

# Course 1 – From local archaeological heritage to local archaeological parks

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ZVKDS (Slo)  
10.6.2021



# Content

- 1. What are Archaeological parks?**
- 2. What is a Local Archeo Plan?**
- 3. Work team for writing your Local Archeo Plan**
- 4. Local Archeo Plan template – the final product**



# 1. What are archaeological parks?



# 1. What are archaeological parks?



**Angkor Archaeological park**  
(<https://whc.unesco.org/en/list/668/>)



From the world famous sites.....



**Petra Archaeological Park**  
(<https://www.nationalgeographic.com/history/article/lost-city-petra>)



**Archaeological Park Pompeii**  
([https://en.wikipedia.org/wiki/Pompeii#/media/File:Pompeii\\_Forum.JPG](https://en.wikipedia.org/wiki/Pompeii#/media/File:Pompeii_Forum.JPG))

# 1. What are archaeological parks?

## Gorsium Archaeological park, Hungary

(<https://www.atlasobscura.com/places/gorsium-archeological-park>)

...to local attractions.

## Archaeological Park

### Magdalensberg, Austria

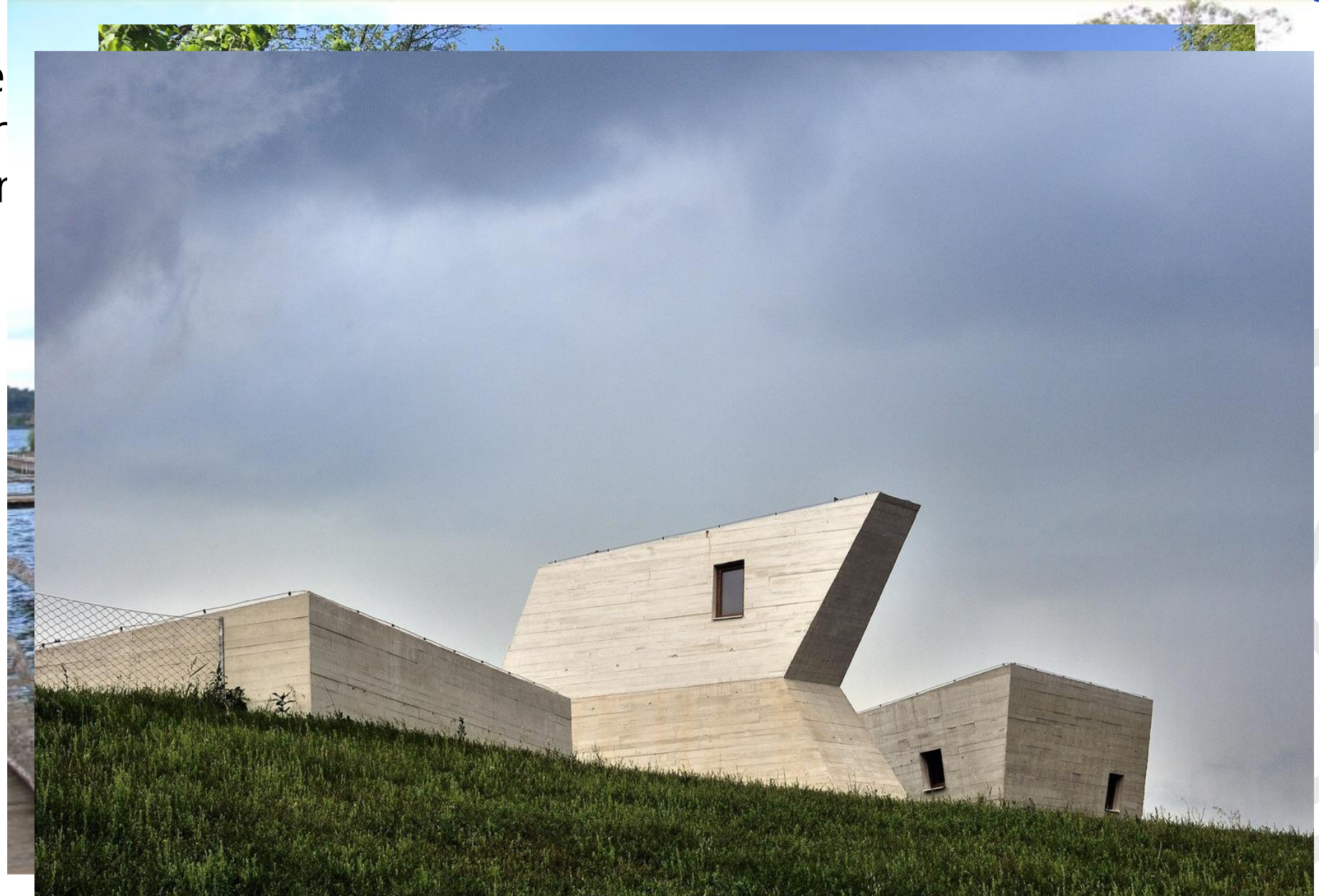
(<https://www.koroska.info/znamenitosti/museums/archaeological-park/>)

## Archaeological Park Rifnik,

**Slovenia** (<https://www.turizem-sentjur.com/Kulturna-dediscina/Rifnik-arheoloski-park/>)

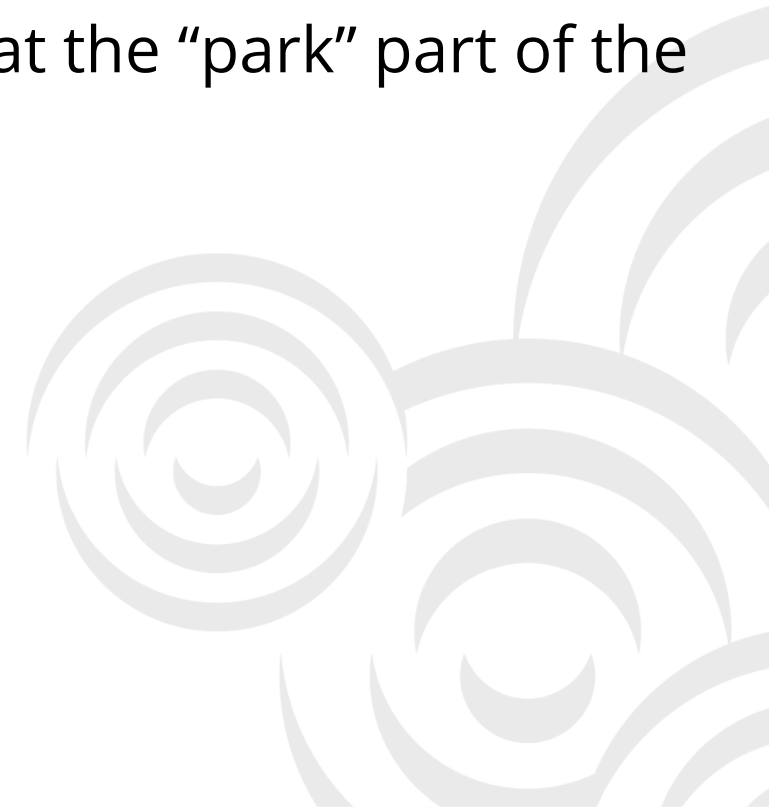
# 1. What are NOT archaeological parks?

- They are not open
- They are not archaeological
- They are not there



# 1. What are archaeological parks?

- Until recently there were no internationally accepted definitions
- Different labels are in use in different countries (archaeological park, archaeoparks, ...)
- A lot of archaeological sites could be categorized as archaeological parks, but are not named as such and vice-versa
- Misconceptions on what the “archaeological” and what the “park” part of the name mean



# 1. What are archaeological parks according to ArcheoDanube partners?

They should include:

- displayed archaeological remains;
- info panels or other tools for presentation and interpretation;
- visitor programs (events, excursions, guided tours,...);
- visitor services (food and drink, toilets, rest and relaxation,...);
- infrastructure (parking, paths,...).

And also:

- landscape design;
- access for handicapped;
- reconstructions;
- separate juridical status.





# 1. What are archaeological parks according to ICOMOS?

Salalah recommendations (2015):

“An Archaeological Park consists of:

**Archaeological remains** (below and above ground, movable and immovable) including archaeological surfaces. The archaeological park should have **at least the size of the underground extent of the archaeological remains** (archaeological site),

A **carefully designed landscape** that will ensure protection of archaeological remains below and above ground surface, and effective interpretation of them to visitors,

An **area to which access is effectively regulated**, with **controlled entrances**, surrounded by an adequate buffer zone.”

