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 **ARCHAEODIGIT**



ARCHAEODIGIT Masterclass training material – D.2.1.1



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Abstract	<p>The aim of the masterclass is to provide participants with the necessary knowledge and competencies to carry out the planned activities in the pilot actions, as well as to generally enhance their skills in areas such as digital marketing of cultural areas, holistic interpretation of cultural heritage, development of digital pathways, integrated strategies, and the co-creation approach.</p> <p>Topics presented during Masterclass are:</p> <ul style="list-style-type: none"> • (digital) marketing of cultural areas • Presentation of cultural heritage with holistic approach • Development of digital paths • Methodology & Management plan for integrated strategies • Introduction to the Platform • Co-creation approach.



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Introduction

The aim of the Masterclass was to equip participants with the essential knowledge and competencies needed to implement the planned pilot activities, while also strengthening their overall skills in key areas such as digital marketing of cultural sites, holistic interpretation of cultural heritage, the development of digital pathways, integrated strategic planning, and the co-creation approach.

The topics covered during the Masterclass focused on the digital marketing of cultural areas, holistic approaches to heritage presentation, the creation of digital cultural routes, methodologies and management plans for integrated strategies, an introduction to the ARCHAEODIGIT platform, and collaborative methods for stakeholder engagement.

Each topic was delivered by an expert in the relevant field, including digital marketing, cultural and heritage tourism, spatial planning, and ICT. The opening session, Promoting Cultural Assets and Archaeological Sites, was led by external expert Siniša Miljević (UNIPU). The second module comprised two topics: Holistic Approach in the Interpretation of Cultural Heritage, presented by Prof. Mauro Dujmović, PhD, and Economic Valorisation – Creation of New Value, presented by Assoc. Prof. Aljoša Vitasović, PhD, both from UNIPU.

The third and fourth modules explored Storytelling for the Planning and Enhancement of Archaeological Parks and Sites, delivered by Ludovica Xavier de Silva (UMC), and Methodology for Drawing Up an Archaeological Park Plan along with Archaeological Park Plans as Elements of Territorial Governance, presented by Roberta Angelini (UMC).

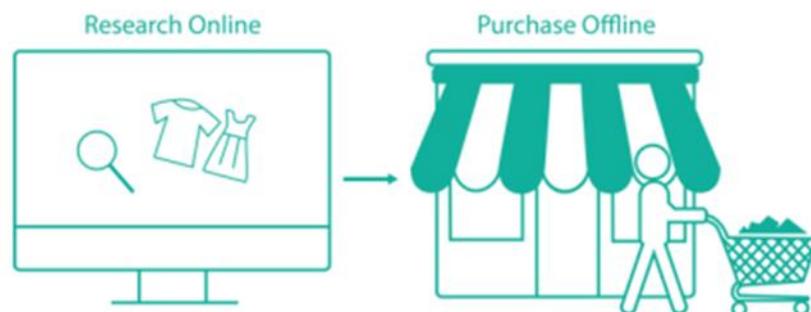
The final module introduced the ARCHAEODIGIT digital platform, with presentations by Maria Manuela Oddo and Franco Scoppolini (ETT), highlighting its core functionalities and potential for supporting cultural and tourism development initiatives.



1. Harnessing digital innovations promoting cultural assets and archaeological sites

Digital marketing is the practice of reaching consumers online through digital channels to turn them into visitors. A digital channel is any communication method or platform a business can use to reach their target audience online: websites, search engines, email, or social media platforms. Digital marketing helps businesses or organisations achieve their goal if its aim is to sell products or services online. Digital marketing also helps businesses or organisations build trust, inspire loyalty, and better serve their visitors or followers.

Digital marketing activities set up the well known RoPo effect:



There is a question, “Why is it more important than ever to be online and pursue digital marketing activities?”. Digital and physical worlds will seamlessly blend. Digital interaction will be the norm. Millennials and following generations have spent nearly their entire lives surrounded by computers, digital devices and the world of social media.

When it comes to Digital Vs. Traditional marketing, digital marketing is cost-effective. That's because digital marketers can be very specific about serving the right ads, to the right audiences, at the right moments. Digital marketing can reach more people than traditional campaigns, which rely on local platforms like newspapers, and radio stations. It creates brand recognition in new, sometimes even global—markets, which can drive sales and make products and services accessible for a variety of different people. Digital ads allow visitors to act in the moment,



which can increase the chances that they will make a purchase or a decision. It allows businesses and organisations to build relationships with visitors through direct communication.

1.1. Customer journey and the marketing funnel

The customer journey and the digital marketing funnel are of crucial importance in the field of digital marketing. They show how people go from learning about a product or service to becoming visitors (customers). They also help businesses or institutions create the right strategies to attract, engage, and keep visitors (customers).

1.1.1. Stages of the Customer Journey

Awareness: This is the stage where potential customers first learn about a product or service. Effective marketing strategies at this stage include content marketing, social media, and advertising.

Consideration: At this stage, customers are evaluating their options and comparing different products or services. Providing detailed information, reviews, and comparisons can help guide their decision-making process.

Conversion: Here, customers are ready to make a purchase. Offering incentives like discounts, free trials, or easy checkout processes can help convert them into paying customers.

Retention: After the purchase, it is important to keep customers engaged and satisfied. Strategies like follow-up emails, loyalty programmes, and excellent customer service can help maintain a long-term relationship.

1.1.2. The Digital Marketing Funnel

Top of the Funnel (TOFU): This stage focuses on attracting a wide audience. Techniques include SEO, content marketing, and social media to generate awareness and interest.

Middle of the Funnel (MOFU): At this stage, the goal is to nurture leads and build relationships. Email marketing, webinars, and targeted content help move prospects closer to making a purchase.



Bottom of the Funnel (BOFU): This stage is about converting leads into customers. Personalised offers, product demos and strong calls-to-action are effective in driving conversions.

Post-Purchase: After the sale, the focus shifts to customer satisfaction and loyalty. Providing excellent support, gathering feedback, and offering additional value can turn customers into repeat visitors/buyers and brand advocates.

1.1.3. How Digital Marketing Creates Value

Essential for Online Presence: With over 60% of the global population online, businesses must have a strong digital presence to compete effectively.

Beyond Sales: Digital marketing builds awareness, trust, and loyalty, influencing customer interactions before, during, and after purchases or visits.

Importance of Strategy: A well-planned approach, including audience research and goal setting, ensures campaigns are targeted, effective, and measurable.

Tailored Content Drives Results: Understanding the audience allows businesses/institutions to create personalised content and reach visitors on the right platforms.

Long-term Growth: Strategic digital marketing fosters customer relationships, helping businesses/institutions thrive, grow, and adapt in a crowded online market.

1.1.4. Touchpoint

Touchpoints are important to monitor because they reveal the kinds of decisions visitors are making during their customer journey to purchase a product or service.

I.E. Touchpoints occur when a customer engages with a website or mobile app. But they also include customer interactions on all media channels before a customer discovers the website.



Example of Customer Journey:



Examples of a touchpoint:

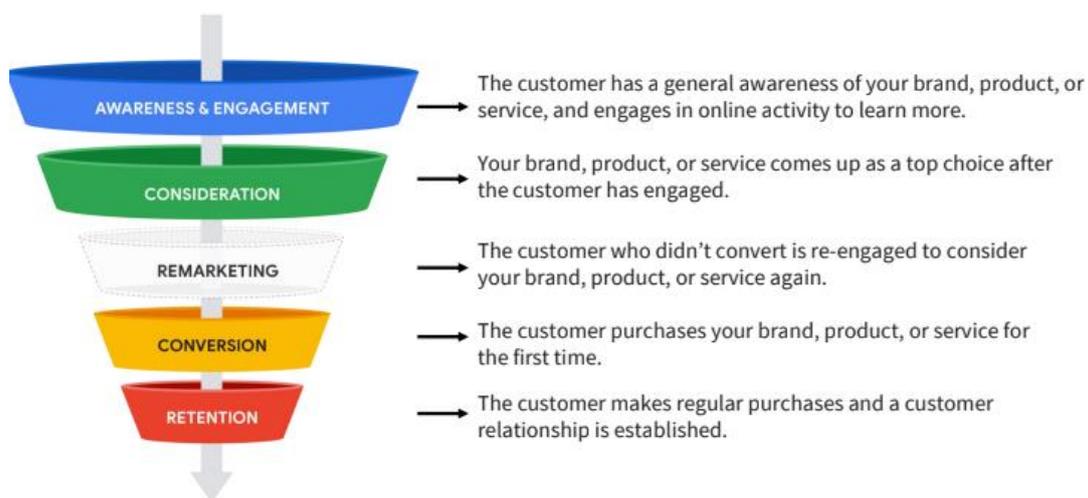
Digital Media Channel	Examples of Digital Touchpoints
Website	<ul style="list-style-type: none"> - Visiting the homepage - Browsing product pages - Completing a purchase
Social Media	<ul style="list-style-type: none"> - Viewing a brand's post - Clicking on a sponsored ad - Sharing content
Email Marketing	<ul style="list-style-type: none"> - Opening a promotional email - Clicking on a CTA link - Subscribing/unsubscribing
Search Engines	<ul style="list-style-type: none"> - Clicking on an organic search result - Interacting with a paid ad - Reading reviews linked through search
Mobile Apps	<ul style="list-style-type: none"> - Downloading the app - Navigating product categories - Using in-app support features



1.2. Digital Marketing funnel

Digital Marketing funnel consists of a five-stage digital marketing funnel model, designed to map the customer journey from initial exposure to brand loyalty. Beginning with Awareness & Engagement, potential customers gain general knowledge of a brand, product, or service and initiate exploratory online behaviours. In the Consideration stage, the offering emerges as a preferred option, prompting further evaluation. Remarketing targets individuals who did not convert initially, re-engaging them through personalised content. The Conversion stage represents the first successful purchase, marking a transition from prospect to customer. Finally, the Retention phase focuses on maintaining engagement, encouraging repeat purchases, and fostering a sustained customer relationship. This model underscores a strategic, data-driven approach to customer acquisition and loyalty building.

Digital Marketing funnel model:



Other digital Marketing funnel variations:

E-commerce marketing funnel

1. **Awareness:** Build awareness of your e-commerce business.
2. **Consideration:** Build the brand.
3. **Differentiation:** Stand out in the business category.
4. **Purchase:** Reach shoppers most likely to purchase.
5. **Brand readiness:** Increase the potential for shoppers to make return purchases.

Social media marketing funnel

1. **Awareness:** Attract potential visitors unaware of your brand, product, or service.
2. **Consideration:** Stand out among your competitors so potential visitors have a good impression of your brand, product, or service.
3. **Action:** Convince potential visitors to act and make a purchase.
4. **Engagement:** Keep visitors engaged after they make a purchase so your brand, product, or service remains top-of-mind and in the spotlight.
5. **Advocacy:** Build trust with visitors so they recommend your brand, product, or service to others.



1.2.1. Awareness & Engagement

Awareness Defined: Awareness occurs when potential visitors encounter a brand for the first time.

Audience Research: Knowing who the audience is and where they are online helps focus marketing efforts on the right channels.

Tactics to Build Awareness: Strategies include improving search rankings (SEO), running digital ads, and forming partnerships with brands or influencers.

Multi-Channel Strategy: A strong awareness strategy uses multiple channels and ensures a consistent experience across them.

Ongoing Process: Awareness is not a one-time event; it requires continuous effort to stay visible to the audience.

Methods of Audience Research

Surveys and Questionnaires: Conducting surveys and questionnaires helps gather direct feedback from the audience. This method provides valuable insights into their preferences, behaviours, and needs.

Social Media Analytics: Analysing social media metrics can reveal where the audience is most active and what content they engage with. Tools like Facebook Insights and Twitter Analytics offer detailed data on audience demographics and interactions.

Website Analytics: Using tools like Google Analytics helps track visitor behaviour on website. Understanding which pages are most visited and how users navigate sites can inform marketing strategies.

Competitor Analysis: Studying competitors' audience engagement strategies can provide useful insights. Identifying what works for them can help refine individual approaches to reach a similar audience.



Applying Audience Research

Creating Buyer Personas: Developing detailed buyer personas based on research helps tailor marketing efforts. These personas represent deal customers and guide content creation and advertising strategies.

Targeted Content Creation: Using audience insights to create content that resonates with the audience increases engagement. Tailored content addresses their specific interests and pain points, making it more relevant and effective.

Channel Selection: Knowing where the audience spends their time online helps focus marketing efforts on the right channels. This ensures that the message reaches the audience where they are most likely to engage.

Continuous Monitoring and Adjustment: Audience preferences and behaviours can change over time, so it is important to continuously monitor and adjust strategies. Regularly updating research ensures that marketing efforts remain effective and relevant.

What to do: focus on reaching and captivating a broad audience through storytelling, social media, partnerships, and SEO.:

1. Create High-Quality, Story-Driven Content

Use compelling stories in videos, articles, and social media posts to highlight the cultural and historical significance of assets, creating an emotional connection.

2. Leverage Social Media Campaigns

Share stunning visuals and interactive content like polls, quizzes, and challenges. Use popular hashtags to amplify reach and encourage social sharing.

3. Collaborate with Influencers and Local Experts

Partner with travel bloggers, archaeologists, and historians who resonate with the target audience. Their content can build awareness and establish credibility for the site.



4. Optimise for Search Engine Visibility (SEO)

Use targeted keywords like “cultural sites near me” or “historical tours” to improve visibility. Focus on local SEO to attract tourists and nearby audiences.

5. Run Awareness-Focused Paid Campaigns

Invest in social media ads and Google Ads targeting culture, history, and travel enthusiasts. Showcase site unique offerings with eye-catching visuals and compelling headlines.

6. Engage in Community Partnerships

Collaborate with schools, cultural organisations, or travel agencies for joint events like historical re-enactments or cultural festivals. These collaborations enhance reach and visibility.

1.2.2. Consideration

Consideration Stage: This is when potential visitors explore business and compare it to competitors, deciding if you're the right fit.

Engaging Leads: Leads are potential visitors who share personal information, like an email address, after interacting with a brand (institution).

Re-Engagement Tactics: Retargeting ads, based on products or pages visited, can bring potential visitors back to the website.

Educational Content: Provide blog posts, newsletters, webinars, or free trials to address customer needs and showcase offerings.

Building Trust: Focus on demonstrating the value and quality of products or services to help visitors make informed decisions.

What to do: build trust, provide value, and offer immersive or exclusive experiences to guide the audience toward visiting or supporting sites.



1. Use Email Marketing for Retargeting

Collect emails through signups or on-site forms. Send newsletters with educational content, upcoming events, or visitor stories to keep the audience engaged and interested.

2. Showcase Testimonials and Reviews

Highlight positive visitor experiences on website, social media, and Google Business Profile to build trust and encourage consideration.

3. Provide Virtual Experiences

Offer 360-degree virtual tours, AR/VR experiences, or live-streamed events to give potential visitors an immersive glimpse of the site. This sparks curiosity and helps remote audiences plan visits.

4. Highlight Exclusive Offers or Membership Benefits

Promote special discounts, behind-the-scenes tours, or memberships. These create a sense of exclusivity, incentivizing audiences to transition from consideration to action.

1.2.3. Measuring success of a web page

It is a powerful web analytics service offered by Google that tracks and reports website traffic. Some general key metrics in G.A.:

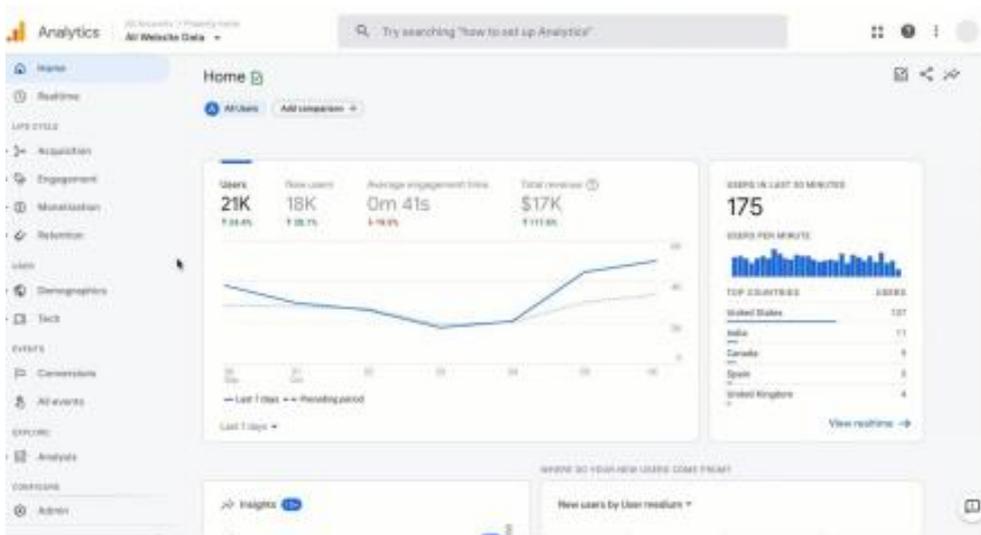
User Behaviour: Tracks how users navigate through a site, including the pages they visit, the time they spend on each page, and their interactions with various elements.

