



## The ARCHEODANUBE Strategy

for Successful Archaeological Tourism –

Lessons Learned from European Good Practices

T2.1 Strategy for the implementation of archaeological tourism

Deliverable D.T2.1.1 Good Practices Catalogue

Deliverable D.T2.1.2 Infographics

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## 1.0 Introduction

Archaeological tourism is a part of cultural tourism and it is not much different from what we already know from cultural tourism: There are icons that belong to the "must see" sites and there are lesser known sites that are nevertheless of outstanding value and relevance from a professional point of view or enjoy great popularity among locals and visitors for various reasons. In this respect, the selection of so called "good practices" is a subjective one, even though in this case it was based on clear criteria and guidelines.

The **ArcheoDanube** partnership brings together an extraordinary amount of archaeological knowledge, and the good practices identified and presented in detail in a separate attachment were selected on the basis of this expertise. As **ArcheoDanube** is supported by the INTERREG Danube Programme, the first focus was on outstanding examples from the Danube countries, but this did not prevent us from looking at other countries as well. A total of 29 examples were identified and after critical review 17 of them were included in this report. Not all of them meet all the selection criteria and some important archaeological sites and parks might be missed. However, the final decision was based on the qualitative and quantitative information available and the impact of the sites on their local and regional environment in general and tourism specifically.

Experience shows that there are sites of outstanding importance in the archaeological context, but they have only a very limited impact on their immediate surroundings. You will miss them in this publication. Here, however, impacts were important to us in order to be able to analyse under which conditions an archaeological park can develop as many positive touristic, social, cultural and economic effects as possible.

Finally, it should be noted that the collection and analysis of the good practices was not a scientific-empirical work, but was rather about recording experiences that give practical support to the pilot cities in the **ArcheoDanube** project in the implementation or further development of their archaeological parks. We assume that many other archaeological parks can benefit from this practical approach.

In attachment 1 (separate document) you will find the **ArcheoDanube** Good Practices in full lengths with detailed information which is partly based on desk research, partly on information provided by each operator. Data was verified or provided by the operators.

Attachment 2, integrated at the end of attachment 1, shows the **ArcheoDanube** Good Practice recording template, which makes it clear under which criteria the assessment was carried out. This template can also be used by other archaeological sites as an instrument for recording success factors and impacts, and is made available to them here.

## 2.0 What is meant by ‘good practice’ for archaeological tourism?

The aim was to gather information about good practices of archaeological sites where archaeological tourism can be regarded as a **success story**. The information gathering focused likewise on **success factors as well as impacts** (including impact indicators). It is possible that a good practice is not a good practice overall - then the decision was based on those factors which qualifies it as an **ArcheoDanube** Good Practice in certain, maybe outstanding terms.

The more a practice has to tell about **successful tourism activities and respective good solutions**, the more it qualifies as a good practice. The identification of the success factors was crucial in order to create “learning benefits” for our **ArcheoDanube** partnership and beyond.

The five most important **success factors for a good practice in order to have positive impact on archaeological tourism** crystallised across all good practices:

- Political support, which can be seen both financially and ideally
- Sustainable cooperation with the tourism sector and its diverse stakeholders
- Promotion of and integration into networks
- Conceptual involvement of citizens, and
- Scientific quality of research activities onsite.

With these preconditions, considerable impacts can be achieved that go far beyond the preservation of the archaeological heritage and **make an archaeological park an engine of local development**.

## 3.0 ArcheoDanube Good Practices – the final choice of 17 European sites

	Good Practice	Country
1	Pavilion for the presentation of the archaeology of Celje <a href="https://www.celje.si/en/card/tourist-information-centre-tic">https://www.celje.si/en/card/tourist-information-centre-tic</a>	Slovenia
2	Pompeii <a href="https://www.pompeionline.net/en/">https://www.pompeionline.net/en/</a>	Italy

