CITY DEVELOPMENT

ARCHAEOLOGY

TOURISM

Our very favourite achievements

Yesterday-Today-Tomorrow Tool

Do you struggle to decide how to display your archaeological remains? Are you interested to know which conditions and criteria have to be considered in order to find the most suitable solutions for presenting archaeological heritage? Try out our Yesterday-Today-Tomorrow tool.

Katharina Zanier

ArcheoTales App

ArcheoTales is an app for exploring archaeological sites through digital interactive scavenger hunts. With ArcheoTales, operators of historical, archaeological and cultural sites can send their visitors on a journey of discovery, allowing them to explore the past of their surroundings and learn about history, archaeology and culture in a fun and innovative way.
Julia Gamper
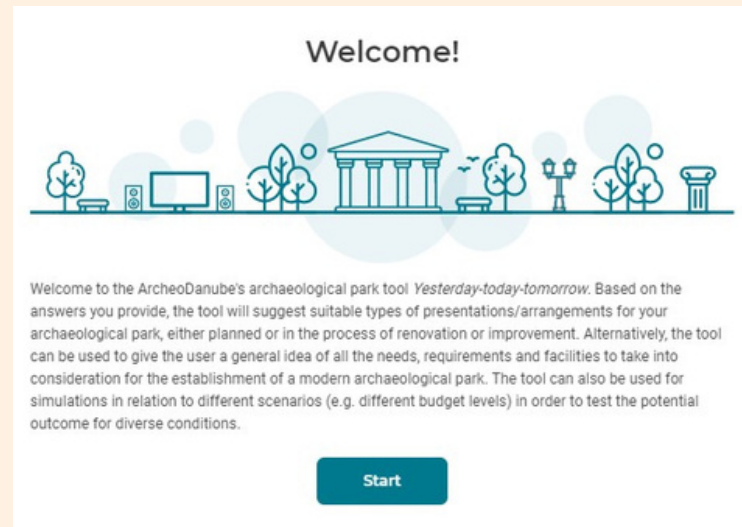
Good Practice Catalogue

Interested to know more about how archaeological sites can become a driver for tourism, urban development, employment, economy, and sustainability? ArcheoDanube has researched 17 compelling European examples and identified the success factors.

Karin Drda-Kühn

ARCHEOCANUBE
E-NEWSLETTER 4

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Interreg
Danube Transnational Programme
ARCHEODANUBE

Yesterday-Today-Tomorrow Tool

The tool will assist you in choosing the best solution for displaying archaeological remains. The tool is suitable for anyone who wants to establish an archaeological park or wants, however, to display archaeological remains in urban or rural areas. In order to find suitable types of presentations the tool asks you several questions about the archaeological remains you intend to display (YESTERDAY) the current conditions of your archaeological park (TODAY) and the vision you have for it in the future (TOMORROW). Based on your answers the tool will suggest the most suitable solutions for presenting your archaeological heritage. You can also use the tool in order to try out different conditions and scenarios (e. g. different budget levels). The tool is designed to be used by managers of archaeological sites, municipal employees and other entities responsible for urban development and tourism, but also interested citizens who want to participate in the development of their community. The tool is a world novelty and is now available at: **https://atool.zvkds.si/**

Welcome!

Welcome to the ArcheoDanube's archaeological park tool *Yesterday-today-tomorrow*. Based on the answers you provide, the tool will suggest suitable types of presentations/arrangements for your archaeological park, either planned or in the process of renovation or improvement. Alternatively, the tool can be used to give the user a general idea of all the needs, requirements and facilities to take into consideration for the establishment of a modern archaeological park. The tool can also be used for simulations in relation to different scenarios (e.g. different budget levels) in order to test the potential outcome for diverse conditions.

Start

ArcheoTales App

Making archaeological sites attractive to tourists requires a great deal of financial and didactic effort. An innovative and cost-effective approach to making archaeological heritage accessible is being pursued by ArcheoDanube. The Viennese association Sustainication e.V. has developed the app ArcheoTales with a clear goal, as Julia Gamper, project manager at Sustainication, explains: "ArcheoTales is intended as a digital tool to facilitate the playful transfer of knowledge about archaeological sites. We are bringing archaeological cultural heritage from the earth to the smartphone." The app makes it possible to leave classic exhibition spaces and formats behind. In the context of archaeology, the app offers particular potential, as Stollenwerk, CEO at Sustainication, emphasises: "Archaeological finds are not accessible without the right context. Without a guide, even the Acropolis or the Colosseum are just ruins. ArcheoTales provides context in an innovative way exactly where a classic guide cannot offer the right explanation."

archeotales
explore archaeological remains

Good Practice Catalogue

Would you like to make your archaeological park an engine of local development? ArcheoDanube analysed 17 European good practices of archaeological sites as success stories and catalysts for tourism, city development, employment, economy, and sustainability presenting also clear impact indicators. It is possible that a good practice is not a good practice overall but all examples are good practices in several, maybe outstanding terms. The five most important success factors in order to have a positive impact 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. All good practices are illustrated in infographics providing focused information on the most important issues.

The 4th SC meeting, midterm event (press conference) and think thank workshop of the ArcheoDanube project was held 12-13 April 2022 in Sarajevo, Bosnia-Herzegovina. The main aim of the meeting was three-fold. The first day was dedicated to the transnational stakeholder workshop, think thank workshop and pilot action. The partnership also had the opportunity to test the new app, the ArcheoTales in the beautiful city of Sarajevo. On the second day the project meeting was held, where project partners discussed the current process of the deliverables and the next steps that need to be fulfilled in the next few months.

On the first day the Transnational Stakeholder Workshop was held. The day started with the welcome speech of the host and LP, which was followed by great speakers as part of the Transnational Stakeholder Workshop. During the session, three great presentations were held: 1. Archeology in Bosnia, 2. Draft of LAP Centar 3. Challenges in Bosnia. After the presentations, the pilot action and the local archeo plan of the Bosnian partner were presented. Participants of the session will evaluate the pilot action and the LAP as part of a peer-review process. In the afternoon, the ArcheoTales app was tested, as part of the Scavenger hunt visit, where project partners had the opportunity to test the app in a a form of city visit and could also discuss it and provide feedback to the developers. The day was closed with a visit to the city hall of Sarajevo.

