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About the
Social Sciences & Technology Research Journal

(later only SST Research Journal)

SST Research Journal is an open access journal published annually with the aim to provide an intellectual platform for the academia, researchers, practitioners, and students to publish their original works. SST Research Journal publishes quality research articles, work in progress, research notes, and research proposals in the fields of business & management, hospitality & tourism, and computing. This is 3 Issue, and the SST Research Journal is published in printed and online versions.

Dr Maria Hadjielia Drotarova

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Research Ethics

The College follows The European Charter of Fundamental Rights. Taking into account the ethical aspects of research practices has a particular significance in the European legal framework, as the European Union is founded on a common ground of shared values laid out in the European Charter of Fundamental Rights.
The charter recognizes a range of personal, civil, political, economic and social rights. The Lisbon Treaty incorporates the charter into the Treaty on the European Union, giving the charter an equal legal effect, and states that all European legislation needs to conform to the principles of the charter. Consequently, this also applies to the European research policy. The European Charter of Fundamental Rights contains several principles which can be relevant in the context of research. These principles form the basis of important ethics guidelines but also support the conduct of research.

Article 3 – Right to the integrity of the person

Everyone has the right to respect for his or her physical and mental integrity. In the fields of medicine and biology, the following must be respected in particular:

- the free and informed consent of the person concerned, according to the procedures laid down by law.
- the prohibition of eugenic practices, in particular those aiming at the selection of persons;
- the prohibition on making the human body and its parts as such a source of financial gain;
- the prohibition of the reproductive cloning of human beings.

Article 8 – Protection of Personal Data

Everyone has the right to the protection of personal data concerning him or her. Such data must be processed fairly for specified purposes and on the basis of the consent of the person concerned or some other legitimate basis laid down by law. Everyone has the right of access to data concerning him or her which has been collected, and the right to have it rectified. Compliance with these rules shall be subject to control by an independent authority.

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Contributing Researchers

Dr Maria Hadjielia Drotarova, PhD

- Senior Lecturer at CTL Eurocollege
- Head of Research
- EU Funding Programme Coordinator

Maria's Research interests focus on topics at the nexus of Tourism Management and Education, while she is also researching phenomena linked to new technologies in Tourism. Her contribution to the relative bibliography includes, amongst others, theoretical understandings on educational experience and its social dimensions, the conceptualization of the nexus between Thanatourism and emotions, and dynamics and processes associated with the functioning of Short-Term Rental (STR) platforms in Tourism (e.g., types of hosts, professionalisation and quality standards, etc.). Maria has also gained substantial experience on EU-funded projects under Erasmus+ and Horizon.

Dr Elena Malkawi, PhD - Senior Lecturer, Programme Coordinator

- Senior Lecturer at CTL Eurocollege
- Head of Business

Elena spent her early career at the Novosibirsk University of the Consumer Cooperation, in Russia, where she was Assistant Professor of Economics. Since 2010 Elena is a member of the Business Faculty at CTL Eurocollege, Cyprus, where she has taught a range of courses on Economics and Management to MBA level Students. Elena is very interested in Student-oriented teaching methods and believes that good teaching depends on great communication. Elena is a member of the CTL Eurocollege Research Team and her areas of interest include Digital Economy and Digital Human Skills.

George Antoniades, PhD Can.

- Lecturer at CTL Eurocollege
- Erasmus+ Programme Coordinator

George graduated from the University of Akron (OH USA) in 2002 with a B.Sc. in Business Administration/ Marketing Management. In 2005 he pursued a Post Graduate Diploma in Operations Management. George strongly believes in non-stop learning and contributing to Education, and for that reason he is currently pursuing a PhD in Business Administration at the European University of Cyprus. His focus of research is in Consumer Behaviour. George has gained hands-on experience in the Business field. Among others he has worked as a Marketing Manager for a developing company, Merchandising Officer for a telecommunications company and Sales Manager for a wholesaler. In 2008 he got involved in Higher Education. Since then, he has lectured a variety of Business courses for educational institutions based in Cyprus and the United Kingdom. He joined the CTL Eurocollege in 2014 where he dedicates himself to the delivery of high-quality Education and Research.

Dora Konstantinou, PhD Can.

- Lecturer at CTL Eurocollege
- Academic Dean
- Head of Computing

Dora Konstantinou is a Ph.D. Candidate and is expected to complete her PhD dissertation by the end of 2023. Her Research interest focuses on Digital Making and Skills & Competences development of Computing Students in Higher Education. Her Research work is emphasizing the integration of Digital Making activities utilizing ARM boards and IoT and their embedment into the curriculum of Computing Courses offered in Higher Education. Through these activities, Students are expected to improve their skills and competences required by the industry under the 21st Century Skills & Competences Framework. She is an Associate Researcher with the Cyprus Interaction Lab of the Cyprus University of Technology. She is also participating in actions related to the encouragement of women in STEM education as a member of Greek Women in STEM.

Dr Vasilis Papavasiliou, PhD

- Senior Lecturer at CTL Eurocollege
- Head of Hospitality and Tourism

Vasilis was recently awarded a PHD title in Tourism & Hospitality Management, by the Hong Kong Polytechnic University, in China, through a scholarship that had been offered to him. His main Research interest includes, among others: (I) The meaning of touristic experiences (II) Interpretation of 'places/spaces', (III) Heritage Management (IV) Depictions of Authenticity, Theming and Nostalgia (V) Social Memory, Politics/Representations of the Past (VI) Nationalism, Ethnic Conflict (VII) Borders, Trauma and Memory.

Dr Prokopis Christou, PhD, FHEA

- Assistant Professor at Cyprus University of Technology (TEPAK)

Prokopis A. Christou is Assistant Professor in Tourism at the Cyprus University of Technology. He is the author of the books "The History and Evolution of Tourism", and "Philosophies of Hospitality and Tourism". His Research interest includes tourist experience in contemporary society, Rural, Spiritual and Heritage Tourism, and other sociocultural issues linked to Tourism. He has published conceptual, empirical and theoretical work in leading academic journals, such as Annals of Tourism Research and Tourism Management.

Contributing Students

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CTL MBA (Master of Business Administration) Student, and a Bachelor's Degree Graduate in Hotel Management

Introductory Note

Dr Maria Hadjielia Drotarova, PhD
Senior Lecturer at CTL Eurocollege
Head of Research
EU Funding Programme Coordinator

The Importance of Research

Dear academic, researchers, practitioners, and students I was delighted to participate in development of SST Research Journal, Issue 3. Indeed, research plays a vital role in our lives, and I would like to highlight its importance from the scientific perspective, thus underline the most common features on research. Within this, research is something that people undertake to find things out in a systematic way, thereby increasing their knowledge (Saunders et al., 2009); and it is a process of enquiry and investigation, research is systematic and methodical, and research means a way of increasing knowledge (Collis and Hussey, 2009).

By doing research we obtain learning, new knowledge, we address various problems and explain complex phenomena. As well, we need research for theory advancement and evidence-based practices, thus collectively progress within our organization, culture, and society (Hammersley, 2016). Agreeable, through research all nations are advancing, since research is a systematic process of collecting and analyzing data to understand phenomena and solve problems in different fields (Johnson & Onwuegbuzie, 2004), e.g., education, sociology, psychology, arts, linguistics, anthropology, tourism, business, etc. Research is always theory-based and is conducted with valid and systematic methodology, contributes to literature and theory in a specific field, it offers reliable solutions to various problems through systematic and planned data collection, analysis, and interpretation, and it provides knowledge on improving tools, methods, approaches, education and learning system in specific fields (Hopkins, 2008; Johnson & Onwuegbuzie, 2004).
Further, every researcher is invited to choose a research methodology that he / she wants to adopt regarding the approach, methods, techniques, and procedures for conducting the research (Dimitropoulos, 2004). The research approaches, based on data collection and conclusions, are divided in to quantitative, qualitative, and mixed. Indubitably, quantitative, and qualitative research differ in terms of purpose, form of research data, analysis tools, emphasis on general or in detail, philosophical assumptions, and schools of thought (Huberman & Miles, 2013). Therefore, you are invited to create greater research based on how you understand research and its significance.
Your sincerely,
Maria

…"by learning our hands are getting dirty" …

Research Snapshots

1. Developing and Training Teaching Professionals' Digital Competence

Dr Elena Malkawi, PhD
Senior Lecturer at CTL Eurocollege
Head of Business

2. Using Social Media for Selling Innovative Products

George Antoniades, PhD Can.
Lecturer at CTL Eurocollege
Erasmus+ Programme Coordinator

3. Assessing and Developing Soft Skills of Undergraduate Computing Students: Analysis of Existing Frameworks

Dora Konstantinou, PhD Can.
Lecturer at CTL Eurocollege
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4. Negotiating Reconciliation and Peace Through Narratives The Case of Cyprus

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5. Nurturing the Younger Generation in Heritage Tourism: A Family Perspective

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Senior Lecturer at CTL Eurocollege
Head of Research
EU Funding Programme Coordinator
Dr Prokopis Christou, PhD, FHEA
Assistant Professor at Cyprus University of Technology (TEPAK)

1.

Developing and Training Teaching Professionals' Digital Competence

Dr Elena Malkawi, PhD
Senior Lecturer at CTL Eurocollege
Head of Business

Abstract of research in progress

The Internet and digital technology are becoming more prevalent in educational settings. As a result of the incorporation of technologies into teaching, professional activities of educational instructor are drastically changing. Professional digital competence is the ability of the teacher to work in the context of a digitized school and education system. This includes mastering a range of teacher competencies such as being able to teach in a digitally infused context, manage digital learning environments and carry out the broader professional work of being a teacher (3).

In order to design an effective training process for teachers in the digital age it is very important to understand a comprehensive picture of teaching professionals' digital competence in an ever-changing technology environment. A number of recently conducted academic investigations explored how teaching professionals' skills, attitudes, and knowledge are distributed and related through the theoretical lens of digital competence (1,2,5,6,7). Research' findings revealed a variance in digital knowledge and digital skills of teaching professionals as well as significant demand from educators for opportunities to develop their digital competencies.

Proposing research will conduct a comprehensive literature review of articles released between 2018 and 2022 to investigate of what has and has not been explored globally regarding training and development of digital competence from the teaching professional's perspective. This includes mastering a range of teacher competencies such as being able to teach in a digitally infused context, manage digital learning environments and carry out the broader professional work of being a teacher (3). A key outcomes of this research will contribute to the growth of teachers' and students' digital competence by establishing relevant learning methodologies to improve the quality of education.

Keywords: Digital competence; Teaching professionals; Professional digital competence; Digital competences development; Digital skills development

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2.

Using Social Media for Selling Innovative Products

George Antoniades, PhD Can.
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Erasmus+ Programme Coordinator

Social (SM) has been defined as 'A group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content' (Kaplan & Haenlein, 2010, p. 61). With the appearance of social media, the opportunity for people to meet and interact with each other is not restricted to barriers such as location or time. However, consumers vary in terms of their decision to use, adapt and abstain from new cutting-edge technologies, as suggested in existing literature (Hua, Chen, & Luo, 2018;) Having this in mind we can see that the business world was affected in a great deal, such, that marketing has critically changed on how it now needs to be designed (Keller, 2016). For first we see that people are widely using social media, and before taking a decision for a purchase they take into consideration other users' content (Berthon, Pitt, Plangger and Shapiro, 2012).

Even though in Cyprus people use social media in a great extent (Export Solutions, 2019) for probably posting personal status, or uploading stories, it would be interesting to know how they use social media as a marketplace, and the Cypriot's intent to trust and buy innovative products through social media.

This work in progress is using questionnaires to uncover the intentions of people living in Cyprus when it comes to using social media for the purchase of products that are considered innovative. The results will show the readiness of the Cypriot market to use the Zone Of Commerce of Social media (Tuten T, Solomon M., 2014) in a wider range, and use it not only to write and view feedback of a specific product, but also in using the specific zone as a purchasing place.

Keywords: Social media, innovative, promotion, on-line shopping, Cyprus market

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3.

Assessing and Developing Soft Skills of Undergraduate Computing Students: Analysis of Existing Frameworks

Dora Konstantinou, PhD Can.
Lecturer at CTL Eurocollege
Academic Dean
Head of Computing

Abstract

This paper aims to examine the available frameworks that exist for assessment purposes and re-design a new framework applicable to the Making context. Soft Skills are considered valuable for students especially for their future career development, therefore academic institutions are focusing on their development. Through the detailed literature review performed, it has been concluded that there is no specific set of skills framing the skills required by each context. Generally, soft skills are classified under two main categories: Personal and Social skills. Personal Skills include critical thinking and evaluation and Social Skills include communication, listening capability, problem-solving, decision making, assertiveness, negotiation and networking (Engelberg, 2015). The evaluation and assessment of soft skills are much more complicated than their classification. After performing research into the literature, it has been concluded that objective evaluation of soft skills requires both formative and summative assessment methods, performed by peers, authorities and individuals. Assessment frameworks on soft skills integration in the ICT context have been examined and compared.

Keywords: Soft Skills, Transversal Skills, 21-st Century Skills, Assessment Frameworks.

Main Theme Introduction

The notion of "Soft Skills" was initially coined in 1972 in a US Army training manual (Newman, 2008) and since then, the research area in discussion still attracts research interest due to its exploration difficulty. A distinction of soft skills can be done between Personal and Social Skills. Personal Skills mainly correspond to Cognitive Skills, such as critical thinking and evaluation. Social Skills refer to human relationships developed inside the society, such as communication, listening capability, problem-solving, decision making, assertiveness, negotiation and networking (Engelberg, 2015). Common terms are used in the literature for the aforementioned skills, including the terms of Transversal skills, 21st-century skills, Digital skills, Key skills, Key competencies, transferable skills, Horizontal skills, Soft skills, Life skills (Economou, 2014), although there is no common classification framework referring to a set of soft skills. Nevertheless, for the purpose of this paper, the term Soft Skills is going to be used. Employers are now seeking employees with flexibility, critical thinking, problem-solving, teamwork and other soft skills (AbuJbara and Worley, 2018). Accordingly, the main research concern in the area of soft skills is the assessment tools available for this purpose, focusing on their validity. Extensive research has been carried out on the development of tools for assessing soft skills including self-assessment tools, rubrics and many other qualitative data collection methods such as interviews observations and experts' assessment. Nevertheless, the lack of quantitative soft skills assessment tools will remain a challenge for future research (AbuJbara and Worley, 2018).

Voogt and Roblin (2012) carried out a comparison of various frameworks regarding the skills required for the 21st century. The intention was to compare and contrast the different ways skills were classified (See Table 1).

Table 1. Similarities and differences among frameworks which examine the skills required for the 21st-century.

Mentioned in *all* frameworks	Mentioned in *most* frameworks (i.e., P21, EnGauge, ATCS and NETS/ISTE)	Mentioned in a *few* frameworks	Mentioned only in *one* framework
• Collaboration • Communication • ICT literacy • Social and/or cultural skills; citizenship	• Creativity • Critical thinking • Problem solving • Develop quality products / Productivity (except in ATCS)	• Learning to learn (ATCS, EU) • Self-direction (P21, En Gauge, OECD) • Planning (En Gauge, OECD) • Flexibility and adaptability (P21, EnGauge) Core Subjects: • Mathematics; communication in mother tongue; scence (EU, P21,ATCS); • History and arts (P21 and ATCS)	• Risk taking (En Gauge) • Manage and solve conflicts (OECD) • Sense of initiative and entrepreneurship (EU) • Interdisciplinary themes (P21) • Core Subjects: economics; geography; government and civics (P21)

Source: Voogt and Roblin (2012).

This study analyses a general set of soft skills required in a variety of contexts. These skills, which can be categorized under the umbrella term 6Cs, are in addition to Digital Literacy skills. The 6Cs include critical thinking and real-world problem solving, clear communication, collaboration, cultural respect, creativity and connectivity utilization (Fullan and Scott, 2014).

For this paper, a literature review has been performed aiming to identify the assessment tools which have been developed and/or used for research purposes for assessing the integration of soft skills in the context of ICT.