Traffic Sources: Identifies where visitors are coming from, such as search engines, social media, direct visits, or referral links from other websites.

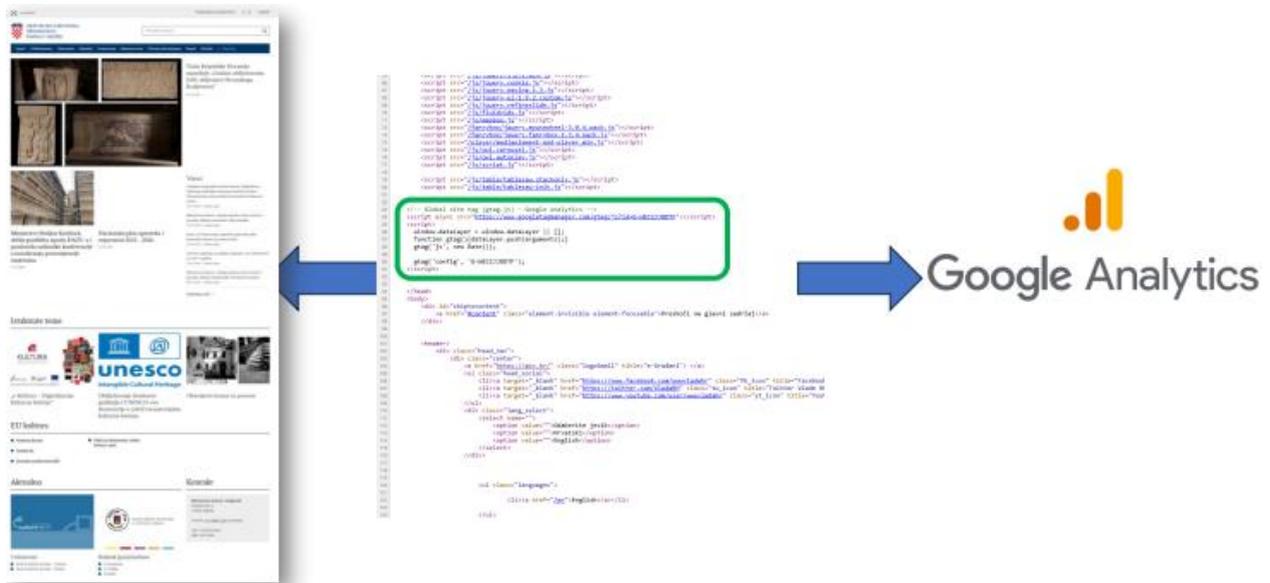
Audience Demographics: Provides information about visitors' age, gender, interests, and geographic location.



Google Analytics - tool for measuring success:



How Google Analytics is implemented to track websites:



1.2.4. Measuring success at the top of the funnel

On the Awareness level, it is important to measure impressions, reach, frequency.

Awareness measuring parameters:

AWARENESS - we measure -	
Impressions	The total number of times an ad appears on people's screens.
Reach	The total number of unique individuals who encounter an ad across their different devices.
Frequency	How many times each individual encounters the ad in a given timeframe.
Getting a certain amount of visitors to a page on a website.	

Parameters used at the Consideration lever are how much, how often and for how long are potential visitors/customers engaging with the relevant content.

Consideration measuring parameters:

CONSIDERATION
It all comes down to how much, how often, and for how long are potential visitors/customers engaging with your content
<ul style="list-style-type: none"> • How often customers search for your business online • The number of first-time visitors to a site • The number of pages per visitor • How long visitors spend on a page.



1.2.5. Measuring success at the bottom of the funnel

Digital marketing activities in the bottom 2 phases are Conversion and Retention.

On the level of Conversion, parameters for measuring success are:

1. Create Clear and Engaging Content

Develop informative, visually appealing, and accurate descriptions of cultural and archaeological offerings. For instance, details the significance of a site, its historical value, and what visitors can expect to experience. Use storytelling to engage potential visitors emotionally.

2. Streamline the Booking Process

Ensure the ticket purchasing or booking system is seamless and intuitive. Optimise for mobile users, offer multiple payment options, and reduce the number of steps required to complete transactions. Clear policies for cancellations or rescheduling should be prominently displayed.

3. Leverage Virtual Tours and Previews

Offer virtual tours, interactive maps, or videos to give potential visitors a taste of the experience. These previews can be a powerful tool to convert interest into action, particularly for those hesitant about their visit.

4. Optimise Calls-to-Action (CTAs)

Use persuasive CTAs on websites, emails, and ads that encourage users to take specific actions, such as "Book Your Guided Tour Today" or "Discover Ancient Wonders – Reserve Now." These should be prominent, actionable, and easy to follow.

5. Utilize Paid Ads with Targeting Precision

Run well-placed, culturally-focused digital ads targeting audiences with a known interest in history, archaeology, and travel. Use geo-targeting and interest-based targeting to reach relevant demographics, ensuring ad content resonates with their curiosity.



On the level of Retention, parameters for measuring success are:

1. Offer Exclusive Rewards for Repeat Visitors

Implement a loyalty programme that offers discounts, early access to events, or exclusive tours for returning visitors. This fosters a sense of belonging and incentivizes repeat visits to sites or museums.

2. Personalise Follow-Up Communications

Send follow-up emails or messages thanking visitors for their visit, including personalised suggestions for future visits or complementary sites they may enjoy. Highlight upcoming events, exhibitions, or exclusive promotions.

3. Engage on Social Media with Valuable Content

Build an active presence on platforms like Instagram, Facebook, or TikTok by sharing compelling content such as behind-the-scenes footage, expert interviews, or user-generated posts. Respond to comments and foster two-way communication to build a loyal online community.

4. Encourage and Showcase User Reviews and Testimonials

Request feedback or reviews from visitors and display them on websites and social platforms. Positive testimonials serve as social proof, reassuring potential visitors while also showing appreciation for past ones.

5. Provide Exceptional Customer Support

Train staff to handle inquiries efficiently, whether in-person, via email, or on social media. Demonstrate a customer-first approach by addressing issues promptly and exceeding expectations, ensuring that visitors leave with a positive impression that encourages loyalty.



1.3. Attract & engage visitors with digital marketing

To know how to attract and engage visitors with digital marketing it is important to target the audience and create a customer personas. On the other hand, it is important to know how to merge marketing funnels with strategies.

1.3.1. Customer personas

Importance of standing out in marketing is extremely important in today's world, as consumers are constantly bombarded with marketing and advertisements. To make a brand stand out, it is crucial to create unique and engaging messaging that captures attention. Connecting with customers through messaging and materials as effective marketing materials should resonate with the target audience. This connection is achieved by understanding and addressing their needs, preferences, and pain points. Before developing any marketing content, it is essential to identify who ideal visitors are. This ensures that efforts are focused and relevant. Introduction to customer personas (also known as buyer persona, marketing persona, or audience persona) is a detailed representation of a segment of target audience. It helps marketers visualize and understand their visitors better.

Purpose of customer personas is reaching the right people with the right message, offer, and products. Customer personas enable marketers to tailor their strategies and ensure that marketing efforts are more effective and impactful.

1.3.2. How to create customer personas

Gathering information about ideal visitors: To create an accurate persona, you need real data about visitors. Guesswork won't suffice; research is essential.

Reviewing existing customer data: Check if you already have data on visitors. This can include demographics, location, sales history, and customer service notes.

Conducting customer interviews: Directly interview visitors about their experiences with the product or service. Ask about their motivations, how the product solved their problems, and other interests.



Analysing web data: Use social media demographics and website analytics like Google Analytics to gather information about the audience. This data can provide insights into age, gender, and other relevant factors.

Sending out surveys: Email surveys to current visitors to collect information. Encourage participation by offering incentives, such as a free giveaway for completing the survey.

1.3.3. How to define a customer persona:

Defining customer interests, traits, and demographics: Identify specific details about visitors, such as age, gender identity, income, family size, occupation, education, and location. The more detailed, the better.

Determining goals and barriers: Use collected data to define what visitors want to achieve and the obstacles they face. Goals should be related to the product or service, while barriers can include time constraints, lack of equipment, or past negative experiences.

Creating detailed personas: Combine demographic information, goals, and barriers to form comprehensive personas. For example, a persona could be a 55-year-old woman in the city with a small yard who lacks time for yard maintenance.



Examples of customer personas in the field of cultural heritage:

Customer persona for a museum

Attribute	Details
Name	Sara T.
Age	42
Gender	Female
Occupation	High School History Teacher
Location	Urban Area of Milan / Zagreb
Family Size	Married with two children (ages 10 and 14)
Interests	History, Art, Cultural Events
Goals	To provide educational and engaging experiences for her students and family
Pain Points	Limited time for planning educational trips, budget constraints
Preferred Channels	Social media (Facebook, Instagram), Email newsletters
Motivations	Enhancing her students' learning experience, spending quality time with family
Barriers	Finding affordable and accessible educational activities



Customer persona for an archeological site

Attribute	Details
Name	Dario M.
Age	35
Gender	Male
Occupation	Freelance Photographer
Location	Suburban Area of Florence / Split
Family Size	Single
Interests	Archaeology, Photography, Adventure Travel
Goals	To capture unique and historical photographs for his portfolio
Pain Points	Access to remote sites, obtaining necessary permits
Preferred Channels	Travel blogs, Photography forums, Social media (Instagram, X)
Motivations	Building a diverse and impressive portfolio, exploring new places
Barriers	High travel costs, logistical challenges in reaching remote locations



1.4. Encore: Marketing Funnel + Strategies

This section provides an integrative overview of strategic approaches aligned with the stages of the digital marketing funnel. Emphasis is placed on actionable methods for enhancing audience engagement, guiding potential visitors through the customer journey, and fostering sustainable interest in cultural and heritage institutions.

1.4.1. Awareness – Strategies to get visitors introduced to a brand

Understanding the Awareness Stage is the first stage in the marketing funnel where potential visitors become aware of a product or service. They might have a specific problem or pain point they need to solve or encounter the brand through ads.

Importance of First Impressions is crucial as it forms the first impression of the brand. A strong first impression can significantly influence a potential customer's perception and interest.

Difference Between Strategies and Tactics is that strategies are general ideas that support the marketing goal, while tactics are specific actions taken to implement the strategy. For example, social media marketing is a strategy, and posting on social media platforms are tactics.

1.4.2. Awareness – Strategies and tactics for building awareness for institution

Search Engine Optimization (SEO) improves website visibility in search engines like Google or Bing. When potential visitors search for solutions to their pain points, appearing at the top of search results increases brand awareness.

Search Engine Marketing (SEM) increases website visibility through paid advertisements. SEM helps the brand appear near the top of search results, making it more likely for potential visitors to notice.

Display Ads use graphic-based ads (photos, videos, text) on websites and applications. Display ads on sites frequented by potential visitors to build brand awareness.

Social Media Marketing refers to posts on social media platforms like Facebook, Instagram, or LinkedIn. Encourage followers to share posts to introduce the brand to new audiences.

Social Media Advertising refers to paid ads on social media platforms targeting new potential visitors based on their interests. Ads can appear in non-followers' feeds to increase brand visibility.



Video Marketing uses video ads, such as YouTube ads, to build awareness. Target potential visitors based on their previous video-watching behaviour.

Influencer Marketing refers to partnership with influencers to promote the product or service. Influencers can review and share their experiences with their followers, increasing brand exposure.

Content Marketing creates and distributes valuable content like e-books or educational web pages. Content marketing often ties with SEO or SEM to get content in front of potential visitors.

1.4.3. Consideration – Strategies to build interest for the institution

Difference Between Awareness and Consideration is that in the consideration stage, marketing strategies focus on providing detailed information and addressing specific customer needs. This includes targeting previous visitors and using more persuasive content.

After potential visitors become aware of the brand, the next step is to build their interest in the product or service. This stage is crucial for moving them closer to making a purchase, or making a desirable action.

Strategies from the awareness stage, such as social media marketing and content marketing, are still relevant. However, the content and targeting will be more in-depth and persuasive.

Unique Selling Proposition (USP) Clearly explain why the service is better than the competition. Ensure the USP is highlighted and repeated often to reinforce its value.

Testimonials can be written, audio, or video, and help potential visitors envision themselves benefiting from the service.

Case studies are detailed and often in written format, showcasing the progression and success of projects. They provide in-depth examples of how the service has helped others.

Remarketing Ads target previous purchasers, subscribers, or website visitors with ads. Remarketing keeps the brand top- of-mind and encourages potential visitors to reconsider the service.



Webinars should offer valuable content to attract attendance and promote the service. Host educational presentations online to inform and engage potential visitors.

Email Marketing refers to sending promotional or educational emails to an email list. Use emails to provide more information about the services and include testimonials to build trust.

Through **Social Media Marketing** followers can be engaged by consistently posting. Use varied content to maintain interest and build a stronger connection with potential visitors.

1.4.4. Conversion – Strategies to increase a conversion rate of website

Conversion refers to the process of encouraging potential customers to take a desired action, such as making an online purchase, subscribing to a newsletter, downloading a brochure, or watching a video. It plays a vital role in assessing the success of a website or marketing campaign. However, many visitors face obstacles that prevent them from converting. These challenges may include complications during the checkout process or simple distractions that draw them away before completing their actions. To overcome these issues, it is essential to ensure the checkout process is as smooth and intuitive as possible, addressing any uncertainties that could cause hesitation.

The conversion rate, which measures the percentage of website visitors who complete a desired action, is a key indicator of performance. Even minor improvements in this rate can result in significant revenue growth, making it a priority for optimization. One effective strategy is to streamline the checkout process by removing unnecessary fields and steps. Modifying the purchase button to display clearer prompts like "Buy Now" and offering multiple payment options such as Google Pay can also help improve completion rates by enhancing convenience and reducing friction.

Visual presentation is another important factor. High-quality service photos, including varied angles and lifestyle imagery, can greatly influence a customer's decision. Inviting customers to share their own photos in reviews builds trust and adds authenticity. Additionally, persuasive and emotionally resonant product or service descriptions can make a substantial difference. The text should not only explain features and benefits but also provide a compelling reason to make a purchase or engage with the service.

Providing real-time support through live chat can help resolve customer questions and concerns during the checkout process, improving conversion chances. If live chat is not an option, automated



chatbots can offer basic assistance and keep users engaged. For those who leave the site without completing a purchase, targeted strategies such as sending reminder emails or using remarketing ads can encourage them to return and finalize their transaction.

Another critical element is website speed. Slow-loading pages can drive potential customers away, so optimizing performance by reducing image sizes and improving technical efficiency is essential to keep users engaged. Finally, continuous improvement through A/B testing is highly recommended. By comparing different versions of a webpage testing variations in images, headlines, and call-to-action buttons businesses can gain valuable insights into what drives better performance. Tools like Unbounce, AB Tasty, and Optimisely are especially useful for running these experiments effectively and making data-driven decisions.

1.4.5. Loyalty – Strategies to increase loyalty after the conversion

Turning visitors into Brand Advocates, during the loyalty stage, visitors become repeat buyers and advocates for the brand. They may share their positive experiences with family, friends, and on social media. Importance of digital tools, with the available digital tools, it is easier than ever to convert visitors into loyal followers. These tools help maintain engagement and encourage repeat purchases. Benefits of loyalty strategies, implementing loyalty strategies can lead to increased conversion rates and conversion value. Loyal visitors may also promote the brand, providing free marketing.