STEERING COMMITTEE MEETING

SARAJEVO

On the second day the project meeting was held. After the welcome speech of LP, city partners presented the current status of the Local Archeo Plans and the pilot actions in their cities. It was followed by the presentations of the current status of the thematic work packages: WPT1, WPT2, WPT3, WPC, and management issues. After that a round-up discussion was held about the next steps and deadlines for the next period of the project. Partners also discussed the next meetings in Varna and Ptuj. The day was closed with a visit to the national museum.

This year, the team of WPT2 – Methods and Tools continued to work on the development of tools for supporting a sustainable management of archaeological parks. This period represents for the team of WPT2 – Methods and Tools an important step forward towards the finalisation of the previously started work on four major tools, the Strategy of the Implementation of Archaeotourism, the E-handbook for the Management of Urban Archaeological Sites, the smart tools Yesterday-Today-Tomorrow and ArcheoTales, and auxiliary infographics, which are now ready to be used and respectively tested by our city partners.

One of the major outputs of this period is the first draft of the e-handbook for the management of enhancement projects in urban archaeological sites and the integration with a sustainable tourism. The e-handbook is elaborated by the Institute of Archaeology and Art History Cluj-Napoca (IAIAC), as coordinator, with the support of the Institute for the Protection of Cultural Heritage of Slovenia (ZVKDS), the Association Culture & Work (ACW), Sustainication e.V. (STC), the Museum of Srem (SREM), and the Rousse Regional Museum of History (RRMH), who have assembled instructions for municipalities, other public authorities, museums and other institutions involved in heritage protection, local communities, developers, tourism entities, non-profit organisations and other interested stakeholders to manage archaeological parks in urban settings as sustainable tourism products while enhancing their cultural value. The e-handbook is thus designed as a practical tool that provides instructions accompanied by illustrative good practices, as well as possible outcomes from the perspective of heritage management in the context of archaeological tourism.

In the following period, the team of WPT2 – Methods and Tools is focused on gathering feedback from the city partners, who will thoroughly test the solutions offered by the e-handbook, smart tools and auxiliary infographics. Their feedback will provide valuable insights into the success rate of these solutions and the challenges faced when implementing them. The purpose will be to arrive at a complete form of these methods and tools by the end of 2022, which is a central outcome of our project.

ACHIEVEMENTS IN WPT2 – METHODS AND TOOLS

COMPLETED TASKS ☑
- CATALOGUE OF GOOD PRACTICES
- STRATEGY OF THE IMPLEMENTATION OF ARCHAEOTOURISM
- INFOGRAPHICS

TASKS IN PROGRESS ⚙
- SMART TOOLS: YESTERDAY – TODAY – TOMORROW ; ARCHEOTALES
- E-HANDBOOK

WHAT'S NEXT... ➡
GATHERING FEEDBACK FROM CITY-PARTNERS AND COMPLETION OF E-HANDBOOK AND SMART TOOLS

CLICK THE PICTURE

E-HANDBOOK FOR THE MANAGEMENT OF ENHANCEMENT PROJECTS ON URBAN ARCHAEOLOGICAL SITES. INTEGRATION WITH A SUSTAINABLE TOURISM
(Draft 1)

CONTRIBUTORS:

Jasmina Davidović, Karin Orda-Kühn, Mariana Egri, Julia Gamper, Nikolay Nenov, Rok Ratej, Aurel Rustoiu, Tajda Senica, Zvezdana Štimac, Katharina Zanier

WHAT WE ACHIEVED SO FAR

WORK PACKAGE T2
METHODS AND TOOLS
WP LEADER: ROMANIAN ACADEMY CLUJ BRANCH, INSTITUTE OF ARCHAEOLOGY AND HISTORY OF ART ROMANIA

Most of the activities of the WPT1 – Framework planning were already completed by the end of the 3. Period of the project. There are two main activities left in the 4. and the 5. Period of the project: city partners have to organize the last workshops with the local learning & action teams and complete their Local Archeo Plans. The workshops are intended for the development of a common local vision and acquiring inputs for local action planning. Most city partners already organized two or three workshops. We can summarize, that the workshops have been successful, especially when it comes to the inclusion of stakeholders. The workshops were well attended and the stakeholders had mostly positive feedback. City partners were intensively discussing the various options for the presentation of archaeological heritage within their pilot actions. In this regard, they often emphasised the importance of the Guidebook for designing Local Archeo Plans, one of the main outputs of WPT1. City partners also started to work on their own Local Archeo Plans, which should be completed by July 2022. Some have begun work on their drafts and at least one partner has already prepared it before the official deadline. Making a draft of their Local Archeo Plan will also help city partners in preparing their ThinkTank workshops in the 4. Period of the project.

WORK PACKAGE T1
FRAMEWORK PLANNING

WP LEADER: INSTITUTE FOR THE PROTECTION OF CULTURAL HERITAGE OF SLOVENIA
SLOVENIA

WHAT WE ACHIEVED SO FAR

WORK PACKAGE T3
EDUCATION AND PILOT ACTIONS

WEST PANNON REGIONAL AND ECONOMIC DEVELOPMENT PUBLIC NONPROFIT LTD
HUNGARY

ACHIEVEMENTS IN WPT 3

1 WHITEPAPER
Supports partners in the preparation, organisation, peer review process and follow-up of the workshop. You can learn more about peer review, its pros and cons.

2 PILOT ACTIONS
• Small scale investments which mostly involve 3D modelling and visualization of archaeological items/locations using VR and AR technology and computer software.
• Applying project principles (investment action plans, technical drawings) to guide investments in the partner cities (from ERDF co-financed national OPs, for example)
• Educational, awareness raising and promotional activities for sustainable tourism

3 EVALUATION REPORT
Based on the comments of the partners and the peer reviews

FOR MORE DETAILS
CLICK THE PICTURE

Within the framework of Work Package 3, a whitepaper document has been prepared to help partners organise workshops during the think tank process. The document supports partners in the preparation, organisation, peer review process and follow-up of the workshop.

- In the first part of the material, you can learn more about peer review, its pros and cons.
- The introduction is followed by more information on the role and involvement of partners. In addition to describing the format of the pilot action, the whitepaper outlines the steps of the organisation and the conduct of the meetings (either face-to-face or online).
- Finally, the document describes how to report on the workshops, and it introduces in what way to prepare the peer reviews based on the template.

This whitepaper does not only help project partners but also contributes to the proper and smooth preparation of any future event planned by any organisation.