# 1. What are archaeological parks according to ICOMOS?

Salalah Guidelines 2017 (2015):

“A park is defined for the purposes of these guidelines as a **protected area set aside for public access, enjoyment, and education.**”

“Archaeological parks contain both **above-ground and below-ground archaeological remains** and material. The archaeological park should be seen as a **tool for conservation of archaeological sites** on the one hand, and their **presentation and interpretation** as a means to understand the shared past of humanity on the other hand.”

# 1. Why we choose the Croatian definition?

**“An archaeological park is a researched, protected and presented archaeological site or its part that includes informative and didactic components of presentation and interpretation in order to raise awareness of the importance of archaeological heritage.”**

- It's short and simple
- It encompasses all the most important elements (protected archaeological site, presentation and interpretation, awareness rising,...)
- It's already used by one of the partners
- It's less restrictive and has fewer limitations than the definitions from ICOMOS
- **The Guidebook is designed with this definition in mind!**

# 1. What are archaeological parks according to this definition?

**archaeological sites**, or their parts, which were subject to research (as only research data can create the basis for proper presentation and interpretation) and are properly protected as well as publicly accessible;

archaeological remains within the park have to be **displayed *in situ* or presented** by alternative means;

**presentation and interpretation** of archaeological heritage has to be present (interpretation panels, guided tours, visitor programs or workshops, ...);

additionally, the areas should be carefully **landscaped**, enabling optimal usage of the site as well as recreation and relaxation.

## 2. What is a Local Archeo Plan?



## 2. What is a Local Archeo Plan?

Should help you develop an **archaeological park** in your urban environment.

It is a plan that includes the assessment of local archaeological heritage, a feasibility study and helps you **develop activities** aimed at improvements and enhancements at your site.

You should focus on creating a **VISION STATEMENT** that will help you plan short and long-term improvements at your site.

The Plan should help you achieve your **OBJECTIVES**, defined at the start of your planning.

## 2. What will be the objectives of your LAP?

(some examples)

- Developing new archaeological presentations (displays of archaeological remains)
- Increased visitor satisfaction
- Safeguarding archaeological values and other cultural values
- Conservation of the (displayed) archaeological remains
- Cooperation with the local community
- Improving the knowledge about the archaeological site in the local community
- Promotion of the site to national or international tourists
- Improving accessibility of the site

# 3. Work team for writing your Local Archeo Plan





# 3. Who will write and design your LAP?

## Your Work team:

- Core members, responsible for the development of the archaeological park:
  - Project manager/leader
  - **Archeologist** (preferably someone who is familiar with the presentation and interpretation of archaeological heritage)
  - Representative from the manager of the park/site
  - Finance manager
  - Communication manager
- Recruit experts based on the planning you will focus on:
  - Heritage interpretation expert
  - Urban development specialist
  - Conservation expert
  - Tourism expert
  - Landscape specialist

### 3. Involve stakeholders into the planning process

**Some stakeholders are legally entitled to be consulted:**

- Landowners;
- Heritage protection offices;
- Other institutions with attributions in heritage protection and/or management;
- Local administration.

**Other stakeholders for whom the site is relevant from the social, cultural, touristic or economic point of view should also be considered.**

**Think about how you will involve stakeholder (targeted questionnaires, public presentations, open workshops, ....)**

# 4. Local Archeo Plan template – the final product



## 4. Local Archeo Plan template

- **The Guidebook is designed to help you write your LAP template – this will be your final product**
- You will write the plan directly into the template
- The template is structured the same way as the Guidebook (chapter in the guidebook correspond to the chapters in the LAP template)
- The Guidebook will help you write your LAP template, but it won't have all the "answers" to your specific situation!
- You can edit the template to fit your planning decisions (you won't focus on all subchapters in chapter 4)

# 4. LAP template structure

## LOCAL ARCHEO PLAN

*institution, manager or investor:*

.....  
*name and address of the institution, manager or investor*

*archaeological site, park or group of sites:*

.....  
*name of the archaeological site, park or group of sites*

*identification of the archaeological site or group of sites:*

.....  
*name or number of the site(s) in the national register of archaeological sites and monuments*

*editor(s):*

.....  
*name, professional title, signature and stamp*

*Local Archeo Plan number, place and date of publication*

.....  
*(number 1/1 for the first edition of the plan, number 1/2 for the updated version of the first edition, number 2/1 for the second edition, ...)*

*Logotypes*

Danube Transnational Programme  
**ARCHEODANUBE**

## CONTENTS

Part	Title	Page
	Work team	
	Basic information of the site	
1	Introduction	
2	Assessment of local archaeological heritage	
3	Feasibility study	
4	Local Archeo Plan	
5	Implementation and Maintenance	
6	Sources and Literature	
7	Appendixes	

# 4. LAP template structure

ARCHEODANUBE

WORK TEAM		
Editor:	<i>name and surname, professional title</i>	<i>signature</i>
<b>Core working team</b>		
Project manager	<i>name and surname, professional title</i>	<i>signature</i>
Financial manager	<i>name and surname, professional title</i>	<i>signature</i>
Communications manager	<i>name and surname, professional title</i>	<i>signature</i>
Archaeological heritage expert	<i>name and surname, professional title</i>	<i>signature</i>
<b>Additional experts and specialists</b> (depending on the scope of the LAP)		
Archaeologist	<i>name and surname, professional title</i>	<i>signature</i>

THE BASIC INFORMATION OF THE SITE	
Name of the site(s):	
Name or number of the site(s) in the national register of archaeological sites and monuments:	
City, town:	
Region:	
Country:	
Complete cadastral reference:	
Landowner(s):	
Manager:	
Investor:	
Responsible monument protection institution:	



# 4. LAP template structure

Subchapters have questions to help you focus on your planning decisions and actions

Additional tips and suggestions are in grey text

## 4.6 Interpretation and interpretative media

Choosing the right work team and assessing your inventory:

- What benefits do you think interpretations will bring to your site?
- Will your LAP work group also do your interpretive planning or will you hire a contractor? Do you think you should add certain experts into your LAP work group?
- Determine which site or sites you will interpret. If you will interpret only one site, which feature of the site will you focus on?

(For a list of benefits, you can correlate the points from the Guidebook to your local specifics.)

(Determine if your work group has all the needed expertise to do interpretive planning.)

(You can use your finding from chapter 2 to find out which site or sites are worth interpreting.)

Objectives, themes and visitor analysis of interpretive planning:

- What will you want the visitors to learn? What will you want the visitors to feel? What will you want the visitor to do upon completing the visitation of the site? Will you plan your objectives for the whole site or for each of its' features individually?
- What will be the main theme (message) of your interpretation? How will you develop your theme? Will your site have multiple themes (sub-themes) that will be interconnected with the help of one overarching theme? What will be the topics of your interpretation?
- For whom will you develop your interpretation? Who are your visitors? Why do they come to the site? What are their motivations? What are their characteristics? Where do they come from? In how large groups do they come to your site? What kind of visitors would you like to attract?

(Explain the learn, do, feel objectives for the whole site or for each feature of the site you will interpret.)

(Define your main theme in one or two sentences. Think about what you would like the visitors to remember about your site. The objectives and the theme(s) should be complementary, the first can help you develop the second.)

# 4. LAP template structure

Chapter 5 includes tables that should help you plan your activities for reaching your vision and objectives

## 5.1 Activity planning and execution of the required works

Implementation period 1 (2022)						
ID	Activity	Responsibilities	Estimated costs	Source of funding	Planned time of implementation	Implementation check
1.1	On the archaeological site, we will set up two interpretive panels. The maintenance of the panels will be minimal and included in the regular maintenance costs of the site.	An external contractor will design, produce and set up the panels.	3000 EUR	EU project funding (e. g. <u>ArcheoDanube</u> project)	September 2022	Yes : for the same budget 3 smaller interpretative panels have been set up in October 2022
		An external contractor, i.e. interpretation expert will develop the content of the panels	1000 EUR			







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*Thank you for your attention!*

Project co-funded by the European Union funds (ERDF, IPA)



# Course 2 – LAP assessment and feasibility

**Jasmina Davidović**

MS

08.06.2021.