3	Vindolanda <a href="https://www.vindolanda.com/">https://www.vindolanda.com/</a>	United Kingdom
4	Gorsium-Herculia Archaeological Park and Open Air Museum <a href="https://www.gorsium.org/">https://www.gorsium.org/</a>	Hungary
5	London Mithraeum <a href="https://www.londonmithraeum.com/">https://www.londonmithraeum.com/</a>	United Kingdom
6	Alba Carolina Fortress <a href="https://vizitezaalbaiulia.ro/">https://vizitezaalbaiulia.ro/</a>	Romania
7	Museikon <a href="http://www.museikon.ro">http://www.museikon.ro</a>	Romania
8	Neolithic settlement in Tuzla <a href="https://panonika.ba/arheoloski-park-neolitsko-sojenicko-naselje/">https://panonika.ba/arheoloski-park-neolitsko-sojenicko-naselje/</a>	Bosnia and Herzegovina
9	Fortress of Šibenik <a href="http://www.tvrđava-kulture-šibenik.hr">Tvrđava kulture Šibenik   Šibenske tvrđave (tvrđava-kulture.hr)</a>	Croatia
10	Carnuntum <a href="https://www.carnuntum.at">https://www.carnuntum.at</a>	Austria
11	Archaeological Park Xanten/Niederrhein <a href="https://apx.lvr.de/">https://apx.lvr.de/</a>	Germany
12	ArcheoPark Pavlov - Czech Republic <a href="https://www.archeoparkpavlov.cz/en/?langselect=1/">https://www.archeoparkpavlov.cz/en/?langselect=1/</a>	Czech Republic
13	Archaeological Park Aguntum <a href="https://www.aguntum.at">https://www.aguntum.at</a>	Austria
14	MAMUZ Schloss Asparn Zaya <a href="https://www.mamuz.at/en/exhibitions">https://www.mamuz.at/en/exhibitions</a>	Austria
15	Bibracte <a href="https://www.bibracte.fr/en">https://www.bibracte.fr/en</a>	France
16	Archaeological Park Viminacium <a href="http://viminacium.org.rs/arheoloski-park/">http://viminacium.org.rs/arheoloski-park/</a>	Serbia
17	Everyday Life in the Medieval Cherven <a href="https://www.museumruse.com/en/expositions/cherven_bg.htm">https://www.museumruse.com/en/expositions/cherven_bg.htm</a>	Bulgaria

## 4.0 Main findings in terms of success factors and impact

### 4.1 Success factors

The success factors emerged from the **analysis of the information provided by the ArcheoDanube Good Practices**, studied or researched through sources such as websites, publications and interviews with park operators. Interestingly, the success factors in most of the examples are similar in cross-national characteristics and primarily affect five areas: political support, close cooperation with tourism actors, network integration, involvement of citizens and scientific quality.

The following aspects were identified in the **ArcheoDanube** Good Practices:

#### 4.1.1 Success factor 1: Political support

- Political decision in favour of investing in the park
- Willingness of local, regional or national authorities to provide continuous financial support which means planning security for the archaeological park
- Investment strategy for the development of the park using national and European funds
- Continuity in accompanying measures to increase the attractiveness of the region
- Perception of the park as a strong element of regional development
- Thinking long-term, even if it takes a lot of patience

#### 4.1.2 Success factor 2: Cooperation with tourism actors

- Inclusion of the archaeological park in the tourism strategy as a local / regional highlight
- Strategic outreach to bring tourism actors together
- Clear tourism messages
- Services which bring the park and local actors together
- Efforts to use digital media and involve the park in digital strategies
- Communication of sustainable and energy efficient measures in order to include the park in overarching activities
- Definition of quality standards for tourism linked businesses at the park
- Cross-border and trans-regional tourism activities

### 4.1.3 Success factor 3: Network integration

- Establishment of networks of strong regional, cultural and touristic partners
- Development of a “mutual benefit strategy” for all network partners
- Outreach to national and trans-national networks and topics
- Involvement of private entities in the restoration and touristic valorisation of the site
- Cross-border activities

### 4.1.4 Success factor 4: Citizens’ participation

- Raising awareness of the local population on the uniqueness and outstanding value of the archaeological site
- Fostering identification of the local population with the archaeological heritage
- Creating trust between the site and the population, e.g. through opening up to broad sections of the population
- Taking the educational mission for all age groups serious by offers for these groups
- Focussing on building long-term relations
- Including Citizen Science activities
- Sharing responsibility for the site

### 4.1.5 Success factor 5: Scientific quality

- Communicating research findings regularly and in an easily understandable way
- Offering exchange with scientists / archaeologists on national and transnational level
- Communication of an interdisciplinary approach which brings in topics of relevance for many people
- Citation of papers and books written by authors employed at the archaeological park
- Research and scientific work that can be perceived by visitors and which generates acceptance
- Inclusion in trans-regional activities.