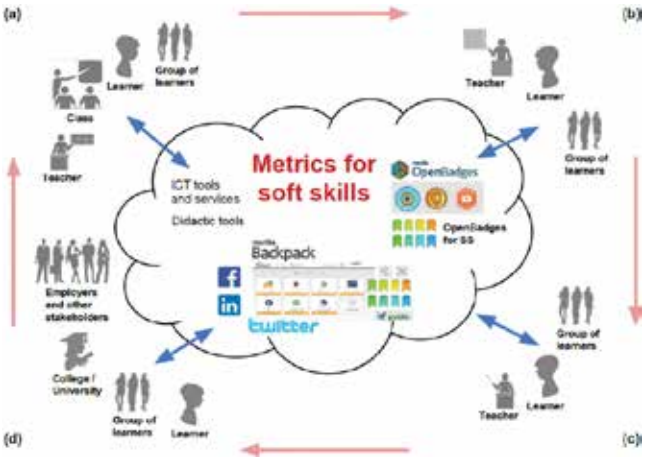
Literature Review

After analyzing the existing literature, we found that there is a limited amount of research on the integration of the required skills for the 21st-century in an ICT context. Generally, only a few projects can be said to form a partial evaluation of the integration and development of skills in the context of ICT. For example: 1) GRASS project, 2) ATC21S project and 3) ATS2020.

2.1 The GRASS Project: Grating and Assessing Soft Skills

The aim of this project was to develop a new model and ICT framework for measuring, assessing, benchmarking, and evaluating learners' soft skills used in their activities, and generating appropriate feedback. A SAGRADA methodological model was designedand applied to this project (Figure 1).

Figure 1. SAGRADA model (a) Sampling (observing, measuring) soft skills (b) Grading (assessing, awarding) soft skills (c) Displaying (sharing) soft skills (d) Acknowledging (recognizing, credentialing) soft skills



2.2 ATC21S: Assessment and Teaching of 21st-century Skills

In January 2008 Cisco Systems Inc., Intel Corporation and Microsoft Corp., in an effort to help transform the teaching, learning and measurement of 21st-century skills, funded the project ATC21S. The ATC21S developed methods to assess skills that can form the basis for 21st-century curricula, with an emphasis on communication and collaboration, problem-solving, and ICT Literacy. As part of this project, an assessment framework (Figure 2) that maps how students learn two specific skills was developed. These are: a) collaborative problem solving (CPS) and b) ICT literacy — learning in digital networks (LDN).

Figure 2. ATCS21S Framework.

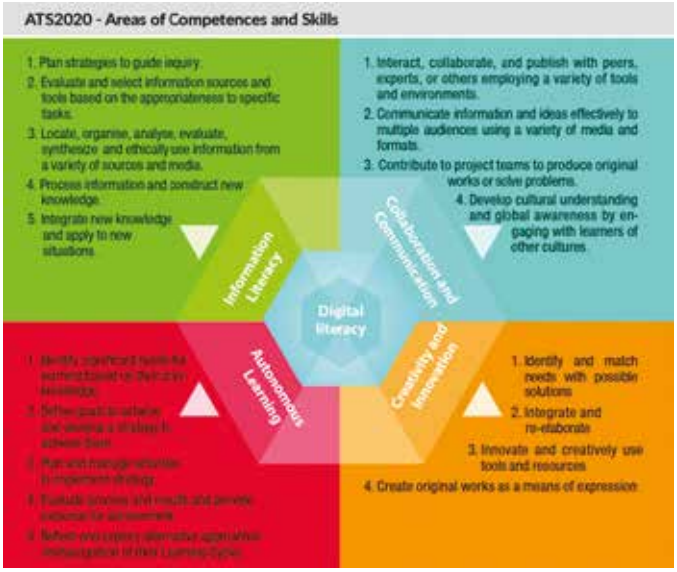
For further detail please see: Binkley, M., Erstad, O., Hermna, J., Raizen, S., Ripley, M., Miller-Ricci, M., & Rumble, M. (2012). Defining Twenty-First Century Skills. In Griffin, P., Care, E., & McGaw, B. Assessment and Teaching of 21st Century Skills, Dordrecht, Springer.

2.3 ATS2020: Assessment of Transversal Skills 2020

ATS2020 is an experimentation project co-funded by the European Commission with the overall goal of providing a comprehensive learning model for the enhancement of students' transversal skills within curricula. The overall goal of this project is to offer new approaches and tools to teachers for the development and assessment of a set of skills including collaboration, communication, creativity and innovation. Students of primary and lower secondary education between the ages of 10 to 15 participated in this project, which included subjects from several contexts within the formal school curricula. Students had to develop an e-portfolio using Mahara or Office 365 OneNote Class Notebook. In this e-portfolio, students had to present themselves and describe their Learning Journey along with their delivered work in each course. Moreover, on the completion of each unit, students had to perform a self-evaluation using a Likert-scale questionnaire, in which they had to evaluate their computer literacy, communication and collaboration skills gained from their journey. A mixed methodology using in-class observation, interviews with students and teachers and artefacts evaluation was used for the collection of data. The framework in which ATS2020 had been developed

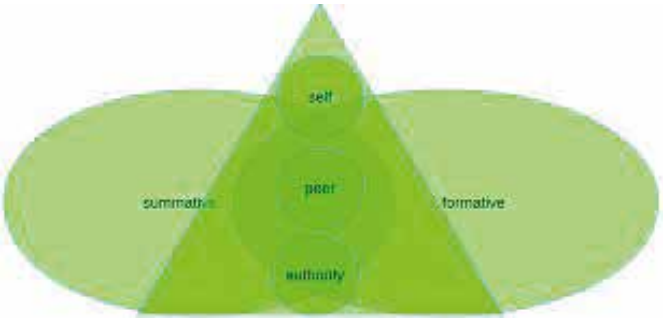
was based on existing frameworks including the DigComp (Digital Competence Framework by the Joint Research Centre) and the ISTE Standards (International Society for Technology in Education). ATS2020 focused on four areas of competencies: Information Literacy, Collaboration and Communication, Autonomous Learning and Creativity and Innovation as presented in Figure 3.

Figure 3. ATS2020 Areas of Competencies and Skills.



Evaluations with the above-listed frameworks were performed on secondary education students. Only GRASS and ATC21S performed evaluations of higher education students. The soft skills assessed in the mentioned frameworks include collaboration, communication, creativity, innovation, problem-solving, ICT literacy, social and or cultural citizenship. Comparing the Assessment Frameworks presented at GRASS (Figure 4) and ATS2020 (Figure 5), both summative and formative assessment methods were applied. To evaluate the integration of students' soft skills, ongoing evaluations were performed. In an effort to safeguard the objectivity of the data collected, the assessment methods were grounded on triangulation theory. Therefore, self-evaluations, peer evaluations and teacher evaluations were performed through questionnaires, rubrics, observation and interviews.

Figure 4. Assessment styles and assessment presented at ATS2020.



Source: Bernhard Ertl, presented at ATS2020 WP2 workshop in Ljubljana (2015)

Figure 5. Assessment styles and assessment bodies presented at GRASS.

Source: O'Connor et al. (2016)

Future Work

A conceptual framework of soft skills assessment in the context of Making is under design. This assessment framework will be based on the existing ATS2020 framework, which assesses soft skills in the context of ICT. The re-designed framework intends to examine whether there is a development of

the 6Cs (Creativity, Communication, Collaboration, Critical Thinking, Cultural Respect, Connectivity) in a Making course. In this course, students will have the opportunity to develop Digital Smart Artifacts using MicroBit technology. Students will be allocated into groups in a self-regulated learning environment aiming to utilize the knowledge they have gained during their studies in the Making Course. Both qualitative and quantitative research methods will be used for collecting and analyzing the data.

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4.

Negotiating Reconciliation and Peace Through Narratives – The Case of Cyprus

Dr Vasilis Papavasiliou, PhD
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Head of Hospitality and Tourism

Abstract

The study argues that the idea of collective memory (Confino, 1997) is perspective driven from the sociocultural and psychological literature (Heersmink, 2021) in which can possibly attempt to address the gap of foundational vagueness expressed in the destination image literature Li, et.al., 2015; Wang and Hsu, 2010). The foundational image vagueness refers to the lack of understanding and research in connecting the mental image (the cognitive perspective) with the destination image(s). Collective memory states that people collectively in a society construct their identity through socialization within a community (Lave and Wenger, 1991) but also from their individual perceptions of lived and interpreted cultural and historical events within their community (Pennebaker and Gonzales, 2009). Thus, it is an interesting idea/concept to be introduced into the tourism literature to address the issue of foundational vagueness (Lai and Li, 2016; Tung and Ritchie, 2011).

Cyprus is an excellent example to implement the idea of collective memory. Cyprus has had a rich and troublesome history (Papadakis, Peristianis, Welz, 2006; Farmaki, et.al., 2015). It has been conquered and inhabited by a variety of empires. Through a series of events and disputes between the islanders, Cyprus is currently temporarily divided/partitioned into two communities (Papadakis, Peristianis, Welz, 2006; Papadakis, 2008). The Turkish Cypriots who reside in the north and the Greek Cypriots (Farmaki, et.al., 2019) who live in the south of the island. Having said that, the two communities have their own version of what it means to be a Cypriot islander and different interpretations of how historical evenly reside in the north and the Greek Cypriots live in the south of the island

Cyprus is still riddled with the physical and mental scars of the West's longest-running diplomatic dispute. The fracturing of the island's common history has not only created these hostile and seemingly intractable barriers to reintegration - any political resolution and process of transitional justice must bring closure to the everyday traumas of war but also come into a consensus on historical narratives that seem to be perforated with political influence.

There has been a powerful position to encapsulate and promote official and trusted narratives by both the Northern area of the island – the so-called Turkish Republic of Northern Cyprus, and the Southern area of the island – The Republic of Cyprus (Attalides, 2003; Mavratsas, 1997; Morag, 2004; Nevzat & Hatay, 2009; Pollis, 1996; Vural & Özuyanık, 2008). We are presented with a dilemma that heritage is subsequently (re)negotiated and (re) constructed "because multiple practical, professional and political reasons dictate what kind of cultural heritage is visible or not and to whom" (Stylianou-Lambert, Boukas, & Bounia, 2015, p. 176). Cyprus is resonating in an ambiguous historical pool that leads to a kaleidoscope of destination identity opinions (Constantinou & Papadakis, 2001; Papadakis, 1994, 1998, 2003, 2008; Papadakis, Peristianis, & Welz, 2006; Stavrinides, 1975; Thubron, 2012).

The author examines what stories the tourist guides in the north and in the south of Cyprus narrate during a single day of guided tours. Using narrative analysis (Mura and Safir, 2017; Gelter, Lexhagen, Fuchs, 2021) as the method of interpretation, the author also explores what lies beyond the narratives. Who are the influencing agents that affect the narratives? Where do the tour guides get their information? To find out the answers to these questions the author interviewed six tourist guides following an unstructured process with a guided approach at the end of each single day guided tour. By doing so, the study answers the key research question on "How does collective memory influence the tour guides' narrated destination image?". Importantly, this study extends its findings to discuss the importance of the tourist guides narrated destination image on destinations that have political and historical disputes.

As part of the Tourism Destination Image (TDI) literature, this research is limited only on tourist guides and interpreting their narratives (Mura and Safir, 2017). Consequently, the study provides a stronger foundation because the destination image is facilitated from the tourist guide (the storyteller) to the tourist. Hence, by understanding how collective memory influences the narrated destination image (NDI) it strengthens the foundation of the general concept of destination image.

Keywords: collective memory, tourism destination image, narratives, tour guides.

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5.

Nurturing the Younger Generation in Heritage Tourism: A Family Perspective

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Abstract

Despite years of research and studies at both the levels of academia and policy, many countries are still plagued by non-sustainable tourism and a failure to establish special interest alternatives. A reason perhaps, lies on the fact that a top-down approach has been largely adopted by governments in their efforts to establish special interest tourism products (Lőrincz et al., 2020). Top-down initiatives involve the governments and their associated institutions designing and implementing centrally the policies, plans, and infrastructure for tourism development (Kubickova & Campbell, 2020). On the contrary, academic studies highlight that success in establishing and sustaining special forms of tourism, such as heritage and eco-tourism, depends on a 'bottom-up' approach, which considers the needs and input of industry stakeholders, primarily tourists (Sharma & Sarmah, 2019). Within the bottom-up approach, families can play a central role in the establishment of special interest tourism. This is because tourism is frequently practiced by families (Kelly, 2020). Yet, the family segment has been neglected as a unit of study in tourism provision (Kelly, 2020).

A critical function of a family is the learning of the next generation (Ellenbogen et al., 2004). This motive is strong enough to engage families in tourism, with particular preference in special interest tourism which carries a strong educational component (Sterry, 1996; Jewell, and Crotts, 2002). For instance, many families travel to well-known heritage sites to help their children to acquire new experiences and knowledge, and trigger their curiosity (Boekaerts & Minnaert, 1999; Yang & Lau, 2019). Yet, we know little on how families are engaged in and facilitate the learning of younger generation members in special interest tourism. Comprehending this dimension is critical to delivering a better fit between family needs and special interest tourism. In turn, this could be key in the sustainability of special interest tourism, and in providing long-term socio-economic benefits for destinations. Given the above problematization, the purpose of the proposed study is **to shed light on the role and functions of family in facilitating the learning of younger generation in special interest tourism, with particular emphasis on heritage tourism.**

Heritage tourism is a specialised form of tourism which involves visiting or experiencing heritage areas of natural, cultural or urban significance (Nguyen & Cheung, 2014). Heritage tourism is suited for family tourism and intergenerational learning (Yang & Lau, 2019). Families utilize this tourism form as a means to provide learning benefits for the younger generation (Boekaerts & Minnaert, 1999).

Qualitative in-depth interviews were carried out with 47 Cypriot parents who participate in heritage tourism as a family. The findings highlight that families visit together with their children different heritage places across Cyprus for educational purposes. Parents believe that it is a "parent's responsibility" to teach their children about their heritage and travelling becomes a means for the younger generation to "experience heritage". The parents express that digital tools can help prepare collectively a family for

a heritage visit. Yet, the parents do not believe that digital tools can be conducive to the actual transfer of heritage knowledge across the generations. Further, due to the Covid-19 pandemic, parents have articulated the presence of a "heritage learning gap" in the younger generation due to the lack of formal school heritage visits. Last, the research study illustrates the role of the "country's history and troubled past" (i.e. linked the 1974 Turkish invasion) on family visits on heritage places and the subsequent heritage learning of the younger generation.

The contributions of the research study and, therefore, its novelty rest on new research perspective, which examines learning within heritage tourism. The family has not so far examined for its virtues in facilitating learning in heritage tourism and the tourism literature, in general. Additionally, while studies focusing on learning in tourism have largely drawn on the level of the individual tourist, our study draws on the family as a unit of analysis. The research study focuses on the level of the family to examine family behaviors and dynamics which are important in the nurturing of younger generation family members. A focus on the family shifts beyond the individual as it allows placing attention at the intergenerational level to understand how different generations interact to facilitate the learning of the younger generation in heritage tourism. Last, this research study offers contextualized theorization, given the focus on heritage tourism and the family institution and its logics.

Keywords: Social media, innovative, promotion, on-line shopping, Cyprus market

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Food for Thought

Peace Education in Higher Education and Beyond

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Peace Education in Higher Education and Beyond

During the Forum on non-violence to spread a culture of peace organized I gave my speech about peace education in higher education and beyond. Education is the foundation of human transformation, and, as an absolute source of socialization, education has the potential to reinforce a sense of peace in its receiver. Higher education which is an important level of education plays a dominant role in this direction. Nowadays, peace education has become an essential issue, as well, a major concern for researchers and educators all over the world. Peace education has been introduced into many educational institutions either as separate programs or integrated within the various subject materials. Indeed, recent research shows that the sooner children get introduced to the knowledge of peace and practice the skills related to it, the greater the chance they will become positive change agents in the future.

Further, while peace education curriculum and programs are being introduced into schools worldwide, it seems that attempts to do so in institutions providing higher education are still microscopique. Agreeably, the recent research shows that schoolteachers have become more qualified to educate their students for peace than university professors although one cannot deny that many universities are now offering courses or even degrees and diplomas in peace studies. However, where offered, such programs are by exclusively the departments of political science in a few universities. Indeed, many higher education institutions, such us, universities and colleges, peace related student learning outcomes should be introduced into every general education course. As a result, learners who do not have the chance to get introduced to such programs throughout their school years will have the chance to do so at the university level.

