



**Actions of digitization of natural and cultural heritage in Western Greece
during pandemic period: selected cases, conclusions and perspectives –
Innovative digital tools arising during COVID-19 period for sustainable
cultural heritage and touristic development**

Greece

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Introduction

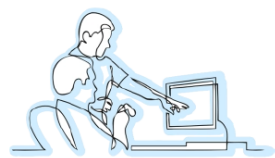
- Digitization of natural and cultural heritage constitutes a strategic goal and a firm concept within the public organizations (regional authorities, research bodies), private entities and citizens' groups and social organizations.
- During the previous programming period (2014-2020) apart CD-ETA there are a few more projects – active in Western Greece and from various European frameworks – tackle the issue:
 - **HERIT-DATA:** Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data - <https://herit-data.interreg-med.eu/>
 - **CI-NOVATEC:** Customer Intelligence for innovations Tourism Ecosystems - <https://interregcinovatec.eu/>
 - **InnoXenia:** Innovation in Tourism in the Adriatic-Ionian Macroregion - <https://innoxenia.adrioninterreg.eu/>
 - **P.A.T.H.:** Promoting Area Attractiveness through Hiking and Introducing a Different Touristic Approach - <http://interregpath.eu/>

Introduction

- Natural and Cultural heritage is always tightly connected with:
 - other widely recognized tourist spots (archeological, leisure, etc. sites and landmarks)
 - dynamic anthropogenic activities & creative industry products (festivals, art exhibitions, culinary events, combined activities such as sporting events, trade fairs, etc.)
- All above aspects constitutes the Local/Regional Tourism Product of a region while their recognition and acceptance depends on tourism/visitors' attraction
- **BUT** COVID-19 imposed all related activities to a “deep freeze”

Western Greece during COVID-19

Regional authority immediate reaction to COVID-19 implied situation, following the worldwide campaign, #STAY HOME STAY SAFE delivered a web portal aggregating digitized resources regarding natural and cultural heritage



Information

Choose appropriate information sources

Let's start!



Have fun

Spend time creatively while at home

Let's start!



Train yourselves

Need of new skills?

Let's start!



Empowerment *for vulnerable populations*

Mens sana in corpore sano

Let's start!



Talk to an expert

Specialists that can help

Let's start!



Get to know our Region

Get filled up with images and experiences

Let's start!



Contribute

Let's make a difference!

Let's start!

