

Innovative digital tools arising during COVID-19 period for sustainable cultural heritage and touristic development

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GOOD PRACTICES OF DIGITIZATION OF NATURAL AND CULTURAL HERITAGE AS ANTI
PANDEMIC MEASURES

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ICT in Tourism

Today's progress of Information Communications Technologies (ICT) has great potential to be utilized in increasing the effectiveness, efficiency, and productivity gradually or radically through automated concepts. Web technology as part of web ICT can be utilized to help the effectiveness and efficiency of daily business activities, including business people in tourism.

ICT in Tourism

Sustainable development is largely acknowledged as the most effective strategy for attaining environmental, social, and economic advantages from all forms of tourism. Sustainable tourism management supports both the long-term quality of life for local communities and a high-quality visitor experience.

ICT in Tourism

Using ICT in tourism:

- users now have unparalleled access to digital cultural content.
- stakeholders can **reach** and **attract** a wider audience
- the opportunity to develop **original content** for **recreation** and **education** purposes.

Innovative Digital Tools

The Laboratory of Knowledge & Intelligent Computing has developed **innovative digital applications** aimed at:

- the **tourist promotion** and **valorisation** of monuments, archaeological sites, and events of cultural interest.
- Increase the **visibility** and **promote** the stakeholders

Innovative Digital Tools



HERMES

The project aims to:

- through the use of innovative digital tools to achieve the **promotion** of the common cultural heritage and the most important cultural monuments and places of interest as well as **educate** in common musical and theatrical traditions
- design and creation of a virtual environment with the main historical monuments of the city of Arta where the modern technologies of virtual reality will be fully exploited
- augmented reality application for the tour of the Castle of Arta

HERMES

The cutting-edge technologies used provide access to digital content in two alternative ways:

- on-site, during the tour, through the AR application
- via the web, mobile devices and VR headset, to visualize the 3D models

HERMES-Mobile Application

The mobile application is working with two modes, AR mode and digital information mode. The term "AR" describes applications that integrate information and material, mainly images and sound, into the real world as perceived by the user.

Benefits:

- enhance the understanding of the content
- motivation to explore the material from different perspectives
- interaction in real time
- a combination of the real and the virtual world, offering the user the possibility to enjoy unique experiences
- viewing 3D models via mobile in case the places are closed

HERMES- Mobile Application

- very user-friendly interface
- features:
 - History of Arta Castle (texts and photo collection)
 - AR mode: 3D models and voice narration for parts of the Castle
 - Point of Interest: 3D model of castle photos of POIs