Moreover, the researchers offer three main channels through which peace education can be dispensed at higher education institutions level and beyond that. Generally speaking, we have the informal, formal and non-formal channels. The informal channel of propagating peace education involves developments at home and family settings, which have influence on how peaceful behaviors are promoted. The informal channel is characterized by approaches that border on role model, imitation and other means among higher education students, professors, academics, lecturers and other academic staff, families, and friends, etc. The formal channel for propagating peace education entails the use of higher education institutions to educate their students for peace. It involves the incorporation of peace education values into the courses' curriculum, so that students can be taught how to pursue peace with self and others in the environment. Non-formal channel of peace education involves training students and their professors, academics, lecturers, and other academic staff, through workshops, seminars, and conferences at the regional, national, and international level, so that they can be aware of how to live peacefully and harmoniously with others. These channels are essential outlets through which peace education can be dispensed to specific or wider audience, such us, students, their peers, and professors, academics, lecturers, and other university/college staff within higher education institutions, thus, promote the knowledge of a culture of peace.

Erasmus +

Transformation for future digital learning world: FuTour

Up-skilling operators for sustainable tourism

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Transformation for Future Digital Learning World: Futour

The current project is approved by ERASMUS+ under KA2 - Cooperation partnerships in vocational education and training with the registration number: KA220-VET-32B0EE59, and below we offer the project's description.

Keywords: Vet providers, tourism, hospitality, digital skills, training

Background: Why did you apply for this project? What are the needs you plan to address?

The current project aims at empowering the education providers of the tourism branch, raising the knowledge and the competencies of the learners of the field, also addressing their needs as well as increasing their employability opportunities in all 5 participating countries by equipping them with the latest updates, practices, methods as well as tools in order for them to safely develop their career path. Tourism is a powerful industry providing employment to millions of people, an economic sector that simultaneously plays a social and economic role. Yet it has been hit hard by the COVID-19 crisis in 2020. The pandemic has caused economic, social and health challenges due to its cumulative effects in terms of propagation, global reach, and unprecedented steps taken by governments to contain its spread (shutdown of borders, travel restrictions, national lockdowns, closure of restaurants and hotels) (OECD, the territorial impact of COVID-19: Managing the crisis and recovery across levels of government). Most tourist destinations were forced to halt operations (OECD, Tourism Policy Responses to the coronavirus). They recorded one billion fewer international arrivals in 2020 than in 2019. 100 to 120 million tourism jobs were put at risk, a large portion in small and medium-sized enterprises (World Travel and Tourism Council Economic Impact). This is a fundamental concern for economies as tourism is not only a vital source of foreign currency but has also the potential to serve as a development 'tool' to strengthen supply chains, improve local firm productivity, create jobs and provide income (Tourism in the post-COVID world, Marielka Pangestu). Recovery should be deliberate and wide-ranging, with domestic tourism, and hereby local unknown regions and rural areas being scrutinized as driving forces. Moreover, the pandemic's undeniable impact on the way we live means that travelers will likely think harder about their choice of destination and have new expectations (UNCTAD). Thus, the future of tourism cannot be viewed through the prism of 2019. Destinations need to present themselves as safe and secure, easy to get to and with COVID-19 travel rules that can be seen as appropriate, but not overly disruptive to travel plans (How to prepare for tourism's rebound post COVID-19, Keiran Hutchison). New processes in transportation, mobile applications in hotels and automatic travel insurance are some of the keys for the tourism of the future. (Post-COVID Tourism: Digital, Personalized, and Safer than Ever, Patricia Ruiz Guevara). Increased level of digitalisation in tourism will enable expansion of market reach, raise growth, improve operational efficiencies, and sharpen tourism agencies' competitive edge. It can also help to develop and customise product offerings, improve destination connectivity, generate data to track performance, and help to improve destination management (Digital Technologies as a Driver for the Development of the Tourism Industry, Natalia Natocheeva). However, the tourism sector is highly fragmented, and sub-sectors such as transport, accommodation, restaurants and catering, and personal services are all subject to very different challenges and opportunities when it comes to digitalisation. There are significant differences in human

resource capabilities, different levels of awareness, and variations in digital skills. Moreover, in the tourism system, the challenges and opportunities that individual businesses encounter become magnified, distorted, and amplified both in business ecosystems, and at the collective destination level (Digitalisation in Tourism, European Commission's EASME). In this context, it is crucial for education institutions in the tourism industry, especially for VETs, to keep up with the ongoing digital transformations, adjust their tourism education curricula and suggest a green, resilient, and sustainable development approach, by focusing on the environment, people and technology.

Objectives: What do you want to achieve by implementing the project?

The consortium considers the precondition for achieving a sustainable and digital tourism is solid education and career planning of the operators of the field. Based on the EU tourism policy, the current project "FuTour" aims at supporting VETs of the tourism field to redefine themselves, establish and develop innovative strategies and smart approaches. The project will promote sustainable and digital tourism by equipping the VETs of the field with the latest updates, trends, methods as well as tools in order for them to offer genuine curricula and courses so that they prepare competitive and employable future professionals/employees of the tourism field. The FuTour will present best practices, create partnership and cooperation possibilities, mastermind new services, develop innovative solutions and answers, such as gamification, preventing over-tourism, suggesting more sustainable and resilient solutions, ensuring safe and secure tourism and creating additional services in digital ways. The project will strengthen digital competences and skills of the learners so that they pave their career path independently and successfully in the tourism industry, have sustainable income as well as overall socio-economic outlook and understanding of the best practices and the innovations, and have ideas of more green and sustainable methods of the field. In the long run these measures will contribute to curb and overcome the economic crises in the tourism sector, enable operators to be compatible but also competitive with other providers and destinations as well as endure in the future sustainable smart tourism in Europe. Thus, the frameworks and solutions conceived and developed within the project will be multifaceted, comprehensive and coherent. The one-window approach will empower the VETs to get better insight, curricula and programmes, less duplications and waste of time. As a result, the learners will get a complex and all-inclusive prospect/overview in the development of their career in the tourism field, making it stronger, more sustainable and resilient. Moreover, taking into account the wide scope of the geography of the project, the patterns suggested can enrich the knowledge and expertise in digital tourism far beyond the regions/countries involved, show the importance and the credibility of high technologies in tourism, highlight their validity not only in metropolitans but also in small unknown and/or less-known regions which can get more visibility as well as economic benefits.
Implementation: What activities are you going to implement?

To achieve the above-mentioned objectives, the project will produce 3 results: 1. Training kit for VETs, 2. Courses on MOOC, 3. Online Matchmaking Platform. For that purpose the following project activities will be organized: 5 Transnational Partner Meetings, 1 LTT, 5 Multiplier Events, 1 Website, 2 Sector-related analyses for 2 different curricula, 2 evaluations of challenges, needs and opportunities, 2 education material developments, 2 preparations of content proposals, 1 45-minute documentary on digital tourism and sustainability, quality and consist-

ency checks, designing use cases, setting functional specs, multiple testings as well as further dissemination activities and publishing throughout networking events. All the produced materials will be submitted to the scientific committee of the project and will undergo the Quality Assurance analysis before their administration via webinars, in person lectures/ practical exercises. Upon completion of the quality assurance check, the training kit and the MOOC will be piloted with the selected trainers (both on-line and in person sessions) in all partner Countries. As primary users of the project we will engage professional facilitators (10 from each institution, 50 in total) (trainers, social pedagogs/workers, etc) who will later pass on the achieved skills to the target group (min 1000 persons in total). The participating professionals will get acquainted with best practices, modern approaches, market challenges and requirements, create partnerships, originate genuine cooperation, jointly conceive and master new and innovative paradigms for a more digitalised tourism branch, develop and deploy innovative solutions and answers, such as gamification and experiential learning. These measures will contribute to capacity building, realistic self-assessment of the learners, support them in their career planning, enable them to be compatible and competitive in the ever-developing tourism field as well as sustainably endure in the labour market in Europe. The project will have an official webpage which will serve as a basis for the internal and external communication (brochures, banners, press releases, project newsletter, podcasts on digital tourism), as well as for the provision of the programme and the forged models. Besides, it will also include a section for the internal users (project partners) communication and data administration and another common portal for networking among trainers, mentors, the target group, policy makers and any other parties engaged. This will contribute to the rise of knowledge and awareness, promote capacity building as well facilitate development of ecosystems occupied with digitalisation and smart tourism.

Results: What project results and other outcomes do you expect your project to have?
The project will produce 3 Results:

1. Curriculum Syllabus
The project will design and develop an informative curriculum that reflects the growth, impacts and associated implications of digital tourism on tourism and hospitality providers in this field. Generally speaking, an effective curriculum should reflect the philosophy, goals, objectives, learning experiences, instructional resources, and assessments that comprise a specific educational program. Agreeably, this curriculum should help VET providers in tourism and hospitality to understand the important role of digital tourism. Given the above, content of the curriculum development should be sector-specific and outline the relevant impacts of the growth of digital tourism on tourist practices and behaviour, urban and rural planning, and enterprise. As well, the curriculum will offer insights into the importance of sustainability in tourism and the relevance of digital tourism to destination marketing and management. Our direct target group is VET providers in the field of tourism and hospitality. The project aim is to prepare curriculum development, e.g., handbook/guidance for this specific target group, and our indirect target group are students, professionals and experts, and others, who do not have a direct background in the field of tourism and hospitality, but they want to upgrade their knowledge for their own (individual) purpose only based on self-learning.

2. MOOC Design
This project component consists of a MOOC design and delivery. The aim is to implement a MOOC in VET courses (permeable to HE) to learn the digi-

tal methodological framework and its innovative approach in the tourism and hospitality sector to activate innovative teaching and learning tools to support career construction. MOOC is an open access type of online course (Open Access), which provides for extensive participation via the web (Massive) based on the use of open educational materials (OERs). The MOOC will include theoretical lectures based on FuTour curriculum content. The course will offer online materials, such as podcasts, videos, and webinars. The MOOC will incorporate collaborative construction functionalities (being a cMOOC) of a shared corpus instead of transmitting a corpus "state of the art" through classic MOOC designs. The cooperation will be supervised to avoid chaotic learning pathways. The result will be designed in a way to allow participants to drive the course and to contribute to it in a loosely controlled environment by facilitators. This way, basic educational goals can be set and reached, and at the same time, the subject offered is provided flexibly. For the MOOC's design and development, we will use formal standards such MOOQ's Quality Reference Framework for MOOCs (based on ISO/IEC 40180). The MOOC is a tangible result which includes a set of learning contents in multimedia form both in written and visual form. It's innovative nature lies in being a training implemented in a virtual environment Moreover, with possibility to re-build a lab activity in the Classroom or the training facilities to expand and apply the concepts learned during the courses.

3. Online Matchmaking Platform

The matchmaking platform will serve as a complementary tool to the training materials and MOOC aiming to support VET providers embracing the digital transformation of the hospitality sector. The platform will actually demonstrate an open and free to use online environment that matches the demand of the hospitality market for digital solutions and digitally skilled professionals with the skills that VETs gained through the project training. The platform aims to complement the hands-on training by providing an environment that allows VET providers to come into direct contact with the intended market and better understand the needs that they will come to satisfy in order to successfully sustain their businesses in VET provision.

Up-Skilling Operators for Sustainable Tourism

The current project is approved by ERASMUS+ under KA210-VET - Small-scale partnerships in vocational education and training with the registration number: KA210-VET-3ED1EB20, and below we offer the project's description.

Keywords: Vocational education and training, tourism, hospitality, digital skills, green skills, sustainability, transformation.

Background: Why did you apply for this project? What are the needs you plan to address?

The project objectives are:
Objective 1: Promoting the knowledge of the principles of sustainability applied to the tourism sectors among operators and decision makers, and its growing importance with respect to the latest market trends.
Objective 2: Promoting the sharing of good practices of sustainable tourism by creating a European network of entrepreneurs, managers, consultants and decision makers that will support tourist business and will potentiate the benefits of the shared initiatives.
Objective 3: Up-skilling tourism operators and enabling them to implement new and sustainable business models, which go in the direction of environmental sustainability and eco-compatibility.
Objective 4: Promoting the awareness of tourists on sustainability and respect for the environment and the territory.

To achieve these objectives, the partners will work for the production of tangible outputs:
• A learning platform that will be a useful tool for the training and up-skilling of tourism operators through the offer of up-to-date resources on sustainability and green economy

• A set of learning modules where successful entrepreneurs or professionals will share good practices and case studies and providing tools for implementing similar activities in different contexts

• A community of European tourism operators that will interact thanks to online tools and will lay the foundations for future collaborations and transnational initiatives

The above-mentioned objectives are linked to the priorities selected in the related sections:

- Environment and fight against climate change: tourism is one of the economic activities that produces the most co2 emissions and is often responsible for an excessive exploitation of the resources of many European territories. It is therefore essential to train operators and decision makers, in order to promote a change in the forma mentis and a more concrete commitment to sustainability.

- Contributing to innovation in vocational education and training: the project activities will create opportunities of exchange of good practices and networking and will encourage the implementation of innovative initiatives and transnational cooperation.

Motivation behind this project:
Tourism is one of the main items of the GDP of many developing countries and one of the most important for many developed countries, especially in Europe, where it generates millions of jobs. Furthermore, around 30% of the earnings generated from tourism remain with local communities. Tourism is therefore a crucial asset for territorial development, but the mobility of large volumes of people determines

the exploitation and impoverishment of the destination environment, giving a worrisome contribution to carbon footprint. Tourism, in fact, produces about 8% of the overall CO2 emissions, and this percentage is constantly growing. According to a study published in Nature Climate Change in 2018, tourism produced emissions will increase by 4% every year. At the same time, this economic field is one of the most vulnerable to climate change, which often produces a loss of attractiveness of the destinations. There is a growing consensus among tourism stakeholders as to how the future resilience of tourism will depend on the sector's ability to embrace a low carbon pathway and cut emissions by 50% by 2030.

For this reason, it is necessary to spread the culture of sustainable tourism through the exchange and knowledge of innovative practices that have already had a positive impact where proposed and that can be re-proposed and implemented even in different territorial contexts. The project partners, each in their own country, bring about innovation and research in the field of tourism and have a vast network of relationships in the tourism sector, therefore they have access to a wide range of experiences and sustainable projects in their respective countries. The funding of the project will make it possible to systematize the different experiences, create learning materials aimed at spreading the culture of eco-sustainable tourism and develop entrepreneurial skills to be able to replicate these projects in different territories and thus help to standardize the European eco-sustainable tourism offer. By up-skilling tourism operators the project will therefore contribute to the overall objectives of the EU Sustainable Development Strategy, which aims at identifying and developing actions to enable the EU to achieve a continuous long- term improvement of quality of life through the creation of sustainable communities.

Implementation: What activities are you going to implement?

To achieve the above-mentioned objectives, the project will produce 3 results: 1. Training kit for VETs, 2. Courses on MOOC, 3. Online Matchmaking Platform. For that purpose the following project activities will be organized: 5 Transnational Partner Meetings, 1 LTT, 5 Multiplier Events, 1 Website, 2 Sector-related analyses for 2 different curricula, 2 evaluations of challenges, needs and opportunities, 2 education material developments, 2 preparations of content proposals, 1 45-minute documentary on digital tourism and sustainability, quality and consistency checks, designing use cases, setting functional specs, multiple testings as well as further dissemination activities and publishing throughout networking events. All the produced materials will be submitted to the scientific committee of the project and will undergo the Quality Assurance analysis before their administration via webinars, in person lectures/ practical exercises. Upon completion of the quality assurance check, the training kit and the MOOC will be piloted with the selected trainers (both on-line and in person sessions) in all partner Countries. As primary users of the project we will engage professional facilitators (10 from each institution, 50 in total) (trainers, social pedagogues /workers, etc.) who will later pass on the achieved skills to the target group (min 1000 persons in total). The participating professionals will get acquainted with best practices, modern approaches, market challenges and requirements, create partnerships, originate genuine cooperation, jointly conceive and master new and innovative paradigms for a more digitalised tourism branch, develop and deploy innovative solutions and answers, such as gamification and experiential learning. These measures will contribute to capacity building, realistic self-assessment of the learners, support them in their career planning, enable them to be compatible

and competitive in the ever-developing tourism field as well as sustainably endure in the labour market in Europe. The project will have an official webpage which will serve as a basis for the internal and external communication (brochures, banners, press releases, project newsletter, podcasts on digital tourism), as well as for the provision of the programme and the forged models. Besides, it will also include a section for the internal users (project partners) communication and data administration and another common portal for networking among trainers, mentors, the target group, policy makers and any other parties engaged. This will contribute to the rise of knowledge and awareness, promote capacity building as well facilitate development of ecosystems occupied with digitalisation and smart tourism.