Effective strategies to build customer loyalty for institution are reward programmes, email marketing, social shares, remarketing ads, positive reviews, birthday and anniversary discounts, freebies and amusing confirmation messages. Reward programmes encourage repeat purchases through reward programmes. Many POS systems offer built-in reward programmes. Email marketing, keep the brand in front of visitors with valuable and engaging emails. Educate visitors, share the brand story, and avoid unsubscribes by providing consistent value. Social shares, encourage visitors to follow and share the brand on social media. Deliver shareable content to increase brand visibility among their followers. Remarketing ads, use remarketing to re-engage paying visitors with new ads. Recommend additional services or add-ons based on previous purchases. Positive reviews, with them you encourage satisfied visitors to leave positive reviews. Share these reviews on the business' website, social media, and through email marketing. Birthday and anniversary discounts, offer discounts on visitors' birthdays or the anniversary of their first purchase. This personal touch can enhance customer loyalty. Freebies, provide branded freebies like stickers, magnets, or t-shirts. These items



keep the brand top-of-mind and can be a pleasant surprise for visitors. Amusing confirmation messages, adds personality to confirmation emails or texts. Use descriptive language to make visitors excited about their purchase and enhance their overall experience.

1.5. Tools for success

Technologies are increasingly shaping the success of cultural institutions by enhancing accessibility, education, and engagement for visitors. Virtual Reality (VR) is one of the most transformative tools in this context. It enables museums to offer virtual tours, allowing people around the world to experience exhibitions remotely. With devices such as VR headsets, motion controllers, sensors, and haptic feedback technology, users can interact with digital reconstructions of artefacts and historical environments in immersive ways. Museums use VR to create interactive exhibits, recreate historical events, and tell engaging stories that bring collections to life. This not only aids in learning but also ensures accessibility for people who may not be able to visit in person.

Augmented Reality (AR) similarly enhances the visitor experience by overlaying digital information onto the physical world. Through devices like AR glasses, smartphones, and tablets, as well as specialized software, museums can create interactive and educational layers that complement real-world exhibits. AR is used in institutions such as the Acropolis Museum and the Colosseum to reconstruct ancient buildings and recreate historical events. It allows for hands-on learning without the need for physical interaction, thereby preserving fragile artefacts. In addition, AR provides tools like translations and visual aids, which make exhibitions more inclusive and accessible to diverse audiences.

Other technologies further contribute to institutional innovation. Visitor flow technology helps optimise the physical layout of exhibitions by tracking visitor movement, enhancing navigation and comfort. Geographic Information Systems (GIS) are essential in mapping and analysing archaeological sites, offering valuable spatial insights. Photogrammetry software plays a critical role in preservation by generating accurate 3D models of artefacts and locations from photographs. Projection mapping transforms spaces by projecting images onto surfaces, creating immersive visual experiences.

Binaural technology adds depth to audio exhibits by replicating the way humans naturally perceive sound. This creates a 3D auditory environment, making visitors feel as though they are within the



setting being described. Museums like The Met have incorporated binaural audio into their exhibitions, such as in the Visitors to Versailles display, to deepen sensory engagement. Holographic displays also bring a new dimension to exhibitions, using laser-based imaging techniques to present realistic, three-dimensional visuals that captivate and inform.

Digital twins, or virtual replicas of physical objects and spaces, allow for detailed study, interaction, and preservation without endangering the original artefacts. This is particularly useful in archaeological research and museum conservation. Finally, gamification, the use of game-like elements in non-game settings, is becoming increasingly popular in museums. It motivates visitors to engage more deeply with exhibits by adding interactivity, challenges, and rewards, turning learning into a playful and memorable experience. Together, these technologies not only modernize the cultural sector but also ensure that heritage is preserved and shared in ways that resonate with today's digitally oriented audiences.

1.6. Case studies: Hand-picked digital marketing use cases

This section presents selected case studies that illustrate best practices in the application of digital marketing within the cultural heritage sector. By examining real-world examples, it aims to highlight innovative strategies, tools, and collaborative approaches that have successfully enhanced visibility, engagement, and public access to cultural content.

- 1. The Digital Museum of Denmark, has a comprehensive digital platform:** It is a ground-breaking initiative that combines collections from over 1,000 Danish museums into a single, accessible digital platform. Vast array of cultural artefacts, users can explore a wide range of cultural artefacts, artworks, and historical documents from across Denmark. User-friendly and interactive: The platform features user-friendly search functions and interactive elements, making it easy for visitors to engage with Denmark's cultural heritage. Educational resources, digital museum provides educational programmes and resources for schools, enhancing students' learning experiences and fostering a sense of national identity.
- 2. The French National Institute for Art History (INHA),** has digital heritage initiatives. INHA leads digital heritage projects like "Histoire de l'Art en Ligne," offering free online access to art history resources. Comprehensive resources: The platform includes digital publications, research databases, and virtual exhibitions, aiding students, researchers, and the public. Collaborative



digitization, INHA works with museums and cultural institutions to digitize artworks and documents for scholarly research and public engagement. Community building, this collaborative approach enriches resources and fosters a vibrant community of art historians and enthusiasts.

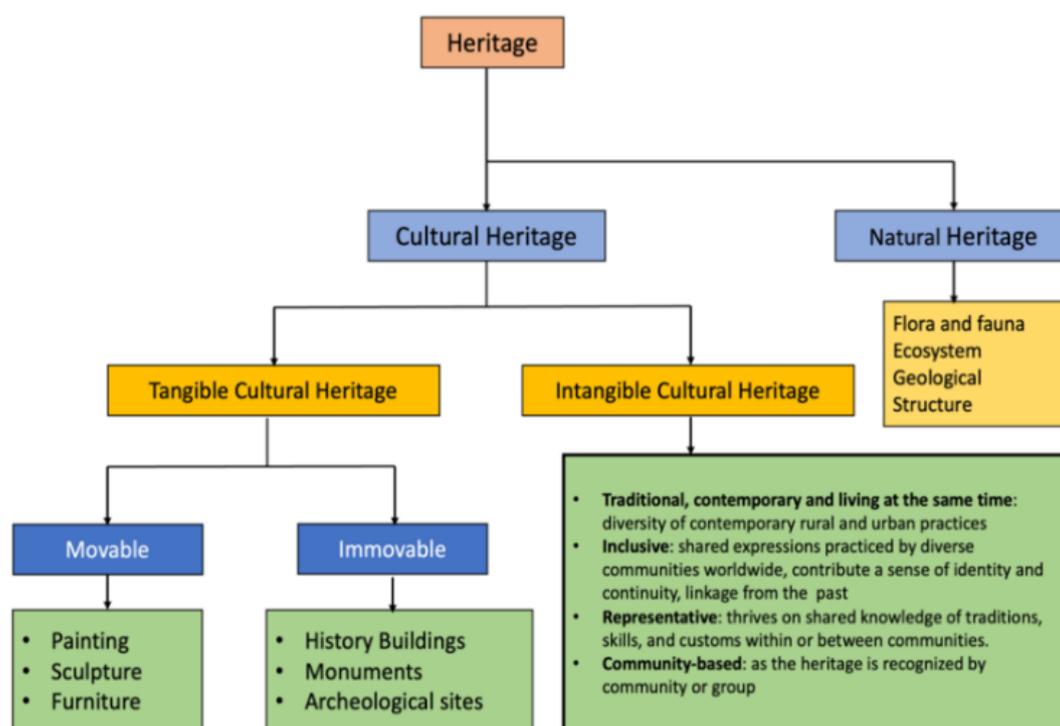
- 3. The Europeana Initiative, ambitious digital heritage project.** Europeana is a major initiative by the European Union to digitize and provide access to cultural heritage items from across Europe. Diverse materials, the platform includes images, texts, audio, and video, all accessible through an intuitive search interface. Collaborative effort, Europeana works with various institutions to ensure diverse voices and perspectives are represented in the collections. Educational and public engagement, the initiative aims to make Europe's cultural heritage accessible for education, research, and public engagement, promoting a deeper understanding of the continent's history and diversity.
- 4. The University of Edinburgh's Digital Heritage Projects has digital heritage initiatives:** The University of Edinburgh is advancing digital heritage through projects like the Edinburgh Cultural Heritage Research Group, focusing on the application of digital technologies in cultural preservation. Innovative projects, initiatives include digitizing rare books, manuscripts, and historical documents, and developing virtual reality experiences for interactive exploration of historical sites and artefacts. Interdisciplinary collaboration: The university promotes innovative approaches by bridging technology, history, and education through interdisciplinary collaboration. Collaborative efforts in Europe, there is collaboration between museums, universities, and libraries in Europe to ensure the preservation and accessibility of cultural heritage for future generations.



2. Holistic approach in the interpretation of cultural heritage

First, a question, “What is cultural heritage?”. Cultural heritage refers to tangible and intangible assets (resources) inherited from past generations that hold significant cultural, historical, or social value. It helps define a community’s identity, connects people to their history, and enriches human culture as a whole.

Classification of Cultural Heritage:



Cultural heritage is considered to be important because of Treaty of Lisbon: Article 3 (3) of the Treaty on the European Union (TEU) stipulates that the EU “shall respect its rich cultural and linguistic diversity, and shall ensure that Europe’s cultural heritage is safeguarded and enhanced” and Article 167 of the Treaty of the Functioning of the European Union (TFEU) emphasizes the aim for the EU to promote the flowering of cultures and cooperation among Member States. Cultural heritage is the cement that shapes and fosters our common European sense of belonging (community identity). It contributes to the EU’s social cohesion and its democratic values as well as its economy’s sustainability, attractiveness and vitality.



2.1 Holistic approach

Holistic approach to cultural heritage involves and consists of considering cultural heritage in its entirety, integrating both tangible and intangible elements. This means looking at how physical artefacts and monuments are intertwined with living traditions, practices, languages, and community values.

Cultural heritage is classified into:

Tangible Heritage: This includes physical artefacts, buildings, monuments, and landscapes. The holistic approach considers these alongside other forms of heritage rather than in isolation.

Intangible Heritage: This encompasses traditions, oral histories, languages, rituals, festivals, and performing arts. The approach integrates these non-physical elements as essential to understanding the full cultural context.

Natural Heritage: This includes natural landscapes, biodiversity, and ecosystems that have cultural significance. The holistic approach recognizes the cultural value of nature and its role in shaping human identity and traditions.

Digital Heritage: This covers digital media, archives, and the digital preservation of cultural artefacts. It acknowledges the growing role of digital technology in preserving and accessing cultural heritage.

Community Involvement: A holistic approach involves local communities, recognizing their role in preserving and transmitting cultural heritage. It values community knowledge, practices, and engagement as critical components.

Interdisciplinary Collaboration: It brings together experts from various fields—archaeology, anthropology, history, conservation, architecture, and more—to address cultural heritage comprehensively.

Sustainability: The approach emphasizes sustainable management and conservation practices to ensure that cultural heritage is preserved for future generations.



Cultural Context: It considers the cultural, historical, and social contexts in which heritage exists, acknowledging the dynamic and evolving nature of culture.

Inclusive and Diverse Perspectives: The approach promotes inclusivity and diversity, ensuring that multiple voices and perspectives, including marginalized and indigenous communities, are represented in heritage management.

2.2. Valorisation of cultural heritage

Valorisation of cultural (archaeological) heritage is crucial in fostering a community identity. Community identity is a set of unique attributes including customs, culture, language, and historical landmarks that collectively defines a specific group or area. Archaeological heritage shapes local communities by connecting them to their history, fostering cultural pride, preserving traditions, providing educational opportunities, boosting tourism and the economy, and strengthening community identity and cohesion. The role of archaeological heritage goes beyond preservation; it serves as a foundation for collective memory and identity, linking modern communities with their historical roots.

2.2.1. Challenges in valorisation of cultural heritage

There are some challenges, the challenge lies in effectively integrating tangible heritage such as monuments, buildings, and physical artefacts with intangible heritage, which includes local traditions, legends, and cultural practices. Therefore, many archaeological parks or sites offer insights not only through the physical remnants of ancient urban planning but also through the intangible aspects—local legends, oral histories, and the cultural practices that have persisted in the surrounding communities. This blend of tangible and intangible heritage consolidates cultural identity by linking the physical spaces with the lived experiences of the people.

Strategies:

Contextual Interpretation: Present tangible heritage (monuments, buildings, artefacts) alongside the stories, traditions, and cultural practices that give them meaning. Use interpretative materials like signs, guides, or digital platforms to explain their cultural significance.



Community Involvement: Involve local communities in heritage management and storytelling. Encourage them to share their traditions, legends, and practices related to tangible heritage sites.

Interactive Exhibits: Create interactive exhibits in museums or heritage sites that combine physical artefacts with multimedia presentations of local traditions, music, and stories.

Cultural Festivals and Events: Host festivals and events at or near tangible heritage sites that celebrate and demonstrate intangible cultural practices, such as traditional music, dance, or craft-making.

Educational Programmes: Develop educational programmes for schools and the public that link tangible heritage to intangible cultural narratives, promoting a deeper understanding of both.

Digital Integration: Use digital platforms to create virtual tours or augmented reality experiences that connect physical sites with intangible heritage elements like folklore and historical narratives.

Policy Development: Develop policies that ensure both tangible and intangible heritage are preserved and promoted together, recognizing their interconnectedness in heritage management plans.

By combining these approaches, it is possible to create a holistic experience that enhances the appreciation and preservation of both tangible and intangible cultural heritage.

2.3. Tourism as a tool for preserving cultural heritage

Tourism can play a significant role in preserving cultural heritage when managed responsibly and strategically. One of the most direct ways tourism contributes to preservation is through the funding it generates. Revenue from tourism activities can be allocated to the restoration and protection of heritage sites and cultural traditions, helping to maintain them for future generations. Additionally, tourism serves as a powerful tool for raising awareness. By drawing visitors to culturally significant places, it spreads knowledge about their historical and cultural value, thereby inspiring both locals and visitors to support preservation efforts.



Tourism also has the potential to revive and sustain traditional practices. The demand for authentic experiences encourages the continuation of local crafts, music, festivals, and other cultural expressions by creating economic incentives for their survival. This process not only helps preserve cultural identity but also strengthens the local economy. Furthermore, tourism can empower communities by involving them directly in tourism-related activities. Local residents can benefit economically and socially by serving as guides, hosting visitors, or showcasing traditional crafts and customs, all of which help build pride and ownership in their cultural heritage.

Several strategies can ensure that tourism truly acts as a tool for preserving cultural heritage. Sustainable tourism practices are essential to minimize environmental and cultural impacts. For instance, managing visitor numbers and promoting tourism during off-peak seasons, as seen in Machu Picchu, helps protect fragile sites from overuse. Community involvement is another critical element. Engaging local communities in tourism planning and management ensures that their cultural values are respected and protected. Successful examples include community-led tours, such as those conducted by the Maasai people in Kenya, which provide genuine insights into traditional ways of life.

Allocating tourism revenue to preservation and community development is also vital. At Angkor Wat in Cambodia, entrance fees contribute to the maintenance of the site and support local schools, demonstrating how tourism can directly benefit both heritage and community welfare. Promoting authentic experiences is equally important. Avoiding exaggerated or commercialized portrayals of culture ensures that local artisans and performers can present their traditions respectfully and accurately. Supporting these authentic expressions contributes to cultural continuity and integrity.

Incorporating educational elements into tourism experiences can enhance visitor understanding and appreciation of cultural heritage. Signage, audio guides, and workshops, such as those found in Kyoto, Japan, help visitors learn about the significance and fragility of local customs, fostering a respectful approach to heritage. Moreover, effective regulations and policies are necessary to safeguard heritage from overexploitation. These measures ensure that tourism development aligns with long-term conservation goals.

Finally, investing in eco-friendly infrastructure near heritage sites helps reduce the environmental footprint of tourism. Facilities such as composting toilets and the use of renewable energy in eco-tourism lodges demonstrate how infrastructure can support sustainability. When implemented



thoughtfully, these strategies enable tourism not only to coexist with cultural heritage but to actively contribute to its preservation and vitality.