The themes related to the pilot actions to be presented in the work package are:

- Small scale investments (inexpensive/no cost solutions): These were detailed in separate work packages in the application form and mostly involve 3D modelling and visualization of archaeological items/locations using VR and AR technology and computer software.

Locations: Alba Iulia, Romania; Chişinău, Moldova; Sremska Mitrovica, Serbia; Vodnjan, Croatia; Ptuj, Slovenia; Ruse, Bulgaria

- Applying project principles (investment action plans, technical drawings) to guide investments in the partner cities (from ERDF co-financed national OPs, for example)

Locations: Balchik, Bulgaria; Sarajevo, Bosnia and Herzegovina

- Educational, awareness raising and promotional activities for sustainable tourism

Locations: Szombathely, Hungary; Starý Plzenec, Czech Republic

The workshops will be carried out in the 4th period of the project. This will be followed by a summary document, based on the comments of the partners and the peer reviews, which will present the strengths and weaknesses of the pilot actions, their potential, and the opportunities for other sites to exploit them.

There are many different ways of presenting and interpreting archaeological heritage and making the right choices may be difficult. Some options and methods may be unknown to you, but can fit your archaeological site perfectly. That's when the tool Yesterday-today-tomorrow comes in handy. Developed by the Institute for the Protection of Cultural Heritage of Slovenia and 3APPES, the tool is available at https://atool.zvkds.si.

The basic concept of the tool is simple; the user of the tool enters data on their archaeological site into an online questionnaire and receives solutions fitting to their particular situation. The questions are precise enough to get satisfactory results and at the same time general enough to apply to users from any country and to all possible archaeological periods and remains. The questions and possible answers are part of a special grading system. In this way, the tool can suggest suitable archaeological presentations for an archaeological park based on the budget, the size of the park, the type of archaeological remains and the scope of other planned infrastructure and improvements.

YESTERDAY TODAY TOMORROW TOOL

*MAKING THE RIGHT CHOICES FOR THE PRESENTATION OF ARCHAEOLOGICAL HERITAGE*!
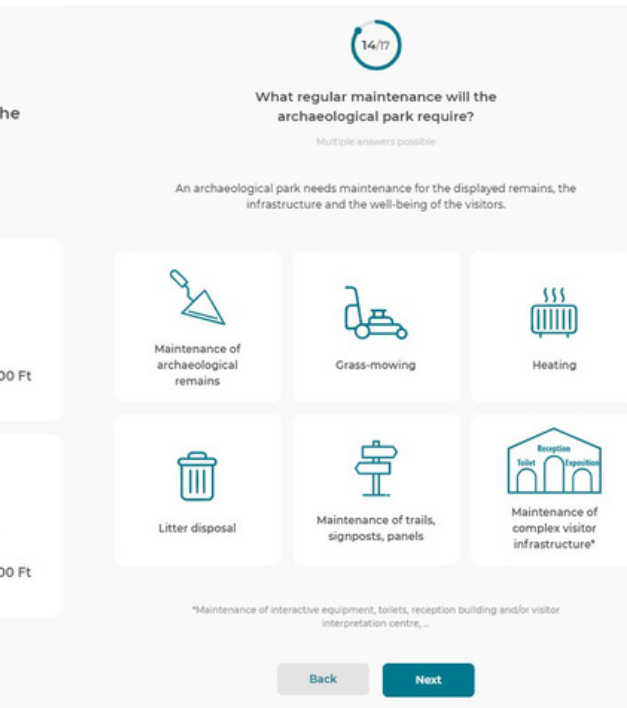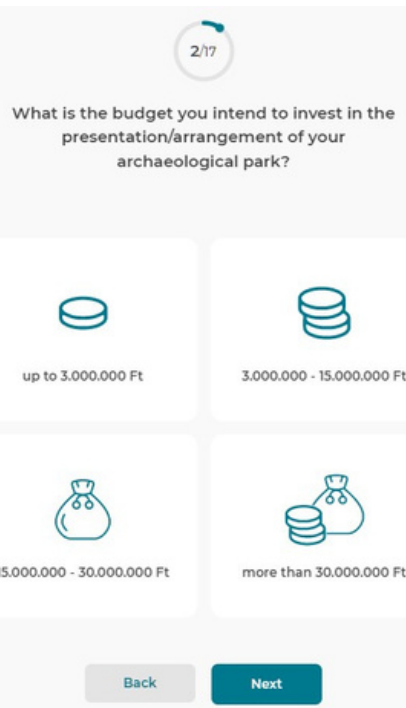
The primary use of the tool is to suggest suitable types of presentations and arrangements for archaeological parks and similar archaeological sites. Additionally, the tool also gives the user a general idea of all the needs, requirements and facilities to take into consideration for the establishment of a modern archaeological park. The tool can also be used for simulating different scenarios (e.g. different budget levels) in order to test the potential outcome in various conditions.

The tool was principally created to support the city partners of the project, especially in their pilot actions and planning activities (Local Archeo Plans) as well as in future capitalization projects. Nevertheless, the target group of the tool is actually larger, as it can be used by all managers of archaeological parks or other interested stakeholders, especially municipal or regional administrations, national agencies, museums, specific management authorities, associations, SME and similar. The tool can also be used by the general public in order to understand conditions which influence decisions in the presentation of archaeological heritage, but also in the perspective of local participatory projects. Its user-friendly structure and graphics can attract new audiences to the topic of archaeological presentations and its use within archaeotourism. The tool is a world novelty, the first tool that has been developed for this very specific purpose. Give it a try!
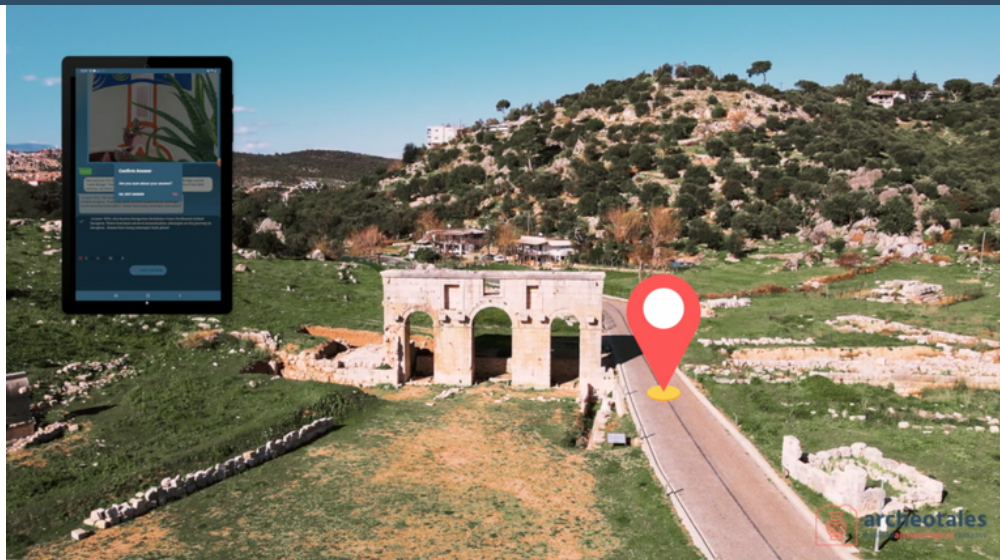
YOU CAN REACH THE TOOL BY CLICKING