Target groups of this project?
The partners represent different fields in the tourism sector and will benefit from the fruitful exchange of methodologies, practices, and points of views. They will enrich the skills of their operators and provide updated training opportunities to their networks that also represent the target groups of the project. The project activities will not only contribute to the Sustainable Development EU Strategy and Agenda 2030 but will also strengthen the stability and growth prospects of the partner organizations and all their customers and learners: travelers are increasingly attentive customers and tend to make conscious purchases, it is therefore of crucial importance being able to produce a sustainable tourism offer in order not to be excluded from the job market. Research shows that the younger generations, tomorrow's customers, are increasingly selective in the choice of products and services, considering the ecological and ethical aspects of every purchase. This means that those operators who do not update their offer in the light of the newest sensitivity, are likely to be excluded from the market in a medium-term perspective. For these reasons the partner organizations need to join forces and potentiate their and their target groups' green skills.

What will be the benefits of cooperating with transnational partners to achieve the project objectives?
All the partners have carried out innovative actions on the field of sustainable tourism and have access to other operators that implemented good practices in the same sector. These activities however are not enough spread outside the regional scope of the partners, and tend to have a limited application, despite the high quality and the relevance of the results. Thanks to this project they will be able to join forces and exchange competences and information that could benefit all their networks and enlarge the scope of their actions. One of the major objectives of the project is the fostering of exchange of good practices: by implementing the project transnationally, the range of the knowledge shared will be significantly wider: this means offering a higher quality training opportunity. Furthermore, the project topic is of global importance, and would not make sense to addressed it with a national or regional scope.

CTL Students' Contributions to the Faculty & Student Colloquium 2022 Held on Monday, July 11th 2022

1. Digitalization of Cultural Heritage

Pal Deepak
CTL Bachelor's Degree Graduate in Hotel Management

2. Event Management and Community Sustainability

Nikolas Constantinou
CTL Bachelor's Degree Graduate in Hotel Management

3. Leisure and Recreation Catastrophes Across the World

Rabin Banstola
CTL MBA (Master of Business Administration) Student,
and a Bachelor's Degree Graduate in Hotel Management

Digitalization of Cultural Heritage

Pal Deepak
CTL Bachelor's Degree Graduate
in Hotel Management
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Abstract

The cultural heritages are the cultural remains such as language, buildings residents of a population not only those resources and activities such as arts, literature, history music, dance, shopping and sport facilities which is preserved and now handed over to the present generation. (Rodrigues, 2018). Cultural heritages is the legacy, memory, or physical proof and defies that we have come to so far and what our ancestors were doing and how we can follow such path.

There are different tools like 3D, AR, VR, which helps cultural heritages to digitalize itself it digital firm or virtual firm. virtual museums can be one of the examples where people can see the artwork, visit museum by seating at home and see with the help of device like tablet AR/VR glasses. Another example can be virtual museum where people can install an app and when they take camera and show the artifacts it will start explaining what is about so people doesn't have to wait for the guide and it can guide free. (Shaping Europe's digital future. 2022). As we know due to covid-19 it effects tourism industry a lot but if we use technology that helps to digitalization than it can help to introduce new form of tourism where people will get access online without travelling to places and gain access from all over the world.

Due to advancement of technology and everyone is using, internet everyone has access internet and has access of advance technology. And we have so many beautiful gifts that are given by our ancestors that should be preserved not only that it should be provided to all over the world. Its only possible when either people should travel, or it should be provided in internet with the help of digitalization, so digitalization is important. As from fig Do you research about heritages on internet? We can see that most of the participant use internet by 70.6% and if we see world census data 5 billion people are using internet. (Data Reportal – Global Digital Insights. 2022). It means if the cultural heritages are digitalized it means and if it is upload on the internet, it can be access by 5 billion of population, so it plays vital role to get access. In modern era people are travelling to see, observe and get knowledge about the historical building and monuments, visiting local museums that are recorded the past with the help of artifacts, literary remain, arts or something quaint as sampling authentic historical ideas in their places of origin. Due to this many virtual platforms are introduced in the market where it has offers, attract new people & audiences, it has developed new kind of skills and technology in the field of tourism which are supporting in heritages field. Due to new technology like AR/VR and metaverse world it has created different world where people will pay and enter to the AR/VR and visit the cultural heritages and feels like they are in real world.

We know cultural heritages are importance in Oder know how our ancestors were living or to find out about the civilization how it is form or how it was developed, how they were used to live and how civilization develop in timeline. but if we use technology that helps to digitalization than it can help to introduce new form of tourism where people will get access online without travelling to places and gain access from all over the world. But due to technology advancement and there is different

advance technology which helps to digitize the cultural heritages. Another example can be virtual museum where people can install a app and when they take camera and show the artifacts it will start explain what is about so people doesn't have to wait for the guide and it can guide free. with the advancement of technology cultural heritage is also advancement quickly to the digital technology. virtual museums can be one of the examples where people can see the artwork, visit museum by seating at home and see with the help of device like tablet AR/VR glasses.

Keywords: Heritage, heritage tourism, cultural tourism, hospitality, digital skills, digitalization, sustainability, transformation, visualization.

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Event Management and Community Sustainability

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Literature Review:

This literature review relates to the event management and community sustainability in the field of hospitality.

Introduction:

Event means something happens, specifically, Getz (2022) refers to "events are about the vast and varied communities of people of the world. Events are where people commune. Indeed, events, nowadays, have become strong demand generators, play a significant role, and make a considerable contribution to the Tourism, Travel, Leisure, and Hospitality industries" (Arcodia & Robb, 2000, p. 154). Further, events play a significant role in relation to communities, as well, they create economic activity at regional, national, and international level. "All types of events, despite their aim and objectives, are receiving more attention and becoming very trendy vehicles when achieving different outcomes in our communities" (Arcodia & Robb, 2000).

Classifications of event types

Event types can be classified into corporate, private, and charity. Corporate events focus on businesses and customers, while private events are more recreational and charity events are for philanthropy. Good quality corporate events have specific and achievable goals related with them which makes sense given the cost and amount of planning that goes into each one.

Conferences:

A conference is a large event where attendance numbers are usually in the hundreds or thousands and focused on a main theme or industry that is typically held over many days. Event activities for this event type include speakers, networking opportunities, exhibitions, contests, and as well as more recreational get-togethers pre and post conference.

Trade Shows:

Trade shows bring together lots of like-minded brands under the umbrella of one major theme. This interactive event type depends on exhibition booths and interesting partners to create unforgettable experiences for their audience.

Seminars:

At first sight, seminars are a lot like conferences. The biggest difference is that seminars are entirely offered to instruction and training. Because they're academic in nature, it makes sense why they're often done as a series and involve smaller groups than their more gigantic and different event type equivalents.

Corporate off-sites & executive meetings:

Corporate off-sites and executive meetings are face-to-face events that often include high skill employees as well as important business partners. This type of event can be used by companies for many reasons but it's up to the event planner to set them up for success through creative environments, clear agendas, and tools or policies that improve productivity.

Company parties:

Company parties get employees together to celebrate mutual victories, recognize milestones, improve morale, and enjoy holidays. While the focus of this type of event is usually fun and relaxation, event planners can still set and achieve goals for their colleagues. Product launch:

Product launches help properly spread the word

about a new brand, product or service, partnership, or special offer. These in-person events generate gossip and help attendees get to know your company better.

Private events can be used by people on booking venues such as weddings, christenings, birthday parties and festival gatherings.
Naylor in 2011 suggested that "private event places are booked for festivities mostly wedding events. This is due to the hosts needing privacy for their event and can pay for a private venue unlike other organizations such as: Business, Schools, Manufacturers".

Private events are used for people who want specific guests to come at the venue.
Private events have a guest list to make sure the venue is not open to the public. There are many organizations in the private sector participating in commercial activities in the events management business. "Clients who are looking for an appropriate venue for their event can do it by themselves, which can be time consuming, or they can place their enquiry with an agency such as Inntel, which will reduce their effort and possibly benefit them by obtaining more competitive rates for venue" (Shone and Parry, 2004).

Charity events are used for people to raise money for a charity by events such as society balls, sports events, charitable auctions.
Some charity events may well invite for sponsors for an individual participating in an event to raise money for charity. These events range from sponsored runs, sponsored cycling, sponsored skydiving, sponsored walks and many more. The charity event industry is a very distinct industry due to anyone can go to a charity venue, donate to a charity event, or even run one. Stephenson and
Mintzer (2008) recommends that "supporting the community that supports your local business by picking a worth able local charity or charitable event you can gain much goodwill by contributing to a charity within your community and over the long run it will benefit your business through the contacts you make and the relationships you build", this is due to the public and community getting involved to help raise money for charity such as schools, business, manufacturers.
Sponsorship signifies a mutual act between a non-profit and a business. The business donates money for costs related with a charity event, and in return, the charity event provides the business low-cost public exposure and marketing." A charities sponsorship success rate is strongly dependent on the benefits that it can offer potential business partners" (Lyons, 2012).

Stakeholders

Stakeholders are people, groups or organizations that carry a special interest in an event affecting its operations and success. Stakeholders play a major role in the success of any event. To a specific point, stakeholders form the way event managers organize an event.
Stakeholder analysis is a process in which the event managers execute a planned effort on understanding stakeholders and the ways in which to encourage their needs to make sure the success of an event. Stakeholder analysis in event management is a tricky thing as this is a one-off occasion. Therefore, there is not any other opportunity to make stakeholders pleased.
Great example would be the World Cup or the marriage of high-ranking people (e.g. the Prince of England) that would call for accurate planning to make sure they are successful and meet the expectations of all interested people (Allen et al. 2011). Stakeholders must be evaluated to remove distracters that hide in the name of stakeholders and involved individuals.

"It is also the main obligation of an event manager to know the different stakeholders and verify their importance concerning the success of an event" (Stanford, 2012).

Event Management Theory

"Event management is a field of industrial practice, which involves the organization and coordination of the activities required to achieve event objectives" (Abson, 2017, p. 404). Generally speaking, event management is the applied field of study and area of professional practice devoted to the design, production, and management of planned events, encompassing festivals and other celebrations, entertainment, recreation, political and state, scientific, sport and arts events, those in the domain of business and corporate affairs including meetings, conventions, fairs, and exhibitions, and those in the private domain including rites of passage such as weddings and parties, and social events for affinity groups. "Event management is a fast-growing professional field in which tourists represent a potential market for planned events and the various industries (e.g., tourism) has become a vital stakeholder in their success and attractiveness". (Getz 2008).

Abson, (2017) suggests that the key priorities for event managers are to deliver leadership at the same time as managing resources and providing clear communication to the event team. Silvers et al., (2006) refer to the event management process as "a complicated weaving of management functions".

Event management research

Event management is a field of study, and it is a popular research topic for many academic worldwide (Getz, 2002). Indeed, these days various high education institutions offer event management courses at their universities and colleges (Getz, 2002, Getz 2022). Agreeable, the event management is researched when study leadership and leadership practices (Abson, 2017), at the same time, the event management research studies put efforts to explain visitor experiences, motivation, satisfaction, and their behavioral intention. However, the past research studies on event management focused on economic impact of events or, some, on volunteer motivation (Park & Park, 2016).

Some of the biggest events worldwide are:

- The FIFA World Cup is an international football association competition challenged by national teams of the members of the Federation Internationale de Football Association (FIFA) which is the global governing body. World Cup is the world's most watched sporting event, having the half of the global population tuning in to watch and that's why it is one of the biggest events in the world.

• UEFA Champions League. The UEFA Champions League is a yearly football competition organized by the Union of European Football Associations (UEFA) and challenged by the best European clubs, determining the competition winners through a round robin group stage to qualify for a twolegged knockout matches, and a single leg final. With such a long and exhausting elimination process filled with rivalries, injuries, and dreams, the Champions League Final that it takes place in a different European city each year, has a lot racing on it.

• Rio Carnival, Brazil. Is one of the world's oldest and most colorful Carnival celebrations, with a tradition of over 300 years that began in 1723. In the almost 300 years since its first overseas beginning, the festival has grown into a seven-day party with more than 2 million people on the streets per day. It is the biggest carnival of the year and begins every year just before Lent. The entire city is full of floats, samba schools, songs, and dance. In terms of scope, atmosphere, location, and parties, Rio's Carnival is one of the greatest must-see events around the world.

• Chinese New Year, Shanghai, China. Chinese New Year is the highly significant holiday of the Chinese calendar. A celebration of the year to come, the Chinese make way for lots of good fortune with delights, parades, lanterns, colorful costumes, and lots of rituals. Each year is distinguished by a different astrological animal with different meaning, whose resemblance will be common in the celebrations. To see how millions upon millions of people usher in the new year, just visit one of China's largest cities during Chinese New Year for a celebration that will never be forgotten.

• Cricket World Cup. Cricket is an international sport championship game with first round qualification matches leading to the final tournament. It is organized by the governing body of International Cricket Council every four years. The

current competition consists of 14 teams who played in 49 different matches in 14 different venues. The most successful is Australia with 5 titles.

- The Wimbledon Tennis Tournament is held every year and is the largest of the Grand Slam tournaments. Is the oldest tennis tournament in the world founded in 1877 and is generally considered as the most esteemed with a prize money of 35 million pounds. This is the only international tennis tournament to be played on grass courts, a lot of care is taking place into maintaining the greens and the rules of this event. This tournament is followed by certain traditions to be held in place as you attend, like strict dress codes for the athletes, strawberries, and cream for the attendees, and because it takes place in the UK, the British Royal family will be present.

- The French event, Tour de France is one of the most exhausting bicycle races on the planet. Is an annual men's several stage bicycle race held in France although sometimes passing through nearby countries. Lance Armstrong helped make this one famous by being its champion seven years in a row from 1999 to 2005. It is a three-week tournament where cyclists race over 3500 km. It comprises of 21 stages, a day long each, over the course of 23 days. The route varies every year, but always includes the stunning French scenery as well as many famous monuments.

- Formula 1

Formula 1 is one of the best car races internationally founded in 1950 and is the highest class of international racing for single-seater formula racing cars certified by the Federation Internationale de l'Automobile (FIA). Monza's Italian Grand Prix is one of the longest car races in the sport. The Italians might just love this sport more than any other nation, and the top automotive manufacturers like Ferrari, that has the most wins, and Lamborghini are out there for this event to showcase their brands.

• Oktoberfest

Is the biggest volksfest in the world including a beer festival and a travelling funfair that it is held annually in Munich, Bavaria, Germany. Oktoberfest began as the marriage ceremony among Prince Ludwig and Princess Therese on October 12, 1810. All the citizens were invited to join the festival, which took place in the fields outside of the city gates. After the wedding the fields were named Theresienwiese after the Princess, and the gathering was such a hit that the citizens asked King Ludwig to maintain the celebration the next year.

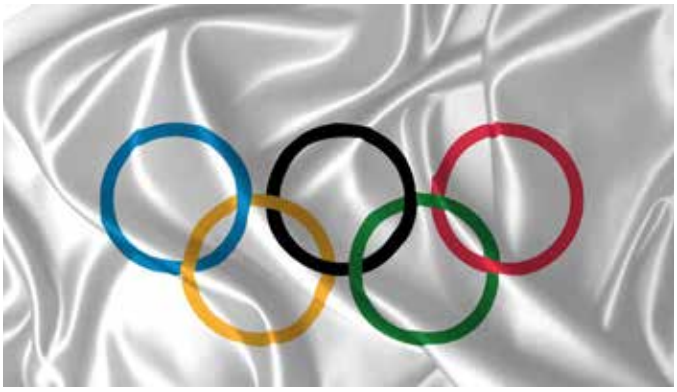
• Running of the Bulls and the San Fermin Festival in Pamplona, Spain. Running of the bulls is an event that means running in front of a small group of bulls, usually six but at times ten or even more, that have been let loose on closed for the day streets of the town. For eight amazing days, the city of Pamplona takes on a lively charisma, consumed by the constant state of happiness that the celebration brings. The running of the bulls take place every year from July 7 until July 14. It's the same dates every year, but some years there are more of the daily runs on the weekend, while other years they happen during the week. This has a big impact on the crowd sizes during the event.

• Diwali or Deepavali, the "Festival of Lights" is an ancient Hindu festival that it is celebrated in autumn every year. Deepavali is consider the largest and the brightest event in India. The festival spiritually means the victory of light over darkness. The festival arrangements and rituals usually carry on over a fiveday period, but the main festival night of Deepavali matches with the darkest, new moon night of the Hindu Lunisolar month Kartika. By the Gregorian calendar, Deepavali falls between mid-October and mid-November.