## 4.2 Creating impact

The achievement of positive effects is assessed differently by the various disciplines: for archaeology, conservation and presentation measures are positive effects; for tourism, it is the per capita expenditure of visitors; for urban development, it is, for example, smooth traffic flows and new jobs; for citizens, it is a place of which they can be proud. Bringing all these expectations together is a complex and long-term task, the solution of which is based on intensive cooperation and mutual trust.

The generation of long-term effects and impact is still not taken into account enough in city planning. This has mainly to do with the fact that the different disciplines are not trained enough in interdisciplinary cooperation and in the implementation of visions for many different interest groups. This is why the **ArcheoDanube** approach is so important, because it emphasises that **stakeholder groups and their different interests come together and develop a common vision** including implementation steps.

There are numerous publications and informative case studies<sup>1</sup> and excellent tools for interdisciplinary planning processes<sup>2</sup> that aim to develop and promote additional effects. Many of these have been developed in European projects or by European networks. The **ArcheoDanube** Good Practices show in an impressive way what far-reaching effects an archaeological park can have on a city. Not every good practice has all the desired effects as the local and regional conditions can be very different, but a good practice always shows several positive effects, which are recorded in the following impact table linked to the selected **ArcheoDanube** Good Practices.

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<sup>1</sup> E.g. see the ENCATC publication: Cécile Doustaly. 2020. Heritage, Cities and Sustainable Development – Interdisciplinary Approaches and International Case Studies.

<sup>2</sup> E.g. see the training material developed by the HERITAGE-PRO project, funded by the European ERASMUS+ funding scheme 2018-2021: <https://heritage-pro.eu>



## 4.2.1 Table of Impacts

	Good Practice	Country	Significant impact on						
			Scientific archaeological community	Citizens and city life	Local identity	Employment and economy	Local and regional development	Built environment	Ecology and sustainability
1	<a href="#">Pavilion for the presentation of the archaeology of Celje</a>	Slovenia	X	X	X	X	X	X	
2	<a href="#">Pompeii</a>	Italy	X	X		X	X		
3	<a href="#">Vindolanda</a>	United Kingdom	X	X	X	X	X		X
4	<a href="#">Gorsium-Herculia Archaeological Park and Open Air Museum</a>	Hungary	X	X	X	X	X	X	X
5	<a href="#">London Mithraeum</a>	United Kingdom	X	X		X	X	X	X
6	<a href="#">Alba Carolina Fortress</a>	Romania	X	X	X	X	X	X	
7	<a href="#">Museikon</a>	Romania	X	X	X	X	X		X
8	<a href="#">Neolithic settlement in Tuzla</a>	Bosnia and Herzegovina	X	X	X				

			Scientific archaeological community	Citizens and city life	Local identity	Employment and economy	Local and regional development	Built environment	Ecology and sustainability
9	<a href="#">Fortress of Šibenik</a>	Croatia	X	X	X	X	X	X	X
10	<a href="#">Carnuntum</a>	Austria	X	X	X	X	X	X	X
11	<a href="#">Archaeological Park Xanten/Niederrhein</a>	Germany	X	X		X	X	X	
12	<a href="#">ArcheoPark Pavlov - Czech Republic</a>	Czech Republic	X	X	X	X		X	X
13	<a href="#">Archaeological Park Aguntum</a>	Austria	X	X	X	X	X	X	X
14	<a href="#">MAMUZ Schloss Asparn Zaya</a>	Austria	X	X	X	X	X		X
15	<a href="#">Bibracte</a>	France	X	X	X	X	X		X
16	<a href="#">Archeological Park Viminacium</a>	Serbia	X			X	X		
17	<a href="#">Everyday Life in the Medieval Cherven</a>	Bulgaria	X	X	X		X	X	

### *Impact linked to the scientific archaeological community*

*The results of ongoing research are published in several publications of the German **Good Practice 11 Archaeo Park Xanten**. A more direct line to current research work is offered by the lectures given by proven experts at the Roman Museum of the site. On the third Monday of every month, archaeologists report on the latest results of their investigations. The lectures last about an hour and do not require any special knowledge. Afterwards, there is an opportunity to talk casually with the experts.*

It is of course part of the work of archaeological parks that they work scientifically and share the results of their research with the professional world. The constant examination of research results benefits one's own park and promotes the important international exchange of experiences and techniques. In addition, the exchange offers diverse communication opportunities that can have the character of confidence-building measures towards the public. For locals as well as tourists some archaeological parks offer new formats to bring research results closer to the public, e.g. virtual and onsite "lunch breaks with a researcher".