## **2. Assessment of the archaeological heritage - step by step:**

- Provide main characteristics and location**
- Provide an initial estimate of the cultural, social and economic importance based on value indicators**
- Collect and synthesize relevant information – fill in gaps**
- Identify existing legal, administrative, social and economic framework**

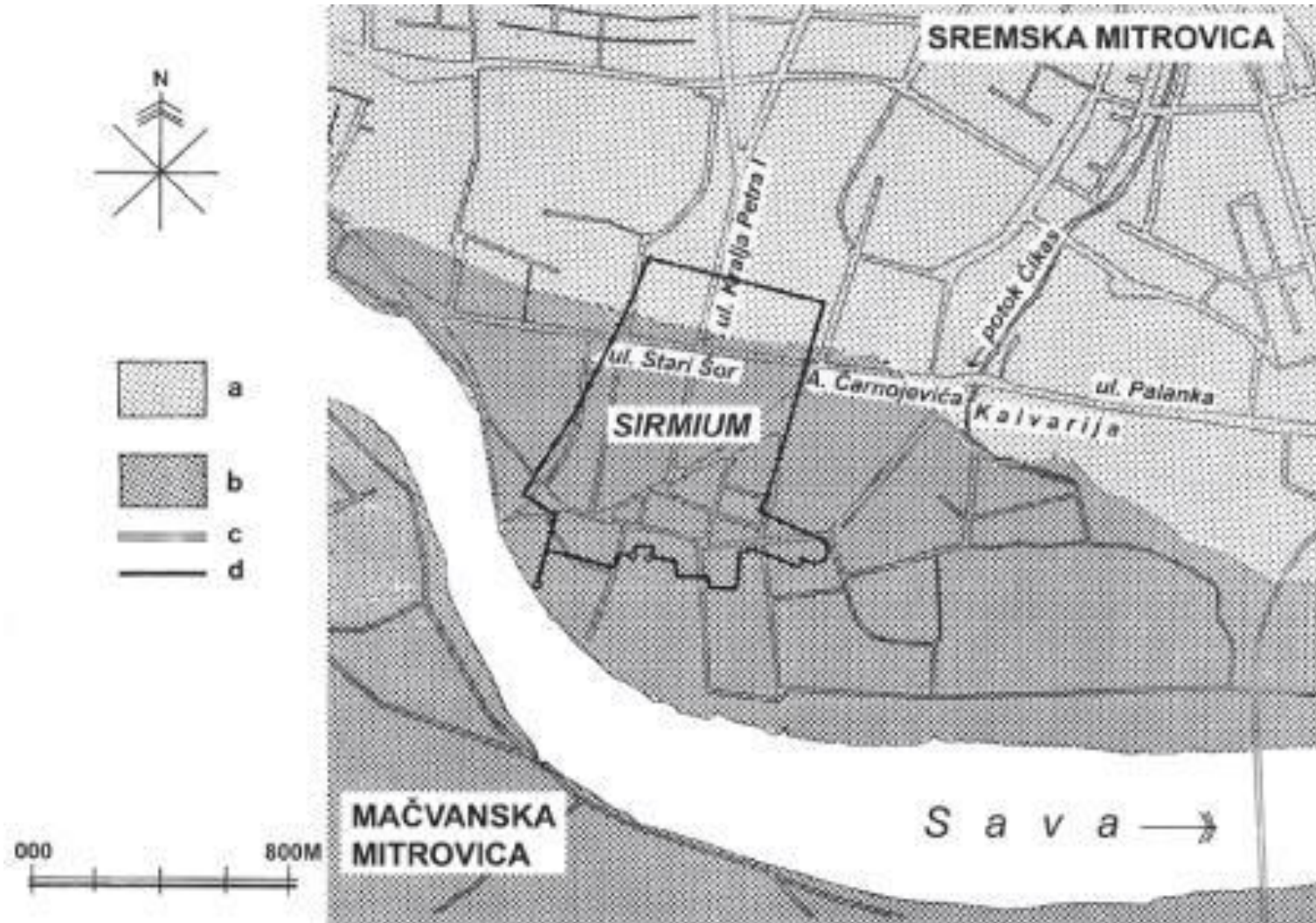
## 2. Main characteristics and location



**Sirmium open Roman archaeological site**  
<https://www.serbia.travel/en/see-serbia/culture/archaeological-sites/sirmium>



## 2. Location - beneath the modern city



**Sirmium open  
archaeological site**  
<https://www.serbia.travel/en/see-serbia/culture/archaeological-sites/sirmium>

## 2. Collect and synthesize information - fill in gaps



**Sirmium**  
**Site 85**, part of the  
Imperial Palace, next  
the museum's  
building and main  
road. Center of  
Sremska Mitrovica



## 2. Modern town and Roman town beneath it



**Sirmium**



## 2.1 Identification of the local archaeological heritage and its conservation status

- Types of archaeological site/s taken into consideration
- Types of archaeological remains taken into consideration
- Spatial extension of the archaeological site/s
- Dating of the archaeological site/s
- Research status of the archaeological site/s
- Conservation, restoration and presentation status of the archaeological site/s



## 2.2 Historical and cultural significance of the local archaeological heritage

Decision made on following value indicators:

- Degree of scientific relevance – local, regional, national, international - and uniqueness
- Completeness of the preserved archaeological, historical and artistic information
- Current state of preservation and potential for improvement
- Ability to convey a coherent historical, cultural or/and artistic information
- Future scientific potential

## 2.2 Ecological significance of the local archaeological site/s

Decision made on value indicators:

- Current environmental conditions and their impact on the archaeological remains
- Degree of integration into a local natural landscape and the relationship with the natural parks/nature reserves (if any)
- Existing or already planned relevant landscaping works
- Degree of compliance with local, regional and national green policies (if any)

## 2.3 Social and economic significance of the local archaeological heritage

Use two types of questionnaires that can be adjusted to your conditions:

<b>Types of activities conducted in structures/areas occupied by archaeological remains</b>	<b>Yes</b>	<b>No</b>	<b>Permanent</b>	<b>Occasional/Seasonal</b>
Habitation				
Movement/traffic				
Agriculture				
Other economic activities				
Touristic activities				
Recreational activities				
Cultural activities				
Educational activities				
Religious activities				
Other public activities				
.....				

## 2.3 Social and economic significance of the local archaeological heritage:

Type of economic activity	Permanent	Occasional/Seasonal	Organizers
Exhibition			
Souvenir shops			
Guided tours			
Re-enactment festival			
Traditional crafts festival			
Concert			
....			



## 2.4 Accessibility of the archaeological site/s:

Accessibility can be physical and informational.

Physical accessibility can be assessed using the following value indicators:

- Presence of gated/fence areas
- Access to pedestrian, bicycle and/or motorised traffic
- Access for people with mobility, hearing or sight issues
- Connectivity to the public transportation system
- Existence of lighting and security system
- Availability of resting areas, including bins, toilets, benches, free drinking water, fountains etc.
- Availability of recharging stations for electronic devices and vehicles
- Type of ticketing system

## 2.4 Accessibility of the archaeological site/s

Informational accessibility can be assessed using the following value indicators:

- Availability of explicative panels, posters, banners, printed guidebooks and maps in different languages
- Internet connectivity, including WLAN access
- Availability of dedicated webpage/website in different languages
- Availability of other digital information sources
- Availability of site guides and guided tours
- Presence of a site museum/exhibition



## 2.5 Existing administrative framework of the archaeological site/s

You will need to identify:

- Existing landlords, both public and private
- The institution/s responsible for administration and maintenance (if any)
- The management structure (if any)
- The available budget (if any), and its source/s
- Inclusion into local, regional and national plans/strategies for the protection, promotion and valorisation of the heritage
- Degree of integration into existing cultural and touristic networks
- Use of the site or any part of it as a marketing tool/brand by the local authorities, companies or other entities (if any)

### 3. Feasibility study

With a thoroughly prepared assessment, the next step is to do a feasibility study – to find the best way of achieving your objective of developing a local archaeological park

