

## **THE GENESIS PROJECT**

A Greek word adapted by many foreign languages, internationally recognizable and comprehended.

The GENESIS PROJECT aims at the constant genesis of intellectual dialogue through all forms of contemporary civilization with the objective the development of the South Aegean Periphery through a cultural tourism model.

The GENESIS PROJECT supports the development and reinforcement of cultural tourism in the Periphery and its connection to educational tourism, by creating a network of special interest tourism that can improve and enrich the tourism product of the Periphery; at the same time, it will contribute to the gradual dissociation from the traditional touristic model which is based on the "Sun & Sea" model. More specifically, the emphasis on the planning of activities during the touristic off-season will contribute to the reducing of seasonality, with the objective to provide diverse touristic products throughout the whole year and enhance youth and women employment.