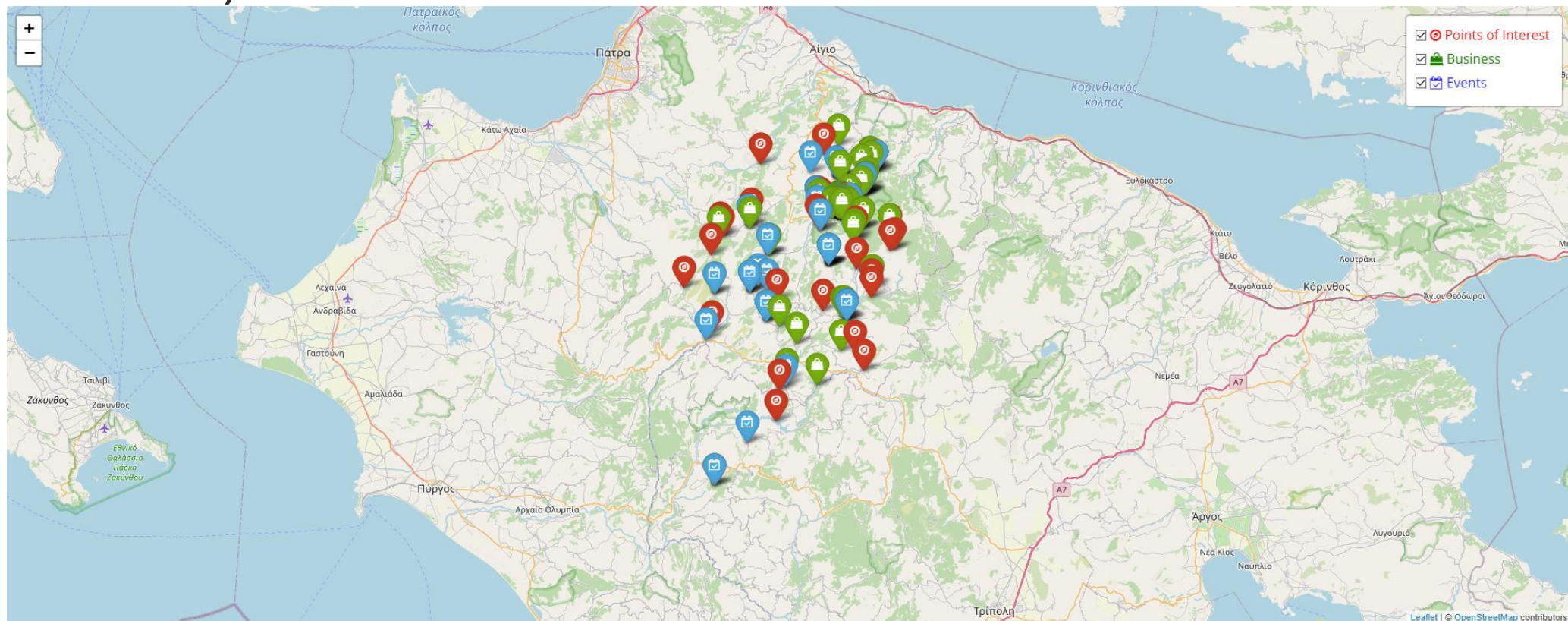
<https://menoumedytikiellada.gr/>

The case of Interreg CI-Novatec

- CI-NOVATEC focuses upon Local Tourism Clusters (LTCs) which formulate one of the most significant boosting factors for regional economic growth of the CBC (GR-IT) area.
- CI-NOVATEC activities and project methodology resulted to the following tangible outputs:
 - A registry with the Points of Interest for each participating Region
 - An ICT-based system for collecting result-driven, bottom-up data, enhancing Customer Intelligence in Tourism Clusters of SMEs.
 - A scalable Customer Intelligence platform consisting of Mobile Applications & a backend Big Data Management system
 - Datasets of visitors' experience related data attributed with locality and chronological coordinates
 - Training seminars & material for Tourism Ecosystem members on Local Tourism Clustering & Customer Intelligence
 - A Cross Border synthesis report on visitors' satisfaction, highlighting best practices, weaknesses, conclusions and proposal, based upon at least 9000 tourist reports
 - A Cross border LTC performance improvement study taking into consideration thematic (Cultural, Natural & Historical) & geographical (mountainous, coastal, rural, urban) characteristics of the pilot areas, addressed towards SMEs, creative industry, natural & historical sites managers.
 - Three regional Tourism development policy papers ie. guides for future investments, according to identified shortages, prospects, trends etc., addressed towards policy making actors & authorities ie. Chambers, Municipalities & Regions.