### *Impact linked to citizens and city life*

The effects of an archaeological park on citizenship can be immense if planned wisely and it can have a positive impact on urban development. An archaeological park should never be a closed shop, but should give citizens the opportunity to participate. It depends on national practices how this involvement is organised: This could be cultural events on the park grounds, educational programmes for local schools, open days or discounted tickets for the local population. Most important is the experience of the citizens that the park is not an elitist place of scientific discourse but belongs to them all and that they have a say in the further development of such a site.

*See as a **Good Practice 3 Vindolanda archeo park** close to the British Hadrian's Wall Unesco World Heritage site: The site had a major impact on the local citizens because many of them actively participate in their volunteer programs. Because of the increasing number of visitors, many of them started service related businesses at the park, e.g. offering accommodations, shops and catering.*

### **Impact linked to local identity**

*The **Austrian MAMUZ (Good Practice 14)** is of essential importance for the regional identity and has deep roots and positive acceptance in the region. The local community supports the MAMUZ actively through an association and fosters concerts and projects of prehistoric and early historical research in the state of Lower Austria both materially and ideally. They finance the high-profile presentation of research history topics through experimental archaeological experiments as well as through scientific conferences.*

Especially in rural regions, citizens identify strongly with their spiritual places such as churches or monasteries and cultural places such as castles or archaeological sites. There are often rituals and festivals that are directly linked to them. This identity is a strong factor in regional development, because places with strong identities are linked to narratives and social interaction. They demonstrate the uniqueness of a place and make them interesting for tourism, because visitors look for what is special and unique about a visited place.

### **Impact linked to employment and local economy**

The impact on the local economy and on local employment is not easy to determine and many municipalities shy away from doing so. However, they should be strongly encouraged to make a try, as there are now enough proven tools from the creative industries to collect economically relevant data from heritage sites. The demonstration of financial and economic effects can be a strong argument for the operation of an archaeological park. The most important aspect is the recording of indirect profitability, i.e. the disclosure, recording and analysis of data that is indirectly related to the archaeological park.

*A good example of this is the French **Good Practice 15 Bibracte**, which clearly records economically relevant data: Bibracte revenues of €1 million for local businesses, direct tax revenues of €0.3 million for the local authorities, spin-off revenues of at least €0.5 million for the local tourism economy (€20 per visitor to Bibracte living outside Burgundy, based on a very conservative figure of 25,000 visitors a year).*

### *Impact linked to local and regional development*

*An excellent example of a park that has successfully established itself as a driver of local and regional development is our Austrian **Good Practice 13 Aguntum**: 17 partners alone are actively involved in tourism activities, be it with financial contributions, with cultural offers, as foundations, museums and universities. Diverse local and trans-national projects have been implemented with the aim to improve the quality of existing tourist offers.*

Basically, all our **ArcheoDanube** Good Practices stand for exemplary successful local and regional development and one of the recurring factors is the integration into strong networks. Networks are based on mutual support, they share a common vision that can be touristic, social, economic or cultural with a common interest in developing a city or region. The best networks are interdisciplinary and bring together very different institutions and people. They find creative solutions to challenges and their members always have mutual benefit in mind.

### *Impact linked to the built environment of a city*

Archaeological sites can have quite astonishing effects on the built environment, especially when investments are made in modern museum buildings, contemporary service facilities and green spaces in their context. This effect is well known from urban development: An old house is renovated or even just painted in a street, and other comparable actions follow because the well-kept impression encourages people to copy it. This signals an upscaling of the area and an upswing of the quarter. The same effect can also be seen in the opposite direction: an abandoned and decaying house in a street can lead to further neglect and mid-term even to the emergence of a derelict area.

*An example of this development is the Austrian **Good Practice 10 Carnuntum**: The opening of the archaeo park led to numerous renovation activities within the surrounding villages, as the economic potential of the visitors brought new income to the villages and their inhabitants. Public and private involvement in the renovation of houses and shops became increasingly visible. In addition, it quickly became clear that an attractive design could prove to be a tangible selling point.*

### *Impact linked to ecology and sustainability*

*Our Croatian **Good Practice 9 Fortress of Culture Šibenik** in cooperation with the City of Šibenik, the Association 'Youth in the EU' and the Coca-Cola Foundation, implemented the Zero Waste project in which it equipped its locations with waste sorting bins, procured huge quantities of recycled plastic packaging for use in its programs and developed an environmental workshop. They will continue with similar activities in the coming years.*

Ecological and sustainable commitment does not stop but begins at archaeological sites. Such a commitment is an excellent way to communicate the vision of such a site and shows it as a place where resources are used responsibly. In this way, socially relevant issues are addressed and the archaeological park presents itself as part of the social discourse. Measures for sustainability range from energy efficient lightning, waste management to the establishment of eco-friendly mobility solutions like bike routes to the site and solar-powered charging stations for mobile phones.