• Tomorrowland is one of the biggest electronic music festivals in the world and is taking place in a small Belgian town call Boom in the province of Antwerp. More specifically 16 kilometers south of Antwerp, 32 kilometers north of Brussels, and has been organized since 2005. Tomorrowland has since become one of the most famous global music festivals where in 2011 marked the festival's

expansion to three days. In 2014 three hundred and sixty thousand people attended Tomorrowland for the 10th anniversary of the festival.

• The Olympic Games or Olympics also known as the Games of the Olympiad are the most important worldwide sporting event including summer and winter sports competitions in which thousands of athletes from over 200 nations participating in a variety of competitions. The Olympic Games are typically held every four years, between the Summer and Winter Olympics every two years in the four-year period.



Event Sustainability:

Event sustainability means managing your event properly, with interest for the sustainable and sensible use of the world's resources, and the well-being of all life on the planet. Explaining this into practice is the art of event sustainability management. Joining stakeholders, discovering, and controlling issues and impacts, and designing-in positive outcomes are the basis of successful event sustainability strategies. At the end of all, events should be used for good.

Sustainable event management is crucial because it lowers environmental damage and keeps ethics and values at the front of the event strategy. Events that direct in sustainability do so with environmental, economic, and social values at its centre. Moving ahead, event planners must be focus on sustainable event management, cause apart from our commitment as human beings to the environment, planning and operating sustainable events is also important for business.

There are great cost savings to be taken into consideration, including on venues, and your operating expenses, such as transport, catering, and ticketing. Running a sustainable event gives your organisation the chance to develop your brand's support scores and increase brand awareness.

stages, a day long each, over the course of 23 days. The route varies every year, but always includes the stunning French scenery as well as many famous monuments.

Event management during the Covid19 pandemic

The COVID-19 pandemic not only incurred human health but also significantly affected the global economy with the tourism and hospitality industries suffering the most. Social distancing, isolations and shutdowns of public places affected the social life of the society. What event planners can do, on the other hand, is to be transparent on what the pandemic means to their business and future events. Adding up to the size and type of the event, they are thinking many other factors such as the concentration of the crowd, how will the attendees interact with each other, and where will they be travelling from.

Events as we know are very unpredictable and event managers must be aware of this no matter

how good they plan something. An important point event planning companies need to consider are governmental regulations. To monitor the spread of the coronavirus, several governments have enforced a limitation on the maximum number of people that can gather in a group.

Although event venues are going to be exposed to huge inspection to show that they have excellent safety standards in place, event management companies also need to play a role in ensuring high hygienic practices for attendees.
Event planning companies need to ensure that the activities they have planned are executed hygienically and safely.

Being flexible and adapting is something that must do on a frequent basis. Virtual meetings, webinars and global conferences have been successfully carried across the globe. Live streaming of events allows people to take part in an event without the need to leave their house or office. However, digital can never completely substitute live events, but it is about making it as appealing and close to the experience as possible.

Event management in Cyprus

In Cyprus we have many events management companies that are based on the island with a variation of services, from a small group dinner to managing a major conference and many more. Some event companies are EventPro agency, Drakos DMC, Fresh events, CPC events and many other companies.
The most common events that are held here in Cyprus are mainly conferences associate with a variety of topics like tourism, health, education, economics and many R&D and R&I projects, big or small. Also, weddings and christenings are events that are very common as well in Cyprus especially in spring and summertime. All these events are mainly taking place in hotels around the island or resorts that can provide what is necessary for events like these to be executed as the customer wants.

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Charity Event:
Families in Need for Education

Introduction:

This charity event is for families that don't have the financial capability to send their children to additional education in universities/colleges or even to school for basic education.

Invited people will be patrons, politicians, famous people with cooperation's with institutions, additional educational and music schools, art schools and individuals of any background that wish to join this charity event and give financial support for the families.

The representatives of these institutions can participate in this event and have raffle with the «memberships/subscriptions" of their institutions and pay for the education in their schools.
All the participants get the right to share our logo on their production as well. And then, we will also make an agreement on getting money from the brands and the fund will get the percentage from the sales with our logo. For big sales, for example, we will make an advertisement where kids thank those who help them, or those who buy the clothes with the logo of the fund.

For the long-term plan: Pictures of kids from the first event, videos of their lives before and after in one year. So, other people can see how participation of other people helped their families and for others to see the sense for the investments.

Goals and Objectives

- What is our event's reason for existence?
- How many people will attend?
- Is there a cost associated with ticketing?
- Where is the event being held?
- Is there a theme and, if so, what is it?
- Event schedule.

1. The reason of our charity's event existence is to help families that are in difficult life situations by raising money and give entries to higher education foundations. The main goal of the fund is to provide financial support to families in need of urgent financial assistance for educational purposes. Our task is to bring together all the right parties to collect as much as possible to help as many families as possible to have an educational opportunity as well.

2. Since our event is a charity ball event, it will be used as the yearly focal point for a charity. Our ball will present the charity with an excuse to contact a certain group within its supporter base, using the opportunity to ask for a donation and awareness of the participants about the families that struggle to give their children the opportunity to have education. Furthermore our annual ball will allow the charity a brief chance to present the image and work of a charity to a busy group of guests. It can also be useful to acquire new donors.
Top of the pyramid will be the Chair of the event. The Chair of the event won`t be the key figure driving the success of the event. Under the Chair is a committee of maybe 15-20 people. In many cases each committee member is expected to bring a table of ten people to the event. Committee members may typically ask three friends to get one positive response. Further attendance at the event will be made up by friends of friends and other small groupings. Therefore the awareness of the event and the charity may reach about two to three times the total attendance. At a local level an article on an event may be read by thousands of people. For national press, maybe a hundred times more people might glance over the article. Other people that will be invited are patrons, politicians, famous people, as

well as we will cooperate with institutions, additional educational and sports institutions, music schools, art schools etc.
It`s difficult to obtain detailed data on the attendance of our event and more specifically any indicator of awareness generated before the start of ticket sales which will be by a subscription on our website to get the passcode for the check-in. A method we will adopt is to ask new donors to the charity how they heard about the charity. A database of responses can then be built up over time and analyzed, as well as we can track our donors more effectively to understand whether awareness generated by events does, as is assumed, increase future income.

3. There will be no ticketing on the event. People will join the event through our Web page by a subscription to acquire the passcode to check-in at the entrance of the event and will be open to everyone.

4. The event will be held outside at the front yard of Tepak University which is in Limassol.

5. The theme of the event is Class and finesse. It means that people need to make sure they dressed well for the Ball – most are usually black-tie affairs, as well as they should plan their outfit in advance so that they are not rushing round picking out an outfit last minute. For the families in need that wish to join the event there will be a rent-free dressing store sponsored by a local boutique to rent free clothes to the families to be suitable with the rest of the guests, dress like.

6. Event Schedule:
1.19:00 Arrival at the venue.
2.19:30-20:00 Greetings. The beginning of the festive concert.
3.20:10 a film about a family for whom this event was organized.
4.20:30 Dinner Buffet. Communication with sponsors and guests
5.21:15 Guests Speakers
6.21:45 Free time to enjoy the rest of the event

• Getting to the Ball
There will be a champagne reception before the gala ball begins. It's often a good chance to mingle and network with other guests at the event, as well as find out more about the charity and what to expect from the night.

• Seating arrangements
The early arrival at the Ball will allow to get a good look at the seating plans for your table. You may even start to get familiar to the fellow guests before a full sitdown dinner on large tables.

• Participating in a raffle
The presenters of different institutions could participate in this event and have raffle with the «memberships/subscriptions" of their institutions and pay for the education in their schools.

• Taking part in the event
Celebrities may also play an active role in the gala evening.

• Local brands participating in the event
The presenters of different local brands could participate with these institutions for the advertisement and positive delivery of their brands and some part of that money go to the needs of families as well.

• Entertaining program
Following a selection of speeches from the charity organizers and other people involved with the event, there will be some form of entertainment at the event, with live music along the dinner time and a guest DJ

to close the night with a little amusement at the end. We will make sure that we make the most of all the entertainment on offer at the ball.

Budget:

Having to organize an event of this scale could easily go wrong if you don't consider your budget. So, we must make sure that the amount of money we spend on this event does not exceed the amount of the budget that we set. Luckily, we have the sponsors who will help provide the proper resources to achieve our goal.

The fact that we are doing this event for a good cause and due to adding the wish by the minister of education will allow us to gain the trust of companies with the exchange of their name to be shown around the event and on the advertisements online. Whoever decides to sponsor our event will gain publicity and respect. So that's where we are counting on to get better offers.

Due to being such a big event, having normal dining food would cost way above of our budget lines so we decided to go with finger food. It's easy, its simple and it doesn't take time to consume so you can just "grab and go" and continue with your observation of the event. We will also have a small tent for you to purchase drinks and water or maybe some snacks that you might want other than the finger food.

The estimated price that a food shop would want to provide us with finger food for about 500 people would be about 12 euros per person which means it would cost around 6000 euros plus the catering the staff for the service and the people who will be responsible to refill the trays and set up the table and clean afterwards, will all together cost about 9000 euros.

Since we won't have ticketing price and the advertisement of their shop would be massive throughout the event, we might get a better price and with the different sponsors that we would collaborate with the amount of the catering won't be such a big issue. But we must take in consideration the other machinery that we would need. Speakers and different amplifiers for the audiovisual experience, so that the speakers be heard. We will also be needing a DJ for some music during the event that will perform for free but will be paid for his equipment only.

We would need about 3000 euros for the decoration of the place, around 3000 euros for the staff payments and around 1000 for the marketing.

- Food & beverages and staff payments: 9000 euros
- Audiovisuals: 3000 euros
- Decorations: 3000 euros
- Marketing: 1000 euros

- Total: 16000 euros

Our budget is up to 20 000 incase of unexpected expenses that might occur.

Date & Site:

The event will take place on 18/6/2022 at 19:00 until 23:30 at T.E.P.A.K' s courtyard in Limassol. The date is suited for every student and every parent that is interested to attend the event because its weekend and not exams period. Also the hour of the event makes it easier to be able to attend. The weather at that date would be excellent, just a summer night in Limassol enjoying food and drinks and hopefully lot of the attendees will get help for education in schools, private institutes, and universities of the country. In case of any issues arise and the event must be canceled, the backup date would be the following week 25/6/2022 at the same time and place.

T.E.P.A.K 's courtyard is a perfect location to this

specific event because it can welcome the amount of people that will be suitable for the event and support any audiovisuals for the event's procedures. There will be a stage for the presentations of the event's topic. T.E.P.A.K 's equipment will be used to cover the audiovisual part like projector, screen, microphones, cables, strong internet connection for the presentations and batteries and additional will be hired lighting and sound systems from EventPro agency as also a technical consultant will be hired as well to oversee the whole procedure. The whole area of the event will be covered with free Wi-Fi for the guests.

Besides the technical part the guests will have food and beverages like finger food canteens and drinks like soda, fresh juice, nonalcoholic cocktails, all by the Columbia catering services. Columbia catering will prepare finger food choices and vegan options for the guests as well as signature nonalcoholic cocktails from the Columbia by the sea beach bar. Additional to this, Columbia will set staff around the canteens for delivering the food to the guests if necessary and help with the flow of service and bartenders for the beverage preparation. The quantity of food and drinks available is agreed to five hundred people and the number of the staff working at that night would be 4 bartenders and 6 waiters because it would be self-service, 3 runners of food and beverage to the canteens. The guests may use T.E.P.A.K' s restrooms as also the mobile restrooms that would be placed behind the stage.

T.E.P.A.K will arrange all the necessary paperwork to get all the permits and licenses that needed for the event to take place. For security and safety the government will provide with two police officers at the front gate of the university for the event to run smoothly and T.E.P.A.K will provide also with private security guards the whole premises for a better and more efficient security. The amount of the security guards would be six persons. Also two hosts will be at the gate to check in the attendees and provide them with a bracelet pass which can be a souvenir as well.

The event will be able to welcome up to five hundred attendees including VIP guests like politicians, famous personalities related to the event's theme, universities representatives, sports national teams from every category of athletics, schools of arts and music.

The attendees will have to check in at the event with their personal one-time number passcode that they will get by subscribing to the event through our website. Every guest will have to sign a confirmation paper at the check in phase to confirm his/her presence and provided with a small description leaflet about the event's schedule. At the website, an attendee will have to fill a subscription page with all the necessary information asked. This information will be accessed later by the universities and institutes to assess each attendee and arrange an interview with the chosen candidates to fund them for a perfect opportunity to study at their premises.

Speakers:

One of our speakers for the event will be Mr. Panayiotis Zaphiris who is a Professor in Multimedia and Graphic Arts Department and Rector at CUT. He is a PhD holder of Human Computer Interaction from the University of Wayne, USA. He graduated from the University of Maryland, College Park, USA in the fields of Engineering Systems and Electrical Engineering. Before his return to Cyprus, he was a Reader at the Centre for Human Computer Interaction Design of the City University of London, where he started and managed the City Interaction Lab.

As for the Cyprus University of Technology a

significant consideration of the international recognition that the University has is the university's international ranking place. With an operation of less than 14 years, the CUT has taken high positions in the most well-known international ranking lists: Times Higher Education, QS and Shanghai. One of the most valuable operating beliefs of the Cyprus University of Technology is the social responsibility and the considerable impact to society. The university hosts annual sports events that involve participation in marathon and sporting activities for good causes. Also helps a range of public and nonprofit organizations such as PASYKAF, the Red Cross, Hope for Children, Love Route. Takes many programs for socially vulnerable groups such as refugees, unemployed youths (under special programmers of the HR Development Office) and poor fellow citizens or disadvantaged students and brilliant students (through scholarships). For these reasons mentioned above, CUT will be a great presenter in our event as it will be a great host for our event to take place in its premises.

Another speaker for the night will be Mr. Prodromos Prodromou, the Minister of Education, Culture, Sports, and Youth. Mr. Prodromos Prodromou was born in Germany in the city of Tubingen, on 23 November in 1958. He finished school at the Pancyprian Gymnasium in Nicosia, in 1976, and has served his military time in the National Guard as a Second Lieutenant in rank. He resumed his studies in Paris, where he has been awarded several scholarships, as well as from the Government of France and the Leventis Foundation. He possesses post-graduate degrees and diplomas in Economics and Political Science from University de Paris-X-Nanterre and in Sociology from Ecole des Hautes Etudes en Sciences Sociales. He has authored numerous books and many articles. (Source by the Ministry of Education website) "This year we had very good results for both primary and secondary schools in international changes, a clear improvement in the results recorded in the international TIMMS study. We are already doing a lot to improve distance education, for better preparation, language learning, as well as in general for better integration of children with the background of immigrants. Will also contribute to the improvement of the general conditions of pedagogy and teaching the activities of schools. About schools in mountainous and remote areas, we have already announced and are implementing some support measures. The strategic goal of this is to improve learning outcomes" (Prodromos Prodromou).

Andrey Dashin is the founder of Exinity Group, which includes forex brokers FXTM and Alpari International. In addition to financial brands, he is also the founder of the Russian charitable foundation Alpari and the charitable foundation of Andrey and Yulia Dashin. "Charity is an important part of my life. I believe that anyone who wants to help people can do it. The main thing is to do a good deed not for the sake of something, but just like that, out of a sense of personal responsibility. Especially when it comes to children who, due to circumstances, have limited physical or disadvantaged opportunities. After all, only we, adults, can help a child in need become a full-mature person and enjoy life" (Andrey Dashin). Many of those who have reached great heights in business pay attention to charity. Andrey Dashin, created by two charitable foundations, was no exception. He believes that everyone who wants to help people can and should do so, especially when it comes to children who, due to different situations, have physical or social and financial disabilities.

Topic: Charity. How important it is to help families in need, you always need to lend a helping hand. Helping compatriots abroad who find themselves in a difficult situation.

Elena Constantinou and her husband Michalis are the owners of the Michalis Diamond Gallery. Together they created the Duo Zestes Agkalies charity foundation, which helps families in need with newborns and young children. How charity has changed the lives of businessmen, and what discoveries have occurred along the way.

Topic: Volunteering. Volunteering contributes to a change in the worldview of the people themselves and those who benefit, as well as the volunteers themselves, through volunteer activities develop their skills and abilities, satisfy the need for communication and self-respect, realize their usefulness, and need, receive gratitude for their work, develop in themselves important personal qualities. A well-known blogger in Cyprus. _marina_cy, she's just Marina, is the most famous mother of many children of the Cypriot instamer.