HERE

OR BY USING THE QR-CODE
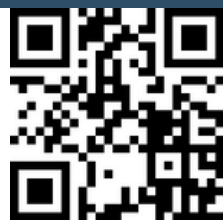
ARCHEO-TALES APP

EXPERIENCING ARCHAEOLOGY DIGITALLY

ArcheoTales is a mobile app for exploring archaeological remains through digital interactive scavenger hunts. With ArcheoTales, visitors can explore the past of their surroundings and learn about history, archaeology and culture in a playful way. ArcheoTales adds an interactive feature to classic exhibitions and turns a museum visit into a digital experience. Quiz questions with various play elements such as GPS locations, pictures and QR codes enable an individual course for visitors through the museum. In this way, each scavenger hunt becomes a unique story, an experience that remains in memory.

For whom is it interesting? ArcheoTales is a great tool for operators of historical, archaeological and cultural sites. As a tool for knowledge transfer it represents a contemporary digital approach that improves the overall quality of visitor experiences.
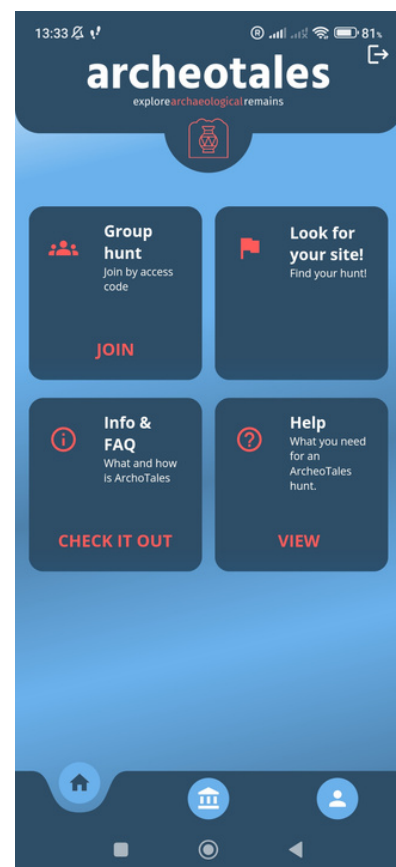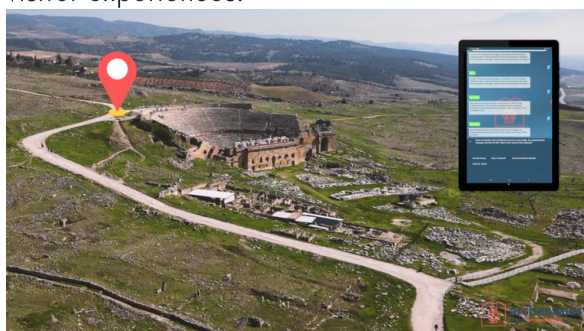
Coming in Summer 2022

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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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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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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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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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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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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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 divers 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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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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Archeopark Pavlov
Czech Republic

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

VISITORS
- Tvrđava kulture Šibenik | Šibenske tvrđave (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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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 Utice, SRB)

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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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ARCHEODANUBE CITIES IN ACTION
CHISINAU, MOLDOVA

Starting 1st of January 2022, ArcheoDanube has a new Project Partner in the ENI region, Chisinau City, the Republic of Moldova.

The General Directorate of Architecture, Urbanism and Land Relations (DGAURF) of Chisinau City Hall took over the Project in its last year of implementation, further dedicating significant efforts and resources to achieving planned results. A dedicated team was formed under the implementing authority of Chisinau, consisting of four members, as follows: Diana Gurițenco – project coordinator, Victor Buzu – thematic expert, Natalia Ceban – financial manager, and Nina Colodroțchi – procurement officer.

The implementation of Project activities is of utter importance to Chisinau City administration in the context of current set objectives of developing and approving the General city plan (Masterplan), the development of the Strategy for sustainable socio-economic development, and the Zonal plan for the city center (Historical core).

Moreover, for the very first time in the city's history, for this year 2022, funds from the municipal budget have been identified and allocated for conducting archaeological research in Chisinau, both theoretical and practical activities.
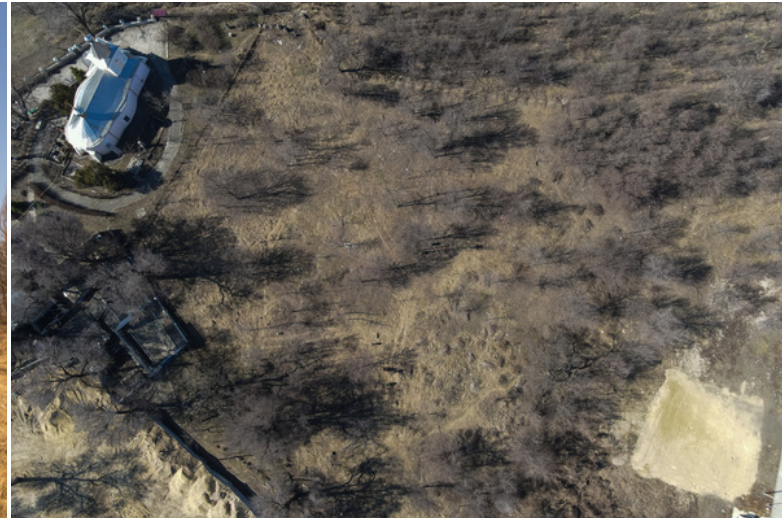
City authorities recognize the deplorable state of the archaeological heritage of Chisinau and the extremely high risk of destroying a good part of the archaeological sites by various factors, the main one being the construction of residential buildings. In this sense, after the completion of the open tender procedure, the elaboration of municipality' archaeological repertoire, creation of a database for the evidence and monitoring of archaeological heritage of Chisinau, archaeological research of the city's old centre and several archaeological sites, and other planned activities will be conducted.

