibits/events/collections in cultural points of interest and tourist attractions, with an emphasis on multimodal story-telling techniques, including, crowdsourcing and social media integration, etc.
	2.1.6 Research and development of digital applications, audiovisual content and/or entertainment products, edutainment applications to promote Greek civilization and cultural heritage (Greek history, monuments, aqueducts, battles, etc.).
	2.1.7 Development of innovative interactive systems for aggregation of cultural content (including printed, digital, audiovisual material) by category, to create a general, open-access database, and use of AI for retrieval, diffusion and multiple exploitation of content.
	2.1.8 Research and development of methods, tools, applications and digital platforms to alleviate the adverse effects of pandemics on cultural economy and protect sector sustainability and competitiveness from such effects, including virtual/augmented reality (VR/AR), remote collaboration applications, events, user experience, etc. in the culture industry.
	2.1.9 Development/application of assistive technologies, products and services to increase accessibility of special population groups (children, monoparental families, seniors, persons with disabilities, chronic patients, etc.) to cultural or tourism content (e.g. video, text, sound etc.) and/or to support enterprises and bodies centered towards the above population groups
	2.1.10 Research and development of innovative products and services aimed at connecting culture and cultural heritage with the health, well-being and therapy sectors (e.g. for treatment of Alzheimer's disease, autism, etc.).
	2.1.11 Development of innovative methods, products, services and original devices to assess and respond to natural, technological and man-made hazards that threaten cultural heritage, and to protect cultural heritage at large (from deterioration, destruction, spoiling, stealing, illicit traffic, etc.).
2.2 TOURISM: Research and development of innovative products, services, tools, applications, value	2.2.1 Development of applications for provision of added-value and networking tourism services using data analytics to customize information,

<p>chains to support and promote Greek tourism through synergies with the Culture and Creative Industries sub-sectors</p>	<p>recommendations and content provided to travelers (e.g. tourism destination/product management systems, 5G networking, etc.) and/or to promote product differentiation and/or extend tourism season.</p>
	<p>2.2.2 Development of technologies, applications and services to support creation of smart and sustainable infrastructures (e.g. marinas/tourist ports, airports, malls, recreation facilities and, more generally, points of interest or utility in cities) aimed at providing advanced and efficient cultural and tourism services.</p>
	<p>2.2.3 Development and utilization of innovative tools, products, services and procedures to promote and support special forms of tourism (e.g. cruising, yachting, cultural, religious, diving and marine tourism, rural tourism, scientific/educational tourism, urban tourism, ecotourism, food and wine tourism, medical, sports, experiential, alternative tourism)</p>
	<p>2.2.4 Development of tools, applications for advertising, marketing, and/or decision-making support to increase competitiveness in the Tourism and/or Culture subsectors (e.g. interactive applications, immersive experiences environments, applications using information and big data management techniques, as well as specialized digital platforms for data collection and analysis, etc.).</p>
	<p>2.2.5 Development of innovative tools and applications to support and upgrade resources and products of cultural, tourism and environmental importance. These include, among others, traditional product; products that highlight a specific cultural identity and production character, and the biodiversity of regions, and help establish a connection between local economic activities and the natural and cultural environment; novel circular economy products; sustainable production standards; products inspired from tradition (materials, techniques, patterns, symbols, social values).</p>
	<p>2.2.6 a) Development of innovative applications for digital guides, namely for guided tours in physical and/or virtual cultural environments (including museums, virtual museums, archaeological sites, festivals, collections, cultural events and itineraries, as well as other cultural activity hubs and events, sites of increased visitor traffic and concentration/circulation, etc.). and/or b) Development of innovative applications for promoting regions presenting tourist and</p>

	<p>environmental attractions and for guided touring of such regions (e.g. areas of natural beauty, traditional settlements, geological monuments, geoparks, shipwrecks, submarine tours, aquariums, etc.) and/or</p> <p>c) Development of advanced digital applications for interactive/remote guided tours using virtual reality or other technologies for specific point-of interest categories (submarine museums, caves, mines, industrial sites and, in general, difficult-to-access attractions) and/or</p> <p>d) Development of tools, technologies, applications and innovative products for implementing and promoting digital tourism, developing the value chain and conducting econometechnical analysis of the digital tourism ecosystem, supporting the digital tourist, while exploiting the traditional cultural reserve in the context of digital tourism</p>
	<p>2.2.7 Development of digital interactive learning applications and accompanying educational material suitable for:</p> <p>a) supporting educational tourism activities (e.g. highlighting specific periods, literature/history content, events and places in Greek history, culture and science presenting an interest for international visitors) and/or</p> <p>b) reskilling and upskilling in novel practices and technologies in the Tourism and/or Culture subsectors focusing on professional training and new skills acquisition (e.g. personnel training applications in the tourism industry using infotainment and edutainment methods; technician training applications; training webinars for promotional staff including tour operators and travel agents; digital special effects and post-production applications; location scouting tools for filming, etc.).</p>
	<p>2.2.8 Development of digital platforms and applications for the provision of advanced security and protection services to tourists and/or for risk anticipation, detection and management in tourism- and cultural-interest sites and facilities (e.g. response to terrorist incidents, natural disasters, remote visitors' health monitoring, communicable disease incidents, extreme weather conditions, climate change impacts, etc.)</p>
	<p>2.2.9 Research and development of methods, tools, applications and digital platforms to alleviate the adverse effects of pandemics on</p>