2.3.1. Best practices

Some examples and best practices of how tourism preserves cultural heritage are Bhutan's high-value, low-impact tourism, Peru's Machu Picchu, Rwanda's gorilla tourism and Italy's Cinque Terre. Bhutan restricts tourist numbers by imposing a daily tourism fee, ensuring that cultural sites and traditions are not overwhelmed or commercialized. Revenue supports heritage preservation, such as maintaining ancient monasteries and promoting local festivals. To protect this UNESCO site, Peru introduced a ticketing system with strict time slots and limits on daily visitors. Conservation projects are funded by tourism revenue, and nearby communities benefit through tourism jobs and cultural programmes. The preservation of mountain gorillas and local heritage in Rwanda is supported by eco-tourism. A portion of tourism fees goes directly to conservation efforts and local community development, such as schools and clinics. To prevent over-tourism, Cinque Terre limits the number of daily visitors. Tourism fees fund the maintenance of trails, terraced vineyards, and historic buildings.

2.4. Archaeological sites as a tool for preserving cultural heritage

Archaeological sites can also become a tool for preserving cultural heritage by balancing showcase and conservation. Although there are some challenges there are also solutions to protect fragile features. For example: challenges: foot traffic, exposure to the elements, and improper handling by tourists can damage delicate structures. The solutions are to restrict access to vulnerable areas, such as roped-off sections or boardwalks (e.g., Lascaux Caves in France using replicas to protect the originals).

Some other ways to balance showcase and conservation are:

- Sustainable Tourism Practices: Educate visitors about site significance, emphasizing "leave no trace" principles to minimize impact. Examples: Signs explaining the importance of staying on marked paths or avoiding touching artefacts.
- Monitoring and Maintenance: Regular assessments to address erosion, pollution, or other environmental factors. Use of advanced conservation technology, like 3D scanning, to document sites and create digital replicas.



- Managing Visitor Numbers: Limit daily visitors to prevent overcrowding (e.g., Chichen Itza in Mexico or Pompeii in Italy). Introduce timed ticketing to control the flow of tourists.
- Community-Led Conservation: Involve local communities in decision-making, so they see the value of preserving sites rather than exploiting them for short-term gain.
- Promoting Virtual Tourism: Virtual tours allow people to explore sites without causing physical harm. This has been especially successful for inaccessible or fragile sites like the ancient city of Nimrud.

2.4.1. Examples of archaeology projects

Examples of archaeology projects that have effectively engaged local populations, preserved cultural heritage, and contributed to both scientific research and social development. Some examples are The Case of Petra in Jordan, Great Zimbabwe in Zimbabwe, Göbekli Tepe in Turkey and Chichen Itza in Mexico. The Petra Archaeological Park has involved the local Bedouin community in guiding tours, hospitality, and crafting traditional handicrafts for tourists. Preservation of Cultural Heritage: Strict management has been put in place to protect Petra's ancient ruins while maintaining its accessibility for visitors. Archaeologists continue to study the city's water management system and its role in trade and commerce. Revenue from tourism supports local businesses, schools, and healthcare services for the surrounding communities. Great Zimbabwe, Zimbabwe, the local Shona people have played an active role in the preservation and interpretation of the site, as it is a part of their cultural heritage. Conservation projects aim to protect the stone ruins, which are a key symbol of Zimbabwe's identity. Ongoing research on the stone construction techniques and the site role as a political and trade centre. The site has become a major source of national pride, boosting tourism and providing jobs for the local population in tourism, guiding, and conservation. In Göbekli Tepe, Turkey, local farmers and community members have been involved in the discovery and excavation of the site. Now, they are part of the tourism experience as guides. Strict conservation efforts have been put in place to protect the site carvings and architecture from further erosion. This Neolithic site has provided ground-breaking insights into early human civilization, religion, and society. Tourism has brought in significant revenue to the local economy, supporting local businesses, cultural programmes, and infrastructure development. Chichen Itza, Mexico, the local Mayan population actively participates in the conservation and tourism activities surrounding the site, including conducting tours and selling crafts. Conservation programmes aim to protect the iconic pyramid of El Castillo and other structures from the damaging effects of tourism and environmental factors. Archaeologists continue to study the city's role in Mayan astronomy, architecture, and political systems. Tourism helps support local





Italy – Croatia



employment in guiding, hospitality, and service industries, with revenue contributing to local schools and healthcare programmes.



3. Economic valorisation– creation of new value

In the context of economic valorisation, there are three key concepts that play a crucial role. The first is the cost of inaction. When maintenance or restoration efforts are delayed, costs do not disappear—they escalate. Over time, inaction leads to unaffordable expenses and continued deterioration, resulting in reduced service to society and diminished sustainability. Therefore, economic value must be understood not only in abstract terms but as the tangible cost of investment required to move a monument or heritage asset from one condition to a significantly improved one.

Secondly, markets serve to broaden the scope through which benefits can be identified. They help transform the inherent value of cultural heritage into real economic opportunities that support sustainability. By doing so, they enable cultural goals to be integrated more effectively into public policy and planning, ensuring that preservation efforts are aligned with broader socio-economic strategies.

The evaluation of projects in archaeological areas typically follows a structured process. This begins with identifying the financial, social, cultural, and environmental objectives of a given intervention. Once these goals are clearly defined, appropriate criteria are established to measure how effectively a project can meet them. Each of these criteria is then assigned a performance indicator, allowing for a systematic and transparent assessment of the project's potential impact. This method ensures that archaeological initiatives are not only culturally and historically sound but also economically viable and socially beneficial.



Model regarding the Priming Mechanisms of a Positive Loop through the Investment in Cultural Heritage:



3.1. Space and tourism

Proper management of space as a tourist resource implies an increase in its economic value, ecological values and aesthetic values at the local, regional, national and international level. Its contents and space are not managed in a long-term sustainable manner. The strategic resource and long-term economic potential of the country is being destroyed.

3.2. Spatial planning

The partial interests of the capital, which knows almost nothing about tourism and the features of tourist activity, are increasingly satisfied. Tourism and space are under pressure, there are enormous expectations.

3.3. Planning of tourism and space

Every tourism and spatial planning should be connected with real social, economic, cultural and political circumstances in the environment but also specific development goals.



3.4. Management problems

Insufficiently efficient and inappropriate system of planning- creation of added value. The lack of a tourism master planning system and long-term definition of zones for tourism development. Absence of a complete system of development/project management in localities under the control of local self-government units. Wild construction and misuse of every public, including maritime asset.

3.5. Instead of a conclusion

What kind of tourism wants to develop, which market niches do you want to target? How and in what way to create added value. Tourism is a dynamic and heterogeneous phenomenon, space is multifunctional. Attractive elements of space, excellence tourist destinations measured exclusively with realised experience. The space and ("content") in no way has and must not have an exclusively touristic function. None of the assessment methods used in areas with a dominant tourist function are applicable. Method of balance between protection and tourist demand ($P=f(N, T, E)$). It enables market differentiation and orientation to better market segments. Sustainability needs long-term strategy, defined goals and desired benefits, pricing system and management model – benefit for the domicile.

3.6. Classifications

Innovated comparative classification presents three types of tourists: the traditional tourist, the post-tourist, and the co-tourist. Each type is characterised by different motivations, behaviours, and relationships with destinations and experiences.

The traditional tourist is primarily associated with "sun and fun" holidays, seeking enjoyment in established tourist destinations. Their interest lies in authenticity, often framed within the concept of the 'Grand Tour', and they tend to travel collectively. Traditional tourists are drawn to "old" or historic areas and value relevance in terms of cultural and historical significance. Their approach to tourism is described as seeking—actively searching for meaning or authenticity in their travels.



The post-tourist, by contrast, engages more with everyday life experiences (labelled in the table as „svakodnevnica“, a term borrowed from South Slavic languages meaning "everyday life"). They experience a version of authenticity that is set or placed rather than naturally occurring, and they typically travel individually. Instead of traditional heritage sites, post-tourists may be attracted to kitsch or pop culture expressions, and they approach tourism more realistically. Their style is summarised by the word *doing*, indicating active participation rather than passive observation.

The co-tourist represents a more recent and collaborative approach to tourism. Their primary motivation is the development of social capital—the connections and relationships built through travel. Like post-tourists, they also engage with authenticity that is set or placed, but they adopt a blended approach between individual and group travel. Rather than traditional sites, co-tourists are drawn to casual or social spaces, described here as "places for hanging out". Their focus is on cooperation, and their mode of tourism is best described as interacting, highlighting engagement with people and communities rather than merely with locations or sights.

Overall, this classification reflects a shift from passive consumption of predefined experiences (traditional tourism) towards more participatory, socially driven, and contextual forms of travel (co-tourism).

Innovated Comparative classification:

Innovated comparative classification

Traditional tourist	Post-tourist	Co-tourist
"Sun & Fun"	Svakodnevnica	Social capital
'Grand-Tour'/ Authenticity	(Set - placed) authenticity	Authenticity (set - placed)
Collectively	Individually	Mix
"Old" areas	Kitsch	Places for hanging out
Relevant	Realistically	Cooperation
<i>Seeking</i>	<i>Doing</i>	<i>Interacting</i>



3.6.1. An experience and a tourist product

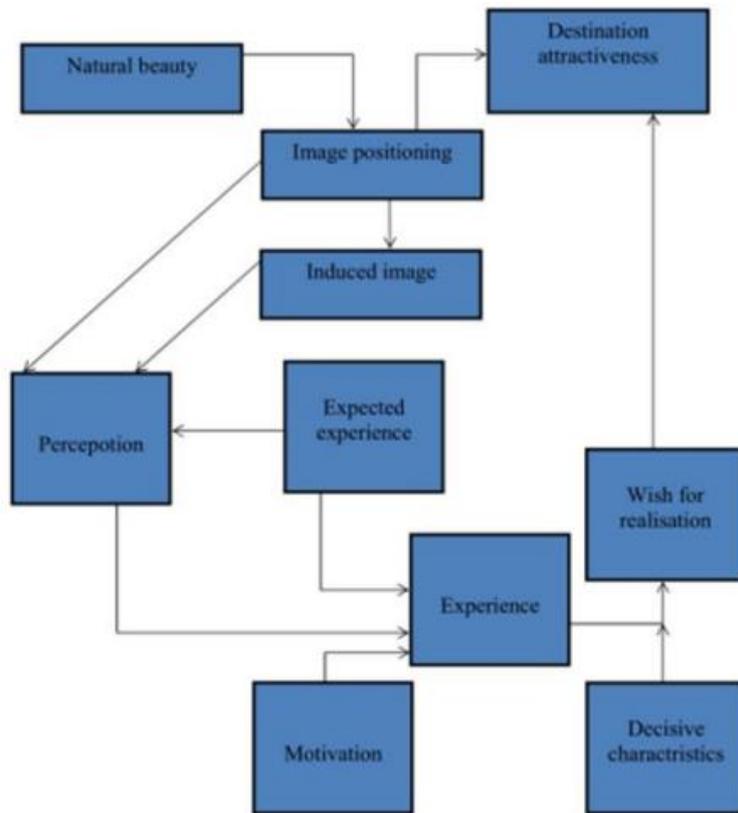
Dominant motive for travel - the need to acquire an unrepeatably, unique experience. Change in the structure of demand for products and services. A modern tourism product that is adapted to the needs of new tourists no longer implies a partnership role for tourists, but individualization and personalization of the experience itself. The traditional positioning of a destination's tourist offer on a macro and micro level is no longer sufficient. The expansion of tourist trips, the rapid and expansive growth of the tourism industry, the conditions of globalization and innovation, are facing the tourism industry with product differentiation. New requirements of tourist demand - use of competitive advantages. Tourist experiences cannot be bought, they can only be directed or customized. No one but the tourist himself has direct control over the power of perception and motive.

3.6.2. Model of tourist destination positioning

Tourism can be seen as a specific form of consumption in which the structure of consumption changes. Consumption during tourist flows is influenced by the perception of authenticity, i.e. the authenticity of content (products and services). Is the touristic valorisation equal to the economic valorisation? Tourism valorisation implies a qualitative and quantitative assessment of the value of tourist motives and cannot be identified with economic valorisation. There are methods for evaluating internal and external factors of the value of a tourist destination. In the case of valorisation, it is adapted to express the assessment of the importance of an individual element for the tourist.



Model of tourist destination positioning:



The most commonly used methods are “The cost method of arriving at the destination”, “The method of hedonic prices” and “Method of contingency assessment”.

Due to the complexity of the space, the hedonic price method was chosen. It is proved to be the most optimal since it is based on the observation of behaviour and existing market requirements, which can apply analogously to trend forecasting. The goal of the hedonic method is to determine the value of a "good" in relation to the price of a similar one, but it can also be extended to determining the value of a good in relation to the expectation and willingness to pay for the same or higher value. It is necessary to establish a correlation between the value (total) and the level of the predicted factors that are specific to each observed locality in the hedonic price function.



Presentation of internal and external factors of value:

Value factors of a tourist destination	The form of the formula
<u>X- sum of evaluation of internal factors of value</u> A - <u>assessment of urbanization</u> B - <u>infrastructure assessment</u> C - <u>assessment of equipment and services</u> D - <u>assessment of inherent characteristics</u>	$X = (A) + (B) + (C) + (D)$
<u>Y sum of evaluation of external factors of value</u> E - <u>assessment of accessibility</u> F - <u>resource specificity assessment</u> G - <u>proximity to emitting centers</u> H - <u>significance assessment</u>	$Y = (E) + (F) + (G) + (H)$

Assessment of internal value factors:

internal value factors				
	A	B	C	D
Assessment of the grade				
f	609	1081	750	980
x	5,53	9,8	6,8	8,9
Grade	6	9	7	9
Assessment of importance				
f	985	1052	1080	1095
x	8,9	9,5	9,8	9,9
Grade	9	10	10	10



Description of the results of the internal factors of the value of the tourist destination:

Internal factors	Description of results
A - Assessment of infrastructure	Development of tourism infra and supra-structure capacity.
B - Assessment of urbanization	Satisfactory, with additional interventions.
C - Evaluation of equipment and services	Improving the education of employees in tourism.
D - Assessment of inherent characteristic	The attractiveness of the area and the large area that enables the creation of a diverse tourist offer, A low level of air, water and land pollution and a climate that enables the development of all forms of tourism - suitable from the aspect of capacity utilization throughout the year, A rich animal fund with a clearly established hunting policy and a rich fish fund, which is also proof of the cleanliness of the sea.

Assessment of external factors of value:

external factors				
	E	F	G	H
Assessment of the grade				
f	880	1067	984	500
x	8	9,7	8,9	4,5
Grade	8	9	9	5
Assessment of importance				
f	989	1060	995	1085
x	8,9	9,6	9	9,8
Grade	9	10	9	10



Description of the results of external factors of the value of the tourist destination:

External factors	Description of results
E - Assessment of accessibility	Favorable geographic location, Accessibility to all localities.
F - Resource specificity	The uniqueness of the elements of the tourist offer.
G - Proximity to emission centers	Relative proximity of emitting centers.
H - Importance of resources	Insufficient economic valorization (space and contents).