Thus, the implementation of ArcheoDanube Project by DGAURF this year fits perfectly with the city's existing plans and objectives in this field. Currently, for Chisinau's Pilot site – "Visterniceni", on ground works have been performed by municipal services for cutting affected trees, grooming healthy trees, and land sanitation as the general preparation for the upcoming archaeological research. It is worth mentioning that the area was left deprived for more than 3 decades now.

In the upcoming period, it is planned to initiate on ground non-invasive research of the pilot area and to document the discoveries. Also, experts have been identified and will soon start working on the development of the first Local Archeo Plan for the pilot area in Chisinau. The team is engaged with main local stakeholders which provide archaeological expertise, media/visual expertise and tourism expertise to the Project.

At the same time, a well-known local expert and architect was attracted to design the area of the Pilot for future conservation, landscaping and the creation of the first archaeological park in Chisinau.

VIEWS TO THE PAST

Currently, RRMH organized seminars with local training and action teams to complete the Local Archeo Plan. We are looking for a local vision for the development of the Archeological Park, which is approved by all, and as an important element in this process is the local pilot action. We are working on the text of the draft of the Local Archeo plan.

Our pilot project unfolds with the principles of interpretive planning for a better understanding of the cultural heritage of the medieval town of Cherven and Ivanovo rock-hewn churches. Based on research and local beliefs related to the cultural landscape, the pilot story focuses on everyday life in the Middle Ages. With the specifics of certain places in the open air, we will focus on the quality of life in the past. To present the pilot action we use different ways of interpretation – QR codes, info displays, stereoscopes.

QR codes will make conections to 3D models of artifacts associated with a specific site of the fortress. The information displays will provide information about certain aspects of everyday life – where are the rooms of the Bulgarian Queen Anna–Maria of Hungary, where is the prison of the fortress, can you enter the fortress on horseback. These and other topics will provide an opportunity to tell stories from everyday life. Stereoscopes show 3D reconstructions of parts of the medieval town of Cherven and the monastery complex in Ivanovo. These facilities are a kind of binoculars to the past. The purchase of the facilities, construction of signs, preparation of interpretive texts and their translation into English is forthcoming.

ARCHEODANUBE CITIES IN ACTION
STARY PLZENEC, CZECHIA

SEE THE INVISIBLE ARCHAEOLOGICAL HERITAGE – THE CASTLE OF OLD PILSEN IN THE CITY OF STARÝ PLZENEC

The Regional Development Agency of the Pilsen Region and City of Starý Plzenec are cooperating with the ArcheoDanube project on the ArcheoPlan of the Castle of Old Pilsen (LAP) to become an ArcheoPark. Our challenge is to let people meet and see the invisible Castle. The Castle of Old Pilsen is represented only by the rotunda – the only visible and touchable remains for over the last 100 years. The rotunda itself is well known and it is the symbol of the Pilsen Region. But not many people know that the rotunda was a part of a huge castle complex established in the 10th century as a centre of the Pilsen region.

Works on the ArcheoPlan started in June last year and the first part of the Assessment Report aimed to analyse the situation of the heritage. In the beginning, we put together people from different professions connected to the heritage and established a stakeholders' group and also found specialists to cooperate with the preparation of the LAP. The results of the Assessment Report were transformed into the Local Archeo Plan Draft and will lead to the final Plan. The Assessment Process brought these findings:

From the historical and archaeologic point of view, it is first important to ask, what we don´t know and why? We don´t know the exact area of the archaeological location and the chronology. We don´t know because it is not possible to make archaeological research in the whole area while it has different landowners and the main part of the area is not accessible because of the greenery covering it. The greenery is also a problem from the landscaping point of view, while the shape of the former castle is not visible in the landscape and it makes the movement of the visitors almost impossible.

Also, the idea is to use only one name for the heritage which is supposed to be The Castle of Old Pilsen.

Furthermore, the positioning of the LAP trademark is necessary – we aim to create a story and the knowledge to be found there links the site together with other tourist sites in the region and to the City of Pilsen and to coordinate tourist services. The communication about the heritage needs to be united. In the analysis, we also questioned the visitors and then the residents about their opinion of the location and their suggestions to improve it. The important part is a functional community around the castle and we need to follow the activities of the local NGOs and respect the citizens.

Now together with stakeholders and specialists, we are focusing on the main aims of the Plan:

"The Castle of Old Pilsen" is not only the rotunda, the only visible and touchable part, which was always a priority but it is the whole archaeological site. The actual archaeological research defined the larger extent of the Castle, the negative effects of tourism, uncovered parts of the buildings, and the inaccessible parts of the Castle because of the greenery, land ownership and the latest building.

The priorities from the tourism point of view are the state of greenery vs. possible roads and directions for visitors. We have to solve the movement of visitors in the area, including possible ways to enter the area, comfortable tourist routes respectful to the archaeological remains, navigation and information. There has to be appropriate infrastructure (arrival, parking, logistics, services and background) and a visitor's centre for the ArcheoPark, information needs to be shared via modern tools. In addition, we are preparing new branding, attractive and modern communication and promotion of the site and educational activities for individual visitors, organised groups and school students.

The ArcheoPark needs appropriate management including financing, land ownership by the City and greenery maintenance.

We are creating a product that does not yet exist, while the area is only a place for a walk and we need to create it as a tourist destination in the City of Starý Plzenec. The site is unique from a historical point of view and when you enter it you can feel the genius loci there.

ARCHEODANUBE CITIES IN ACTION
SREMSKA MITROVICA, SERBIA

POWER OF SREMSKA MITROVICA IS SIRMIUM

Our pilot project is connected with the preservation vs presentation tools and making the archaeological heritage more informative and accessible to the general public. It offers a new interpretation of already existing archaeological research through the enhancement of the museum's archeological exhibition. Our main topic is Sirmium and artifacts in connection with this important Roman town. Our pilot story is focused around one archeological site (site 14) that is situated in our museum's yard. This site is actually one room of a huge building, presumably villa urbana situated in the southern part of Sirmium, with the biggest mosaic floor found in Sirmium until now. However, this is not the only story. We will introduce numerous stories and data on many other sites of Sirmium. At the moment we have material from 101 site of Sirmium.