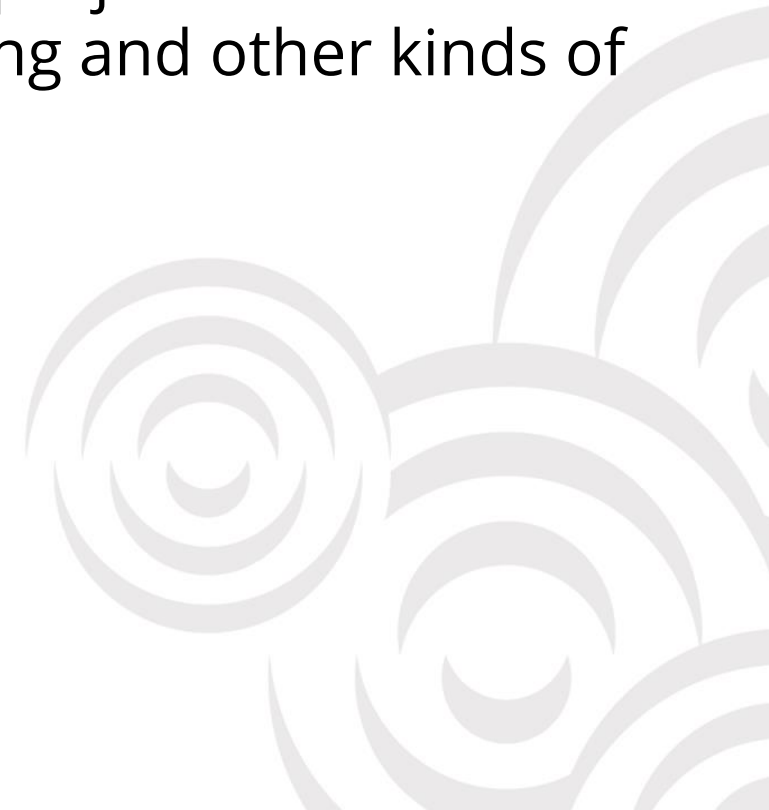




## 3.1 Identification of legal and administrative framework

Use all necessary laws and regulation at international, national and regional level and include following:

- Establish a legal administrative body to take care of the project
- Identify the financial requirements and sources of funding and other kinds of support for your project
- Take care of environmental issues
- Take care of land ownership issues
- Take care of employment issues



## 3.2. Design, development and management options

This should be done using the assessment study and the local urban planning policies.



## 3.2 Required works and timetable

Provide a detailed plan of works and their timetable:

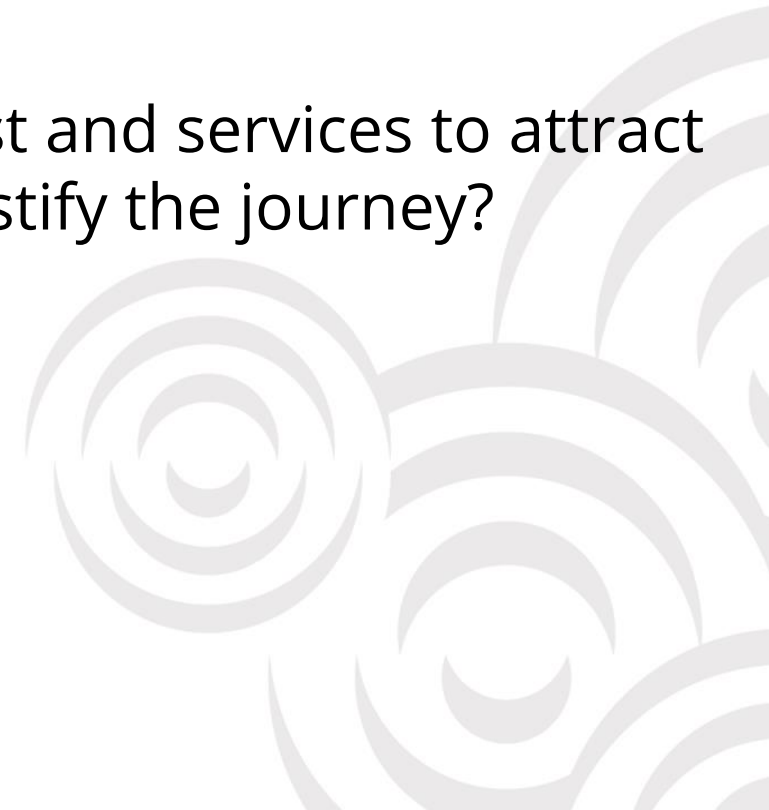
- Necessary additional conservation and restoration works with timetable
- Building an infrastructure to provide access to the site
- Building utilities
- Building or provide facilities for the maintenance, administration and research



## 3.2 Potential social, economic, ecological and cultural impact

Based on assessment study a social, economic, ecological and cultural impact needs to be provided by answering following questions:

- If site is well known outside the local area?
- If site is a national icon or symbol?
- If site is unique, rare or unusual?
- If they are big enough or have sufficient points of interest and services to attract tourists and retain them for a sufficiently long time to justify the journey?



## 3.3 Estimative implementation and maintenance costs

- It is important to understand that projects are developed in phases. All project plans need to have an estimative implementation timeline in order to provide a sufficient amount of time and money to finish the project.
- Maintenance cost have to be taken into consideration and solutions for cost efficiency should be provided

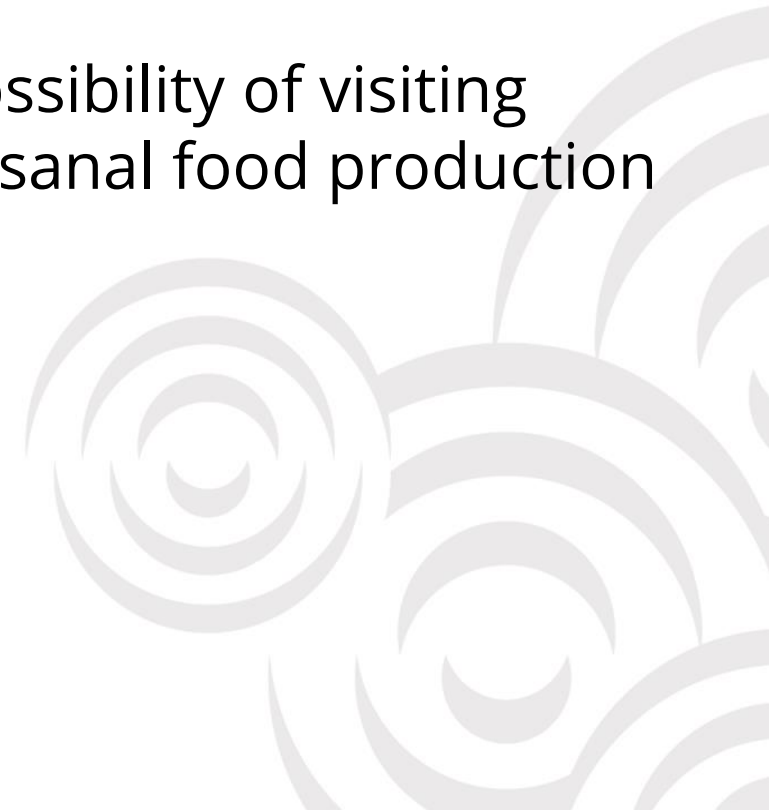


## 3.3 Funding options

- Subventions from the Government
- Subventions from the local authorities
- Private funds
- Own earnings

### 3.3 Potential sources of revenue

- Small artisan workshops that produce souvenirs but not in direct connection with the themes of the site/park
- Introducing special tickets at a lower price but with possibility of visiting other attractions in the region (e.g. wine cellars or artisanal food production houses)



### 3.4 Identification of target public (local and visitor) and their expectations

- Surveys done on local city's webpage
- Surveys done by touristic organisations at local, regional or national level
- At the international level, a dedicated webpage is the best solution





## 3.4 Ways of attracting interest and gaining acceptance at local level

- Organize training of the locals to enable their interaction with visitors, e.g. providing additional attractive stories from Roman times
- Include locals in paid or voluntary work as tour guides
- Organize different public lectures by experts and also history and art history teachers
- Clearly explain, through either lecture or training, that your project will have a management plan that will be beneficial to the local community

# SIRMIUM - town beneath modern Sremska Mitrovica





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*Thank you for your attention!*

Project co-funded by the European Union funds (ERDF, IPA)



# Course 3 – LAP designing and implementation

**Katharina Zanier**

ZVKDS

**10. 6. 2021**



# Designing Local Archeo Plans

- Part 4 of the Guidebook and the LAP template
- You can choose which subchapters to consider
- Be aware of legislations, requirements, conditions, limitations
- Plan investments and activities you are able to maintain
- Decide the time period your LAP is intended to cover: 3 or 5 years
- Plan investments and activities in accordance to the budget at your disposal (or at least at your reach)
- Realistic expectations are crucial for a sound planning!
- Rely on professionals!