	tourism economy and protect sector sustainability and competitiveness from such effects, including integrated products for remote experience, combinational technologies for in-situ/remote digital experience development
	2.2.10 Development of innovative products, services and applications for coastal and marine/diving tourism and/or for recording coastal and sea regions suitable for diving and, in general, for blue economy development.
	2.2.11 Development of technologies and applications for scaled development of a digital repository to act as a catalyst for digital tourism promotion, including crowdsourcing, digital intellectual property protection technologies and smart contracts.
	2.2.12 Development of applications for improving, forecasting and managing the energy and environmental footprint and biosecurity aspects of tourism infrastructures, including applications using smart spaces or buildings technologies, Internet of Things (IoT), etc.
2.3 CREATIVE INDUSTRIES: Research and development of innovative products, services, tools, applications, value chains to support and promote domestic creative industries through synergies with the Culture and Tourism sub-sectors	2.3.1 Development of methods and applications for provision of novel advanced services or optimization of existing services (in terms of efficiency, cost reduction, human resource upskilling, user experience, customization, income generation forecasting for audiovisual productions, production cost management, risk assessment, innovative generation of different forms of content from various sources, energy-efficient content processing, etc.) using data management, analysis and/or visualization, and/or 5G networking, artificial intelligence (AI) techniques, etc.
	2.3.2 Development of marketing promotion applications and, more generally, decision-making support for enhancing competitiveness of the Creative Industries subsector, using information and big data management techniques
	2.3.3 Development of innovative tools or digital platforms including a) media asset management platforms offered as a SaaS-based or cloud-based product or service; b) tools to be incorporated in existing media asset management platforms – for integrated audiovisual content management, processing and distribution, e.g. a platform for digital preservation, editing and screening of Greek films and other audiovisual works, creation of a AR/VR/MR Media Lab to facilitate development, control and distribution of extended-reality (XR) applications, systems and content

	2.3.4 Development of innovative digital content protection applications (existing audiovisual content, new producers, amateur films, promotional material, etc.), including applications for exploitation, clearance, and management of digital intellectual property rights, digital watermarking
	2.3.5 Development of innovative digital platforms and methods for distribution and exploitation of audiovisual content and/or digital applications, including content aggregation using open data, social networks and crowdsourcing methods.
	2.3.6 Development of digital platforms and sets of ICT tools to support design of: <ul style="list-style-type: none"> - spatial environments and spatial interactive applications (e.g. for use in architecture, decoration, scenic design, directing, lighting design, sculpture, etc.) - interactive “story-telling” and “experiential” applications - drill-performance systems for response to emergency needs and circumstances, etc., through integration of advanced technologies (e.g. design in a mixed-reality immersion environment; user interfaces in hybrid environments; generative design; simulation; visual programming; artificial intelligence; natural language dialogue systems; augmented- and mixed-reality collaborative experience systems, etc.).
	2.3.7 Development of products, technologies and methodologies to support remote collaborative and distributed design and networking of independent artists, according to the sector of application (architecture, urban design, industrial design, performing arts, jewelry design, fashion design, graphic design, local communities and citizen groups, etc.)
	2.3.8 Development of digital games and gamification techniques for PCs, mobile devices and gaming machines using cultural, tourism and other content (e.g. from the arts, history, cuisine, etc.) for entertainment, education, design thinking development, health, well-being, fitness and other purposes
	2.3.9 Utilization and development of big data collection, analysis and visualization technologies using visual communication techniques to improve information transmission and understanding and/or conduct market analysis in the sectors of design, communication, journalism, publishing etc.

	<p>2.3.10 Utilization and development of innovative design methods and technologies (e.g. calibration, optimization, mass customization, information processing, etc.) and of digital production means and tools (including CAM, 3D printing, CNC, robotic systems, innovative tools, etc.) to improve design, prototyping and production processes in the sectors of clothing/fashion, jewelry design, visual communication, industrial design, product design, etc.</p>
	<p>2.3.11 Development of innovative applications, technologies and approaches in performing arts and other entertainment products</p>
	<p>2.3.12 Development and utilization of innovative design and of design thinking tools and processes, including by building value chains, to develop products, applications, systems and services aimed at supporting and strengthening primary and secondary production, including artisan and arts and crafts production (e.g. incorporation of cutting-edge technologies, design innovation, manufacturing process innovation, identity verification and authentication, recycled material utilization technologies, circular economy technologies at large</p>
	<p>2.3.13 Research and development of methods, tools, applications and digital platforms to alleviate the adverse effects of pandemics on cultural industries economy and protect sector sustainability and competitiveness from such effects.</p>