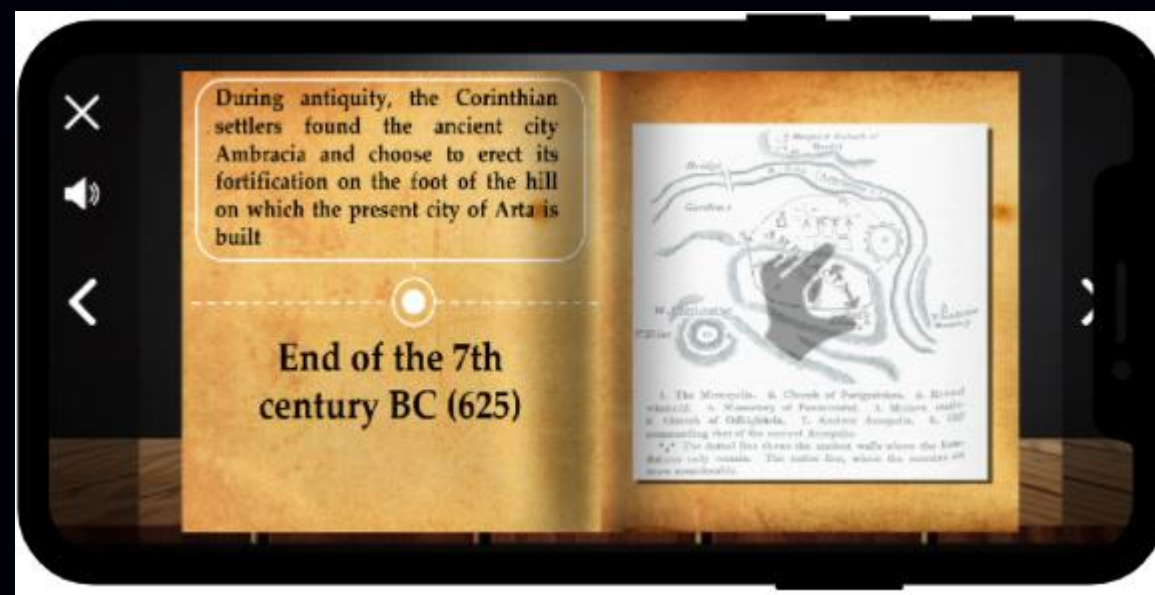


HermesAR
Google Play

HERMES- History of Arta's Castle



Orsini Family

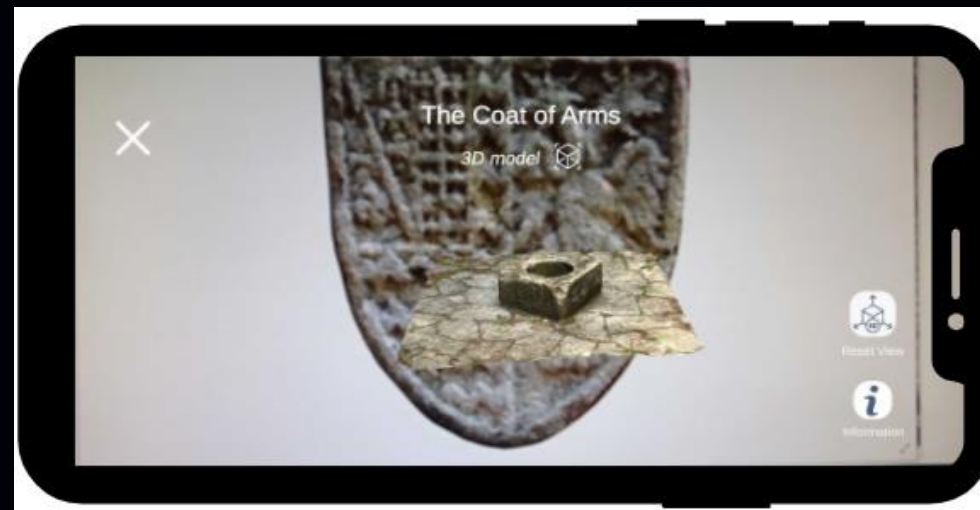


History of castle during 7th century BC

HERMES-AR Application



Gate of Castle

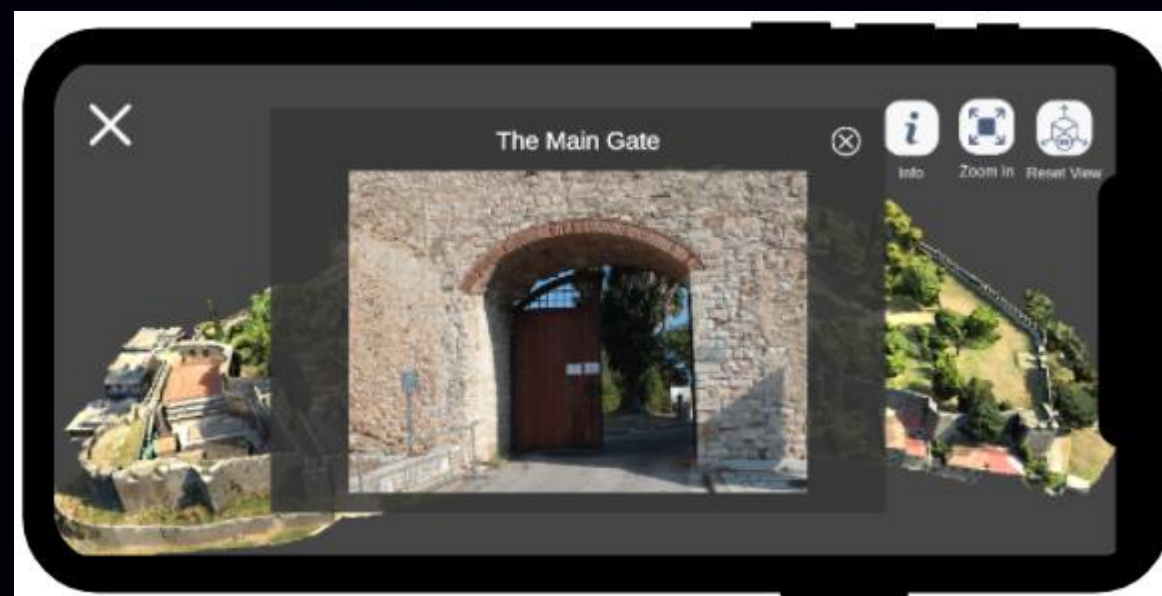


The Coat of Arms

HERMES- Place of interest



3D model of Castle



Picture of Main Gate

HERMES-VR Application

Using the Virtual Reality Application users can participate in a 360 virtual tour or learn the history of the castle by playing an interactive VR game in a realistic environment.

