

NEWSLETTER NO. 4 - APRIL 2023

VIMINACIUM, SERBIA

LEARNING MOBILITY OF MILLENNIALS

Over 50 students from Slovenia, Croatia, Cyprus, Italy, Hungary, and Serbia, along with several teacher-trainers, tutors, curators, and educators, participated in the COOLTOUR mobility of young people at the Viminacium Archaeological Park, Serbia, from March 27th to April 1st, 2023.

The main aim of the training course was to test and evaluate the COOLTOUR platform and provide proper digital tools and guidance for productive dialogue between cultural heritage managers and Millennials.

The youngsters were encouraged to explore cultural heritage and produce engaging and innovative digital content relating to the Viminacium Archaeological Park by using a flexible and innovative methodological framework: the training course consisted of interactive workshops revolving around storytelling, interpretation, critical and assertive thinking, as

well as first-hand experiences to revive the Ancient Roman spirit and atmosphere, connecting distant past with the present. At Viminacium, the participants experienced living 'in situ', as true Ancient Romans, even including a workshop on Roman cuisine, thus making cultural heritage more relatable through engaging participants to better connect with and thus appreciate the richness of the past.



The visits to several local sites, such as the Ram Fortress, The Gallery of Milena Pavlović Barilli, and the National Museum of Požarevac provided an opportunity to explore and connect with the wider cultural landscape of Viminacium.



The host, the Institute of Archeology Belgrade, Serbia, organised expert lectures on often fascinating features of Ancient Roman life: love, beauty, magic and death, which continue to resonate with us until today. Round table discussions with marketing, branding, tourism and creative writing experts was crucial in the development of participants' assignments:



- Branka Novčić Korać, PhD, marketing and branding expert, Faculty of Organizational Sciences;
- Bojana Plemić, PhD, the Faculty for Applied Sciences - Department of Tourism;
- Miomir Petrović, PhD, writer and professor at the University of Union - Nikola Tesla.



The students' work and the new methodology developed will be the foundation for the COOLTOUR manual & toolkit which are the next major steps in COOLTOUR project implementation.

BIG THANKS TO EVERYONE!

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Meet the COOLTOUR project consortium

**Cyprus
University of
Technology**



Dr. Petros Kosmas is a Lecturer at the Department of Hotel and Tourism Management (HTM) of Cyprus University of Technology (CUT). He also serves as an Assistant Coordinator and Researcher at the university's "Heraclitus" Research Center for Social Science and Regional Development of CUT. His research interests concern in understanding processes towards Sustainable Development and Cultural Diversity through Responsible Tourism.

Dr. Tony Theocharous is an Associate Professor and Director of the Heraclitus Research Centre. He has served as national representative for Cyprus for the Programme Committee for Social Sciences and Humanities of the EU's Horizon and 7th Framework Programme.



Hristo Andreev is a PhD Candidate at CUT and Research Associate at "Heraclitus" Research Centre. He has experience in web development, digital marketing, web design, multimedia, search engine optimization (SEO), graphic design, and UI design, research, tutoring.

Maria Panagopoulou has been working for several years as a research associate at CUT. She participated in the implementation and management of various EU funded research programmes such as “Increasing Knowledge Transfer and Innovation in the Mediterranean” & “Ecotourism: New Knowledge by Innovation, New Jobs by Knowledge Transfer”.



Petros Giannoulis is a PhD Candidate at the CUT and Research Associate at “Heraclitus” Research Centre. He participated in the design and implementation of a series of projects exploring contemporary social phenomena that influence the Cypriot society.



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