Assessment of internal value factors:

	Assessment of the grade	Assessment of importance
	$X = (A) + (B) + (C) + (D)$	
	$X = (A) 6 + (B) 9 + (C) 7 + (D) 9$	$X = (A) 9 + (B) 10 + (C) 10 + (D) 10$
ΣX	31	39

Assessment of external value factors:

	Assessment of the grade	Assessment of importance
	$Y = (E) + (F) + (G) + (H)$	
	$Y = (E) 8 + (F) 9 + (G) 9 + (H) 5$	$Y = (E) 9 + (F) 10 + (G) 9 + (H) 10$
ΣY	31	38



Assessment of the value of the tourist destination:

	Assessment of the grade	Assessment of importance
	$O = (X) + (Y)$	
	$O = (X) 31 + (Y) 31$	$O = (X) 39 + (Y) 38$
ΣO	62	77

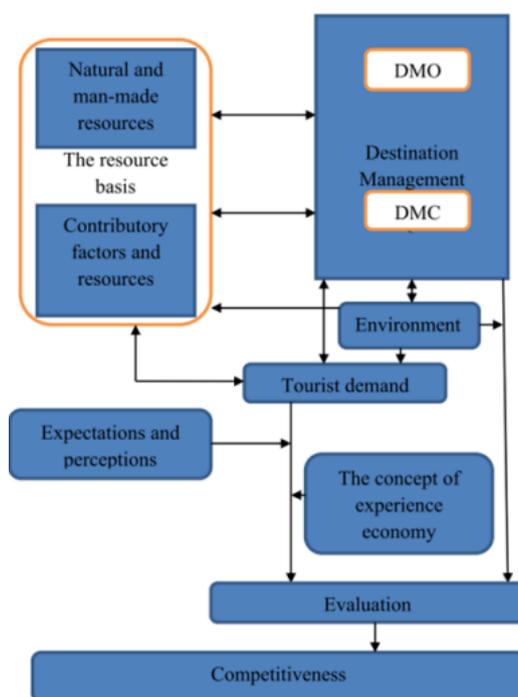
External and internal factors must be developed and upgraded respecting the principles of sustainability with as little intervention in the space as possible with interactive contents that influence the superstructure of the personal experience of tourists. This is possible with the education of tourism employees and the resident population, acting on the awareness of the existence of a significant resource that needs to be protected and valorised. The development of tourism needs to be systematically directed along with the quantitative and qualitative development of economic activities whose output is an integral element of the tourist product. Respecting the assessment of the rating and the assessment of importance, the relevant method is Hedonic Price Method. For optimal valorisation, will adapt the function of the method to be applicable to the observed space. Considering the function $p=(T,N,Q)p = (T, N, Q)p=(T,N,Q)$, where T represents the total area of the space to be valorised, N the number of profit centre units, and Q the environmental quality, the specified adjusted function of the hedonic price method enables the calculation of each attribute. This ultimately yields the implicit price of the observed attribute. By incorporating the assessment of the importance of internal and external factors in relation to spatial planning documentation, it becomes possible to conduct highly effective space valorisation from the perspective of economic evaluation and profit realization. According to the conducted research, it is established that the tourism management and positioning model should be based on the starting points and principles of IQM (Integrated Quality Management). IQM combines four factors: tourist satisfaction, satisfaction of stakeholders in the tourist offer, then satisfaction of the domicile community, and level of environmental quality.



3.6.3. Competitiveness model

Every optimal system must also meet the condition of a feedback loop that enables prompt action to correct and improve the process. The prerequisites for establishment and implementation are manifested in six basic steps: identifying goals and defining the desired state, identifying the subjects of implementation and management, identifying policies and guidelines for creating an institutional framework, implementation, identifying system monitoring and correction system and identifying achieved results. The direction of development can be directed in three main directions of action: maintaining the status quo, sustainable valorisation of space and valorisation of space only with a generic tourist product.

Competitiveness model:



Evaluation of development model forms:

	Development models		
	1	2	3
Economic sustainability	YES	YES	YES
Social sustainability	NO	YES	NO
Environmental(ecological) sustainability	YES	YES	NO



4. Planning for Archaeological Parks and Sites

This chapter explores the principles and methodologies involved in the planning of archaeological parks and sites, with a particular focus on their integration into contemporary urban and territorial governance. Emphasis is placed on the interpretation of archaeological contexts, spatial planning strategies, and sustainable management approaches that ensure the protection and valorisation of cultural heritage.

4.1. Cities from above

The territory in which we live is the result of transformations brought about by humans through the introduction of artificial structures. Each historical phase develops its own anthropic (human-made) structures, which may confirm, reject, or reinterpret the structures of previous periods. In this sense, the territory is like a text that summarizes the processes of anthropic stratification that have taken place over the centuries. The city represents a clear expression of the historical actions of humankind.

The city is born within a specific environmental and social context. The natural environment and the organisation of society provide the references and conditions necessary for the development of settlements.

Relationship between settlement and site is the physical configuration of the land, the presence of water and the climate. Relationship between settlement and social organisation is the proprietary (ownership) system.

The origin of growth refers to the development from the village to more complex forms. Examples of such growth include Paris and Rome. Another type is the origin as a city of foundation, which includes capital cities and military cities. Washington, for example, was founded in 1790. Other examples include the Greek colonies and the Hellenistic cities, the Roman military colonies and the colonial cities, as well as the cities of the regime.



4.2. Urban planning and territorial government

The design of the city is the basis of urban plans. The design of the city is not due to chance, but there is always obedience to rules. For example, the Roman origins of the cities and the *castrum*. The task of the discipline that studies urban morphology is to understand the urban form and the rules of formation and growth of the city, in order to be able to decide and choose the development policies to be included in the urban plans. Urban planning is the set of technical, administrative and economic measures aimed at the control and organisation of the urban habitat. There are three prevalent areas of theoretical research and practical application of urban planning: analyses of urban phenomena; the design of the physical space of the city; participation in political and administrative processes relating to urban transformations. (Treccani Encyclopedia). The word *urban planning* comes from *urbs*, which means city, therefore it can be said that it is the science that studies the city, the territory as modified by man, and studies human settlements of all sizes to decide how to make the transformations necessary to satisfy the needs of the population.

In the second half of the 19th century, health regulations were drawn up which tended to protect hygiene and reduce crowding, the lack of light and air in stacked buildings. The first general rules were established everywhere and extended to all the inhabited areas of the city. Then, for health reasons, it was decided to separate the residences from the industries that emitted seriously polluting fumes. From this was born the so-called *zoning*, which then developed into further subdivisions to meet the needs of traffic and the conservation of architectural and heritage values of the various areas. In essence, zoning was born from the need to separate industrial areas, which pollute the atmosphere with their fumes, from residential areas.

At the same time there is the need for an organic and hierarchical vision of the city, and the need to protect circulation appears. Therefore, to build—even through demolitions—new and wide roads.

Between the end of the 1800s and the beginning of the 1900s, there arose the problem of expansion planning, with the growth of cities that included areas dedicated to public works and services in general, from schools to parks, to sports and military facilities. All these needs find in the master plan the tool that coordinates the various instances in an organic way, giving rise to an organism in which all the parts are diversified and all contribute, in their different characteristics and functions, to the functioning of the settlement.



For the evolution of the Italian plan, it is important to recall what was defined by the architect Campos Venuti, who identifies, starting from the first and second post-war period, three generations of plans. This is an articulation that identifies these tools as "urban reconstruction plans".

4.3. Urban plans intended as programmes for cities

This section examines the role of urban planning as a strategic tool for guiding the development and transformation of cities. It outlines the key phases, methodologies, and governance structures involved in creating comprehensive urban plans that balance historical preservation with contemporary functional needs.

4.3.1. Planning

Planning means working to consolidate future scenarios defined starting from current knowledge, values, and situations. It is inevitable, therefore, that planning discounts significant elements of uncertainty. Plan is the image of a desired future state, taken as a reference as a hypothesis of evolution of complex systems. A scenario will remain a utopia until behaviours, actions, resources, synergies, and paths are identified to make it happen. These are essentially the tasks of planning, which, therefore, is an indispensable prerequisite for action. The two fundamental concepts of urban planning are:

- **Programming:** The set of forecasts to be realised according to pre-established plans.
- **Planning:** It is the technical organisation of a specific territory in order to achieve its orderly and rational use.

4.3.2. The phases of urban planning

Knowledge phase: It consists of the analysis of the territory to be planned through the study of historical facts and trends – demographic, economic and of society.

Programme phase: This phase translates the knowledge acquired into an assessment of concrete needs, past and future, and identifies intervention programmes.

Design phase: This phase defines the development choices for the territory.



4.3.3. The actors in the governance of the territory (U.E.)

Elective institutions are municipalities, provinces, metropolitan cities, regions, state and European Union. Functional institutions are basin authority, consortia, mountain communities, park authorities, ASL (healthcare), FF.SS. (railways), ENEL (energy), ANAS (roads), etc.

The levels of government of the territory:



Italian law is structured around a system of urban planning:

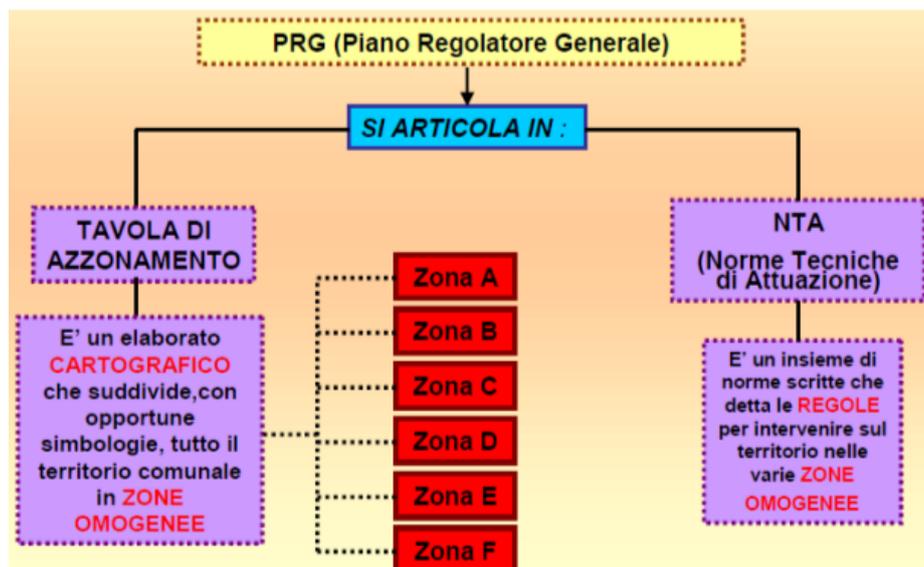
- Territorial coordination plans for the direction and coordination of urban planning activity in certain portions of the national territory, with whose directives the inter-municipal and municipal master plans should conform.
- Intermunicipal master plans, having as their object the urban arrangement of two or more neighbouring municipalities with particular development characteristics.
- Master plans, extended to the entire municipal territory, of which they establish the directives for urban planning and development.



- Detailed plans, which specify these directives with reference to limited portions of the municipal territory, to allow the implementation of the general plans.

The municipal general master plan (abbreviated as PRGC), in the Italian legal system, is an urban planning instrument that regulates building activity within a municipal territory, which every Italian municipality must equip itself with, pursuant to the law.

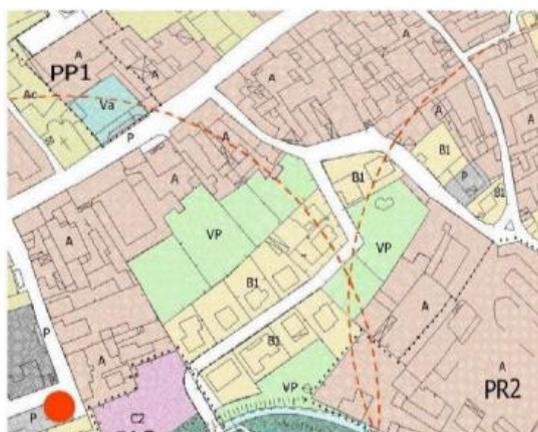
National situation (L.1150/42):



Example of zoning table:

EXAMPLE OF PRG

Example of zoning table



Legend example

ZONE DESTINATE ALL'ATTUAZIONE DI INTERESSE GENERALE

F	Zona per attrezzature (servizi pubblici)
Ac	Zona per attrezzature civili, scuole e religioni (servizi pubblici)
Ve	Zona a verde attrezzata (servizi pubblici)
Va	Zona a verde attrezzata (servizi pubblici)
V	Zona a verde (servizi pubblici)
VP	Zona per impianti sportivi (servizi pubblici)
PR1	Zona per impianti sportivi (servizi pubblici)
PR2	Zona per impianti sportivi (servizi pubblici)

ZONE PER HOUSING A PRESSIONE DIMINUISCIBILE

A	Zona di valore storico-artistico (servizi pubblici)
B1	Zona residenziale urbana con densità elevata (servizi pubblici)
B2	Zona residenziale urbana con densità moderata (servizi pubblici)
C	Zona residenziale urbana con densità moderata (servizi pubblici)
D	Zona residenziale urbana con densità moderata (servizi pubblici)
E	Zona residenziale urbana con densità moderata (servizi pubblici)
F	Zona residenziale urbana con densità moderata (servizi pubblici)
G	Zona residenziale urbana con densità moderata (servizi pubblici)
H	Zona residenziale urbana con densità moderata (servizi pubblici)
I	Zona residenziale urbana con densità moderata (servizi pubblici)
J	Zona residenziale urbana con densità moderata (servizi pubblici)
K	Zona residenziale urbana con densità moderata (servizi pubblici)
L	Zona residenziale urbana con densità moderata (servizi pubblici)
M	Zona residenziale urbana con densità moderata (servizi pubblici)
N	Zona residenziale urbana con densità moderata (servizi pubblici)
O	Zona residenziale urbana con densità moderata (servizi pubblici)
P	Zona residenziale urbana con densità moderata (servizi pubblici)
Q	Zona residenziale urbana con densità moderata (servizi pubblici)
R	Zona residenziale urbana con densità moderata (servizi pubblici)
S	Zona residenziale urbana con densità moderata (servizi pubblici)
T	Zona residenziale urbana con densità moderata (servizi pubblici)
U	Zona residenziale urbana con densità moderata (servizi pubblici)
V	Zona residenziale urbana con densità moderata (servizi pubblici)
W	Zona residenziale urbana con densità moderata (servizi pubblici)
X	Zona residenziale urbana con densità moderata (servizi pubblici)
Y	Zona residenziale urbana con densità moderata (servizi pubblici)
Z	Zona residenziale urbana con densità moderata (servizi pubblici)

The homogeneous zones (defined by D.M. 02/04/1968 n. 1444):

Zona A	parti del territorio interessate da agglomerati urbani di interesse storico, artistico e/o di particolare pregio ambientale
Zona B	parti di territorio totalmente e/o parzialmente edificate che non presentano le caratteristiche di zona A. (Rc > 12,5% e If > 1,5)
Zona C	parti di territorio inedificate (zona di espansione) o dove, pur edificate i limiti sono inferiori a quelli della zona B (Rc < 12,5% e If < 1,5)
Zona D	parti di territorio destinate agli insediamenti produttivi.
Zona E	parti di territorio destinate ad uso agricolo e/o alle attività attinenti alla agricoltura.
Zona F	parti di territorio destinate ad attrezzature ed impianti di interesse generale e collettivo.



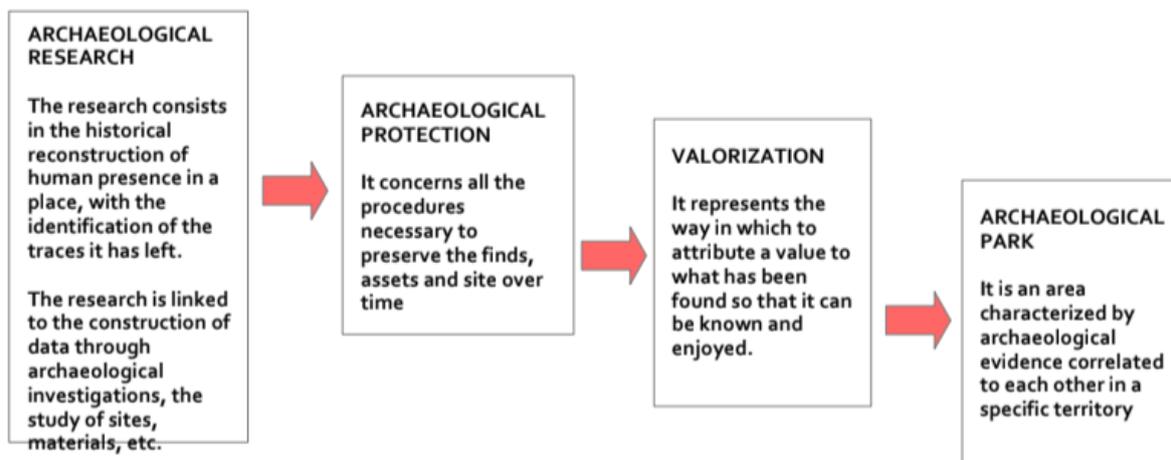
4.4. Plans of archaeological sites and parks

This section focuses on the key considerations involved in planning and managing archaeological sites and parks. It examines the steps required to transform an archaeological site into a park, from initial identification to the creation of the park itself. Central to this process is an interdisciplinary approach that integrates protection, valorisation, management, and public education, with a strong emphasis on safeguarding both cultural and natural heritage. Establishing an archaeological park involves balancing scientific research, the preservation of cultural values, and the need for sustainable economic development, ensuring these spaces are protected and can thrive in the long term.

