



**CHRISTA**  
Interreg Europe



European Union  
European Regional  
Development Fund

# Digitalisation in Sustainable Cultural Tourism - CHRISTA

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# Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions



# Identified Priority themes: of high value to cultural tourism development: 4 I's



1. Intangible Heritage
2. Industrial Heritage
3. Interpretation Facilities
4. Innovation and Digitisation



20 March, 2018 4th Interregional Thematic Workshop:  
Innovation and Digitisation in Riga, Latvia

# Digitalization

**Digitisation:** The term refers to creating a digital representation of physical objects or attributes. In other words, digitization is about converting something non-digital into a digital representation or artifact.

## Innovations and Digitisation: Good Practices Identified

The screenshot displays the Interreg Europe Policy Learning Platform interface. At the top, there is a navigation bar with four categories: Research and Innovation, SME competitiveness, Low-carbon economy, and Environment and resource efficiency. Below this is the Interreg Europe logo and the European Union flag. A search bar and social media icons (Facebook, Twitter, LinkedIn, YouTube) are also present. The main navigation menu includes: About us, Projects, Policy Learning Platform (highlighted), News and events, In my country, Library, Help, and Contact us. A secondary menu below it lists: Expert support, Community, Knowledge hub, Good practices (highlighted), and What is the Policy Learning Platform?. The main content area features a large image of a museum interior with vintage cars. Overlaid on the image is the text: "Good practice: Innovation and digitalization of cultural resources in Riga Motor Museum in Latvia".

# Innovations and Digitisation: Actions by Partner Destinations

## Pafos Regional Board of Tourism, Cyprus (P)

*Enhancing the interpretation facilities of the archaeological park of Pafos through innovative technologies (Pilot: Video clip, Mobile App Touch screens, Survey)*

## European Cultural Tourism Network, Belgium

*Advisory*

## Veneto Region, Italy

*Creation of a promotional video that can enhance the new cultural routes, the experimental experiences and more in general the Intangible Heritage of the Lagoon*

## Region of Central Macedonia, Greece

*Museum is Everywhere - Multimedia Applications in Archaeological Museum of Thessaloniki*

## Region Vastra Gotaland, Sweden

*PRISMA Platform – for storytelling*

## County Council of Granada, Spain (P)

*Creation of a website platform to support and complement the networked centres; Pilot Action*

## Vidzeme Tourism Association, Latvia (P)

*Digital interpretation of the intangible heritage: Pilot Action "Carnikava Lamprey Tabs"*

## Sibiu County Tourism Association, Romania

*OWN Pilot: Sibiu Local Breakfast*

## Burgas Municipality, Bulgaria

*Digitization of movable cultural heritage*

## Intermunicipal Community of Ave region, Portugal

*OWN Pilot: Enhanced reality in the Caurus living Science centre*

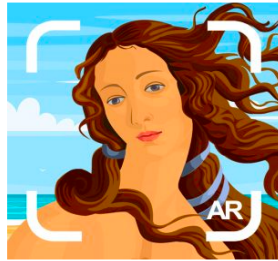
# CHRISTA Pilot Action – Carnikava, Latvia



# Smart Destinations – Use the technologies to become more accessible

## Make your visit even more exciting!

Download our free, user-friendly smart apps and enjoy an amazing experience. Our innovative apps provide a personalised a whether you are a culture lover or an explorer. Enjoy!



## Aphrodite's Birthplace



## 4. COMMUNITY PARTICIPATION AND EMPOWERMENT

- ◆ Creating a public space for the needs of the community in Chengene Skele
- ◆ Representatives of the local community are employed in the Cultural and Tourist Complex besides as animators also as chefs, general workers, gardeners
- ◆ The community is recognized and plays significant role by actively participating in:
- ◆ Numerous cultural events held,
- ◆ Welcoming tourist groups to the wharf,
- ◆ Supplying the restaurant with fresh catch,
- ◆ Fish cooking practices and demonstrations
- ◆ Knitting nets and fishing activities and practices workshops



ΟΡΓΑΝΙΣΜΟΣ ΕΥΡΩΠΕΣ

## Virtual Sightseeing Tours & Experiences

### Virtual City Tours on Facebook Live from the old town of Sibiu for:

- former tourists and their families/ friends
- travel agencies and their tourists who had to cancel their trips
- business companies
- "What Do You See From Your Window"
- Facebook Community (600 k members, 167 countries)
- 2 hours live tour in the old town, about 5-600 live audience, more than 2k in total, 1.4 k comments
- Sibiu was the first city with a virtual tour followed by a tour in Lisbon and one in Budapest.
- great visibility for Sibiu that has become a new destination to visit after the restrictions are over
- a good way to interact with local guides and ask/ answer questions live

### Συνταγή για σουτζυκάκι

Τις βιολογικές συνταγές για την πιο γρήγορη διδασκαλία μαγειρέματος, το οδηγούμε, για να την μεταφράσετε στο σπίτι σας. Είναι απλά και εύκολα, διασκεδάζει τον καιρό μιλώντας να μιλάει για τις αντιστοιχίες σας!

### Συμπεράσματα:

- ◆ τρέψετε ένα κρεμμύδι
- ◆ το σουτζυκάκι
- ◆ προσθέστε μαρούλι
- ◆ ψαμίνα και προσθέστε το αυγό.



"Invitation to a Byzantine meal"



# Ogre city in Vidzeme Region – Smart Destination



**“SMART”**  
Library with  
guide – robot  
Smart solutions  
for electric  
mobility





# Specially Protected Cultural Monument the Turaida Museum Reserve



EUROPEAN  
HERITAGE LABEL



- Stakeholder in CHRISTA and CHRISTA Extended project
- 1<sup>st</sup> prize for the preservation of the Intangible Cultural Heritage at the ECTN Awards 2016
- Latvian Ministry of Culture – Prize of Excellence 2016
- EU Heritage Label - 2022



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Thank you!



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Questions welcome



*CHRISTA Project*