# 4. Designing Local Archeo Plans: subchapters

4.1. Integration within local urban planning

4.2. *In situ* display, conservation and restoration of archaeological remains

4.3. Surveillance and monitoring systems

4.4. Landscaping

4.5. Infrastructure and services

4.6. Interpretation and interpretative media

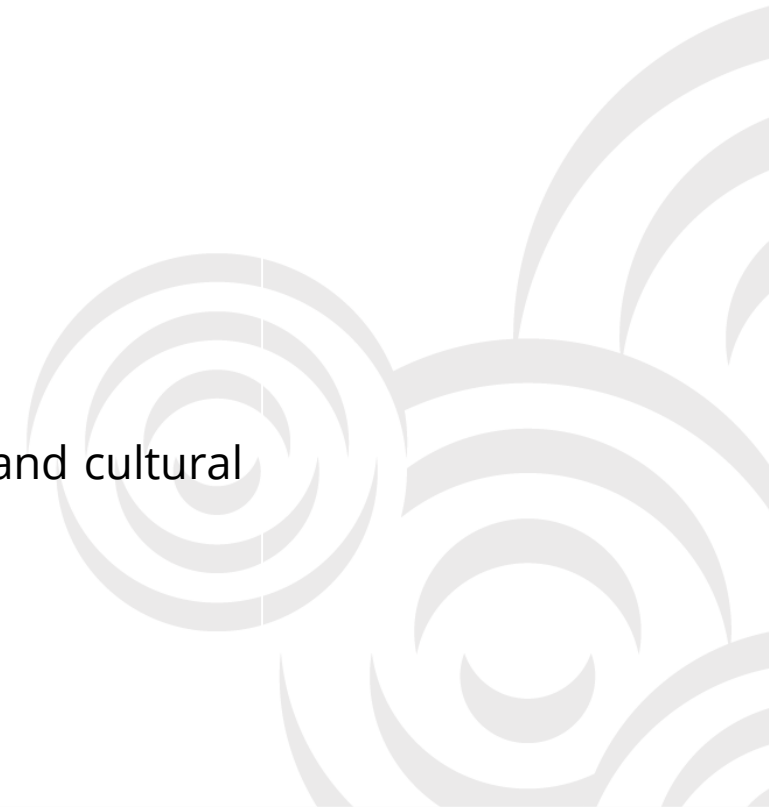
4.7. Commercial infrastructure and services

4.8. Communication, branding and promotion

4.9. Networking and integration with other local and regional archaeological and cultural attractions

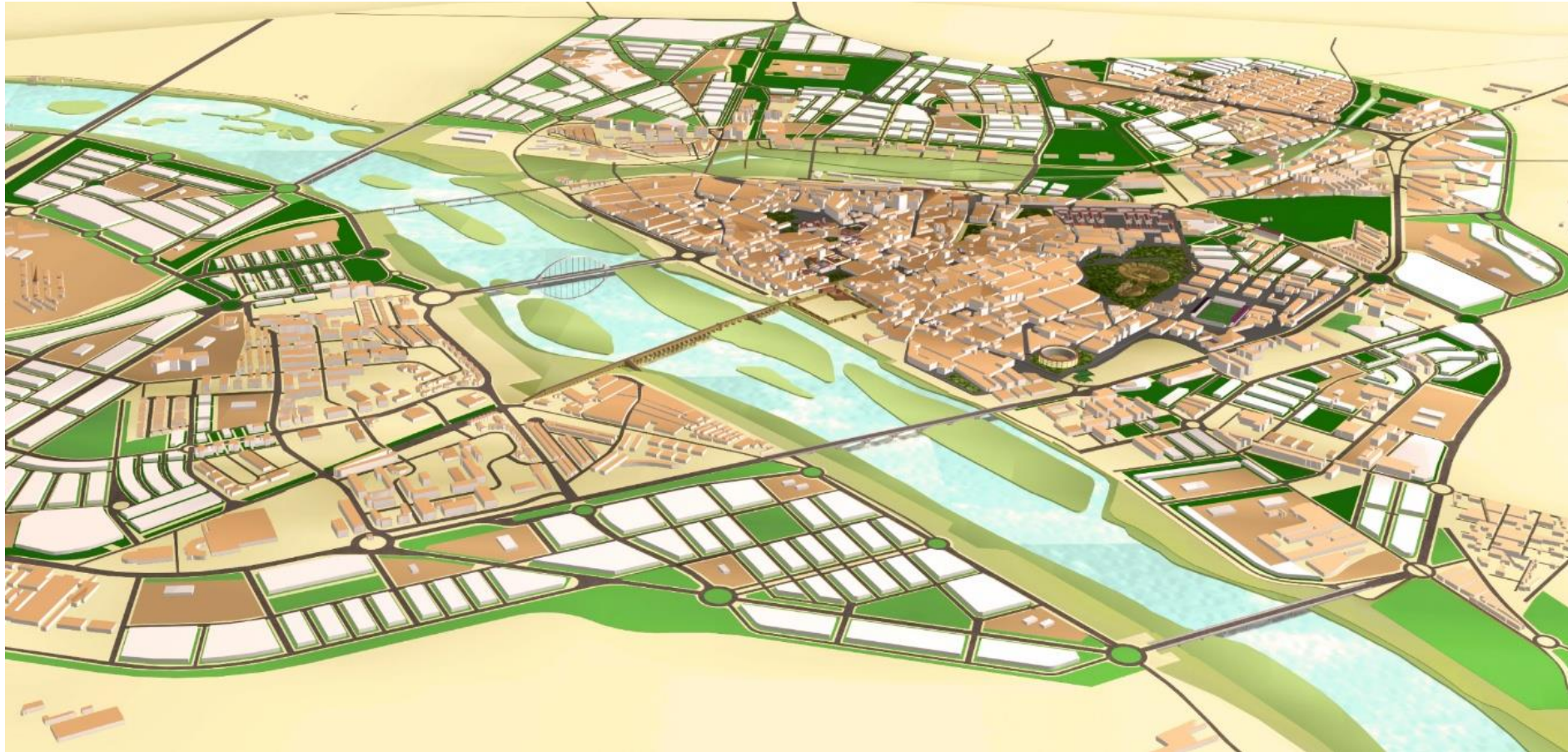
4.10. Cooperation with the tourism industry

4.11. Research activities



<b>Your starting point</b>	<b>What we suggested you focus on</b>	<b>Subchapters</b>
You want your site to become an archaeological park, but you are at the very beginning of the process.	You should probably focus on integrating your site into urban planning and creating <i>in situ</i> displays of archaeological remains. Also consider the necessary infrastructure for monitoring, visitor services and the bare minimum landscaping. At the same time, think about including interpretation at your site and start communicating your endeavours to the wider public. Probably, you will need to perform focused research activities in order to acquire necessary information.	4.1-4.6, 4.8, 4.11
Your archaeological site does not attract a sufficient number of visitors.	There are many ways to attract new visitors, but first you need to know who comes or who you want to come to your site: so analyze your shortcomings. Review your displays of archaeological remains, add interpretation and communicate the site's values to the wider public. Create visitor programs and services that will help you attract new audiences. Integrate your site into networks and tourism industry.	4.2, 4.6-4.11
Your site is already an archaeological park, but is not valued as such in the local community.	Try to include the local community in all future planning at your site. Add interpretation to your site to increase the understanding about its significance. Focus on participatory activities and personal interpretation (weekly guided tours for locals). Start to include local volunteers in your work. Engage in local networks and local tourist industry. Collaborate with local schools and other educational institutions. Include local audiences as a target group of your communication activities.	4.6, 4.8-4.10
Your current budget is not sufficient to properly run and enhance your site and you would like to increase revenues earned at your site.	Think about including book and gift shops or food and drink services directly at your site. Additional events and services, like festivals, birthday parties etc. as well as paid advertising can also bring new income to the site. Then, perform proper promotion of the site and its services.	4.7-4.8
Your site has little or no displays of archaeological remains.	Consider your options for displaying archaeological remains <i>in situ</i> at your site. Always consult with the responsible monument protection institution. Not all sites can host displayed archaeological remains in the open, therefore you can also consider integrating the presentation of archaeological remains into a visitor interpretation centre. But you can also present your archaeological heritage to the public by other means, through various interpretive media.	4.2, 4.6
Your site has some displayed archaeological remains, but it is missing some "park" elements and essential facilities for your visitors.	You should create all the necessary infrastructure, so that your site can offer an enjoyable experience to your visitors. Pathing, signage, landscaping, lighting and monitoring, as well as resting places and toilets, but also MAINTENANCE of the whole, are some of the basic elements you should consider when creating an archaeological park.	4.3-4.5

# 4.1 Integration within local urban planning



## **Merida Master Plan (Spain)**

([http://lba-urbanismo.es/en/merida-master-plan-and-special-protection-plan-for-the-historic-archaeological-site\\_pr2-1-2\\_3-12-28.html](http://lba-urbanismo.es/en/merida-master-plan-and-special-protection-plan-for-the-historic-archaeological-site_pr2-1-2_3-12-28.html))



