



Heritage-led urban regeneration and destination identity formation

Case study: The Tobacco Warehouses of Kavala

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Introduction

The adaptive reuse of industrial heritage has emerged as a strategic tool for urban regeneration, sustainable tourism development and destination identity formation.

However, heritage valorization processes are shaped by institutional frameworks, stakeholder dynamics, and visitors' perceptions.

This PhD research explores how industrial heritage contributes to destination identity formation and image construction through institutional, socio-political, and affective dimensions.

Methods

The research applies a mixed-method approach, combining qualitative and quantitative methods.

- Comparative case study analysis
- Semi-structured interviews with tourism stakeholders
- Survey research on visitor perceptions
- Document and policy analysis

Conferences

This research has been presented at:

- Industrial Cultural Heritage and its Documentation Through Archives, University of Macedonia, December 2025, "Industrial heritage and its documentation through archives — Difficulties and challenges in locating archival material for the tobacco warehouses of Kavala".
- ICOT2025 Annual Conference Regenerative Travel: Balancing Technology and Sustainability, University of Dubrovnik, "The impact of socially integrated heritage-led urban regeneration on destination identity; Stakeholders' perspective"
- 20 OpenAir Cities International Conference. Harokopeio University, 14-16 February 2025. "The impact of socially integrated heritage-led urban regeneration on destination identity; Stakeholders' perspective. Case study: Kavala's Tobacco Warehouses".
- 1st Intocus International Conference, Tourism and Cultural Heritage: Resilience, Sustainability and Transformation. Harokopeio University, Paris Sorbonne II, 8-9 March 2024, "The Impact of Heritage-Led Urban Regeneration on Destination Identity and Destination Marketing; The Case of the Tobacco Warehouses of Kavala"
- TICCIH, Greek Department, Larisa, 2-4 October 2024, "The Impact of Urban Regeneration Through Industrial Heritage on the Destination Image. Opportunities for reuse of Kavala Tobacco Warehouses. Case study: Spierer Tobacco Warehouse - Hydrama Hotel"
- Making the City: Transformative Processes in (Post)Industrial Urban Spaces, 2023, Chemnitz University of Technology, Germany. "The impact of heritage-led urban regeneration on destination identity and destination marketing; the case of the Tobacco Warehouses in Kavala".

Research Objectives

- Examine how industrial heritage contributes to heritage-led urban regeneration.
- Analyze power dynamics among tourism stakeholders in shaping destination identity.
- Investigate the role of affective components in the formation of destination image.

Data analysis

- Comparative analysis of European case studies of tobacco warehouses
- Thematic analysis for qualitative stakeholder interviews
- Statistical analysis to examine the affective component in destination image formation

Results

Preliminary findings indicate that:

- Industrial heritage can act as a **catalyst for urban regeneration and tourism development** when supported by coherent institutional frameworks.
- **Power relations among stakeholders** significantly shape destination narratives and identity construction.
- **Emotional responses of visitors** play a crucial role in forming destination image and influencing tourism

Publications

- Fragkoudi, V., Gritzali, A., (2026) Heritage-Led Urban Regeneration and Institutional Logic: A Comparative Analysis of Tobacco Warehouses Across Europe. *Tourism and Hospitality*, 7 (1). <https://doi.org/10.3390/tourhosp7010009>
- Fragkoudi, V., Gritzali, A., Sarantakou, E., Manolitzas, P., (2024) "The Impact of Heritage-Led Urban Regeneration on Destination Identity and Destination Marketing; The Case of the Tobacco Warehouses of Kavala". 1st Intocus International Conference, Tourism and Cultural Heritage: Resilience, Sustainability and Transformation Proceedings. Harokopeio University, Paris Sorbonne II

References

- Ashworth, G., Graham, B., & Tunbridge, J. (2007). *Pluralising Pasts: Heritage, Identity and Place in Multicultural Societies*.
- Kavaratzis, M., & Hatch, M. J. (2013). *The dynamics of place brands*.
- Pike, S., & Ryan, C. (2004). *Destination positioning analysis*.
- Smith, M. K. (2006). *Issues in Cultural Tourism Studies*.

Research Structure

The dissertation consists of three interconnected papers:

1. **Heritage-Led Urban Regeneration and Institutional Logic: A Comparative Analysis of Tobacco Warehouses Across Europe**
2. **Power Dynamics among Tourism Stakeholders in Destination Identity Shaping Process**
3. **Measuring the Role of the Affective Component in Destination Image Formation Process**

Conclusions

The research highlights the importance of integrating heritage management, governance structures, and visitor perceptions in tourism development strategies. By combining institutional, stakeholder, and affective perspectives, the study contributes to a more nuanced understanding of how cultural and industrial heritage influence destination identity and image in contemporary tourism contexts.

Parallel Research Projects

- Fragkoudi, V., (2027) Heritage marketing: A comparative analysis of dark tourism sites; Hoa Lo prison, Vietnam and Heptapyrgion prison, Greece, in Stone, P., *The Business of Dark Tourism: Managing Difficult Heritage Sites*
 - Fragkoudi, V., (2025) Female interviewer bias on qualitative research in tourism studies; Case study the Balkan countries. University of Stavanger, Norway
 - Fragkoudi, V., (2025) Møllebyen, The Mill Town in Moss, Norway. TICCIH Bulletin, No.110
 - Fragkoudi, V. (2024). Sustainable reuse of tobacco warehouses, TICCIH Bulletin No.98
 - www.TobaccoWarehouses.gr Cultural Routes and Industrial Heritage in Greece
- Parallel to the PhD research, this project explores the development of a cultural route based on the historic tobacco warehouses of Eastern Macedonia and Thrace, aiming to promote industrial heritage through sustainable tourism strategies and regional cultural networks.
- Poullos, I., Kapetanios, A., Vogklis K., Gkritzali, Al., Fragkoudi, V., Avramidou, S., Metallinos, I., (2024). "Understanding the Living Heritage of Vadnagar with a Comparative Study to the Historic Site of Eleusis, Greece" Ionio University, Ahmedabad University 2nd Int. Conference India, Greece. History, Society, Science & Entrepreneurship. 2-6 December 2024, Aristotle University of Thessaloniki: "The Living Heritage of Vadnagar, India in comparison with Elefsina, Greece (part A): methodology, and presentation of material"