## 5.0 Conclusions

If you look at the **ArcheoDanube** Good Practices in attachment 1, you will probably be surprised by the suggestions and tangible experiences they hold. Beyond the many different public and private operator models, they are all examples of what attractive tourist places archaeological parks can be. Beyond the **success stories** listed above, which can be found in most of the **ArcheoDanube** Good Practices, there are many more that arise from local contexts.

As for the impacts of archaeological parks on the local and regional environment, these are directly related to the implemented success factors and often one can be directly derived from the other: Thus, **every investment in an archaeological park also holds the chance that further touristic, social, economic and cultural effects can be generated**, and on these processes this collection of **ArcheoDanube** Good Practices provides many suggestions.

One last point deserves special attention: Since the COVID-19 pandemic, the **need for digital offerings** has become even more obvious. Almost all of the **ArcheoDanube** Good Practices listed here articulated a need to catch up on this as the pandemic has created facts that can no longer be neglected. Even in times of limited touristic mobility, archaeological parks should be able to offer potential visitors something to keep interest in the park alive on the one hand, but also to demonstrate the attractiveness of the park. The first experiences of the summers of 2020 and 2021

showed an increasing interest in archaeological parks. They usually offer visits outside closed rooms, spacing arrangements are easy to implement and they are usually not overcrowded. In pandemic times, these are strong arguments for visits and excursions. Often organised as open air sites, the implementation of security measures to prevent transmission of infectious diseases has turned out to be a bearable burden for their operators.

The **ArcheoDanube** team has prepared for your convenience the success factors as well as the positive impacts from archaeological parks in so-called **info graphics that present in a nutshell the most important issues**. You will find them in the following chapter. The graphics offer information why the chosen practices are regarded as good practice by providing the basics in terms of success factors and impact of each chosen site. They are intended to give inspiration for all archaeological sites which are continuously working on improvements for their stakeholders and visitors.

## 6.0 ArcheoDanube Good Practices in a nutshell

### 6.1 Good Practice 1 – Pavilion for the presentation of the archaeology in Celje - Slovenia

Why is this a Good Practice?

## Celje - the Pavilion for the Presentation of Archaeological Remains

Slovenia



#### VISITORS



- <https://www.celje.si/en/card/tourist-information-centre-tic>
- Up to 15.000 visitors p.a.
- Annual budget: 50.000 €

#### SUCCESS FACTORS

- Strong political support
- Good cooperation between the local museum, the conservation office, the architects and the municipality
- Initial funding provided by the municipality and the Ministry of Culture
- Continuous development of new archaeological offers for locals and tourists alike (project Celeia Antiqua)
- Constant tourist flow with operational tourism office in same building



#### IMPACT



- Accessibility of archaeological heritage (free entry)
- The Pavilion has become a recognisable point in the old city centre for locals and visitor alike
- Offers visitors a short introduction to the local tourist attractions and boosts their visitation
- Changed the ambient in the old city centre in a positive way
- Attracts activities in the vicinity (festivals and fairs)



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## 6.2 Good Practice 2 – Pompeii - Italy

Why is this a Good Practice?

### Archaeological Park of Pompeii

Italy



#### VISITORS



- <https://www.pompeionline.net/en/>
- Up to 4.000.000 visitors p.a.
- Annual revenue: up to 47 mil €
- 70% of revenue is spent on archaeological structures and 30% on miscellaneous expenses (maintenance, services)

#### SUCCESS FACTORS

- World famous archaeological site (its a "check list" world heritage site)
- Visitors can freely wander through the park and interact with ruins
- Marketing, strong promotion, regular resounding events and exhibitions
- Support from the Italian government and the EU
- Close to other touristic hotspots



#### IMPACT



- Enormous importance for the scientific community
- Provides employment and generates income for the local community
- Sustainable development of the surrounding public transport
- Hosts various concerts, festivals, exhibitions
- Prominent visual part of the city



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## 6.3 Good Practice 3 – Vindolanda / United Kingdom