4.4.1. Archaeological site

An archaeological site is a place where traces of past human activity are preserved and which has been investigated through the use of archaeological methodologies. Archaeology can allow us to analyse the different historical stratifications that are deposited in a site, bringing to light the traces of events that have occurred over time.

The process from site identification to the creation of an archaeological park unfolds as follows:



4.4.2. Definition of archaeological park

In Italy, there is legislation that defines the Archaeological Park, Legislative Decree n.42/2004: "An archaeological park is a territorial area characterized by important archaeological evidence and by the co-presence of historical, cultural, landscape, and environmental values, subject to valorisation pursuant to articles 6 and 111 of the D. Lgs. 42/2004, based on a scientific and management project."

4.4.3. Reflections and evaluations for the creation of an archaeological park

To create an archaeological park, it is essential to identify the necessary and distinctive elements of an archaeological area to guarantee satisfactory quality levels. An integrated protection system should be proposed, considering the cultural, landscape, and urban perspectives, starting from the recognition of existing constraints. The limits and essential requirements for use must be outlined. The importance of research should be recognized, as it is essential to give foundation to any valorisation project and encourage its development and implementation. The economic and financial sustainability of the project must be assessed to avoid failures, which could put at risk even the minimum objectives of protection and conservation. All possible forms of collaboration between public entities in charge of functions related to the territory should be implemented, and relationships with universities, schools, cultural associations, and private individuals should be established.

4.4.4. Project of an archaeological park

Beginning with a scientific project aimed at defining the conceptual framework of a park—whether newly established or subject to redevelopment—it is essential to critically assess the archaeological context and identify potential directions for development.

From this foundation, targeted projects should be developed to address the protection, valorisation, and management of the site. The elements suitable for valorisation must be derived from the initial scientific framework, while maintaining a constant focus on the historical and archaeological themes that underpin the park's intrinsic value, as well as their interrelation with the surrounding environmental context.



In parallel, it is necessary to outline clear strategies for the recovery, restoration, and safeguarding of cultural assets, accompanied by comprehensive communication programmes to support public engagement and understanding.

4.5. Urban planning aspect of the Archaeological Park Plan

An Archaeological Park is a territorial area where a predominantly archaeological value of the landscape has been identified, integrated with the presence of historical, cultural, and environmental values. It is the object of a project for integrated and sustainable development, in close cooperation with the local community. The creation of a tourist ecosystem within which to operate must be an objective of the management processes of an effective and efficient Archaeological Park.

4.5.1. Context analysis and knowledge framework

Crucial parts are the archaeological system, environmental naturalistic system, settlement system, historical and cultural context, the system of fruition and visit and economic system.

Archaeological system includes an archaeological map of the site, archaeological map of the territory (map of absolute potential), archaeological predictivity map of the site and the territory (map of the estimated potential), map of the archaeological vulnerability of the site and of the territory.

Environmental naturalistic systems include geological analysis, analysis of the vegetation-botanical system and the Faunistic analysis.

Settlement system includes - geographical position of the area (plain, hills, mountains, rivers, sea...), relationship with settlements (in a city, in the countryside, near other towns, isolated...), relationship with other nearby historical archaeological areas and connection with historical roads (paths, routes, sheep tracks....).

Historical and cultural context includes historical roadmap and cultural landmarks.

The system of fruition and visit includes Receptivity (hotels, restaurant, etc.), viability and connection (airport, road, stations, etc.), evaluation of the type of visitors, actual or potential and accessibility



Economic system includes data on local tourism (origin, cultural interest, stay or passage...), data on local activities that can support the park (accommodation, catering, other services...) and events (exhibitions, food and wine festivals and more).

Summary interpretation of knowledge:

- a. Synthetic interpretation of knowledge
in function of an integrated approach with touristic ecosystems
- b. SWOT analysis



STRATEGIES AND INDICATION FOR THE REALIZATION AND MANAGEMENT OF PROJECTS

Synthetic interpretation of knowledge in function of an integrated approach with touristic ecosystems: structuring factors, characterizing factors, qualifying factors or situations and critical factors or situations.

S.W.O.T. analysis: strengths, weaknesses, opportunities and threats.

Strategies and indication for the realization and management of projects:

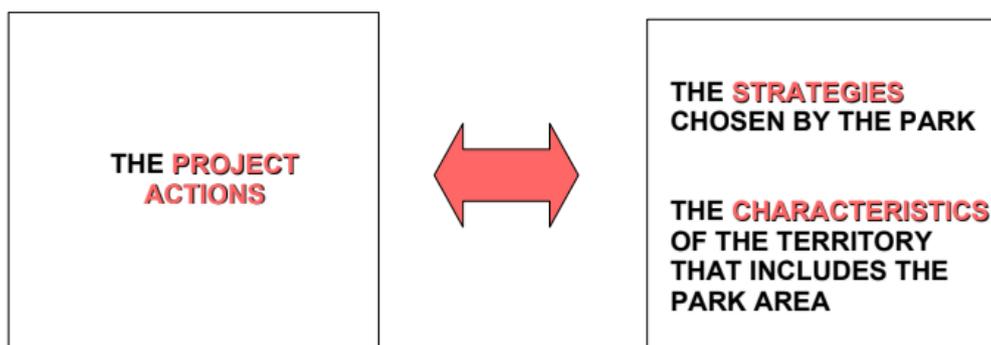
- a. Archaeological park is a key element in the development of a multi-thematic and multi-scale tourism ecosystem
- b. Assessing Cultural Identity and Uniqueness
- c. Tools and Techniques for Evaluation

Plan documents should contain various indications, so you will have a Plan for:

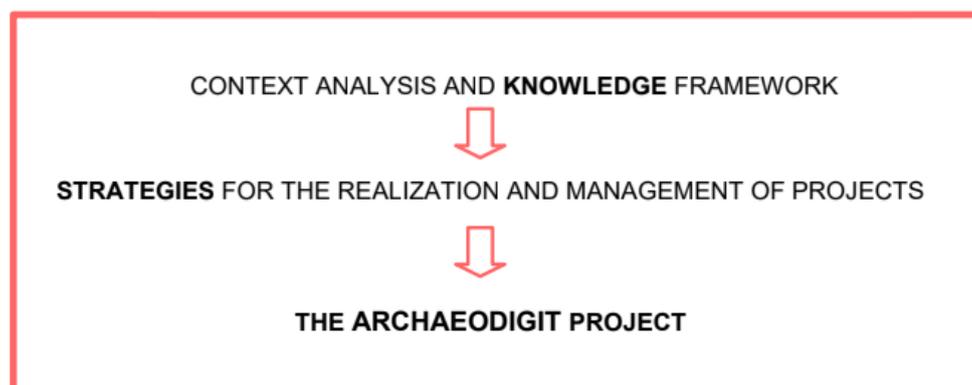
1. Management and implementation of the main infrastructure
2. Restoration and static consolidation of the archaeological heritage
3. Systems of equipment and services for the management of the social function of the Park
4. Integrated valorisation of environmental heritage
5. Preserving Cultural Identity
6. Interpreting Local Narratives and Oral Histories



- 7. Public Engagement, Education and Recreational Functions
- 8. Plan for Communication



Definition of a joint **COMMON METHODOLOGY** for preservation, interpretation and valorization of archaeological areas within a touristic ecosystem



4.5.2. Identification of the territorial context of reference

If the objective is to integrate the Park's management policies with the tourist ecosystem, the plan must integrate the Park's management activities with the surrounding area, stimulating development processes by strengthening local systems and providing the basis for an active stabilization of resources. "The Park becomes a place for active production of culture, proposing itself not only as knowledge-oriented sites but also as places devoted to entertainment, experience, and social activities" linked and oriented to a larger territory. It is necessary to identify the reference context of the Park outside the boundaries of the Park itself, and in the context of the processes of enhancing planning and management as a function of the development of the tourist ecosystem, the



enhancement of the Parks requires the transformation not only of the areas strictly within the Parks but also of specific local contexts.

4.5.3. The local context (the ancient territory)

The local context must be assessed considering the contemporary economic and social context, but it cannot disregard the historical context. The ancient territories surrounding the archaeological sites have a significant impact on both local and regional contexts. At the local level, they connect communities to their historical roots, promoting cultural pride and providing educational opportunities, while also attracting tourism, offering economic benefits to the local area.

4.5.4. The context of the large area

The regional level is necessary for the integrated promotion of shared heritage on a broad scale, enhancing regional identity and encouraging sustainable tourism practices. Regional development policies tend to have a broader scope and more funding, facilitating the integration of park conservation and enhancement with regional development. The provincial level is the one that most facilitates, after the local one, the launching of network projects that can be implemented on smaller/medium contexts, considering the presence of, for example, other archaeological sites and museums in the territory, in order to develop a wider tourist ecosystem, thanks to the development of thematic and management networks.

Framework analysis for identifying strategies and implementation projects:

Archaeological System

Environmental naturalistic System

Settlement system

The system of fruition and visit

Historical and cultural context

Legislative system



4.5.5. Legislative system

Mosaic of urban and territorial planning: comparison with planning

The project for the archaeological area must deal with current planning and programming, regarding which common perspectives and potential synergies can be recorded, but also inconsistencies and negative interferences. In both cases, a dialogue with the bodies responsible for planning and programming on the area under study must be sought, not for a simple adaptation to current planning, but for a reciprocal contamination.

SUMMARY INTERPRETATION OF KNOWLEDGE

a_ Synthetic interpretation and summary interpretation of knowledge
in function of **an integrated approach with touristic ecosystems**

b. **SWOT analysis**



**STRATEGIES AND INDICATION
FOR THE REALIZATION AND MANAGEMENT OF PROJECTS**



5. Storytelling for planning and enhancement of Archaeological Parks and Sites

This section explores the role of storytelling in the planning and enhancement of archaeological parks and sites. Storytelling, in this context, serves as a powerful tool for enriching the visitor experience, deepening understanding, and fostering a connection between the past and the present. By weaving narratives that highlight the historical, cultural, and social significance of these spaces, storytelling can transform them into dynamic, engaging environments that encourage both learning and reflection. The integration of storytelling into the planning process not only enhances the site appeal but also plays a crucial role in its conservation, management, and sustainable development. Through carefully crafted narratives, archaeological parks can offer more than just a glimpse into history—they can bring it to life in meaningful and impactful ways.

5.1. From Public Archaeology to Storytelling - Archaeological Tales for planning, management and enhancement of Archaeological Parks (AP)

Cultural heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge, and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time. A heritage community consists of people who value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generations.

5.1.1. What storytelling is and why we need it

Mediation between scientific knowledge and the public. Communication and dissemination of history, identity, characteristics, messages, and opportunities related to the site.

Museum storytelling plays a fundamental role in bridging the gap between academic knowledge and public understanding. The effectiveness of a museum narrative depends on how well it



communicates content in an engaging, meaningful, and accessible way. The following seven principles outline key elements that contribute to impactful storytelling in the museum context.

Balancing Entertainment and Factual Soundness

An effective museum story must strike a careful balance between engaging the visitor and maintaining historical and scientific accuracy. While narratives should capture attention and spark curiosity, they must never compromise the integrity of the facts. This ensures that entertainment serves as a means to enhance, rather than overshadow, the educational value of the exhibition.

Compactness and Clarity

A successful museum narrative is concise and avoids unnecessary complexity. Due to time constraints and the diverse backgrounds of visitors, the story must be easy to follow and efficiently structured. Compact storytelling ensures that essential messages are conveyed clearly and retained more easily by the audience.

Concreteness and Visual Language

Effective museum stories use vivid, concrete language that evokes strong mental images. Employing descriptive and sensory-rich vocabulary helps to translate abstract concepts into tangible experiences. This kind of visual storytelling is particularly valuable in non-verbal communication and in contexts where artefacts alone may not speak for themselves.

Personal Appeal and Emotional Connection

Museum stories resonate most when they establish a personal connection with the visitor. By addressing universal themes—such as family, identity, conflict, or survival—narratives become relatable and emotionally impactful. A story that appeals to personal experience has the power to transform passive observation into active engagement.

Exploring the Making of Artefacts

A compelling museum story does more than describe an artefact's function or symbolism; it reveals the processes behind its creation. Detailing how objects were crafted—through materials,



techniques, and the hands of specific makers—adds depth to interpretation and humanises the historical narrative.

Challenging Stereotypes and Misconceptions

Effective storytelling does not shy away from confronting popular myths or mistaken stereotypes. Museums have the responsibility to correct inaccuracies and offer alternative perspectives. By doing so, storytelling becomes a tool for critical thinking and promotes a more nuanced understanding of history and culture.

Encouraging Cross-Cultural Comparisons

A meaningful museum story invites visitors to draw connections across cultures and time periods. Highlighting similarities and differences between societies fosters intercultural dialogue and enhances global awareness. Comparative storytelling broadens the interpretive scope and reinforces the universal relevance of heritage.

Seven Principles of Museum Storytelling:

Seven Principles of Museum Storytelling

1. An effective museum story balances entertainment and factual soundness.
2. An effective museum story is compact.
3. An effective museum story is concrete, employing highly visual language.
4. An effective museum story is personally appealing.
5. An effective museum story not only describes artifacts but tells how some of them are made.
6. An effective museum story dislodges mistaken stereotypes.
7. An effective museum story invites cross-cultural comparisons.

5.1.2. Who is the Public

There are specific target groups for collaborations, including experts, stakeholders such as institutions and enterprises, the general public who are non-experts, children (families and schools), young people (families and schools), young adults, mid-age adults, and silver age individuals.



Additionally, there is the public with specific needs, focusing on accessibility and inclusion, such as people with disabilities, children, silver age individuals, and foreign people.

5.1.3. Museums vs Archaeological Parks/Sites

Museums present objects outside their context, with the possibility to group objects by themes. In contrast, archaeological parks/sites present “objects” in their context, where ruins and remains from different periods coexist.

5.1.4. Foundations and Methodologies for Scientific Storytelling

Before initiating storytelling, it is essential to begin with historiography, documentation, and archaeological research. Archaeologists are not necessarily professional storytellers. Interdisciplinary collaborations are important, involving history tellers (Losapio 2018) and teams of employees with different expertise.

There are significant risks associated with missing steps in a proper ‘storytelling chain’. These include the dangers of spectacularizing the narrative, producing incorrect reconstructions, and allowing anecdotes to substitute actual, evidence-based tales.

When working on the storytelling process, it is crucial to address informational gaps with plausible reconstructions. The historical context is fundamental, as complete information is often lacking. A deep understanding of the subject of the storytelling is essential, in addition to interdisciplinarity and the scientific reconstruction of both material and immaterial contexts. It becomes necessary to consider and incorporate plausible elements into the narrative.

The method for constructing proper scientific storytelling, as outlined by Ripanti (2018), involves several key steps. First, one must thoroughly understand the object in question. Next, information should be selected based on the intended audience. Following this, the core idea of the story must be developed, considering the point of view (POV) and the chosen genre of storytelling (e.g., monologue, letter, dialogue). The dramatic premise is then established by defining the possible characters, culminating in the scripting or storyboarding of the final narrative.



5.1.5. Storytelling and ICTs

Information and Communication Technologies (ICTs) serve as facilitators in the storytelling process. It is important to note that storytelling, as well as the Management Plan, should precede the development of technological implementation. The transition from tales to experience involves different degrees of immersivity with technological mediums, which range from low immersivity, medium immersivity, to high immersivity.

5.1.6. Storytelling to represent marginalised groups, identities, communities

Traditional representations in museums, parks/sites, and more generally in dissemination materials tend not to show marginalised groups, identities, or communities. This is often due to the lack of information, particularly literary sources, causing entire groups to be absent from historical reconstructions. For example, the 1984 Women in History and Museums (WHAM) focused on second-wave feminism and the quest for women's representation in museums, history, and dissemination. Nowadays, the focus of gender archaeology has shifted from merely seeking representation to a more intersectional approach that highlights the links between gender, class, race, age, etc.