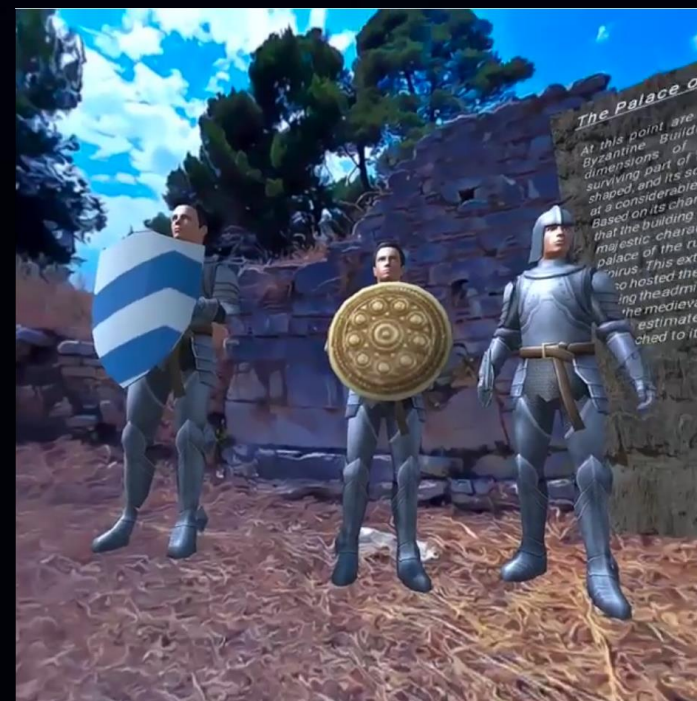
Benefits:

- the virtual tour is available 24/7 even when during covid19
- realistic representation of the castle
- education via gamification
- provide abundance of visual information

HERMES-VR Education

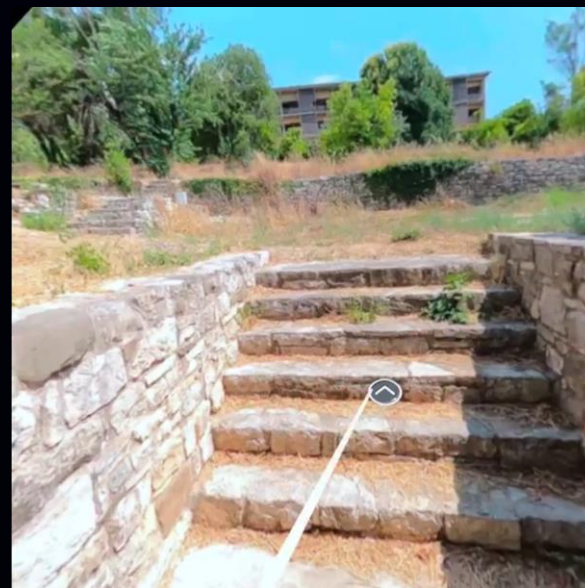


Xenia Hotel



The palace of Despots

HERMES- 360VR tour



Inside the Castle

QNeST PLUS -Quality Network on Sustainable Tourism

The QNeST PLUS "Quality Network for Sustainable Tourism" project involves partners specialising in tourism, cultural heritage, Mediterranean food and the use of digital technologies.

Businesses can participate in a transnational network of partners, where they are certified with the "Quality Label" in terms of sustainable development and promotion of sustainable tourism at local and transnational level. The Quality Label concerns traditional tangible and intangible cultural heritage combined with Mediterranean diet, as well as sustainable environment and social well-being.

www.qnest.eu

QNeST PLUS -Quality Network on Sustainable Tourism

Within the next several years, the tourist and travel industries may be affected, with short, medium, and long-term economic consequences, as a result of travel restrictions and social isolation caused by the covid19 pandemic.