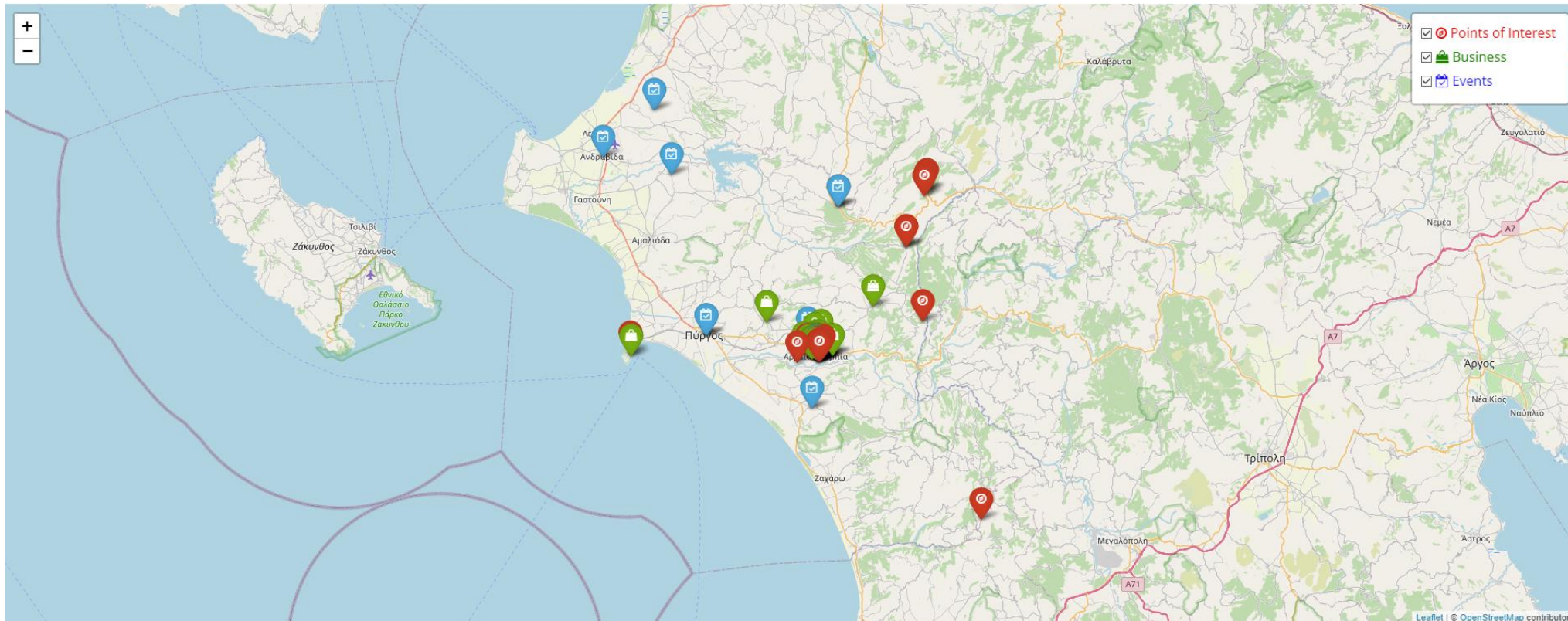
The case of Interreg CI-Novatec

222 digitized items for the pilot area of **Kalavrita** (province of Achaia) in the touristic thematic of: Archeological, Cultural, Historical, Landmark and Natural