This idea to present as much information as possible is done with a classical and experimental approach in four different ways:
Info boards – information on info boards with maps and explanations of site 14, site 1, site 85, and site 21. We also finished preparations for the info boards that will show luxurious marble found in Sirmium. We have a map of the Roman world with the marked quarries and texts in Serbian and English on 13 samples of the marble, together with the proposed design.
3d reconstructions and animations – three sites of Sirmium are finished. Site 1 with the domus that was in the vicinity of the room from site 14. Site 21 represents a square and it is a place of finding 60 000 pieces of frescoes. Also, site 85 with the reconstruction of the round temple with the finding of the imperial porphyry portraits. All of this will be available on tablets and through 2 purposely placed video beams.
Storytelling – on tablets and with video beams with actors telling stories. The story on our marble Sundial with three figures is finished.
Additional information on sites and artifacts – on tablets and with video beams. Currently finished the text on archaeozoology in Sirmium and we are finalizing information on Early Christianity. Written stories: on milestone of the emperor Marcus Aurelius, on altars from the beneficiary station (85 of them), on stelae and sarcophagi, on porphyry portraits, on the golden belt from the 6th century, on cage cup and other interesting glass from our glass collection.
In the following months, we need to buy equipment and finish all texts that are planned (on sites 29, 30, and 4; Roman pottery: on Sirmium in general; stories for storytelling on the emperor Licinius, Probus, about Titus Cominius Severus, a centurion of the Legio II Adiutrix and stories about martyrs, especially St. Irenaus and St. Demetrius. We would be also working on the design of the info boards and obtaining the software for the tablets with external experts. For the majority of the text, we need to translate it into English, also with external experts. There would be also an attempt to provide 3D reconstructions of the existing artifacts.

KAŽUN – A SYMBOL THAT UNITES TRADITION

Kažun – a symbol that unites the tradition, customs and survival of the "Istrian man", is valorized through the promotion of agricultural production, local products, cultural events and becomes and remains an unavoidable motive for visiting Vodnjan which significantly contributes to the well-being of the local community.

Our vision is that Park of Kažuni becomes a recognizable starting point for touring and learning about the tradition of drywall construction in Istria and acts as a spiritus movens (spiritus agens) or one who designs, initiates and organizes various projects and events to promote and valorise Kažuni and present the Istrian tradition as well as local production. With elaborated tour programs for different target groups we want to increase visits (within acceptable capacity of the area), to promote the identity of Kažun tradition within UNESCO protection, to raise awareness and create preconditions for economic development of the local community.
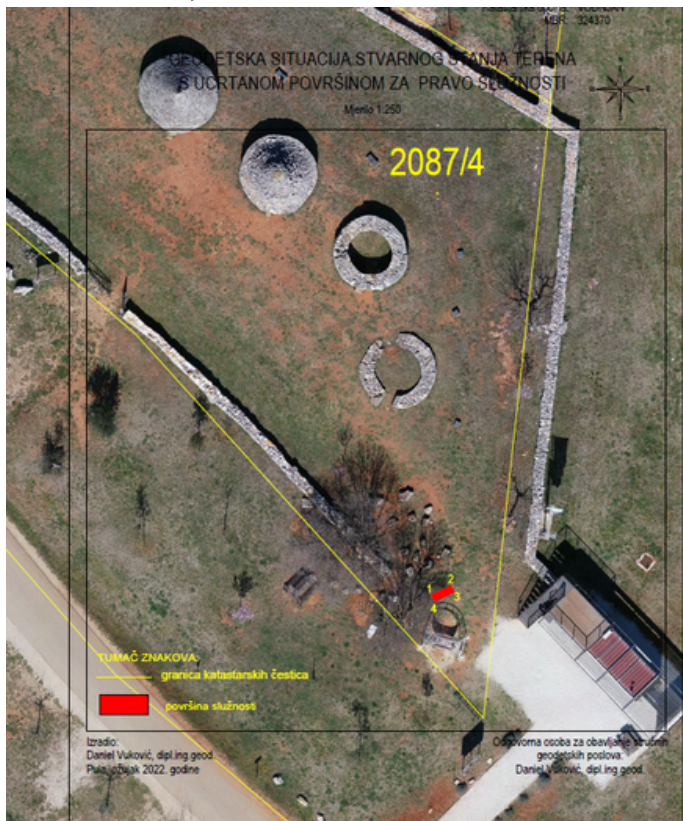
Our ArcheoPlan was already prepared in the end of last year. It is meant as a basic planning document that aims to provide guidelines for protection, cultural and tourist valorisation and promotion of Kažuni as a typical example of drywall in Istria. "Drywall" means stacking stones in rows "dry", ie without the use of water or any binder. This way of building is the oldest way of building in the entire Mediterranean area, including Istria. The abundance of stone in karst areas directly caused the emergence of this construction technique, which can be traced back to prehistoric times through archaeological finds (fencing arable land with stone, and making dry-stone shelters for people and livestock). The art of drywall construction was inscribed on November 28, 2018 on the UNESCO Representative List of the Intangible Heritage of Humanity, in response to the joint international nomination of Cyprus, France, Greece, Croatia, Italy, Slovenia, Spain and Switzerland entitled "Art of dry stone walling, knowledge and techniques ". Tihana Stepinac Fabijanić, in her paper Drywall Construction in Istria and the Northern Adriatic Islands, explains how the name kažun (Italian casita) in Istria means a stone house built "dry" (without binder) on a circular base. The stone rings are raised into the circular wall with a door opening, and then the circles of slab stones are narrowed in the so-called "false vault" and form a hat. The dome is additionally covered with slates – stone slabs. The top of the dome is closed with a larger circular stone (crown, chapel), loaded with another conical stone decoration (pinćuk, pimpignol). Kažun, which was used as a field house, a shelter, is an integral element of the cultural landscape of the Istrian rural area.

In order to achieve the above vision and goals, it is necessary to implement various activities as follows:

- establish a management system with clearly defined activities for research, protection, conservation, restoration and sustainable valorisation of Kažuni and implement them,
- define models / programs for popularization, promotion and education of key stakeholders and the population on topics related to Kažuni and drywall heritage,
- establish cooperation at the national and international level with experts, researchers, associations and other professional community on various topics related to Kažuni and drywall construction.