## 4.2 In situ display - minimal intervention



**Rijeka and Solin near Kostrena, consolidated and slightly integrated archaeological remains (Croatia)**

(Photo: Petar Fabijan)

## 4.2 In situ display - reconstruction and anastylosis



**Saalburg (Germany), Porta Decumana reconstruction**  
(<https://commons.wikimedia.org/wiki/File:Saalburg-Porta.Decumana.01.JPG>)  
(<https://www.zum.de/Faecher/G/BW/Landeskunde/rhein/geschichte/roemer/militaer/kastelle/saalburg/index.htm>)



**Aphrodisias (Turkey), Tetrapylon reassembled by anastylosis**  
([https://commons.wikimedia.org/wiki/File:Aphrodisias\\_tetrapylon\\_2009\\_04\\_27.jpg](https://commons.wikimedia.org/wiki/File:Aphrodisias_tetrapylon_2009_04_27.jpg) )



## 4.2 In situ display - integration and substitution of original features by using alternative elements



**Veii, Portonaccio temple**  
([https://commons.wikimedia.org/wiki/File:Tempio\\_di\\_veio.JPG](https://commons.wikimedia.org/wiki/File:Tempio_di_veio.JPG))

### **Rainau (Germany), Roman fort**

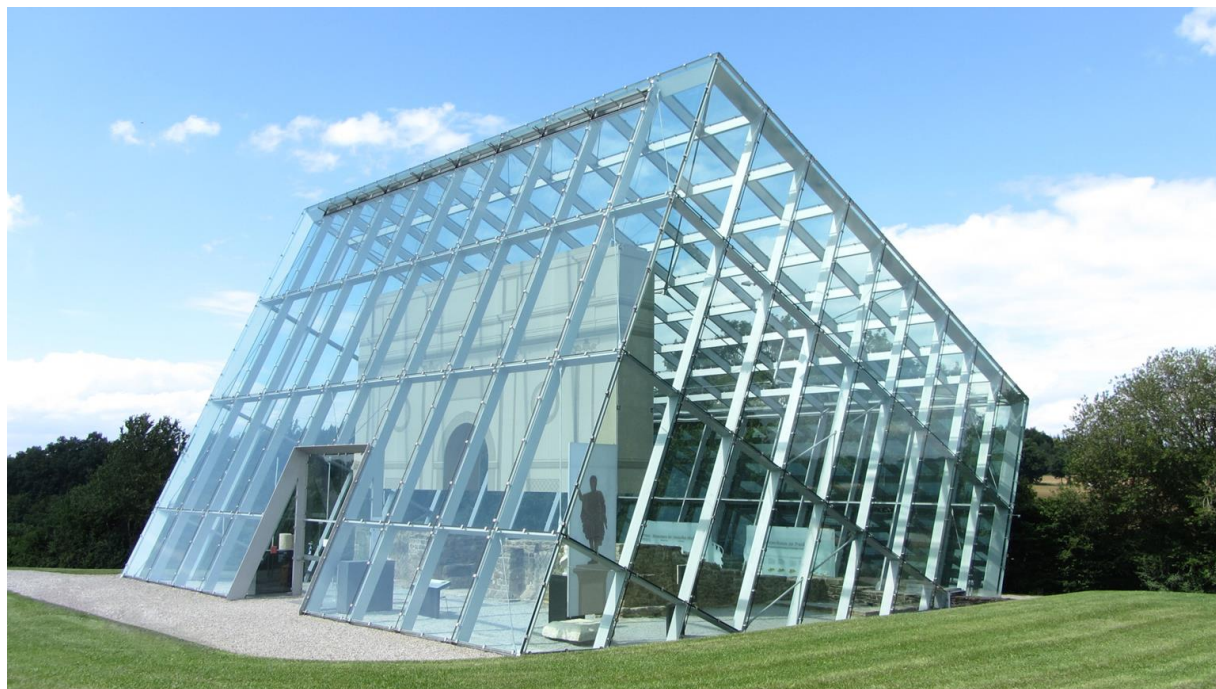
(<https://www.rainau.de/freizeit-und-tourismus/unesco-welterbelimes/roemisches-kastell>)



### **Künzing (Germany), Roman amphitheatre**



## 4.2 In situ display - buildings and shelters



**Dalkingen, Limestor (Germany)**

([https://commons.wikimedia.org/wiki/File:Limestor\\_in\\_Dalkingen.jpg](https://commons.wikimedia.org/wiki/File:Limestor_in_Dalkingen.jpg))

**Ajdna nad Potoki (Slovenia), wooden shelters above the remains of the late antique hilltop settlement**



# 4.2 In situ display – Are you sure you can afford it?



## Arpi, Tomb of Medusa (Italy)

(<https://www.foggiatoday.it/economia/tomba-medusa-foggia-finanziamento-riqualificazione.html>)



# 4.3 Surveillance and monitoring systems

- **Prevent vandalism and archaeological looting or other inappropriate actions of your visitors**
- **Monitor visitor numbers and other statistics**

Take into account:

- financial (costs),
- organisational (maintenance requirements),
- practical (dependence on infrastructure, such as the possibility of electrical connection),
- legal and ethical issues (interference with the privacy of visitors that are being monitored).

Different options:

- fencing (functional to monitor entrances and guarantee the payment of the fee; fencing and footbridges are also functional to prevent the visitors from walking on remains or touching them)
- observation (a guardian or a security guard, automatic cameras or time-lapse video)
- counting devices (turnstiles, photoelectric counters)
- employees can perform instantaneous counts of the visitors on different days by following a statistically valid methodology
- self-registration
- questionnaires and interviews



## 4.3 Surveillance and monitoring systems - fencing



**The archaeological site of Pardigon II (France)**  
(<http://www.lacroixvalmertourisme.com/en/quality-of-life/heritage/the-archaeological-site-of-pardigon-ii>)

## 4.3 Surveillance and monitoring systems - turnstiles



**Archaeological park  
entrance with turnstiles**  
(<http://www.radfordretail.com/shop/full-height-turnstile/>)





## 4.4 Landscaping

- The main role of landscaping is to shape the area of an archaeological park in a way that the heritage is highlighted and the whole experience is enjoyable for the visitors.
- The park must remain in visual relation with the surrounding landscape, meaning that the non-heritage elements (such as ornamentation, newly built architecture and land division) have logical aesthetic similarities with the surroundings.
- Newly added elements to the park (e.g. botanical, architectural...) should reflect historical period(s) the park is presenting. When properly pointed out, these elements can add significantly to the overall experience.



## 4.4 Landscaping

- Paths/trails/walkways and directions
- Viewpoints
- Rest and picnic areas
- Ornamental features



**Xanten archaeological park (Germany)**  
([https://www.lokalkompass.de/xanten/c-reisen-entdecken/der-archaeologische-park-xanten-oeffnet-seine-tore\\_a1361904](https://www.lokalkompass.de/xanten/c-reisen-entdecken/der-archaeologische-park-xanten-oeffnet-seine-tore_a1361904))

## 4.4 Landscaping (viewing platform/tower)



**Aguntum  
archaeological park  
(Austria)**  
(<https://www.aguntum.at/archaeologischer-park/>)

## 4.4 Landscaping (viewing platform/balcony)

**Europäischer Kulturpark  
Bliesbruck-Reinheim (Germany)**  
(<https://www.europaeischer-kulturpark.de/der-kulturpark/archaeologiepark>)



## 4.4 Landscaping (footbridges)



**Paphos archaeological park (Cyprus)**  
([https://www.paphoslife.com/blog/archaeological\\_park/2](https://www.paphoslife.com/blog/archaeological_park/2))



## 4.4 Landscaping

- Special uses of vegetation!