To this end in the QNeST PLUS, we are utilizing thematic routes to promote new routes across the rich cultural history of periphery and landscape areas.

The thematic routes can be described as paths linked by segments in waypoints(including places of interest and business) characterized by a unifying theme that gives the entire route a meaning.

www.qnest.eu

QNeST PLUS - Digital Tools

Specific digital tools have been designed and developed to facilitate accessibility and increase the visibility of the tangible and intangible cultural heritage of the Adriatic-Ionian region.

- Web Application
- Mobile Application

QNeST PLUS: Web Application

The promotion of businesses participating in QNeST PLUS is mainly done through the web application.

Features:

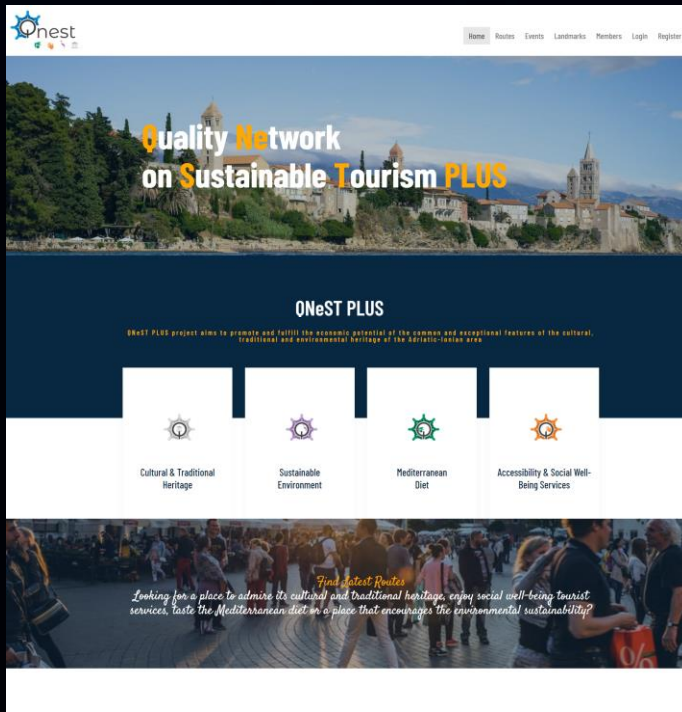
- An **easy-to-use environment** for the promotion of local bodies and businesses
- Show suggested **thematic routes** and points of interest
- **Interaction with maps** in modern application standards
- Easy **navigation capability**

plus.qnest.eu

QNeST PLUS: Web Application

Users can:

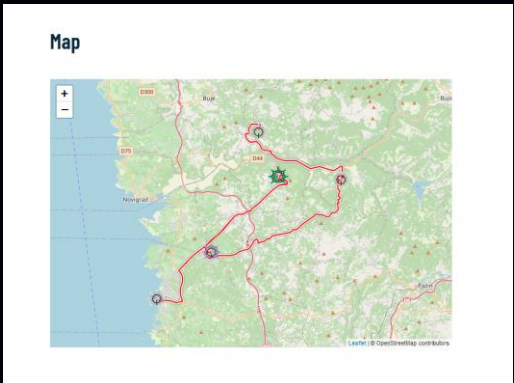
- Create accounts in the platform
- **manage** their profile
- add a **review**
- use search filters to find **events, landmarks** and **QNeST members**
- use **keyword search** to find thematic routes
- see pictures, videos, description, and waypoints on a map