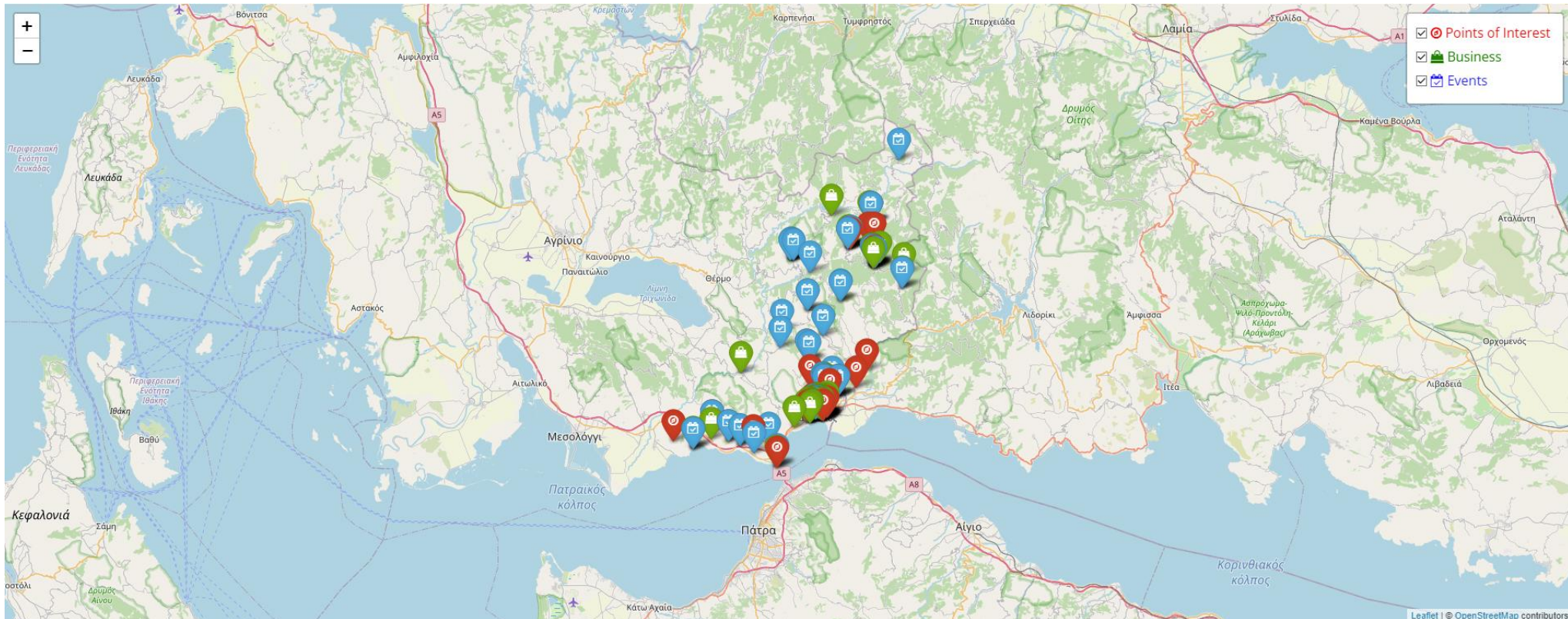
The case of Interreg CI-Novatec

144 digitized items for the pilot area of **Ancient Olympia** (province of Ilia) in the touristic thematic of: Archeological, Cultural, Historical, Landmark and Natural



The case of Interreg CI-Novatec

364 digitized items for the pilot area of **Nafpaktos** (province of Aitolokarnania) in the touristic thematic of: Cultural, Historical, Landmark and Natural



The case of Interreg CI-Novatec

CI-Novatec figures

339

Points Of Interest

1135

Small Medium Enterprises

173

Events

209

Regional Networks Members

214

Questions

413

Visitors

19239

Visitors' Responses

146

Regional Networks Users

The case of Interreg CI-Novatec

- Key Point of CI-Novatec was **Regional Networks** (RNs), comprised of representatives from the Local Tourism Clusters:
 - representatives of small and medium-sized enterprises
 - managers of widely recognized sites (historic & natural heritage) and anthropogenic activities (culture heritage)
 - representatives of municipalities, chambers, development agencies and other local institutions.
- Partners' reaction to COVID-19 situation delivered a web platform for continuing interaction with the Regional Networks in form of Webinars and remote hands-on training on delivered ICT tools - <https://interregcinovatec.eu/en/webinar/join.html>

The case of DiscoverKalavrita.gr

Municipality of Kalavrita designed the touristic web portal promoting local **natural heritage** (example screenshot)



ΚΑΤΑΡΡΑΚΤΕΣ ΑΓΙΟΥ ΤΑΣΙΑΡΧΗ ΒΛΑΣΙΑΣ



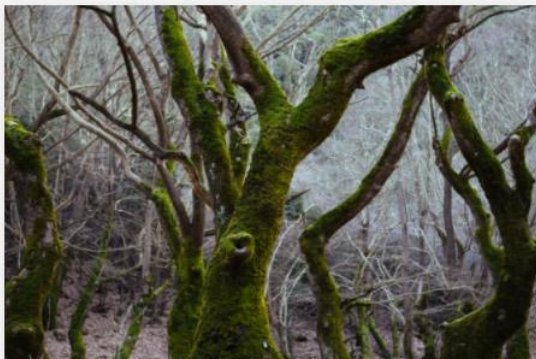
ΦΑΡΑΓΓΙ ΒΟΥΡΑΙΚΟΥ



ΥΔΑΤΑ ΣΤΥΓΟΣ



ΟΔΟΝΤΩΤΟΣ



ΠΗΓΕΣ ΑΡΘΑΝΙΟΥ - ΠΛΑΤΑΝΟΔΑΣΟΣ ΠΛΑΝΗΤΕΡΟ



ΚΛΗΜΑ ΠΑΥΣΑΝΙΑ



ΣΠΗΛΑΙΑ ΛΙΜΝΩΝ

The case of DiscoverKalavrita.gr

and cultural heritage (example screenshot)



ΤΟΠΟΣ ΕΚΤΕΛΕΣΗΣ



ΔΗΜΟΤΙΚΟ ΜΟΥΣΕΙΟ ΚΑΛΑΒΡΥΤΙΝΟΥ ΟΛΟΚΑΥΤΩΜΑΤΟΣ



ΙΕΡΑ ΜΟΝΗ ΑΓΙΑΣ ΛΑΥΡΑΣ



ΠΑΝΕΛΛΗΝΙΟ ΗΡΩΩΝ ΕΘΝΙΚΗΣ ΠΑΛΙΓΓΕΝΕΣΙΑΣ



ΑΡΧΟΝΤΙΚΟ ΠΑΛΑΙΟΛΟΓΙΝΑΣ



ΜΝΗΜΕΙΟ ΦΡΟΞΥΛΙΑΣ



ΜΝΗΜΕΙΟ ΧΕΛΩΝΟΣΠΗΛΙΑΣ

The case of DiscoverKalavrita.gr

supporting also **3D tour** of selected sights (example screenshot)



