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PRESS RELEASE

Web3Tour's Vision for Sustainable Cultural Tourism Presented by Dimitris Dimitriadis at Philoxenia - Hotelia 2024

November 14, 2024 – Thessaloniki, Greece – In an inspiring address at the OPEN STAGE of Philoxenia - Hotelia 2024, the 39th International Tourism and Hotel Equipment Exhibition, Dimitris Dimitriadis, Futurist and CIO of TheFutureCats Innovation Consultancy, unveiled a forward-thinking vision for sustainable cultural tourism through Web3Tour, an initiative poised to revolutionize the industry with cutting-edge Web 3.0 technologies. His speech, titled *“Strengthening Sustainable Cultural Tourism: Web3Tour”*, highlighted the immense potential of digital innovation in transforming the tourism landscape, particularly through the integration of the Metaverse, Blockchain, and emerging digital skills.

During his presentation, Dimitris Dimitriadis emphasized Web3Tour's commitment to driving inclusivity, resilience, and environmental consciousness within the cultural tourism sector. He discussed the project's structured approach, including free and fully digital training, workshops, and capacity-building initiatives tailored for small- and medium-sized enterprises (SMEs) in Greece, Cyprus, and Slovenia. Supported by Creative Europe and running from November 2023 through November 2025, the project aims to empower young professionals and equip SMEs with digital skills that align with Sustainable Development Goals (SDGs), thus ensuring that responsible tourism becomes a cornerstone of their operations.

For more information about Web3Tour:

Website: <https://web3tour.eu/en/>

Facebook: <https://www.facebook.com/web3tour>

LinkedIn: <https://www.linkedin.com/company/web3tour/posts/?feedView=all>

Email: hello@thefuturecats.com

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thefuturecats.com

41, Soumela str, Kalamaria
551 32, Thessaloniki - GR

hello@thefuturecats.com
T: +30 2310 495019