### Why is this a Good Practice?

# Roman Vindolanda - fort and museum

United Kingdom



### VISITORS



- <https://www.vindolanda.com/>
- Up to 150,000 visitors / year
- The site is funded by an independent charity
- The Vindolanda Charitable Trust turnover was 1,8 Mio in 2019

### SUCCESS FACTORS

- Successful volunteer, excavation, and educational programmes
- Recognized as one of Europe's most important Roman archaeological sites
- Interactive involvement of visitors through volunteering
- Great efforts to reduce their environmental impact
- Long-term development orientation



### IMPACT



- Numerous research projects and collaborations with the scientific community
- Donation scheme that goes directly back into further site development
- Large tourism employer in the Tynedale district
- New tourism offers that contribute to regional development



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## 6.5 Good Practice 5 – Gorsium-Herculia Archaeological Park - Hungary

Why is this a Good Practice?

### Gorsium-Herculia Archaeological Park and Open Air Museum

Hungary



#### VISITORS



- <https://www.gorsium.org>
- 20.000 visitors / year
- 10% foreign visitors (estimate), 30% students, 10% group, 50% individual visitors
- Annual budget 100.000 € / year

#### SUCCESS FACTORS

- Very good transport link (motorway) between Budapest and Lake Balaton
- Strong presence in social media
- Open-air theatre is used in summer and theatregoers also visit the park
- Part of a network of diverse partners who bring different groups of civic society into the park



#### IMPACT



- It has become a recreation and event area for the residents of Székesfehérvár and the agglomeration.
- Gorsium as a brand name is present in the local market and city marketing
- Locals are proud of the park and the region
- Regional economic effects are estimated at 1Mio € / year



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## 6.5 Good Practice 5 - London Mithraeum – United Kingdom

Why is this a Good Practice?

# London Mithraeum

United Kingdom



### VISITORS



- <https://www.londonmithraeum.com>
- Over 160.000 visitors
- Individuals of all ages, families, and groups of all types, including schools
- Located within a densely inhabited area in London

### SUCCESS FACTORS

- Continuous support provided by the developer
- Integration into the local tourist circuits
- Ongoing collaboration with the Museum of London
- Innovative, immersive presentation and interpretation of the archaeological remains



### IMPACT



- Research, reconstruction and presentation generating a comprehensive image of the Mithraic cult in Roman London
- Cultural hub for citizens and local schools for educational purposes
- Collaborations with other archaeological tourism attractions
- Integration into a sustainable building and commitment to low environmental impact
- High accessibility through the public transport system



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## 6.6 Good Practice 6 - Alba Carolina Fortress - Romania

### Why is this a Good Practice?

# Alba Carolina Citadel

Romania



### VISITORS



- <https://viziteazaalbaiulia.ro>
- The Citadel had 500.000 visitors in 2019.
- The National Museum of Unification had 100.000 visitors in 2019
- The site stretches over 110 ha

### SUCCESS FACTORS

- Political support from the Municipality of Alba Iulia and the County Council of Alba
- Involvement of private entities in the restoration and touristic valorisation of the site
- Investment strategy for the development using both national and European funds
- Cross-border and trans-regional activities
- Strong element of regional development



### IMPACT



- Strong scientific and touristic valorisation of the Roman, medieval and Austrian time vestiges
- Essential element for the identity of the population
- Impact on the built environment through the renovation of the Citadel and numerous other buildings
- Major employer with over 1500 employees in 2014
- Sustainable public and private funding (local and European)



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## 6.7 Good Practice 7 – Museikon - Romania

Why is this a Good Practice?

# Museikon - Sacred Art Museum - Alba Iulia

Romania



### VISITORS



- <http://www.museikon.ro>
- Up to 15.000 visitors p.a.
- 75 % domestic, 25 % international from 40 countries
- 55 % school children, 10% groups

### SUCCESS FACTORS

- Strong political and financial support
- Archaeological remains combined with the sacred art collection
- Establishment of a national and international network of partners
- Roman remains are part of Roman Camp Apulum which is on UNESCO tentative list
- Workshops, projects, and activities with a local, national, and international character



### IMPACT



- Public and private investments for the development of the area
- Further renovations of many other buildings inside the fortress
- Collaborations with various institutions, artists and scientists
- Development of new tourism businesses and projects in the area



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## 6.8 Good Practice 8 – Neolithic settlement in Tuzla – Bosnia - Herzegovina

Why is this a Good Practice?

