



## ONE-DAY CONFERENCE AGENDA

**MAY 18, 2022**

- 17:30-18:10 Attendance – Greetings**
- 18:10-18:20 Dr. Nikos Kampanis**, Research Director, Coastal & Marine Research Laboratory (CMRL)  
Introduction to the research activities of CMRL
- 18:20-18:40 Dimitrios M. Kalaitzidakis**, Operations Director, GRECOTEL Hotels & Resorts  
The beach as a competitive advantage.  
*Importance, accessibility and optimal use of the sea in hotels that offer high quality tourism.*
- 18:40-19:00 Dr. George Alexandrakis**, Collaborative researcher, CMRL  
SMARTOURISM system composition and offered services.  
*The recording system of coastal, environmental and climate data and indicators, and their utilization in innovative tourist services and activities design and in the expansion of services provided by beach hotels.*
- 19:00-19:15 Manolis Lekkas**, Meteorologist, Associate of the CMRL  
The weather as a multifactorial tool in the tourist product of Crete.  
*The importance of de-escalation in meteorological forecasting*
- 19:15-19:30 Giorgos Notas**, Associate Professor of Emergency Medicine, PK, Director of TEP PAGNI, Collaborating Faculty Member of CMRL  
Crete – An ideal place to live  
*How the Cretan bio-climate, diet and lifestyle are health benefits for the tourist product that cannot be left unexploited.*
- 19:30-20:00 Discussion**  
*Have we managed to be useful in the daily life of an island region that is directly dependent on the beach and the surrounding sea?*