Marina tells her subscribers about the fun and sometimes crazy life of a modern mother. On her page you will find interesting posts about motherhood and children, relationships with your husband, and learn everything about nutrition and recovery after pregnancy. By the way, Marina's advice has long gone beyond the Instablog: she teaches her own courses with video tutorials on how to choose the perfect nanny for her children, as well as how to return dreams to the body after four births.

Topic: Talking about the secrets of the idyll in the family. Motivation to start making money and a family.

Sponsors:

The main task is to attract the attention of sponsors and patrons to the ongoing activities aimed at the implementation of programs. The popularity of the company, and hence the effectiveness of fundraising using software tools, directly depends on the advertising and marketing campaigns and events carried out.

Our potential sponsors are companies and organizations that may be interested in the target audience of our event. Therefore, we started defining the target audience. What is the social status of the event participants? Their age? Their interests, habits, addictions? What groups of goods and services do they use in everyday life? And during the event? The clearer and more comprehensive we present our participants, the easier it will be for us to decide on sponsors.

We do not stop the search if we have already found sponsors. The more we have, the better. There is always a chance that the sponsor will refuse to help us at the very last moment.

We also want to give more publicity to our event, so we will contact the local media with a request or offer for informational support. We will contact advertising agencies that could plan for us an advertising campaign, advertising, make brochures, invitations. Prepared for sponsors a short and clear presentation of our event, as well as a media plan. Described the goals of our project and specific event. We will tell you where you will send the funds you raised.

We will also offer sponsors several different support options. They can differ in volume (gold / silver sponsor), type (general / official / informational sponsor). We will thank the sponsors at our event, we need to show the sponsors how important they are to us at this event, that without their help it could not have taken place, and it would be very difficult to do it.

And finally, we will send the sponsors a report of the event with photos and videos. We will prepare a second report for them with a story about how the money we collected went. And of course, it is very important to collect feedback from sponsors. These reviews will help us in our future work.

The most important thing we will offer to sponsors: Advertising and a good reputation after the event.
Most conference rooms and other event venues are equipped with screens that display the speeches and speeches of the participants. The displays are positioned so that the image can be easily seen from any position. We organize the broadcast of partners' commercials between sessions. The sponsor provides the opportunity to use all the benefits of the goods or services in full.

- advertising of the sponsoring company during the event itself.
- distribution of information materials about the activities of the sponsor before the event.
- advertising of the sponsor on the event website, including banner.
- placement of a sponsor's logo on products for events (T-shirts, briefcases, pens, etc.)
- database of participants to work after the event
- A stand dedicated to the sponsoring company presented at the event.

1.CYTAvision. Covering the whole event
2.Frederick University (provides tuition at the expense of the university)
3.TEPAK university (providing the equipment and space for the event)
4.Lidl (provides food packages for those in need.)
5.University of Nicosia (covering ¾ of the tuition fees for 10 candidates)

Website:
Our website is called NKevents.com.cy and launched in 2018 and is based in Limassol, Cyprus.

As the digital world has been a crucial part in brand's image and how to communicate, we engaged into this world to deliver innovative capability and tactically smart digital results to all our clients. With our mutual expertise in communications we keep developing and progressing with our client's brands, guaranteeing our work delivers the maximum level of responsibility. With a great number of resources, a new, understanding team of experts and specific network tools, we can deliver improved understandings, that resolve to better effective creativeness work, which will, in the end, grow sales and offer spectators with a more expressive and more long-lasting brand experience.

In our website as the audience visit, can see five choices at the front page stating, About, Services, Projects, Clients, and Contact. Each option has all the information about our services, previous work, all the clients we collaborated in the past, clients that we will in the future and ongoing still and all the events that are currently in development so that the users can be informed about.

For the specific event users can press the Project button and scroll until they find the specific event for more information. After they find the event, they click on the event and a direct page for that event will appear for viewing all the necessary information. Following that, the user can click on the option Attend and a subscription page will appear to fill certain necessary personal information that will requested.

After completing the subscription, a passcode will be sent to each attendee for later use for the check-in at the event's entrance. The subscription is free for all users. The reason for subscribing to this event is for the universities and every institute to find the candidates information and choose according to their requirements for funding the candidate's academic career and arranged an interview.

Our website is supported in Windows and Mac and is optimized for mobile versions as well and can be downloaded as an app from both iOS and Android stores for free. The website can receive more than six hundred viewers at the same time and by that the page can run smoothly without crashing so that the viewers can have a successful browsing time.

Promotions:

The messaging of the event as we said before is to reach a wider audience for our event, and one of the most effective ways to do so is to do it through influential members of our host committee. We are about to create a host committee made up of people who already support our cause, such as corporate partners, longterm donors, or philanthropists. Involving them in the planning of our event will not only help strengthen our current relationships with them but might also mean we can benefit from the resources that they can offer. They will also provide a wider circle of contacts who they can reach out to about our event.

When it comes to promoting our event, it's vital to get the word out in the best ways possible for our specific audience as opposed to trying to cover every channel. Pre-event promotion is also important. If our attendees are excited about the event, they are likely to share it on social media before the event takes place. A good way to track the conversation about the event is to create a branded hashtag and encourage our donors to use it. This will not only serve as free promotion when individuals use it but will give us an easy way to track the online conversations about our event in real time, allowing us to interact with donors there and then. There`s two ways to promote our event, through offline marketing which may include:

• Direct mail. This kind of marketing involves sending out information about our upcoming event through the mail. Because receivers can attach our direct mail on their mobile phones in notes or even set a reminder for the date of the event, they're unlikely to forget about our charity.

• Print ads. Print advertisements consist of media like newspaper ads, magazine ads, bus stop ads, train station ads, billboards and many more. People may notice the ad by just walking down the street on a regular day or even reading a newspaper they might fall upon an ad for our event and be interested in attending.

• Word- of-mouth. This kind of marketing refers to actively encouraging conversations throughout a given network of supporters. It's apparently more natural, organic way of spreading the news about our upcoming charity event.

• Flyers. Flyers are a promotional material in the form of posters that are clipped up around the city or leaflets that are passed around random people as they are passing by. Because they're so easy to distribute, we can post up and pass around flyers all over the city in no time.

Another way to promote our event may be through online marketing which involves:

• Crowdfunding pages. They will allow our supporters to raise money and awareness for our event with a webpage. Our supporters are spreading the word, so there's more trust involved and a wider network to be reached.

• Websites. Event websites are designed specially to sell tickets, boost awareness, and give information about a fundraiser. If an attendee has a question, they can just visit the page and get any information they want.

• Facebook and Twitter. Social media like Facebook and Twitter let nonprofits to create events and unique hashtags to advertise them. They're easy to use, and most of the people are likely to be on at least one of these platforms.

• Instagram. Instagram is an image-focused social media site that highlights the visual aspects of our fundraising event. People process images faster than they do words, thus, posting a picture will get a bigger response than writing a status.

In our opinion, even though whichever and however many channels we use to market our fundraiser, we need to ensure the messaging across all channel's forms together. This doesn't mean they have to be the same message, but the tone of voice and wording should be similar. This goes back to how we are branding our event. Before we start posting tweets and going live on Instagram, we will have a clear idea of what image we want to project to our donors.

When the event is over, the good thing to do is to continue promotion after the event takes place. The awareness and contributions should continue well after the event. We will continue to use the event hashtag for a few more days and encourage people to continue to donate, all while keeping our followers updated on the total contribution amount and how the funds will be dispersed.

In the weeks following, we will share pics or posts related to post-event activity. People are donating because they care about the cause, so we should always remind them of the difference that they are a part of.

Suppliers:

1. Columbia confectionary and catering.
2. Public (providing variety gifts)
3. Haagen Dazs (provides a shop with ice cream and various sweets)
4. Caffe Nero (provides coffee)
5. Jumbo (giving gifts for children)
6. Local clothing boutique rent free clothes to the poor families that will join.
7. Event pro agency for equipment and the technical consultant
8. Floralink for decorations

Leisure and Recreation Catastrophes Across the World

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Abstract

The main objective of this study is to identity what are the opportunities and difficulties during the pandemic period in leisure and recreation industry. Leisure is decision, an act as well as a state. Decision is not external to the phenomenon but integral to its nature. Leisure is creation, a product of decision and action. Leisure is a process, not fixed but developing and created in its time and place. Leisure is production in the sense that its meaning is always reproduced in its situation rather than appropriated from some external source.

The lifestyle which is more engaged is concerned as a ageing which is successful. Many of the older people who are actively participate in social and leisure activities are resulted as positive wellbeing. It creates positive vibes across the world in which older people are involving in such participation which also simulate the original theory of aging. In the article we include the literature review, the examine conceptualization and the activity which is measured among the adults, older and which we consider the prospects and implements for comprehensive theory activity.

Recreation and entertainment means providing entertainment, recreation, or amusement. The business of providing entertainment, recreation, or amusement shall include, but is not limited to, the following: theatrical or musical entertainment, all shows or exhibits, exhibiting motion pictures, athletic clubs, sports and athletic exhibitions or contests, pools or billiard rooms, bowling alleys, golf courses, circuses, or penny arcades.

planners can still set and achieve goals for their colleagues. Product launch:

Product launches help properly spread the word

Introduction

Leisure is defined as a free time which is used to have a quality of experience. Free time is the time where we practically perform other works such as enjoying, watching games, sleeping etc. In the other hand the recreation industry provides experiences for enjoyment and relaxation which people needs in daily life. Leisure is such an important part in our life that can relief from any stress and tensions.

As for the clearance of the introduction I am describing the introduction in very simple way:

Leisure is also defined as decision, an act well state. Decision is not made with the phenomenon which is integral to the nature. Leisure is not fixed but creating and developed in its time and place.it is not appropriated from external source. It is in the sense which its meaning is always reproduced in its situation.

Recreation is a feeling of well being and satisfaction which occur as emotional condition which are inside the individual human being. It gives positive vibes and image which is characterized by feelings of achievement, success, personal worth and pleasure.

It is also achievement of personal goals or getting feedback positive from others. Recreation is independent of leisure, activity or social acceptance. The successful ageing can be widely determined by the lifestyle which is engaged. Many older adults which are participated in social and leisure activities are positive and wellbein

The representation in the literature of ageing which is numerous study examination associations between leisure or social activity. In this article we examine the concept and we make critical literature review. And for more comprehensive theory of activity, we measured the older and adults activity. We describes governmental plans, policies. Discrimination of genders (male and female)

Literature Review

Recreation and entertainment means providing entertainment, recreation, or amusement. The business of providing entertainment, recreation, or amusement shall include, but is not limited to, the following: theatrical or musical entertainment, all shows or exhibits, exhibiting motion pictures, athletic clubs, sports and athletic exhibitions or contests, pools or billiard rooms, bowling alleys, golf courses, circuses, or penny arcades. (lawinsider.com)

Average adults spend 3 hours leisure time per day in week days and 8 hours on weekends. Among all countries United States has more tourism expenditure. 17 percentage of total economy of united state depends upon tourism spending. In 2019 they were spending 182366 million of dollars.70 percentage of tourism expenditures are spent in united states.

The number of visitors according to UNWTA to visit France was 82.6 million, 76 million in united states, Spain (75.6 million), China (59.3 million), Italy (52.4 million), United Kingdom (35.8 million), Germany (35.6 million), Mexico (35.0 million) and so on. Explaining the time throughout the COVID 2019, both man and women spend their time in their own household activities in 2020 comparison to 2019. The activities include cooking, housework and house hold management. By the end of 2019 and 2020, the worldwide internet users were 145 minutes on social media per day. which is an increase over the previous year's 142 minutes. In February 2020 the survey which show the result of the average person using their phone and which identified almost half of those surveyed said that they spend their
5/6 hour per day not including mobile use for their work. (icsid.org)
This topic includes the research of the leisure and recreation catastrophes with different phases. As I include the governmental services, governmental issues, AIMS, issues which can open the size of the research. As I mentioned about the controlled situation in some of the issues.

Crisis which I am including, which are going through COVID

Many recent crisis and disasters affecting tourism have been studied, but few explicitly explore health related crisis in developing countries. This study analyses the effect of the Ebola Virus Disease Epidemic (EVDE) on The Gambia, where, despite no reported cases, EVDE had devastating consequences. A Rapid Situation Analysis is used to gain insights into responses to the EVDE, encompassing interviews with key stakeholders, field observations and follow up meetings with those involved in managing the crisis over 21 months. A crisis and disaster framework is used to understand the challenges encountered. Findings highlight the importance of consumer perception and preparedness and management failures' consequences, contributing to the broader debate on the indirect threat of epidemics on tourism in developing countries.

Pandemic in their past and their effects

In the history the leisure and recreation are caused and effected by various forum. The leisure and recreation are affected by various pandemic and which also effect in various way in their track. People are being careless about their hygiene and health and it creates bacteria and which bacteria creates many viruses which are harming the environment. As per the research years before there cause the virus called EBOLA which effect almost part of the world (Asia, Europe, America, more parts of Africa) as it is spread to whole part of Africa and effect many and more peoples lives. After that few years before the whole world was crying inside lockdown of COVID. This virus starts from small city of China and spread whole over the world. It was very difficult situations for the people across the world because we are in lockdown but day by day the virus was increasing and harming the people and people are being scared about the living.

Such as EBOLA also makes Africa harmed and all the people are damaged in their own life. Many people lose their life and many people lose their relatives and their own. Many people lose their jobs due to low balancing of the mind as well the stress in the daily life.

Tourism dependent countries have economics problems and their country were going backwards and having crisis. People starts facing so many problems such as increased the prices of the things that they use in their daily life, undeveloped countries or small countries are specially affected.

Half percentage of the countries economics was down due to the lack of tourist and more than 100 million people have their jobs risks. United Nations World Tourist Organization (UNWTO) who have given data about the small and medium enterprises was facing more than 100 million of jobs risks and it was the first scale of beginning era which was new era. Many micros, small and medium enterprises who represent the workforce tourism of 54 percent and which employ a high share of women. (emerald.com)

Country which are most effected by pandemic

The prediction of the diseases which is growing all over the world is 500 million. And caused the death in to more than 50 million peoples. Following second world war there was a big increase which is occurred. The impact of the diseases which are also included in the research and the mainly country which are affected are mentioned.

Figure 1 describes about that covid in Africa was fewer in compare to America and Europe. It was the lesson which have to learned from the Ebola case which was caused before.

Figure 2 describes the data of Ebola cause with the numbers. Both viruses have different consequences which Africa was the main channel to learn the lesson and they show their respective way to avoid the COVID.

As going in to the research apart from Africa other affected continent have more catastrophes which leisure and recreation is being faced.

Figure 1: Daily new confirmed Covid-19 cases per million people

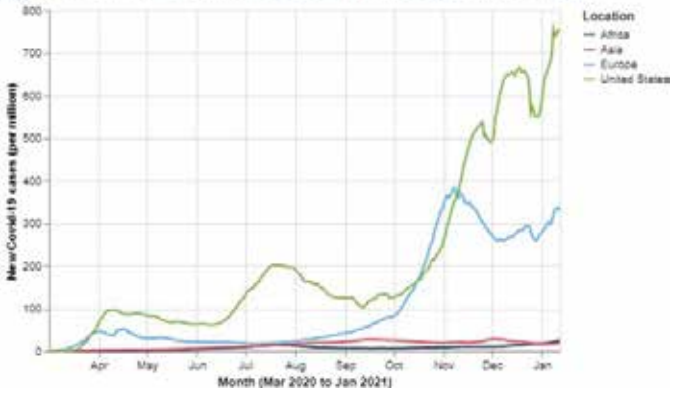

Fig 1. (Source: ourworldindata.org)

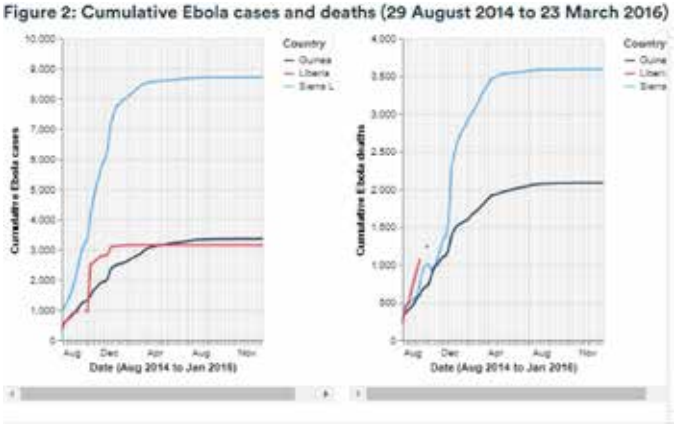

Fig 2. Source: (apps.who.int)

Comparison of previous pandemics with covid in terms of leisure and recreation business

As the pandemic diseases are describes as non-predictable outcomes that are caused by the high level of cost for the communities and individuals. It is spreaded in the body with different forms and which we cannot feel and after starts to attack the whole body.. Among other epidemic diseases, the respiratory track disease have an important shares. In the history also respiratory track disease is regarded and it forced to disturb the community and severely of economy and which cause on global scale with several level of cost. This research employs daily data of 65 countries over the period from December 31, 2019 to May 12, 2020 via the QR approach to probe the effects of COVID-19-related variables on travel and leisure industry returns. We find for COVID-19 that the change rate in deaths exerts more substantial negative effects on industry returns at the majority quantiles than the impact of confirmed cases. Confirmed cases only saliently and negatively influence the lowest return quantiles, revealing their nonlinear effect. The negative impact of recovered cases at the lower quantiles, while positive impact at higher quantiles (that is V-shape correlation between the number of cases recovered and travel and leisure industry return) across return quantiles identified by this study likely mean that confirmed cases grow exponentially and may overwhelm the impact of recovered cases.

