

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



- [Tvrdjava kulture Šibenik | Šibenske tvrđave \(tvrdjava-kulture.hr\)](http://tvrdjava-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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