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ANNOUNCEMENT

“The Contribution of Museums to Religious and Pilgrimage Tourism”

Thessaloniki, 12 December 2025

“The Contribution of Museums to Religious and Pilgrimage Tourism” is the title of the online scientific conference organized by the Interinstitutional Postgraduate Program “Religious and Pilgrimage Tourism” of the School of Social Theology and Christian Culture of the Aristotle University of Thessaloniki and the Department of Organization Management, Marketing & Tourism of the International Hellenic University. The event will take place on Saturday, 13 December 2025, at 18:30.

According to the organizers, contemporary research shows that people who travel for pilgrimage or cultural excursions seek immersive experiences—experiences that can be offered through interactive visits to museums providing attractive and well-structured content related to their interests. As part of cultural tourism, religious and pilgrimage tourism examines its relationship with museums and the importance of appropriately incorporating them into programs of religious excursions.

During the conference, Professor of Museum Education at the National and Kapodistrian University of Athens, Diotima Liantini-Nikolakakou, will analyze the topic based on her research expertise, while Dr. Antigoni Tzitzibasi, Archaeologist and Head of the Collections Department at the Museum of Byzantine Culture in Thessaloniki, will present the operation of this museum as a case study. The discussion will be moderated by Professor Emerita of the Department of Social Theology and Christian Culture of the Aristotle University of Thessaloniki and founding member of the Interinstitutional Postgraduate Program, Kyriakoula Papadimitriou.

According to the organizers, the main goal of the event is to highlight museums as resources for religious and pilgrimage tourism, as well as to promote religious and pilgrimage tourism as an educational and developmental factor within the tourism sector.

Participation in the conference is free via the following link:
<https://authgr.zoom.us/j/92219881198>

The event poster is attached.

Press Contact:

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Aristotle University of Thessaloniki
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We kindly request that this event be published, broadcast, and covered by the media.