**Römermuseum Teurnia**  
(<https://landesmuseum.ktn.gv.at/standorte/teurnia>)



## 4.5 Infrastructure

- Transportation and parking
- Entrance
- Trails, lighting, resting spots, directions
- Sanitation

### **Segesta Archaeological Park parking space (Italy)**

(<https://www.tp24.it/2019/06/11/cittadinanza/quel-parcheggio-abusivo-segesta-regolari-costretti-licenziare/135752>)



# 4.5 Infrastructure - entrance and toilet



**Hagar Qim and Mnajdra  
Archaeological Park, Malta**  
([https://commons.wikimedia.org/wiki/File:Malta\\_-\\_Qrendi\\_-\\_Hagar\\_Qim\\_and\\_Mnajdra\\_Archaeological\\_Park\\_17\\_ies.jpg](https://commons.wikimedia.org/wiki/File:Malta_-_Qrendi_-_Hagar_Qim_and_Mnajdra_Archaeological_Park_17_ies.jpg))





# 4.5 Infrastructure - toilets

**Archaeological park Petra, Jordan**  
(<http://www.herskhazeen.com/new-curved-sanitary-units-in-petras-archaeological-park/>)



# 4.5 Infrastructure - signage



**Catalhöyük, Turkey**

([https://commons.wikimedia.org/wiki/File:%C3%87atalh%C3%B6y%C3%BCk,\\_7400\\_BC,\\_Konya,\\_Turkey\\_-\\_UNESCO\\_World\\_Heritage\\_Site,\\_01.jpg](https://commons.wikimedia.org/wiki/File:%C3%87atalh%C3%B6y%C3%BCk,_7400_BC,_Konya,_Turkey_-_UNESCO_World_Heritage_Site,_01.jpg))



**Archäologischer Park Cambodunum, Germany**

(<https://www.apc-kempen.de/de/apc-gelaende>)

# 4.6 Interpretation - examples of panels (provoke, relate, reveal)

**obstructive**

**boring**



**black and white**

**Xanten, Germany**

([https://commons.wikimedia.org/wiki/File:Xanten\\_-\\_Matronentempel\\_01\\_ies.jpg](https://commons.wikimedia.org/wiki/File:Xanten_-_Matronentempel_01_ies.jpg))

**interesting**



**multi-coloured**

**tactile**

**Tintagel, UK** (<https://www.hmdb.org/m.asp?m=124062>)

## 4.6 Interpretation – virtual and augmented reality, apps



**Carnuntum, Austria** (photo:

7reasons:

[https://www.7reasons.net/pm/?page\\_id=278](https://www.7reasons.net/pm/?page_id=278))



## 4.6 Interpretation – other visualisation means...



**Gradišče pri Robu (Slovenia),** archaeostereoscope showing the 3D reconstruction of the archaeological remains



## 4.6 Interpretation – on-site art and installations



**Avdat, Israel** (Photo: Dr. Avishai Teicher from the PikiWiki - Israel free image collection project. Link: [http://www.pikiwiki.org.il/?action=gallery&img\\_id=15744](http://www.pikiwiki.org.il/?action=gallery&img_id=15744))



# 4.6 Interpretation – Visitor interpretation centre



**Archäopark Vogelherd,  
Germany**  
(<https://www.archaeopark-vogelherd.de/service/pressebereich/>)



# 4.6 Interpretation – Activities





## 4.7 Commercial services - Food and drink

- Local products, thematic offer and location, experimental archaeology



### **Pompeii, restaurant Caupona, Italy**

(<https://www.ouredibleitaly.com/2018/04/05/caupona-restaurant-pompeii/>)

## 4.7 Commercial services - Events



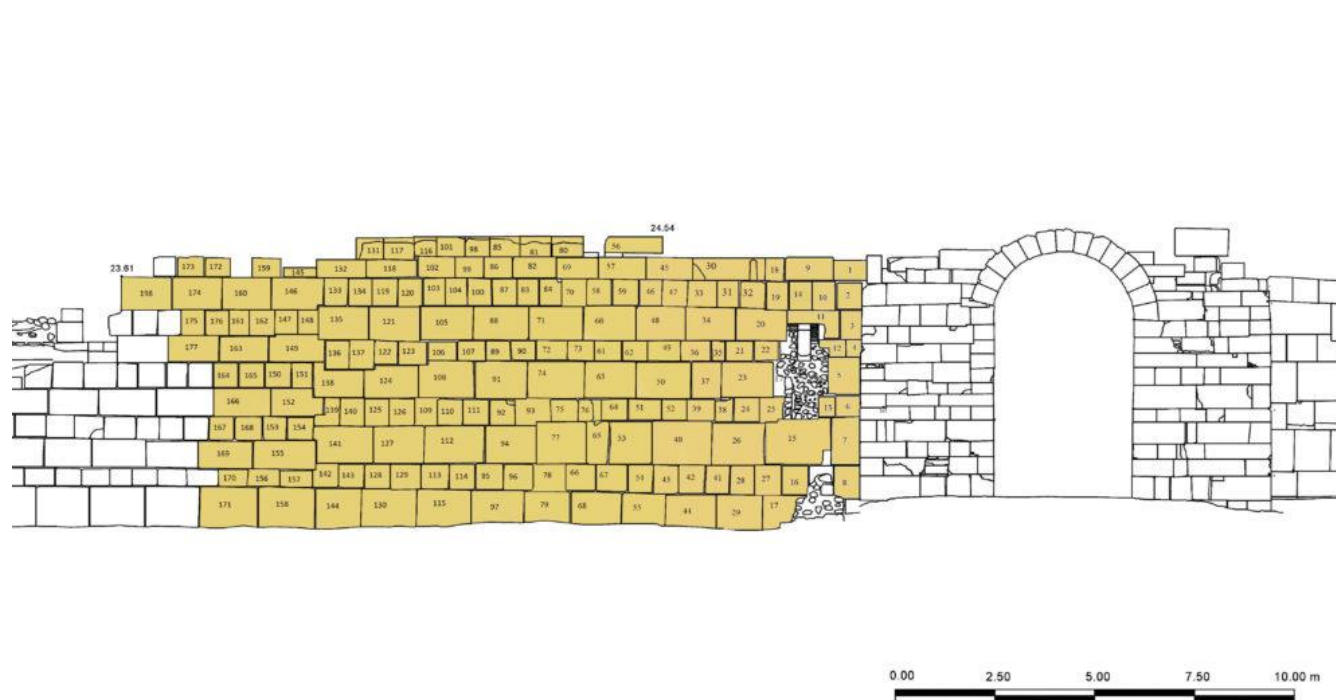
**Agrigento, Temple of Concordia, Dolce & Gabbana fashion show, Italy** (<https://www.parisitaormina.com/blog/it/dolce-and-gabbana-presenta-la-nuova-collezione-nella-valle-dei-templi-di-agrigento>)

## 4.7 Commercial services - Occasional exhibitions



**Pompeii, Igor Mitoraj's exhibition in the archaeological park, Italy** (<https://www.parisitaormina.com/blog/it/dolce-and-gabbana-presenta-la-nuova-collezione-nella-valle-dei-templi-di-agrigento>)

## 4.7 Commercial services - Donations



**Archaeological park Paestum and Velia, Italy**  
(<https://www.museopaestum.beniculturali.it/adotta-un-blocco-delle-mura/?lang=en>)

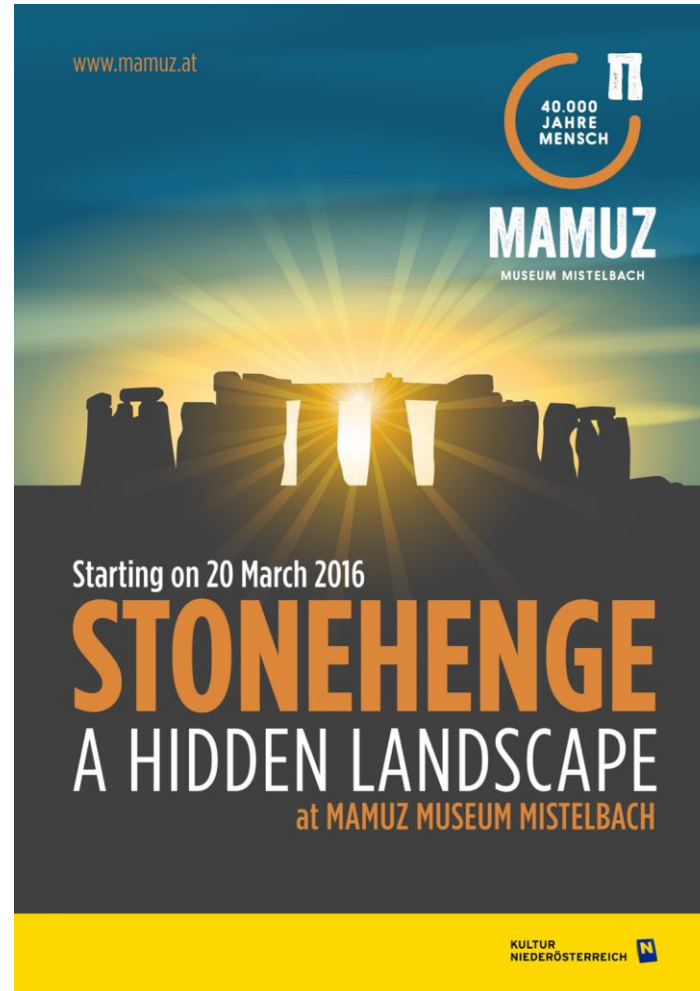
## 4.7 Commercial services - Sponsorships