ΠΕΖΟΔΡΟΜΟΣ

Τα Καλάβρυτα είναι μια περιοχή που έπαιξαν πρωταγωνιστικό ρόλο στην έναρξη της Ελληνικής επανάστασης 1821. Στην Ιερά Μονή της Αγίας Λαύρας, Κατά τον Β΄ Παγκόσμιο πόλεμο, οι Γερμανικοί κατακτητές μπήκαν στα Καλάβρυτα και τα γεγονότα που έλαβαν χώρα σημάδεψαν τα Καλάβρυτα, στις 13/12/1943 τα Ναζιστικά Στρατεύματα εκτέλεσαν όλο των ανδρικό πληθυσμό 14 ετών και άνω και έκαψαν ολοσχερώς την πόλη.

προβολή



ΣΠΗΛΑΙΟ ΛΙΜΝΩΝ (1)

Το Σπήλαιο των Λιμνών είναι μοναδικό στο είδος του σε όλο τον κόσμο καθώς αποτελείται από 13 διαδοχικές λίμνες, σε τρία διαφορετικά επίπεδα και το μήκος του υπολογίζεται κοντά στα 2 χιλιόμετρα. Το αξιοποιημένο μήκος του όμως ανέρχεται στα 500 μέτρα.

προβολή



ΣΠΗΛΑΙΟ ΛΙΜΝΩΝ (2)

προβολή



ΣΤΑΘΜΟΣ ΟΔΟΝΤΩΤΟΥ

Ο Οδοντωτός, είναι μία ιδιαίτερη σιδηροδρομική γραμμή στενού εύρους που συνδέει το Διακοπτό με τα Καλάβρυτα. Η μοναδική διαδρομή του μέσα από το φαράγγι του Βουραϊκού ποταμού αποτελούν ένα από τα ωραιότερα φυσικά αξιοθέατα της χώρας μας. Έχει χαρακτηριστεί η θεματικότερη σιδηροδρομική γραμμή των Βαλκανίων. Η κατασκευή του ξεκίνησε το 1889 και διήρκεσε 7 χρόνια, κάνοντας το πρώτο του δρομολόγιο στις 10 Μαρτίο...

προβολή



ΣΤΑΘΜΟΣ ΖΑΧΛΩΡΟΥ

Ο σιδηροδρομικός σταθμός του Οδοντωτού Σιδηρόδρομου Διακοπτού-Καλαβρύτων βρίσκεται στην Κάτω Ζαχλωρού στην Αχαΐα, σε μια ορεινή τοποθεσία πλούσιας φυσικής ομορφιάς, μέσα στο φαράγγι του Βουραϊκού και πλησίον των όχθων του ομώνυμου ποταμού.