# The Archaeological park – Neolithic Settlement in Tuzla

Bosnia and Herzegovina



### VISITORS



- <https://panonika.ba/arheoloski-park-neolitsko-sojenicko-naselje>
- Investment for reconstruction was 85,000 EUR
- Part of the Pannonian Lakes complex (Panonica) which has up to 450.000 guests p.a

### SUCCESS FACTORS

- Political decision in favour of investing in the park
- Readiness of the Government of Tuzla Canton to provide continuous financial support
- Strong identification of the local population with the cultural heritage
- Part of an established tourist destination (Pannonia lakes)



### IMPACT



- Enhanced the tourist offer of the Pannonia lakes complex
- Established a network of strong regional, cultural and tourism partners
- Strong identification of the local population with the cultural heritage
- International cooperation for archaeological tourism offers (City of Užice, SRB)



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## 6.9 Good Practice 9 - Fortress of Culture sv. Mihovil, Barone, sv. Ivan, Šibenik - Croatia

Why is this a Good Practice?

### Fortress of Culture sv. Mihovil, Barone, sv. Ivan, Šibenik

Croatia



#### VISITORS



- [Tvrđava kulture Šibenik | Šibenske tvrđave \(tvrđava-kulture.hr\)](http://Tvrđava_kulture_Šibenik_|_Šibenske_tvrđave_(tvrđava-kulture.hr))
- 160.000 visitors /year, mostly from Austria and Germany
- Two revitalized Šibenik fortresses, the Fortress of St. Mihovil and Barone Fortress.
- Annual budget of 2.686.000,00 EUR (2021)

#### SUCCESS FACTORS

- Contribution to the economic growth of the city and the region
- Development and broadening of cultural tourism
- Tourist attractions with an innovative, cultural and educational character
- Developed cultural brand of the city of Šibenik
- Cooperation with entities in the tourism sector (hotels and tourist agencies)



#### IMPACT



- Strong impact on the scientific archaeological community
- Rehabilitation and upgrading of the tourist infrastructure
- Impact on the development and revitalisation of the city centre through the renovation of the fortress
- Main reason to visit the city
- Involvement of small and medium companies in content development



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## 6.10 Good Practice 10 – Carnuntum - Austria

Why is this a Good Practice?

# Römerstadt Carnuntum – Petronell- Carnuntum

Austria



### VISITORS



- <https://www.carnuntum.at>
- 200.000 visitors p.a.
- 65% FITs (40% domestic, 60% international from 30 countries)
- 25% school children
- 10% groups

### SUCCESS FACTORS

- Political decision in favour of investing in the park
- Perception of the park as a strong element of regional development
- Establishment of a network of 30 strong regional, cultural and touristic partners
- Cross-border and trans regional activities
- Clear tourism messages and definition of quality standards for tourism linked businesses



### IMPACT



- Locals act as ambassadors of the park and the region
- Regional economic effects are estimated at 6-7 mio € / year
- Numerous renovation activities within the city and surrounding villages
- Public and private investments (e.g. in infrastructure)
- Generated employment in service related businesses (e.g. gastro/hotels, souvenir shops, bike rentals, tour guides)



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## 6.11 Good Practice 11 - Archaeological Park Xanten/Niederrhein - Germany

Why is this a Good Practice?

# Archaeological Park Xanten

Germany



### VISITORS



- <https://apx.lvr.de/>
- Up to 700.000 visitors p.a.
- Annual budget: 12 million €
- Revenues amount up to 2,9 million (2019).
- No entrance fees for children and youth until the age of 18

### SUCCESS FACTORS

- Strong political support
- Educational efforts of high quality
- Preparation of scientific archaeological knowledge for the local population
- Continuous development of new attractive offers for locals and tourists alike
- Long-term orientation in all development steps



### IMPACT



- Xanten has become an attractive place to live, especially for young families, who greatly appreciate what the park has to offer (large playground, children's workshops).
- Every Euro invested flowed back into the region six fold.
- The financing of operations and projects are investments in the future of the whole region.
- The park is a major employer for the region with more than 200 employees.



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## 6.12 Good Practice 12 – ArcheoPark Pavlov - Czech Republic

Why is this a Good Practice?

# Archeopark Pavlov

Czech Republic



Archeo Park Pavlov

### VISITORS



- <https://www.archeoparkpavlov.cz/en>
- Up to 75.000 visitors p.a.
- Annual budget: 5 million CZK (194.000 €)

### SUCCESS FACTORS

- Archaeological site of global importance
- Programs and workshops for visitors, local schools
- A new and innovative museum exhibition
- Cooperation with wine-tourism, already established in the region
- Financial support from regional authorities



### IMPACT



- Has become a significant dominant in the locality
- Special events and activities organized for the local community
- The museum building was recognized by architectural awards
- Reciprocal tourism impact with the wine-making region



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## 6.13 Good Practice 13 – Aguntum Archaeological Park – Austria

Why is this a Good Practice?