5.2. Before the Storytelling

The political context can significantly influence the promotion of cultural heritage projects, the ability to participate in European calls for tenders, and the establishment of connections with national and international stakeholders. The economic context must also be considered, particularly in relation to the development of the area where the park is located, including its economic characteristics and the strength of its tourism sector.

The social context plays a crucial role in understanding user profiles and in identifying relationships with the local community. This understanding is essential for the effective implementation of outreach and educational initiatives, as well as for fostering connections with local economic actors.

The technological context should assess the extent of technological infrastructure in the area, such as internet connectivity and Wi-Fi availability. It is equally important to consider the general level of digital literacy among both staff and visitors.



The environmental context must evaluate the site's interaction with its surroundings, including the impact of climate on heritage preservation, safety considerations, and seasonal variations in tourist flows.

The legal context involves identifying the relevant legal framework required for planning and implementation. This includes, for instance, data protection regulations for monitoring systems or procurement laws for public contracts.

In terms of analysis, strengths may include distinctive features of the park, successful innovations, and any actions that contribute to a strong sense of identity. Weaknesses should focus on areas requiring improvement, particularly in relation to communication and the dissemination of content about the park.

It is important to identify critical issues, such as missing elements that need to be developed or actions that may be difficult or unfeasible to implement. Opportunities may arise through improved storytelling, especially when supported by new technologies, which can enrich heritage interpretation and enhance the visitor experience.

Threats include potential obstacles to improving storytelling and knowledge transfer, or challenges related to the implementation and maintenance of technological solutions. These may stem from low levels of digital literacy among staff, the rapid obsolescence of technologies, or high operational and maintenance costs.

5.3. Practical Examples of Storytelling Possibilities, Approaches, Methods, and ICT Tools

This section delves into practical examples of how storytelling can enhance the planning and presentation of archaeological sites and parks, drawing upon various approaches, methods, and ICT tools. It showcases the diverse ways in which storytelling is being integrated into cultural heritage sites, from exhibitions and digital content to immersive experiences such as virtual reality and interactive games. Through these methods, storytelling not only enriches the visitor experience but also fosters a deeper connection with history and culture. By utilising modern technology and creative strategies, archaeological sites and parks can present compelling narratives that bring the



past to life, engage diverse audiences, and contribute to the preservation and sustainable development of these valuable spaces.

5.3.1. Practical Examples of Storytelling Possibilities, Approaches, Methods, and ICT Tools

Practical examples of storytelling possibilities include various approaches, methods, and ICT tools such as expositions, illustrations, graphic novels, environmental reconstruction (e.g., soundscaping), podcasts, edutainment/gaming, social media, public archaeology projects, 3D reconstruction (e.g., videos, 3D printing), augmented reality, virtual reality experiences, and video mapping.

5.3.2. Exhibition Settings and Thematic Contextualisation

The Archaeological Museum of Igoumenitsa: Presents specific settings that tell everyday life stories with thematic contextualisation of the objects.

The Archaeological Museum of Lugdunum (Lyon): Combines exhibition settings with digital content to connect the collection with the site and contextualise the objects by themes.

The Archaeological Museum of Tolentino: Focuses on artisanal activities through a specific exhibition setting that includes dedicated panels, illustrations, and experimental archaeology reconstructions.

5.3.3. Collaboration Projects and Cultural Networks

Le Rues de Lyon: A monthly issue conceived, produced, and sold in Lyon. The authors, illustrators from Lyon (Épicerie Séquentielle, l'association des auteurs de bande dessinée lyonnais), cover historic events or characters from Lyon's history. The magazine is sold primarily in local bookshops, with some issues also available in museum bookshops, especially those related to the specific themes of the museums.

Le Rues de Lyon (Specific Issue): This particular issue covers the foundation of Roman Lyon, Lugdunum.



5.3.4. *Edutainment and Gamification*

The Archaeological Museum of Naples and Its Game: Developed as part of the museum experience, the game allows players' choices to influence the final outcome. Visitors can explore different museum collections and unlock previously unseen content via geolocation. The game starts with a personal story of a boy searching for traces of his father's life but evolves into a universal, timeless narrative. The game spans three kilometres of Naples streets and the museum rooms, featuring ten characters and stories that traverse time but with constant references to contemporary life.

5.3.5. **Social Media Storytelling**

The Roman National Museum: This project began during the pandemic, where each inscription serves as a starting point for telling a specific story.

5.3.6. **Podcasts for Enhanced Museum Engagement**

Museum Secrets and Fingerprints (Ashmolean Museum, Oxford): These podcasts enhance the museum experience without extending the exhibition. They engage visitors before or after their visit, offering the opportunity to focus on specific or minor aspects of the exhibition or create alternative storylines.

5.3.7. **Digital Storytelling and Integrating Exhibitions**

Ebutius's Dilemma (Hunterian Museum, University of Glasgow): This interactive, character-driven exploration merges gamification, digital content, and reconstructions. It narrates the story of a Roman centurion, Ebutius, who left his mark on the Antonine Wall in Scotland. The experience is designed to resonate with today's visitors through universal themes such as love, family, and work.

5.3.8. **Storytelling for Public Archaeology**

Appia Antica 39 Project (University of Ferrara): This public archaeology project uses social media and events to present excavation activities, offering content about the work of archaeologists.



5.3.9. Archaeological Park of Urbs Salvia: A Pilot Action

TRANSFER PROJECT Pollentia-Urbs Salvia:

- First settlement: Possible conciliabulum (meeting room) (3rd century BC).
- Roman colony established in the 2nd century BC.
- The Augustan period marked the first monumentalisation.
- After the 2nd century AD: Decline.
- 4th century AD: Gothic invasion, destruction by Alaric.

The park is connected with the Protected Natural Area of Abbadia di Fiastra, and Roman Urbs Salvia lies in the valley below modern Urbisaglia (from the 12th century onwards).

5.3.10. The Republican Building at Urbs Salvia

Area of the Republican Building: Located at the southwest corner of the forum, this building is interpreted as a cult site. It consists of two identical rectangular spaces (3.7 x 6.3 m) preceded by a portico (7.4 x 4.9 m) and bordered externally by a low wall decorated with 1st Pompeian style paintings.

5.3.11. Archaeological Remains and Preservation Efforts

Visibility of Archaeological Remains: The foundation of the Republican building was built over a previous pottery workshop. Excavation and preservation efforts between 2000-2017 led to the enhancement of the Republican building, though the kilns beneath were destroyed due to their poor state of conservation.

Kilns Complex (2017 Excavations): Kilns A and B are contemporaneous, while Kiln C is the latest addition. As Kiln C was destroyed, a forge was built. The remains of these kilns are preserved, with the area filled with pot sherds.

Current State of Kiln Remains: Following the 2017 excavation campaign, all phases of the pottery workshop are now visible.



5.3.12. Pottery Production and Waste

Kilns A and B: These kilns had circular combustion chambers made from clay and bricks, with a central elliptical pillar. Kiln A had a combustion chamber with a diameter of 1.77 m, while Kiln B had a combustion chamber with a diameter of 1.6 m.

Kiln C and Forge: Similar to the other kilns, Kiln C had a combustion chamber with a diameter of 1.3 m. It was built over the entrance of Kiln B's *praefurnium* (*preheating chamber*), suggesting that it was constructed once Kiln B stopped functioning. A forge was later established on its foundations, indicating that the area shifted from pottery production to metalworking.

5.3.13. The Pottery Workshop of the First Conciliabulum (meeting room)

Artisanal Activities: The pottery workshop, active from the late 3rd to the end of the 2nd century BC, was primarily engaged in producing pottery, including tableware and cooking wares. In its final phase, it also involved metal production. Other artisanal complexes have been identified nearby, with excavations in 2022 revealing a forge in what later became the forum area. These workshops likely occupied the southern area of the forum and were connected with the planning of the *conciliabulum* (*meeting room*).

5.3.14. Evidence of Pottery Production at Pollentia-Urbs Salvia

Waste and Damaged Goods: Many pottery fragments, including overcooked jars and damaged amphorae, were found, providing evidence of local pottery production. These fragments reflect the types of goods produced in the area.

5.4. Accessibility of Cultural Heritage (CH)

The accessibility of cultural heritage for educational purposes can be approached through various means such as edutainment, promotion, and enhancement of sites, engaging the user and community, and gamification. However, there are some challenges, particularly when it comes to users' experiences with highly immersive tools.

The "archaeo-digital" chain project involves the following stages:



- **Excavation and Documentation:** Collecting data during archaeological digs.
- **Research:** Conducting studies based on the findings.
- **Experimental Archaeology:** Reconstructing ancient techniques and tools to better understand historical processes.
- **Enhancement and Communication:** Using technology to improve visitor engagement.
- **Storytelling:** Crafting narratives to bring history to life.
- **3D Modelling and 3D Printing:** Creating digital representations of artefacts and sites.
- **Lights, Green Screen Filming, Sounds, and Music:** Adding immersive elements to enhance the experience.
- **Post-Production:** Refining the digital content.
- **Virtual Reality (VR) Application:** Developing interactive digital tools.
- **Training, Use, and Tourist Implementation:** Teaching staff and engaging tourists with the created digital experiences.
- **Education:** Using these tools for educational purposes.

5.4.1. Republican Kilns: Strengths, Problems, and Opportunities

Existing Situation Analysis

Poor Conservation Conditions: The Republican Kilns are currently in poor conservation conditions, with much of the area covered, leaving only the Republican Building visible to visitors.

Early History of the Site: The kilns are part of the early history of the site, known as Pollentia.

Production Under Study: The production processes associated with the kilns are still being researched.

Opportunities

Visibility for Visitors: There is a significant opportunity to show something currently invisible to visitors.

Enhanced Archaeological Research with ICT: The use of ICTs can enhance archaeological research opportunities, creating more in-depth insights into the kilns.



On-Site Visitor Experience: The opportunity to improve the visitor experience on-site through immersive and digital storytelling tools.

Strengthening Park-Museum Connection: This initiative can strengthen the connection between the archaeological park and the museum, encouraging a more integrated experience for tourists.

Remote Applications: The content created can be used in other locations or events and for remote learning and activities.

Focus on Local Artisanal Activity: Highlighting the still-relevant artisanal activities in the area, such as pottery production, through edutainment.

5.4.2. Storytelling and Communication Focus

Engaging the Visitor

The focus of storytelling and communication around the Republican Kilns involves:

How the Kiln Worked: Explaining the technical aspects of how the ancient kilns operated.

Production Cycle: Demonstrating the entire cycle of pottery production, from raw materials to finished goods.

Engagement with Everyday Life: Encouraging visitor engagement by focusing on the daily lives of ancient people who worked with the kilns.

Earlier Phases of the City: Shedding light on the formative phases of the city and its development.

Immersive Workshop Experience: Offering visitors an immersive experience, giving them a sense of what a pottery workshop might have looked like in ancient times and allowing them to interact with the scene.



5.4.3. Imagining the Artisanal Area of Pollentia-Urbs Salvia

The First Phase of the Complex

Kilns A and B: Archaeological data suggests that kilns A and B worked together during the first phase of the complex.

Pillar Structure: A squared pit identified as the hole for a pillar is linked to the same phase as the kilns. It is hypothesized that the kilns may have been covered by a roof supported by six pillars.

5.4.4. Kiln Classification: Shape, Characteristics, and Features

Archaeological Record: Based on the findings at Urbs Salvia, the kilns align with Type Ia of Cuomo Di Caprio's classification.

Dome Proportions: The dome proportions of the kilns may be approximately 1:2 or 1:3.

Combustion Chamber: The firing chamber, possibly located underground, played a central role in the production process.

5.4.5. Representations of Kilns in Ancient Art and Archaeology

Kilns on Pinakes from Corinth – Penteskouphia

Representations of Firing: Images on pinakes (panels) from Corinth show important information about the firing process, kiln characteristics, and the role of fire control.

Firing Material: The process of setting firing material on fire at the entrance of the praefurnium (*preheating chamber*) and using side doors for the stacking procedure is depicted.

Structure of the Kilns

Permanent Dome with Central Smoke Vent: The kilns were built with a permanent dome featuring a central smoke vent.



Underground Combustion Chamber: The combustion chamber was likely built underground, with a hollow working area in front of the praefurnium (*preheating chamber*).

5.4.6. Structure of a Workshop: Modern Traditional Ceramic Workshops

The structure of a Roman pottery workshop can be likened to the following examples from modern traditional workshops:

Open Yard: A spacious area for storing clay and drying pottery.

Potter's Shed: A separate structure where the potter's wheel and other tools were housed.

Kiln Area: A dedicated area for the kiln, where pottery was fired.

The workshops were typically located in areas with easy access to materials and resources, such as clay pits, water sources, and firewood supplies, but were positioned outside the town to avoid pollution.

5.4.7. Poleis and Artisanal Areas

Workshops as Non-Domestic Installations: Most potter's workshops were non-domestic technical installations focused efficiently on production. They were often situated on the outskirts of towns, linked to accessibility for raw materials and clients, while also being distanced from residential areas to avoid pollution.

5.4.8. A Roman Example from Pompeii

Pottery Workshop in Pompeii: Evidence from Pompeii shows a building with a kiln room, storage spaces, and rooms for the potters. It is suggested that the kilns may have been situated outside the main residential area, with evidence of a porch providing space for workers and clients.



5.4.9. Other Case Studies of Ancient Pottery Workshops

Sallèles d’Aude: A Gallo-Roman pottery complex showing evidence of multiple phases of workshop development, with roofs and mixed structures.

Scoppieto, Umbria: Pottery production here dates back to the Hellenistic period, with a particularly productive phase during the Augustan era. Features include sheds, open spaces, and easy access to the road.

Lyon (Viase): Excavations from the Rue du Chapeau Rouge pottery workshop, active from the 1st to the 2nd century AD, reveal well-preserved structures with clear evidence of rooms for potters and kilns.

5.4.10 Dealing with Plausibility: Reconstructive Hypotheses

To reconstruct the past, archaeologists face challenges in ensuring the plausibility of their reconstructions:

Extant Structures and Evidence: Research relies heavily on the analysis of structures and materials found on-site, often out of context.

Sources and Scientific Studies: Textual sources and studies provide additional context to the archaeological evidence, allowing for more accurate reconstructions.

Visualisation of Reliability: The use of models like the proxy model of the Forum of Augustus demonstrates the different levels of reliability in reconstructing ancient sites. The research process involves comparing evidence, putting it into context, and visualising it for a better understanding of ancient spaces.

5.4.11. Drawing an Artisanal Area: The Layout of a Pottery Workshop

A typical ancient pottery workshop could include:

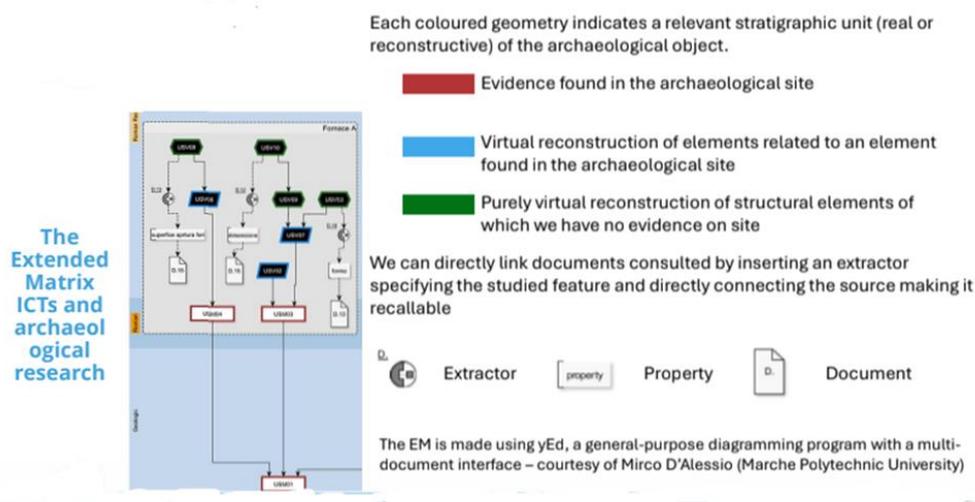
- **Access to Resources:** Proximity to clay, water, and wood sources.
- **Workspaces:** Dedicated areas for modelling, drying, and firing pottery.