Within our pilot action we are making the first steps to accomplish the above mentioned with the installation of a digital totem and the preparation of the digital content presented interactively in different languages, also adapted for children visiting the archeological site.

ARCHEODANUBE CITIES IN ACTION
SZOMBATHELY, HUNGARY

PREPARING AN ARCHAEOLOGICAL TOURISM STRATEGY FOR VAS COUNTY WHICH IS LINKED TO ITS "GENERAL" TOURISM STRATEGY CURRENTLY UNDER DEVELOPMENT

Main steps of the process:

- ANALYSING the current situation of archaeological heritage and tourism in the region
- IDENTIFYING needs, opportunities and goals
- PLANNING an archaeological tourism product while CONSULTING with stakeholders
- IMPLEMENTING, PROMOTING & MONITORING (a.k.a. improving) the new product

Focus of the pilot action: Turning IDEAS INTO PRODUCTS/touristic offers → creating a BRAND
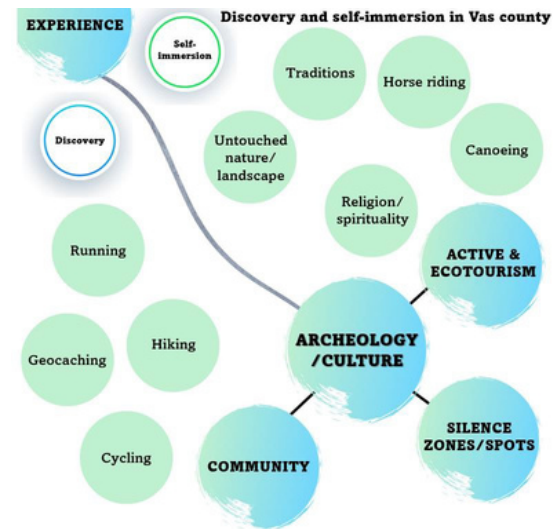
Concentrating on at least 4 sites in the county, the goal is to design an archaeological tourism product/package which meets at least one, but hopefully more of the following criteria:

- It can be experienced in both a sustainable (e.g. car-free accessible) and immersive way (e.g. through providing silence zones/spots).
- The sites are presented in an innovative and engaging way without negatively impacting the remains and the environment (e.g. using VR/AR content).

Selected locations should be connected in a coherent way to create an integrated cultural and historical experience (e.g. thematic guided tours connecting several sites).

- ArcheoTales is a good starting point for this, but the app only contains 3 routes within Szombathely (one for Iseum Savariense, one for the Ruin Garden and one city-wide walking tour).
- Storytelling is a useful method to create the conditions for a truly engaging and immersive experience.
- Linking archaeological exploration with enjoying physical activity (hiking, cycling, etc.) in the natural environment is another approach that should be kept in mind (like climbing Mount St. Vid and viewing both the present-day sunset and the past state of the surrounding area through AR technology).
- Besides individual exploration, activities involving or creating a community experience/mindset can also be exciting for visitors (e.g. open excavations).

ARCHEODANUBE CITIES IN ACTION
ALBA IULIA, ROMANIA

DIGITIZING THE PAST FOR THE FUTURE – 3D SCANNING ARCHAEOLOGICAL ARTEFACTS DISCOVERED IN APULUM

We are happy to announce the creation of the ArcheoDanube virtual collection of Roman artifacts and excavations from the civilian environment of Roman Apulum. The 3D models will be presented at this year's VR event organized as part of the MNUAI pilot action within the ArcheoDanube project. The collection will gradually be upgraded with new models.

https://sketchfab.com/MNUAI/collections/archeodanube

Our approach aims to find also modern solutions for the documentation, presentation and incorporation of archaeological heritage in the contemporary social environment. We have developed activities within the project that will contribute to the improvement of the strategies of capitalization and conservation of the local archaeological heritage by creating a framework for the organization of an urban archaeological park – LAP. The Roman Apulum (nowadays Alba Iulia) must be reborn based on the archeologically researched areas that highlight the ancient urban plan where visitors can get in touch with the Roman architecture and artefacts that illustrate aspects of the material and cultural life of the past.

The area targeted for the Local Archeo Plan is the Roman domus house from Apulum and other findings from the Domus - Thermae sector. These are the archaeological discoveries from 2009 and 2019 that led to the unearthing of a part of the ancient city Apulum: a Roman house, Roman baths (thermae), a road, and other Roman-era facilities. The most important objective of the Archeo Plan is the Roman house of domus type, which occupies an area of about 2000 sq m., built after the middle of the 2nd century AD.

A 3D scanning service was purchased in order to scan several Roman artefacts of high, medium complexity, respectively three-dimensional documentation, using the metrological grade blue laser method and the realization of 3D models, as well as their integration in the web page (embedding) dedicated to the ArcheoDanube collection.

National Museum of the Unification from Alba Iulia already has experience in the 3D documentation of the archaeological heritage through the previous implementation of the 3D digitization projects: Pantheon 3D (2018-2019) and Archeo3D (2020).

For our ArcheoDanube pilot action we will use 3D modelling of the archaeological artefacts and 3D/VR visualization (preparing special software) as the virtual reality objects and integration in the different media (VR viewers). The precision of the system we use, the Artec Space Spider scanner, is of metrological order, down to 0.05 mm, the generated 3D patterns being used in both applications of virtual museum type and detailed analysis of researched surfaces, high precision measurements etc. This scanner type may be used on various objects of different sizes.

The interest in the development of virtual aspects in the museal environment is increasingly obvious nowadays, with many efforts recorded in the last years being in the draft and development of those 3D technologies that would allow an as realistic as possible documenting and rendering of both mobile and immobile cultural heritage. Digital documenting of the tangible cultural heritage based on 3D scanning, modelling and printing may open the museum to the entire world. Also, the importance of such initiatives is indisputable within the framework of urgent protection, recovery and restoration of cultural heritage measures in risk areas or in the context of catastrophes. The negative experiences of the cultural heritage in the 21st century show that museums and archaeological sites are not, even now, secure spaces for the preservation of the material memory of humankind. From this view, the virtual museum is not designed to replace the classical museum, but to support it as a measure of safety ("cultural backup") and digitally preserve the memory of its values.