Development challenge

Smaller, tourism-dependent nations are in many ways locked into their economic destinies. Among small nations which are located in island which are very few which can shift labor and capital. We have found troubling things throughout the research which were the moment and travel were restricted, and the associated restrictions of most activities, which caused a huge change in lifestyle for many people. As shown, travel and diverse leisure activities are important predictors of greater well-being. Moreover, COVID-19 pandemic momentum restricts human rights and makes problems in their daily life which can affect their mental and social way of living, which can contribute peoples to accept lockdown rules. Still the crisis is viewed to improve the industry in the long and medium term through digitalization and environmental sustainability in greater way as an opportunity.

UNWTO, which has support for workers. It encourages for worker training to build digital skills for creating big valuable data, data analytics and artificial intelligence. To improve the industry there should be leveraged of recovery which is efficient use of energy and water. Sustainable sourcing of food and waste management. In a sector that employs people globally one in ten, embracing local values, harnessing digitalization and innovation, and finding the way of decent jobs for all mainly for women, youth and the group which is most vulnerable in our societies could be at the forefront of tourisms recovery which is spoken by UNWTO Secretary-General Zurab Pololikashvili (thediplomatinspain.com)

Current Issues in Leisure also, during covid there they cause and have many issues; The structure of my project describes the issue of those things which can be very important in our life/ in human's life

Heart Diseases:
Due to heart disease nearly half in the world wide gets trouble throughout pandemic. Not only throughout pandemic, almost people who are above the generation of young they are affected by the disease of heart nowadays. This can be affected within 30 minutes of time which is more dangerous. Talking about the leisure and recreation heart disease can be very harmful for these sectors. Since 1970 according to various studies which have supported the exercise in protecting against any heart diseases. In UK nearly Euro 8 billion lost their earnings, formal and informal health. In America nearly half the deaths due to the cause of heart or cardiovascular problems.

Diet:
The research of catastrophes in leisure and recreation and the important part of research is healthy diet to support the leisure and recreation lifestyle and dangers of unbalance diet. Only few people in the world are knowledgeable about what is healthy constitutes and what is healthier to eat.

- Carbohydrates
- Proteins
- Fats
- Vitamins

(Bread, cereals, potatoes, sugar, pastry, sweets) (meat, eggs, milk and cheese)
(products of dairy, meat products, foods which are processed) (Vitamins which are A, D, E and K which are found specially in fatty foods, Vitamin C found specially in forms of fruit, potatoes and vegetables, Vitamin B complex which specially found in meat products).

Eating disorders: many young people are too much love with food and they are totally attached with the different types of food which may be good for health and which may be harmful for their bodies. In this generation almost people are very much love with food and they have to manage the eating disorder which may affect in different situation while having good health. The sudden health disease is caused by eating disorder. Bulimia is considered as another fixation which is thin and which involves a ritual of overeating which is followed to keep body weight down by vomiting.
(cairn.info)

Balancing stress through leisure
Mostly people use both active and passive leisure activities to ease stress. Most of the research studies show that you can clam anxious by temperament of person. It arises from person-to-person stress. The balance of stress may be the part of leisure which can make more effective and helpful for personal satisfaction. As stress varies from person to another person as on and it manifests itself through:

- Changes in condition of skin
- The tension of muscular
- The high speed of heart rates
- Brain patterns and chemical distribution goes imbalance
- High level of blood pressure
- Paining of head
- Lack of rests
- Ulcers.

We might able to make a research or study which a activities of leisure can make our stress relief. The other types of programs which are technique ally helpful for us. For the relaxation the classes provided in most leisure centers are reiki, Pilates and yoga.

Special population describes as group of people who are unable to participate in the same way as normal

people or able body people or who have some sort of disability. Some of the examples of special population are the senior citizens, the people who are learning disabilities and people with medical conditions. These types of people which includes barriers:

- Transportation
- Facilities of sustainable
- Coaches who are trained
- The equip mental things
- Fund giving process

Strategy For Leisure And Recreation.

The council recognizes the essential part of contribution that leisure describes the quality life of local people and how the work is going. Is it positive or negative? Strategy for leisure and recreation describes its parts where and when can be catastrophes may occur. There are many councils to solve the problems. There must be roles providers which can be guiding the facts of the leisure and recreation sectors. There are many leisure and recreation sectors which have various name of company and which they are making people stupid and taking money from the tourist who are totally unknown about the places. These are the hidden problems which may not be published outside because of the innocent of the people who are in leisure and recreation sectors. Developing the arts and culture and showing the direction about it can be upgraded by the council as well.

AIMS: - The following aims in respect of its strategy towards leisure and recreation to: - promote public access for all groups in the community to the countryside and other open space with recreational value; ensure an appropriate standard of open space provision to accommodate the leisure needs of local people; improve existing recreational land and facilities to achieve a more effective and efficient use of the Borough's resources; seek to enable or provide new facilities to enhance overall leisure provision in the Borough without prejudicing either the amenities of the surrounding area or the character and appearance of the countryside; encourage the promotion of arts and cultural activities throughout the Borough.

Leisure And Recreation Catastrophes Provision, Management And Future

People mostly spend their leisure in industrial communities and look for various environments and to have good relaxation, enjoy and make something more fun.

Seaside, coastline which water related are special leisure places.

According to Orams (1998)

The strong attraction of people is sea and importantly it is not a big surprise and which is the source for food and transport. Travelling to costal areas for recreation is the excitement for human. The signature of big tourism is coastal and marine tourism. These resources are to be saved as resources not to create problems on them.

Source: (Orams, M. 1998. Marine Tourism: Development, Impacts and Management.
London, GBR: Routledge) researchgate.net

Jennings (2007) adds that's The attitude towards the gender, physical, mental, age and emotional ability increase its level and market segment is to multiple in high level. The changes in social circumstances in developed nation such as improvements in sanitation, health, diet, incomes, social justice programs which additionally increase the value of market segments.

Source: (Jennings, G. 2007. Water-based tourism, sport, leisure and recreation experiences. Amsterdam Elsevier/Butterworth Heinemann) researchgate.net

The coastal zone which embraces the high range of tourist, leisure and recreationally describes the concept of costal tourism. Accommodation, restaurants, food industry and second homes are included in coastal tourism. Retail businesses, marinas and activity suppliers are the infrastructure

supporting coastal developments. Swimming, boating, recreational fishing, snorkeling and diving are included in the activities of tourist. Marine tourism is also almost related to the concept of coastal tourism. (link.springer.com)

There are certain places where the climate (especially the temperature of air and water) is appropriate and that become more popular within people for an example besides coastline areas with colder water. In the USA the Florida area is one very popular place with lots of beaches. From the Florida map can be seen that around the peninsula there are a lot of attractive beaches.

Fig 3. Source: livebeaches.com

There are several websites that list and/or describe best or most popular, beautiful, etc beaches. Beach is not the only water-based destination but it is probably more popular than rivers, lakes and other water bodies. gives a short overview of Estonian coastline to attract tourists and visitors: Estonia is fortunate to have such a beautiful and interesting coastline. From sleepy fishing villages, to unspoilt beaches, spa resorts, yacht marinas and larger ports there is something for everyone. Most people would agree that a journey along Estonia's coast starting at Narva in the north and heading towards Tallinn and then down the west coast to Pärnu, Estonia's summer capital would make a fantastic trip. There is also a list of the most popular mainland coastal locations:

There are many websites that describes about the beaches and the most beautiful beaches to visit. Beach is not only water based for the destiny to visit but it is more popular water based than rivers, lakes and other water bodies.

As while in the term of research I find one website about the most beautiful and interesting coastline in Estonia.from sleepy fishing villages to spa, resort, unspoilt beaches. According to research more percentage of people would agree that the journey towards Tallinn from Estonia's coast starting Narva in the northern side and then towards Parnu from down the west coast. (Visitestonia.com)
Narva-Jõesuu: Beach resort town near the mouth of Narva River. Toila: Historic village located on the coast of the Gulf of Finland.
Valaste: Valaste's waterfall is the highest in Estonia and the Baltic States.
Võsu: Beach village in Lahemaa National Park. (beachesworld.com) (worldbeachlist.com)

Coastal tourism is important part of the leisure and recreation sectors but due to some circumstances there may be some catastrophes which are harming the things around the areas. People loves going water-based area in their free time such as beaches, river side, lake side and so on. They visit these places for the refreshment but there is a huge question mark about the problems which may caused or which is already caused according to the time and situation. People may throw their garbage around the water-based area may harmful human as well as the animals inside the water are harmed by the human due to the careless which will affect upcoming tourism basis.
In the other hand people around the world mostly likes to visit the area where they enjoyed a lot. Summer the sunny season people likes to enjoy their

times by drinking the cold drinks near to the sea or river or lake. Yes, its is the enjoyment but the garbage should be properly shifted towards dustbin after finishing the things. People living in various society with different aspect. These things can be one of the catastrophes which is harming coastal tourism.

Some are going very worst by the effect of covid and that should be regenerate by the help of

Providing equality, Addressing diversity, Inclusion schemes.

- The race of the peoples
- description of ethnicity
- equitation of genders
- peoples relegions

As we mentioned about the concerned and such concerns are implement as in a leisure contexts range such as:

providing facilities, jobs vacancies, services, finances,

- At the cost users there will be leisure opportunity in the private sectors who are looking for the profit such as clubs, gyms and the venues for entertainment
- For the needs of general community there will be supply of public sectors.
  Example (low-income and local residences)
- For specific needs the youths and those who are disable, the non profit organizations or the sectors will supply.
- For the balance in cost, price and usage there is efficiency
- The gap in maximizing the inclusion for gap in spending capability there is equality.
- The diversity planning.
- Rescheduling programmers to suit work patterns and leisure times.
- Providing what is offered in a general way to each part of the community.
- Providing transport for distant users.
- Providing taster sessions for non-users.
- Developing staff to cope with users of low skills or disability.
- Facilitating access and use by grouping users by gender.

Sex and gender issues are across the world which can be seen all sectors. In every situation there arise the question about the scenario about male and female. Now while checking the history, we concern the world as men oriented because in past male were in front in various leisure activities. This our generation cannot determine the quality between male and female. But also, in some part of our country the female is not safe even in their leisure time. Because of the society female are not being able to be strong about their life. They feel unsafe to go outside alone to get and collect experience. As per the project this one is one of the most valuable catastrophes of leisure and recreation. We have a huge question mark about the gender quality in our world.

A MAN'S WORLD?

The shapes of gender differ our leisure activities. Is this a man's world? As our research introduce about leisure above and how people are involved in leisure and recreation activities. Almost the people involved in the activities are male who are performing on the level. Making records and introducing their names and the country names by playing sports and others. Not only in the sports as a business also male is on the top level. If they are not playing they are arranging their qualities throughout the business. The introduce their own team and generate their skills towards it.

Many of some are mentioned below:
• Ballet • Yoga • Kick-boxing • Hockey • Chess
• Gambling • Shopping • Cricket

Female participation: somewhere in the world, still people are thinking about the backward to female in various sector. But nowadays female are such a complicated human in this universe that they can have one on one battle towards man. As we are talking about the leisure and recreation involvement of female. We can have various examples of female participants in leisure such as sports, business, social works and so on. Now the world is about make a competition between male and female. The figure below shows how female can be jump forward in coming future. The involvement of female:

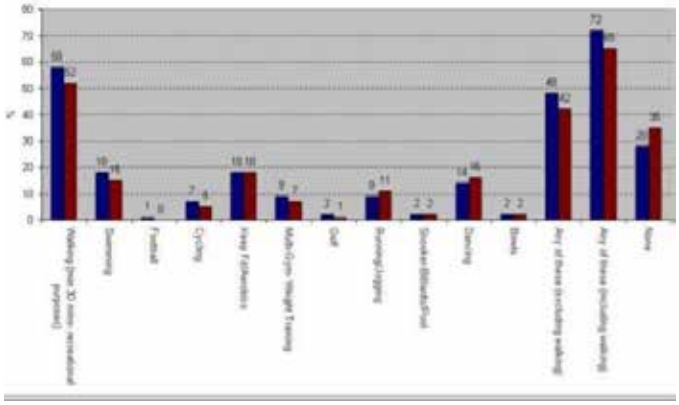

Fig 4. Source: understandingglasgow.com

Events, festivals and traditions

So far, we have discussed about issues that relate mainly to the people, but going throughout the research there is also involvement of event, festivals and tradition in leisure and recreation. The topics includes followings:

- leisure activities with its range
- why leisure events are going to be held, (range)
- the capability of successful event management and planning. (logistics)
- the events value.

The range of leisure activities:
The interest which attracts us on leisure industry is classified in common categories.
Thinking beyond this list as well, the possibilities are uncountable.

As the graphs below, the results are not similar to OECD countries. France leads the way on the personal care front, just about edging Italy. Meanwhile, Korea, Japan and Mexico are on the top of the table until paid works.

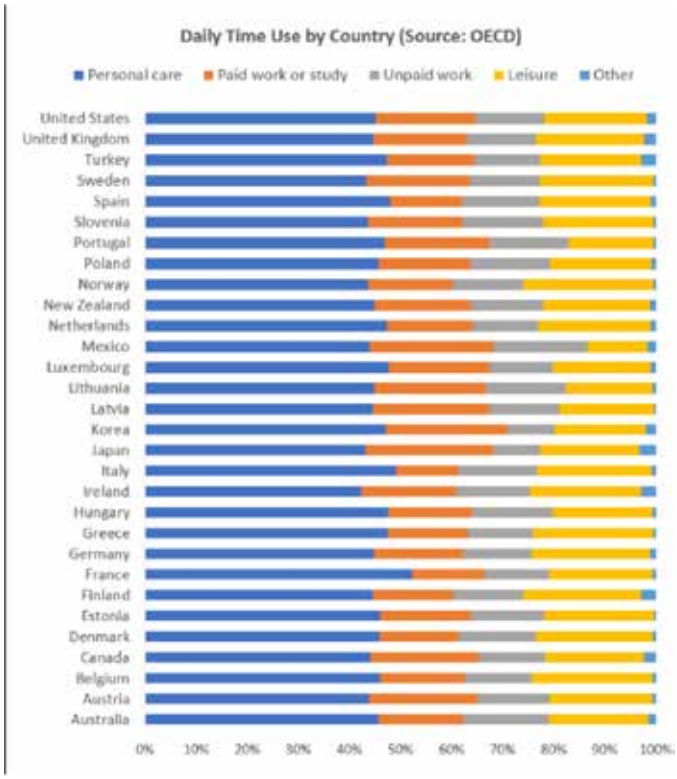

Fig 5 (Source: OECD)

Fig 6 (Source: OECD)

As we can see that the country Norway leads its way at 6.1 hours per day and Mexico takes advantage and trails other OECD countries by some distance with 2.9 hours of leisure. The UK us ahead of 15 minutes and US is on average position.
Interesting so far, but not particularly illuminating. It's not all that surprising that Mexico finds itself in bottom place, nor that Finland leads the way.
It's interesting to know and surprising that the bottom place is captured by Mexico nor that Finland is leading the way.

The question, then, is how are we really using this time?