- **Storage and Sales:** Space for storing finished products and possibly selling them.

These elements were incorporated into the virtual reconstruction project in Blender, allowing a more accurate representation of the ancient workshop layout. The Open Source EM tool was used to assign each characteristic in the matrix to the corresponding geometry, creating a "Proxy" model divided by stratigraphic units.

The Extended Matrix ICTs and archaeological research:



5.4.12. Bringing the Past to Life through VR

The VR experience of the Republican Kilns at Pollentia-Urbs Salvia focuses on:

Understanding Research Methods: Providing insights into the methods used to explore and narrate the history of the kilns.

Interactive Elements: Offering interactive features that allow users to experience the work processes at the kilns, such as loading, firing, and unloading pottery.



Educational Opportunities: The VR experience is an educational tool that allows visitors to learn about ancient ceramic production in an immersive, interactive manner.

5.4.13. Future Enhancements for the Park-Museum System

Strategic plans for enhancing the Urbs Salvia Park-Museum system include:

Multiple Storylines in the VR Experience: Developing additional storylines to deepen the visitor experience and further connect the archaeological park with the museum.

Musealisation of Ceramic Production: Creating exhibits and content that explore the history and techniques of ceramic production in greater detail.

Interactive and Tactile Experiences: Incorporating 3D prints, tactile objects, and costumes to enrich the museum experience and provide more hands-on engagement for visitors.



6. Introduction to the ARCHAEODIGIT Platform

The digital transformation of cultural heritage management has become a key component in the development of sustainable and inclusive approaches to heritage interpretation. The Archaeodigit platform is conceived as an innovative digital tool aimed at enhancing archaeological sites through integrated digital solutions that support both preservation and public engagement. This platform is designed in alignment with established methodologies and contemporary digital heritage practices, with a focus on accessibility, interactivity, and user engagement.

6.1. Design Methodology and Conceptual Framework

The development of the platform is based on a user-centred design framework, ensuring that the technological and informational architecture responds directly to the needs of its diverse user base. During the design process, targeted surveys are implemented to gather feedback on usability and functionality, facilitating iterative improvement. The interface and user experience are shaped using open-source resources and standardised templates, promoting consistency, interoperability, and inclusivity.

Semantic technologies, including ontologies, are incorporated to support intelligent functionalities and data structuring, particularly where artificial intelligence tools are integrated. Open data standards are applied where relevant to ensure the reusability and transparency of the information.

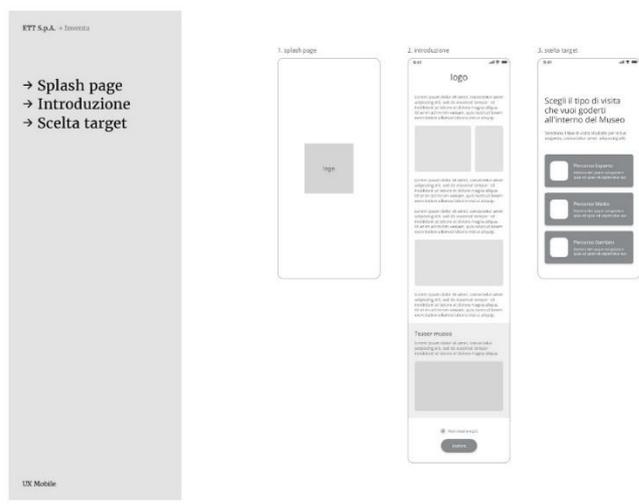
6.2. Technical Features

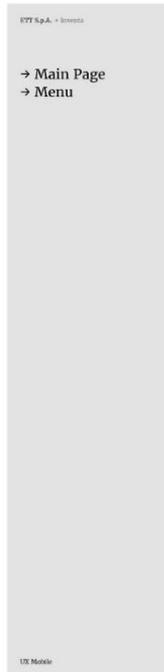
The platform architecture is designed to guarantee long-term sustainability, scalability, and security. A secure digital environment is ensured through the implementation of SSL certification and search engine optimisation (SEO) for all textual content. The interface is fully mobile-compatible, and a cloud-based hosting solution is adopted where possible to support remote access and system reliability. A robust content management system (CMS) is included to allow continuous content updates and decentralised administration by authorised stakeholders.

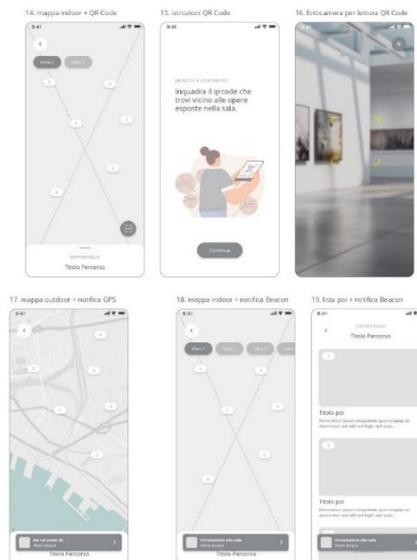
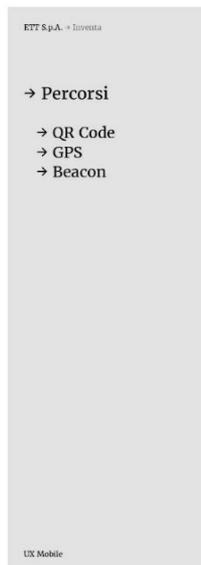
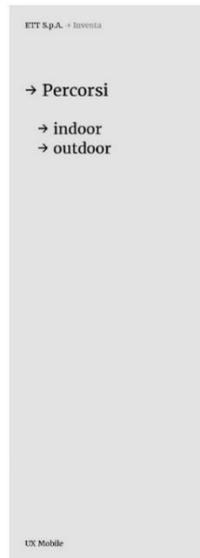


Usage analytics tools are implemented to monitor user behaviour and evaluate the effectiveness of the platform’s interactive features. This data informs ongoing improvements and contributes to the refinement of digital engagement strategies.

Insight into draft Archaeodigit platform:







ETT SpA - Inventa

→ Scheda POI

- gallery
- titolo + testo
- audio
- plus
- preferiti

UX Mobile

20. scheda poi + audio

21. scheda poi + audio + plus

22. scheda poi + audio + testo

23. scheda poi

24. scheda poi + plus

25. scheda poi + testo

ETT SpA - Inventa

→ Preferiti

UX Mobile

26. preferiti - menu + main page

27. preferiti - scheda poi

28. preferiti - poi salvata

29. preferiti - poi rimossa

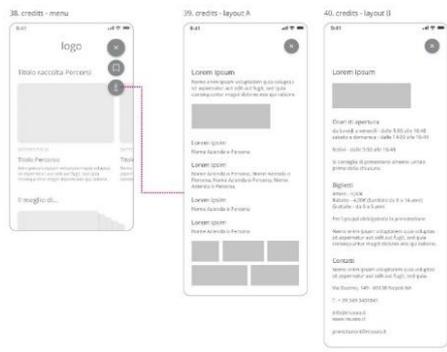
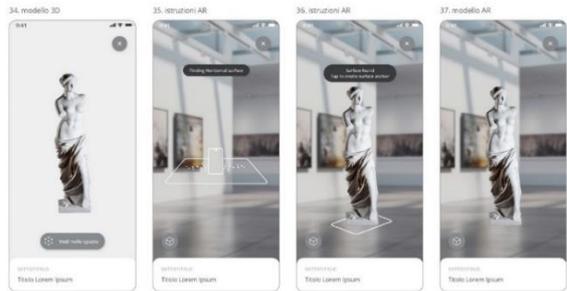
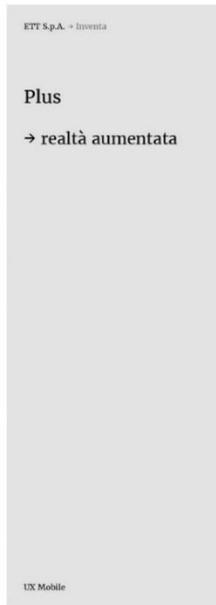
30. preferiti non salvati

31. preferiti salvati

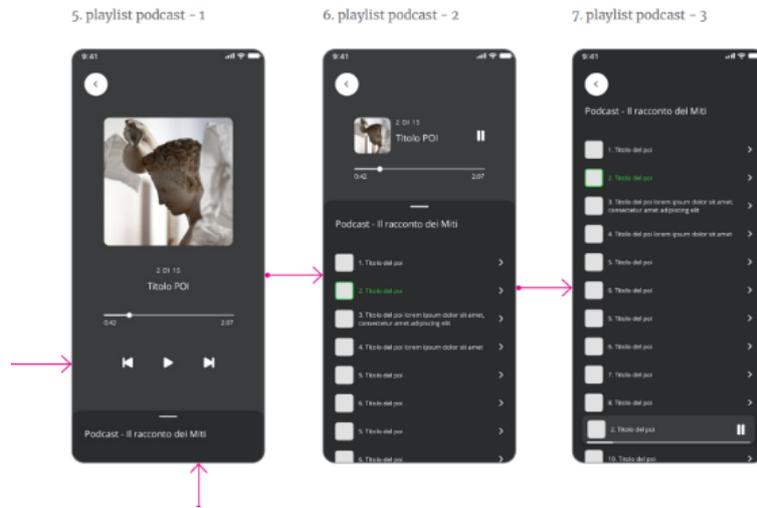
32. prevo poi salvato mappa

33. prevo poi salvato lista

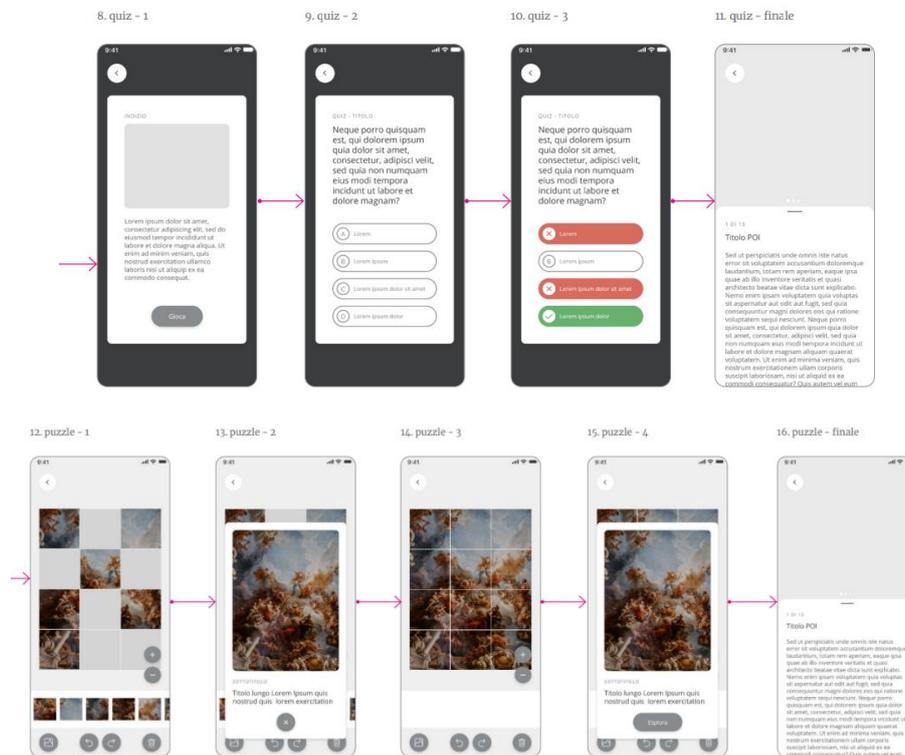


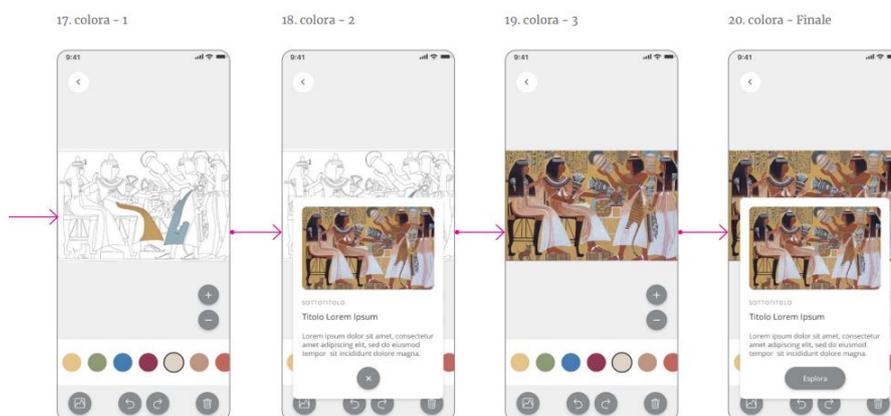


Podcast:



Games:





6.3. Core Functionalities

This chapter outlines the key functionalities of the Archaeodigit platform, focusing on its role in supporting cultural heritage interpretation and stakeholder engagement. The platform integrates advanced digital tools to enable the creation of dynamic cultural itineraries and the dissemination of educational and networking resources.

6.3.1. Digital Cultural Itineraries

A central function of the platform is the production of digital cultural itineraries that link tangible and intangible cultural heritage with relevant tourism services and accessibility information. These itineraries are adapted to various audience profiles and seasonal variations, supporting diverse modes of cultural participation. Immersive technologies, such as interactive applications and digital games, are employed to increase engagement, particularly among younger or digitally native audiences.

The platform incorporates intelligent tools to assist in the creation of content, including semi-automated features that suggest new paths and connections within the heritage data. This reduces the burden of manual content generation and supports long-term scalability.



6.3.2. Educational and Networking Resources

In addition to heritage interpretation, the platform functions as a repository for educational content and as a hub for professional networking. It provides access to training materials, profiles of heritage professionals and mentors, and features designed to support interaction between cultural and tourism sectors. These include digital networking events, such as speed dating sessions and virtual meetings hosted in immersive digital environments.

6.4. Integration with On-Site Systems

The platform is designed to interface seamlessly with on-site digital infrastructures at selected archaeological locations. This integration ensures coherence between the physical and virtual experience, allowing for blended interpretative approaches that enhance visitor understanding and engagement.

6.5. Digital Engagement and Media Components

A distinguishing feature of the platform is its multimedia capacity, including the integration of podcasts, gamified content, and interactive applications. These tools serve to create layered narrative experiences that resonate with contemporary audiences. Through the combination of auditory, visual, and interactive storytelling techniques, the platform fosters a deeper connection between users and the heritage being presented.

These digital components are developed in alignment with international best practices in digital heritage and are informed by interdisciplinary research that bridges archaeology, digital media, and user experience design.



Conclusion

The ARCHAEO DIGIT Masterclass brought together practical knowledge, digital tools, and inclusive strategies to explore how heritage can be preserved and revitalised in today's rapidly changing world.

Across its sessions, the Masterclass explored how digital marketing, audience research, and the development of cultural pathways can help heritage sites reach broader, more diverse audiences. Practical techniques, such as applying customer personas, understanding the marketing funnel, and using analytics, were examined through the lens of promoting cultural assets in a strategic way.

A holistic approach to heritage interpretation was also at the core of the programme. By recognising the nature of tangible and intangible elements participants were encouraged to see heritage not as static monuments, but as living systems grounded in local identity.

The role of tourism was carefully considered as a means to support preservation, education, and economic vitality. Planning tools, sustainability models, and governance frameworks were introduced to help ensure that development supports, rather than threatens, cultural and natural landscapes.

Particular attention was given to storytelling as a transformative tool, capable of deepening visitor engagement, amplifying marginalised narratives, and making archaeology more accessible and relevant. With digital technologies like VR, AR, podcasts, and social media, participants discovered how stories can bring ancient places to life in ways that resonate with today's audiences.

The ARCHAEO DIGIT digital platform, introduced in the final module, represents a tangible step forward, offering tools for designing cultural itineraries, facilitating collaboration, and supporting local ecosystems. It bridges theory with practice, enabling sustainable heritage engagement long after the training ends.

Taken together, the ARCHAEO DIGIT Masterclass has laid a strong foundation for future pilot activities. It reinforces the idea that culture can be a powerful force for sustainable development, social connection, and shared identity.