English Heritage, UK (<https://www.english-heritage.org.uk/support-us/corporate-partnerships/partnerships-and-sponsorship/craghoppers/>)

# 4.8 Communication, branding and promotion

- Concise
- Simple
- Tailored
- Relevant
- Compelling
- Memorable
- Strategic
- Real



**Römerstadt Carnuntum**  
(<https://www.reisebloggerin.at/2017/04/carnuntum/>)

**Mamuz Museum Mistelbach**  
([https://stonehengenews.files.wordpress.com/2015/11/mamuz-stonehenge-mamuz\\_vorderseite.jpg](https://stonehengenews.files.wordpress.com/2015/11/mamuz-stonehenge-mamuz_vorderseite.jpg))

# 4.9 Networking and integration with other local and regional archaeological and cultural attractions

- Networks = partnerships involving different interoperating actors who have a common interest (archeological park operators, tourism organizations, enterprises, institutions and citizens)
- Mutual support and benefits
- Strategic approach in which you clearly define what you want to achieve for a jointly defined cause
- Depending on your objectives, you need different partners, but ask yourself why these partners might need you and your park

Possible objectives:

- develop attractive cultural tourism products that have added value for your visitors?
- generate additional revenue for your park?
- establish your park as a socio-cultural centre of your city?



# 4.9 Networking and integration with other local and regional archaeological and cultural attractions

Who?

- Supporters: These can be citizens or local associations that participate in a network of non-profit and philanthropic ambitions.
- Partners: These can be institutions of culture, economy and local and regional development.
- Investors: These include sponsors and banks, but also funding schemes.

Why?

- High identification with history and traditions of the city and region,
- Economic interests,
- Commitment to social and economic stabilisation and strengthening the local environment.





## 4.10 Cooperation with the tourism industry

- cultural tourism as “megatrend”: while only a small fraction of the cost of a visit is spent at cultural attractions, the majority is spent on transport, accommodation, food, drinks, tips, sightseeing, and commissions to the travel trade.
  
- cultural tourism guest profile:
  - Cultural-minded guests are an economically interesting target group for small cities with high purchasing power, above-average education and high added value.
  - The 50+ age group predominates, but also with families with children, cultural offers (especially as bad weather offers) are high in the guests' favor.
  - Culture is not equated with high culture. More important than the visit of museums is the visit of cultural heritage sites and the learning of customs, traditions and regional peculiarities.
  - Authenticity, regionalism, contact with land and people play an important role. The culinary experience is also highly valued in connection with the products of historic cultural landscapes.
  - Culturally interested tourists want to immerse themselves in cultural landscapes, not only by visiting sites or museums, but also by meeting people and by being personally enriched by authentic experiences.

# 4.10 Cooperation with the tourism industry

## ARCHEO TOURISM – OPPORTUNITIES AND PECULIARITIES

- Archaeological sites and historic places are major tourist attractions worldwide.
  
- Archeo tourism is a highly sensitive:
  - Archaeological remains need more interpretation to be understandable to the wider public than other cultural attractions.
  - The notion of "ruins" is mostly associated with archaeological remains, therefore reconstructions can be dangerous and misleading.
  - With the increase of visitor numbers and the pressure on the site, problems with conservation of the displayed archaeological remains become evident. This is usually solved by limiting access to the site, which can make visitors dissatisfied, if the reasons are not explained properly.
  - There is an ever present danger of looting and vandalism at archaeological sites. The damage is often irreversible and efficient surveillance systems are needed to prevent it.
  - Archaeological heritage can be used and misused for political reasons to elevate the pride and importance of a nation's famous or infamous past.

## SENSITIVE, SUSTAINABLE, SUCCESSFUL – THE POWER FORMULA FOR ARCHEO TOURISM

## 4.11 Research activities

→ shortcomings and limitations in different fields

→ filling the gaps by focused research:

- recognize the gaps and prioritize them
- define appropriate and effective research methods, adequate personnel and time plan
- try to include stakeholders and the public in your research activities and in the presentation of its results (archaeological camps, exhibitions, conferences, ...)



# 5. Implementation and maintenance

Part 5 of the Guidebook and the LAP template:

- 5.1. Activity planning and execution of the required works
- 5.2. Maintenance and improvement activities
- 5.3. Monitoring process and periodical evaluation
- 5.4. Staff (and volunteers) recruiting and training



# 5.1. Activity planning and execution of the required works

## Implementation period 1 (2022)

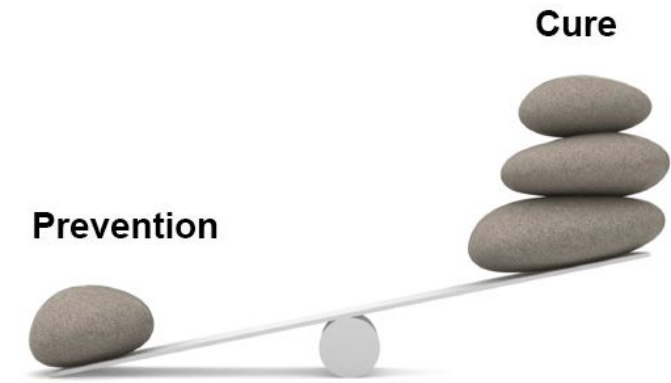
ID	Activity	Responsibilities	Estimated costs	Source of funding	Planned time of implementation	Implementation check
1.1	On the archaeological site we will set up two interpretive panels. The maintenance of the panels will be minimal and included in the regular maintenance costs of the site.	An external contractor will design, produce and set up the panels.	3000 EUR	EU project funding (e.g. ArcheoDanube project)	September 2022	Yes : for the same budget 3 smaller interpretative panels have been set up in October 2022
		An external contractor, i.e. interpretation expert will develop the content of the panels	1000 EUR			
1.2	At the entrance to the site we will set up a visitor counting sensor .	An external contractor will supply and install the counter	1000 EUR	Sponsorship offered by the supplier of the counter	October 2022	No: advertising requirements claimed by the sponsor could not be fulfilled

## Implementation period 2 (2023)

2.1	Thematic workshops for children: 2h/week for the whole year	An external contractor will conceive and perform the workshops	6000 EUR	Municipal financing	January-December 2023	Yes: 1044 total participants aged 4-8 years
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## 5.2. Maintenance and improvement activities

- Plan and regularly implement maintenance activities for the site as a whole (archaeological remains, paths, panels, infrastructure, equipment, reprint of publications, apps, webpage, ...)
- Plan and regularly implement improvement activities and updates!



### **Machu Picchu (Peru)**

(<https://laptrinhx.com/news/machu-picchu-under-maintenance-during-coronavirus-state-of-emergency-PzxjQw9/>)

## 5.3. Monitoring process and periodical evaluation

Objective	Indicator	Method and responsible person for collecting and analysing data	Time period	Implemented
Presentation and interpretation at the site	The satisfaction of visitors	Questionnaire at the exit done by the operator of the site.	Every 2 years	✓
	Increased appreciation of the values of the site	Questionnaire at the exit done by the operator of the site.	Every 2 years	✓
Conservation at the site	Condition of the displayed archaeological remains at the site	Observation done by the responsible Heritage protection institution.	Every 3 years	✓
Tourism at the site	Visitor numbers, number of foreign tourists	Counting done at the entrance by the operator.	Every year	
	Tourist benefits for local accommodations providers	Report from the local tourist office and accommodation agencies.	Every 2 years	

## 5.4. Staff (and volunteers) recruiting and training

→ **you may need staff for (insource or outsource):** management, administration, cleaning, surveillance, conservation, maintenance, research, interpretation, didactic program, guided tours, marketing, visitor service, shops, food and beverage, events' organisation, ...

→ **staffing plan**

→ **involving volunteers - opportunities and risks**

→ **training (and planning of training)**

### **Volunteers at Vindolanda, England**

(<https://hadrianswallcountry.co.uk/media/news/volunteering-hadrians-wall-new-research-project>)







# Interreg



EUROPEAN UNION

## Danube Transnational Programme

### ARCHEODANUBE

*Thank you for your attention!*

Project co-funded by the European Union funds (ERDF, IPA)