# AGUNTUM Museum and Archaeological Park

Austria



### VISITORS



- <https://www.aguntum.at>
- 8.000 visitors p.a.
- 10 % domestic, 90 % international
- 10 % school children
- 30 % groups

### SUCCESS FACTORS

- Political decision in favour of investing in the archaeological park and museum.
- Continuous financial support by the state.
- Establishment of a network of strong regional, cultural and tourist partners.
- Cross-border and trans regional activities.
- Strong identification of the local population with the cultural heritage.



### IMPACT



- The park is a focal point of identity.
- Transnational and supranational coalitions for improving cultural promotion.
- Ongoing exchange and cooperation with the scientific archaeological community.
- Contribution and support to the local economy.
- Ecological impact to support the local biodiversity.



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## 6.14 Good Practice 14 – MAMUZ Schloss Asparn Zaya – Austria

Why is this a Good Practice?

# MAMUZ Schloss Asparn/ Zaya

Austria



### VISITORS



- <http://www.mamuz.at/en>
- 65.000 visitors p.a.
- 60 % Vienna/Lower Austria, 30% Austria, 10 % International
- Families, history buffs, day trippers and tourists

### SUCCESS FACTORS

- Political decision in favour of investing in the archaeological park and museum.
- Continuous financial support by the State of Lower Austria.
- Establishment of a network of strong regional, cultural and tourism partners.
- Strong identification of the local population with the cultural heritage.
- Strong element of regional development.



### IMPACT



- Scientific collaborations beyond national borders.
- Essential importance for the local identity.
- Greatest employer in the whole region with important economic effects for the region.
- Essential highlight in the built environment of the city.
- Mediation between urban and rural areas and promotion of local and regional development.



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## 6.15 Good Practice 15 – Bibracte - France

Why is this a Good Practice?

# Bibracte archaeological site

France



### VISITORS



- <http://www.bibracte.fr/>
- 80.000 visitors / year
- Several hundred archaeologists and students each year (access to workspaces and a resource centre)
- 40 full-time jobs

### SUCCESS FACTORS

- Clear management plan for the site and the surrounding landscape
- Hosting multi-disciplinary festivals related to artistic creation
- Large space for temporary exhibitions and conferences
- Huge network of public supporters
- Varied cultural programme for the local community, especially young people



### IMPACT



- Creation of a heritage community around a shared vision of the development of the territory
- Revenues of 1 Mio € for local businesses
- Spin-off revenue of at least 0.5 Mio € for the local tourism economy
- Growing recognition as an exciting tourism destination



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## 6.16 Good Practice 16 – Archeological Park Viminacium - Serbia

Why is this a Good Practice?

# Viminacium

Serbia



### VISITORS



- <http://viminacium.org.rs/arheoloski-park>
- Up to 100.000 visitors p.a.
- Part of the touristic "Roman Emperors' Route"
- Revenue comes from the Ministry of Culture, national or international projects, entrance fees

### SUCCESS FACTORS

- Extensive archaeological research and publication
- Financial support from the government and other partners
- Close to the Danube river route (boat visitors)
- Attractive reconstructions and Roman themed festivals



### IMPACT



- Employment of local workers and a boost to the local economy
- Regional development via the inclusion into important touristic routes
- Scientific research, national and international research projects
- Programs, workshops and camps for children



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## 6.17 Good Practice 17 – The Medieval Cherven - Bulgaria

Why is this a Good Practice?

# The Medieval Cherven

Bulgaria



### VISITORS



- <https://www.museumruse.com/en>
- Annual budget: 10.000 €
- 10.000 visitors / year (50% domestic, 50% international from 30 countries)
- 30% school children

### SUCCESS FACTORS

- Sustainable museum policies for the development of the outdoor exhibition
- Network of regional, cultural and tourism partners
- Cross-border and transregional activities
- Strong identification of the local population with the site
- Perception of the site as an important element of regional development



### IMPACT



- Contribution to the region's economy is estimated 100.000 € / year
- The archaeological site supports the development of the tourist sector
- Guest houses and hotels have been built in the villages around the site
- Tourism related businesses engage for the site



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