ARCHEODANUBE CITIES IN ACTION
## SARAJEVO, BOSNIA AND HERZEGOVINA

Data on archaeological findings and potential parks in Sarajevo is outdated and inaccurate. In order to plan future activities and investments we need to make accurate map of the locations with potential findings.

Municipality of Centar Sarajevo in cooperation with archaeology experts, in the past 6 months, as a part of the ArcheoDanube project worked on the creation Local Archaeology Plan for Sarajevo. The Plan will produce precise location and strategies for excavations and heritage protection. One location, which already stands out, its the location by the name of Vranjače.

The location of Vranjače, in the municipality of Centar Sarajevo, is leaning on the location of Debelo Brdo, which is the national monument of Bosnia and Herzegovina with finding from a prehistoric settlement, ancient and late antique facilities. This location had its role in many historic events that left their trail here. Also, this is part of popular hiking and bicycle routes on Trebević Mountain. Having such historic value and the touristic potential it is an ideal place for the Pilot activity of the Municipality of Centar Sarajevo.

Through this Pilot activity, we plan to determine all historical periods that took place in this location and protect it as a part of the touristic offerings in a wider location. This will be the foundation for future investment to maximize the effects of the touristic potential of the popular picnic area through the protection and promotion of various historic events that took place.

The final product of these activities will be a "Trip History Park" that should take you on the trip from excavation from a prehistoric settlement, through ancient defence buildings to the modern period and trenches from the war in B&H 1992-1995.
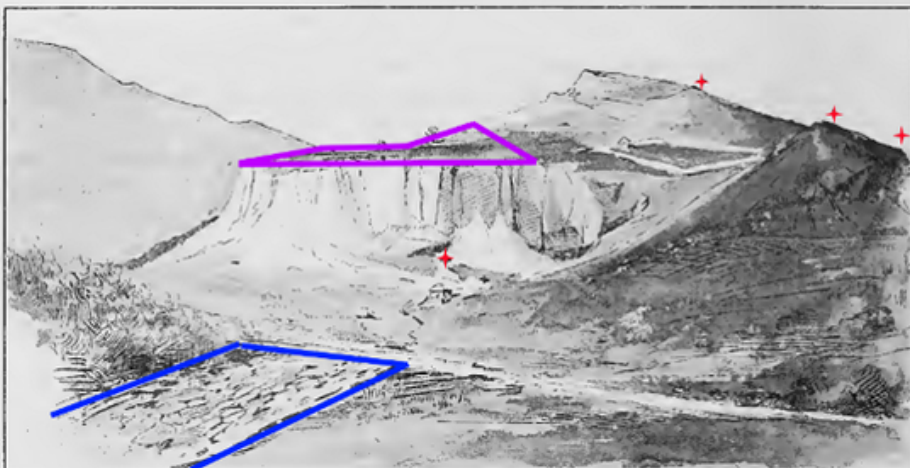
PTUJ WITH A NEW PRODUCT BRAND
POETOVIO ARCHAEOLOGICAL PARK – YOUR BRIDGE TO THE PAST

As part of the implementation of the pilot activity, the Municipality of Ptuj wishes to present and interpret the Roman archaeological heritage in Ptuj.

The scattered Roman-era archaeological heritage will be connected under a single product brand Poetovio Archaeological Park which relates to the establishment of a new cultural and tourism product for selected sites of the archaeological park.

For the needs of establishing, communicating and promoting this brand, it is necessary to develop a brand strategy, visual design of the brand (CGP), application of the brand to communication tools and define the basic principles of the communication plan.

These activities coincide with the promotional and communication part of the Local Archaeological Plan (LAP Chapter 4.8 Communication, Promotion and Brand), which is a tool for enabling synergies between heritage and tourism, finding solutions to cultural values and thus ensuring the vitality of the historic city of Ptuj. A brochure with a map of the archaeological route will also be made. Through the archaeological route we want to invite visitors to a unique and educational cultural tourist experience.

Three movable copies of Roman monuments will be placed in the old town of Ptuj, marked with a QR code and a smaller info board, thus we want to address visitors about the rich archaeological heritage of Ptuj and invite them to visit the scattered Roman archaeological heritage of the Poetovio Archaeological Park.

Locations of three copies of Roman monuments:

- Ptuj City Market –> a copy of the altar dedicated to Liber and Libera
- Sun Park, Ptuj –> copy of the relief depicting the Sol god
- Right bank, footbridge over the river Drava –> copy of the building inscription of Emperor Hadrian

Poetovio Archaeological Park presents heritage of ancient Ptuj, the largest Roman settlement on Slovenian area and unites the archaeological heritage of Ptuj into a comprehensive tourist product.

ARCHEODANUBE CITIES IN ACTION
VARNA, BULGARIA

After extensive research for the archeological site with the most prominent potential for the tasks of the Archeodanube project, namely to preserve, support and valorize cultural heritage through archaeological parks as products in cities for development of archeotourism, BATTI team choose the Forizon fortress in the city of Balchik for LAP development and pilot actions.
 Thanks to the great communication between BATTI team members and representatives of the Balchik Municipality, it was agreed that the Horizon fortress offers the greatest possibility for sustainable partnership between BATTI as an Archeodanube partner and the Balchik municipality as entity, responsible for the development of archeo tourism on a local level and as an Associate partner.
The prominent partnership between the responsible people both in Balchik municipality and the manager of the Archeodanube project in BATTI resulted in meaningful communication that led to the best possibilities for Pilot actions regarding both the Horizon fortress and the development of contemporary touristic services in Balchik.
Given the great work of the project partnership and the development of the Archeo Tales app, the Municipality is currently evaluating options for adding the Horizon fortress and other archeological sites in Balchik in it.
Moreover, the possibility of creating a dedicated website for the Horizon fortress and the touristic attractions in Balchik is explored as a feasible option for further development of the services provided in the Municipality.
The partnership agreed that by the time of the Project meeting in Varna a draft version of the Pilot action activity will be developed in order for the valuable insight and feedback from project partners so that the best option is chosen and developed.
Furthermore, the development of the Local archeo plan is one step closer as contact has been established with archeologists, exploring the Roman period.
Overall, the Archeodanube project offers great possibilities for developing the archeo tourism in Bulgaria in general and in Municipality of Balchik specifically and BATTI team members are dedicated to make all project results sustainable and beneficial for the locals.

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