προβολή



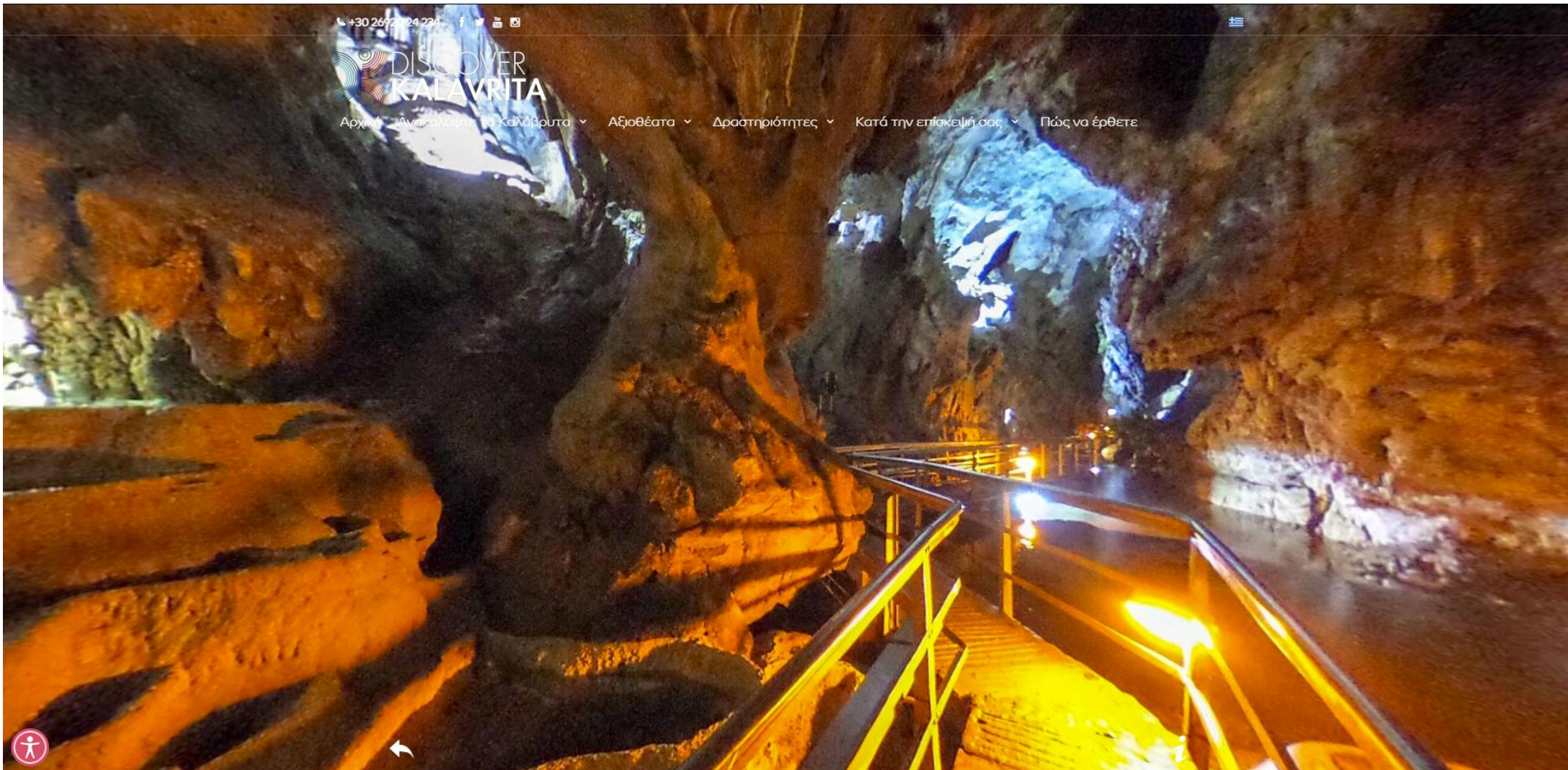
ΤΟΠΟΣ ΕΚΤΕΛΕΣΗΣ

Το 1943 γράφτηκαν οι πιο μαύρες σελίδες της ιστορίας των Καλαβρύτων. Το Ολοκαύτωμα των Καλαβρύτων, αναφέρεται στην εκτέλεση σχεδόν όλου του ανδρικού πληθυσμού του τόπου από ηλικία 12 ετών και άνω και την πυρπόληση της πόλης των Καλαβρύτων, από στρατιώτες της γερμανικής 117ης Μεραρχίας Καταδρομών, σε αντίποινα για την εκτέλεση αιχμαλώτων Γερμανών στρατιωτών από τον ΕΛΑΣ.

προβολή



The case of DiscoverKalavrita.gr



More digital tools of Western Greece

Official web portals promoting touristic development:

- Touristic guide of Western Greece region
<https://western-greece.com/>
- Municipality of Patras touristic guide
<https://explore.patras.gr/>
- Touristic portal of Aigialeia
<https://www.discoveraigialeia.gr/>

Conclusions and Perspectives

FACTS:

- ICT tools for content digitization regarding natural and cultural heritage do exist
- COVID-19 imposed a high-demand for more digitization
 - More people looking for digital information
 - More digital representations of information is desired

KEY POINT:

- integrated management of the scattered digital information
- pathways need to be defined for transferring experiential experience in the digitization of the cultural heritage



Thank you!

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