The little help from OECD can solve this puzzle. The collection of leisure time is in 5 categories that is now in minutes per day.
(oecd-ilibrary.org)

Exercise gets a mere 23 minutes of our time on average (and that varies considerably by country). Socialization doesn't fare much better.

	Total		Men		Women	
	OECD	%	OECD	%	OECD	%
4.0 Leisure	298	100%	319	100%	275	100%
4.1 Sports	23	8%	27	8%	20	7%
4.2 Participating / attending events	9	3%	9	3%	8	3%
4.3 Visiting or entertaining friends	51	17%	49	15%	53	19%
4.4 TV or radio at home	119	40%	130	41%	108	39%
4.5 Other leisure activities	95	32%	104	33%	86	31%

Fig 7. (Oectfig.net)

The categories are imperfect exercise but the important is the balance in our leisure time. As shown in above figure.

The main point of evidence is to be worry preference on how we used or going to use our leisure time. First, we get low quality consumption before the higher quality leisure.

Events can be easily be classified by the locations. Locations makes events more special. Where and how the events are being performed. Examples: football world cup in the biggest and most beautiful football stadium, test cricket in lord, a concert in Hyde park, London an so on. The remembrance of such events are count as history. As I want to mention one best example to understand easily. The football match between FC Barcelona vs Real Madrid FC is played in Wembley stadium. Which may be history itself because this going to be biggest match between biggest rivals in the football history and mostly people are excited about the match. This events making history, so tradition, place and the occasion is helping event to classify.

The classification of events are also a part of the season or calendar they are origin in. such as example:

- Easter and gardening(spring)
- outdoor music festivals and tennis(summer)
- bonfire night and Halloween(autumn)
- pantomimes and sledging. (winter)

Wherever the events runs (indoor or outdoor) which is very useful way of separating the different types.

The aims and purpose of events
Aims relate both organizers and the users, which are behind of staging of any events. It includes raising money for charity, running, finishing and so on. The main objective will be focused on purpose of people. It bring many changes in society and the people living in the society. Most of the places in different area of different country are still backward in events which doesn't even understand about the terms of events.

- Bringing income into an area.
- Providing jobs for local people
- Makes people well developed
- Upgrade peoples mind\
- Less stress in life

(karger.com)

The target audience:
The target audience are those who are specially involved for the events. The area which organizers are organizing the events and the type is determined as per the age group of the people. Young people are specially targeted for the latest types of events such as football match, cricket, boxing and so on, as older people are targeted by the situation of their generation such as flower show, magic show, chess games, and so on. There will be problem in leisure and recreation if the things are not exists and the problem of people will arises during their leisure time and as per the research we have already mention the mental and heart diseases caused by stress and pressure.
And as lastly those things of events are basically targeted on the basis of gender.

The results and activity classification (values)

Logistics –
All the event should be well planned and managed. The well advanced event need well planning and organizing. Event managers and organizers should be skilled and logically strong which can make event more succeed. Logistics is defined as a process of chain which plans, implement and controls the effective flow and storage of goods and services. The things which can be logistic are lighting, special effects, sounds, catering, seating and music. Logistic also involve in finding the interest what audience are waiting for and how audience enjoy their time through out the events. And the last and final set of logistic is to obtain costing resource, sponsor, estimate the staff wages, pricing tickets to plan the level of profit, cash dealing, cheques and payment through credit cash.

The opportunities for us to research a particular aspect are quite broad, such as:

- What technology is used to handle logistics?
- What problems and hitches must be common?
- When logistics need to be tackled what plan do you make and how do you plan about the sequences?
- How their logical challenges do you organize?

The value of events: According to the nature and size events carries its own path. Economically, politically, culturally and environmentally. Which all of this brings various income to the area by the help of purchases and supplies. If outsiders which means foreigners visit their currencies may be important for it and the governments gains money and which can be invested in further developments.
The real value of events which carry several ways according to their nature and the size. As going through out the project we are here now how important the leisure and recreation is in our daily aspect and we are entering very deep and we are now entered in the value of event which differ in various ways. Socially, economically, politically, culturally and environmentally.

Social value
The people with similar interest and to have opportunity of meeting new peoples.

The new culture experience.

The area regeneration.

Bringing glow and upgrade the area image.

Extra new local facilities after concluding the events.

Political value:
The event connected with government may be powerful so that the involvement of politics may be helpful throughout the event to have event good ending. The people specially the local may be get their improvement in themselves,

Cultural value:
Cultural value is the most and important part as I think because the event having more than thousands of people with different culture and the interaction of each other will be more important part of the events. Hopefully there should be positive interaction rather than negative interaction. Looking on the both side negative and positive.

Environmental value: Environment value describes the sources around the environment which may differ the changes of the events. The grand events which should be highly standard should be consider the transmission of the environment. There may be pollution and disturbance but further there may be use of needs for the people to be facilitated.

Government and policy: Government and policy may increase the quality in health and other transport sectors. As we make research above about the politics in event its quite similar types of involvement of government for the event succession.

Objective
The main objective of study is to find the catastrophes of leisure and recreation across the world. The problems causing towards leisure and recreation is harmful for the world as well as the heritage of this beautiful world and how people simulate the pandemics, through which way people are passing from the issues.

Research method
The quantitative survey is used in this study because Comprehensive, elaborate, detailed, critical, with numerous practical examples, very useful for researchers, educators and students – these are in summary my impressions of the second edition of the Research Methods for Leisure, Recreation and Tourism, edited by Ercan Sirakaya-Turk, Muzaffer Uysal, William Hammitt, and Jerry Vaske.

It discusses: the advantages and disadvantages of qualitative research; the qualitative research process; and four qualitative methods (in-depth interviews, participant observation/ethnography, focus groups, and case studies).
Methodologically, we used the following search terms: we target the research to find the studies rigorous methods which is often Ly common since early 90s and we update the recent knowledge based on the current issues and current colors and we determine the upcoming issues and upcoming colors in leisure and recreation

- Activities which are social activity, leisure activity, recreation, or activity theory.
- Older adult, age, ageing, seniors, or elder.
- Wellbeing, health, or mental health.

Other criteria for inclusion in this review were: the study had to use a measure of social and/or leisure activity among older adults, and model the relationship of activities to other variables with a focus on subjective wellbeing (e.g., self-reports of life satisfaction, happiness, positive affect, freedom from depression, general health or functioning measures), or survival and health was not only the common problem which is going through the nation. We explained physical and productive activities about the leisure and explained how the problems are harming and how can we formulate those things around the societies. All of those activities describes the importance and catastrophes inside and outside leisure and recreation across the world.

Finally, we did not include the growing literature on the effects of activity participation on cognitive functioning (or conversely, dementia), because we see measures of cognitive abilities as quite distinct from subjective wellbeing or survival.

Data collection method

Students, tourist, people who are involved in the sector of leisure and recreation sectors. we ask them about the past experience and upcoming future experience. The involvement of people was excellent through out the project. In the process of project the questions were asked and clarifying the topic the people who were involved are from different region. It was little bit hard but the interaction and communication built up my confidence. (Asian, European, African and some are Americans)

Data Analyze Method

As per the project the research includes the various forms of data collection through the google form.
Leisure time activities survey question that helps to identify what people like to do for fun during their spare time. This sample survey template comprises questions about leisure activities like going for a swim, playing a sport, playing cards, and other recreational activities that people like to undertake and the frequency at which they do these activities. This questionnaire can be customized to suit the needs of a researcher.

Data Analysis

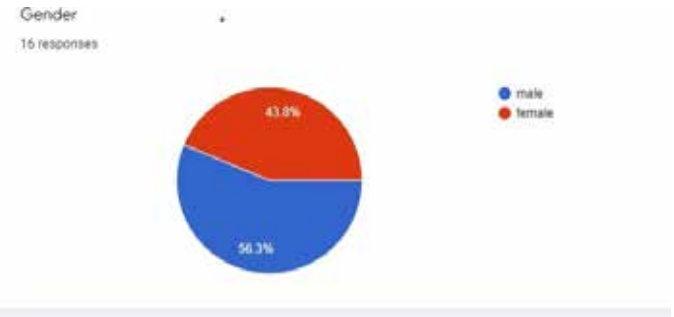

Fig 8. Male and female who are recently involved are shown in the pie chart

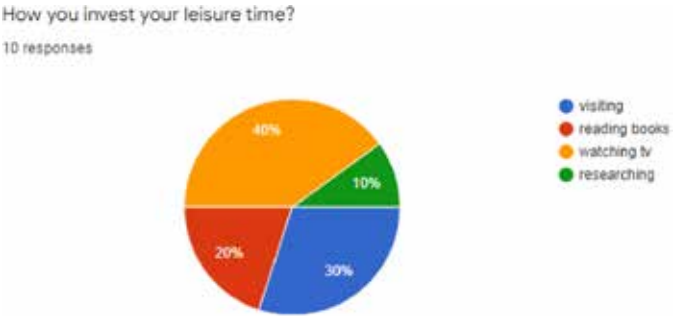

Fig 9. How you invest your leisure time?

As I asked about how they invest their leisure time and the response was at the level of their personal priority. Most of the people are investing their time by watching television and less likely to visit/going outside, less often are reading books, and lastly 10% participants are researching the things in their daily life.

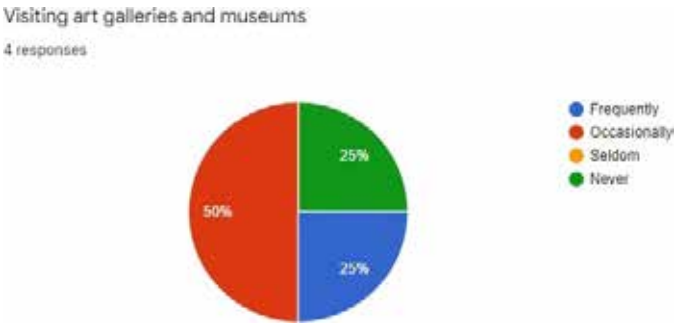

Fig 10. Visiting art galleries and museums

I got only some respond on visiting galleries and museums. Occasionally people are visiting art galleries and museums.

The participants who are interested who are visiting galleries and museums are shown in pie chart in which 50% of participants are occasionally visiting and 25% are frequently visiting and also 25% are never visiting. But none of the participants are seldom.

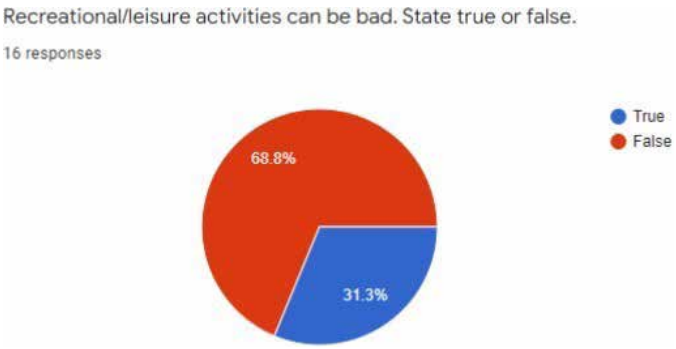

Fig 11. Recreational/leisure activities can be bad.?

As per the participants who are included in the leisure and recreation topic. As per the topic the question related to it I make a pie chart. Recreation or leisure can be bad? Most of the participants are interested in false option (68.8%) and 31.3% are interested in true statement. They proceed their own view and I got 16 responses about the question. As it is mentioned above about the recreation/ leisure, how can it be bad and how it is going on the world.

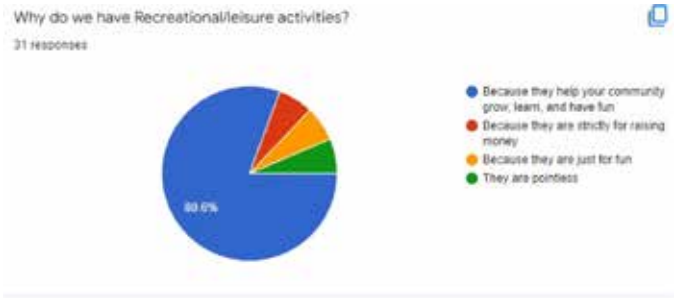

Fig 12. Why do we have Recreational/leisure activities

During the period of research, I have collected many questions and the best response I got in this question. Why do we have recreational/leisure activities? I got 31 responses. 80.6% people tell the option that (because they help your community grow, learn and have fun). Other 3 options are equally responded (because they are strictly for raising money, because they are just for fun, they are pointless)

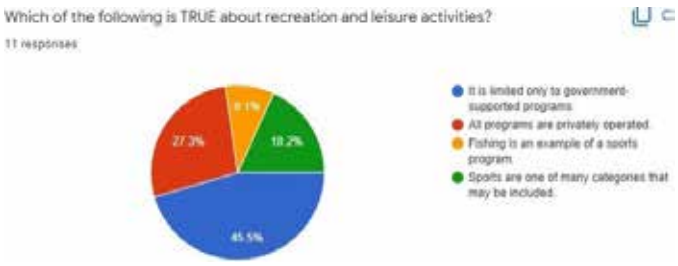

Fig 13. Which of the following us true about recreational and leisure activities?

Leisure and recreation need to be exactly clear about the things which is going to conduct. As per the option the participants are involved more in the government supported programs. government supported programs are little bit easier in each and every country. For that there should be strong governmental rules towards leisure and recreational sectors. It helps to solve the problems which are going to be harm or the problem which is going on can be helpful. The reason more participants include the blue tick option which means the government supported programs. Others also can be true in their point of view.

Fig 14. What are barriers, which prevent you from participating in leisure actives ?

All year round, leisure activities in Kathmandu provide a wide range of options for every age group. Kathmandu is loaded with lavish shopping areas, resorts, restaurants, and spas that ensure that your trip to Kathmandu is hassle-free. From a convincing landscape and outdoor to some world-class stay options and facilities, Kathmandu packs an incredible amount of diversity in the luxury activities it offers. So be it a family vacation, a friends reunion or a solo

trip to feed your wanderlust, these activities in Kathmandu are a must try for a leisurely vacation. All year not only in Kathmandu all over the world which provide a wide range option what I mentioned about the capital of Nepal. We can generate the ideas of the people by advising them in certain way to improve the condition and which we can change the fact that the leisure period of the time is also important part of life. Leisure and recreation are such an important part which can change the track of the way we walk/ which can change the thinking way and motivate the person to the strong way. As per the research and the view of the participants to whom I asked about the questions related to the topic, they give their own view and they may be comfortable about the things that they marked as given in the pie chart. Opportunities in recreation and leisure are not equally available to everyone in communities around the world. The total provision of leisure opportunities and facilities is not always possible, and sometimes the best one can hope to do is simply maximize what is there rather than trying to provide for every single individual.

After lockdown and while we are facing pandemic there were two different situations once in our life. We have faced such a time where we even can't believe that how we passed our time. It was very difficult for each and every person. But lockdown was also one of the important things which we can generate our ideas through various ways. We were totally living in the world of internet and we have learned many internal and external source of our life. In other words, we have got a lot of leisure time that we can use as advantage or we can waste as disadvantage. We are discussing about the catastrophes and it is the disadvantage which generates people to waste their time. By imagine by ourself we have got a lot of time free to gain knowledge, to practice the things which can be important, to maintain the fitness level of our bodies. Internal things are household works which helps to know the things considering the household activities.

Conclusion:

Leisure, recreation and tourism are which can help directly help to the local communities, industries and sustainable development which nation achieve. They also play a vital role and has critical environmental impacts which are involved with accommodations, travels and recreation activities. As going through out the research I feel the importance of leisure and recreation in overall activities. We study about the problems and we discuss the issues and AIMS which can generate and skip those problems and how is it important in our daily basis and how can the events can be stronger and happy ending. With this I starts to believe that the philosophy of my own in recreation is involving myself in the activities which I can gain more experience and crash all the stresses and anxieties. Sport services, leisure and culture are connected and their many parts we have describes.

As the project describes about the catastrophes of the leisure and recreation as I discuss with the participants who are interested with my topic and they provide their views about the leisure and recreation questions.

Including the things that I am student of ctl euro college recently and I am having my last semester of my hospitality management course. I have learned so many things including my course topics. I am glad and happy to have a research in a certain topic and I am preparing since 2 months about the topic and finally I conclude this topic. As I give my best towards the topic. The best thing of my topic is that it is the topic of my life which I can learn many things after by collection ideas from the words I mention above. Which also motivates me in my daily life. Thank you so much my every participant, teachers and my friends who helped me throughout the semesters.

As I got many ideas from my friends.

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