QNeST PLUS: Web Application- Thematic Routes

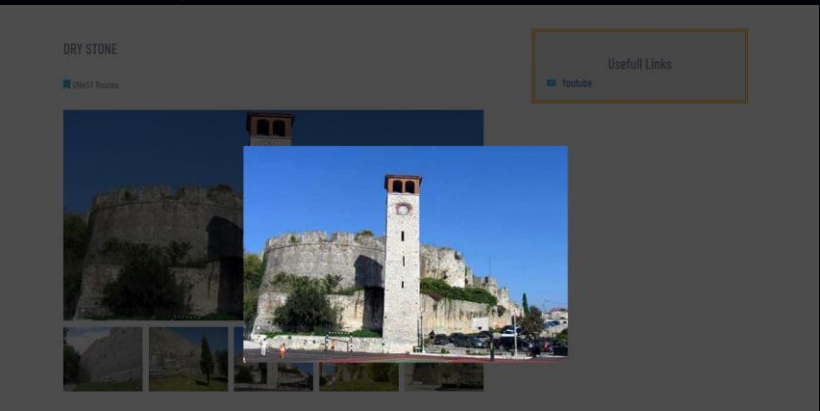
Description of waypoints in the route

Waypoints on Map

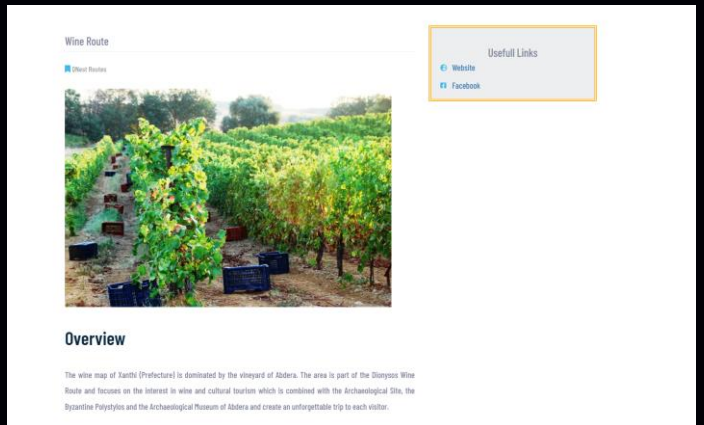


| Waypoints | |
|---|---|
| 1905 Boutique Hotel- Xanthi | ▼ |
| Ancient Abdera - Xanthi | ▼ |
| Ancient Port of Abdera- Xanthi | ▼ |
| Ancient Theater of Abdera - Xanthi | ▼ |
| Polystylo - Xanthi | ▼ |
| Tzaros Xanthi | ▼ |
| Carnival of Xanthi | ▼ |
| Polystylo - Xanthi | ▼ |
| Vizantinos Bakery- Xanthi | ▼ |
| Progressive Union of Xanthi -Culture House | ▼ |
| Folklore Museum of Stavroupoli, Xanthi | ▼ |
| Folklore and Historical Museum of Xanthi | ▼ |
| Grand Maison - Manos Hatzidakis house -Xanthi | ▼ |
| Mansion Hasirzoglou- Xanthi | ▼ |

Gallery



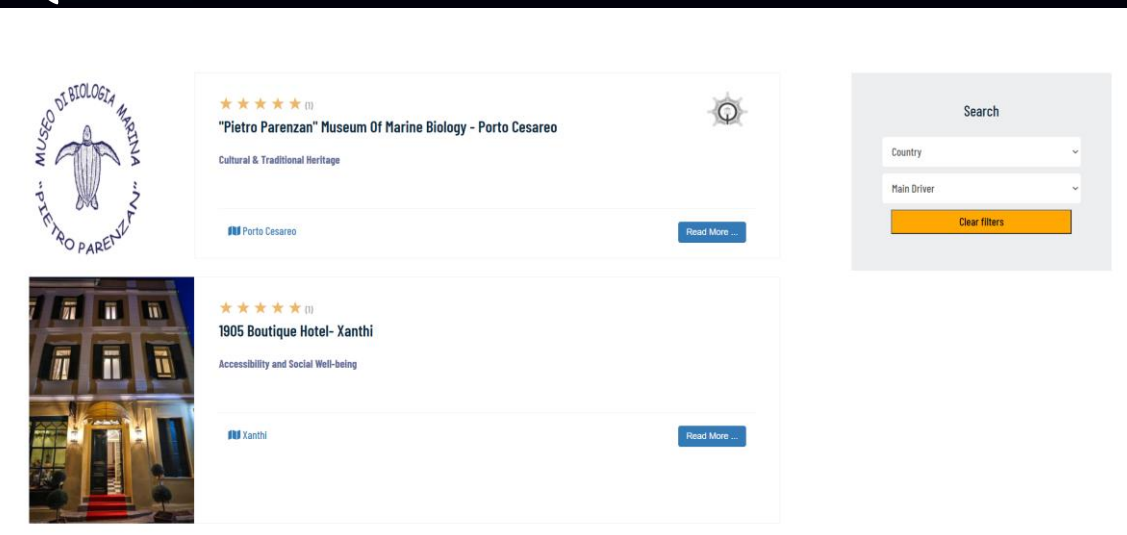
Description of route



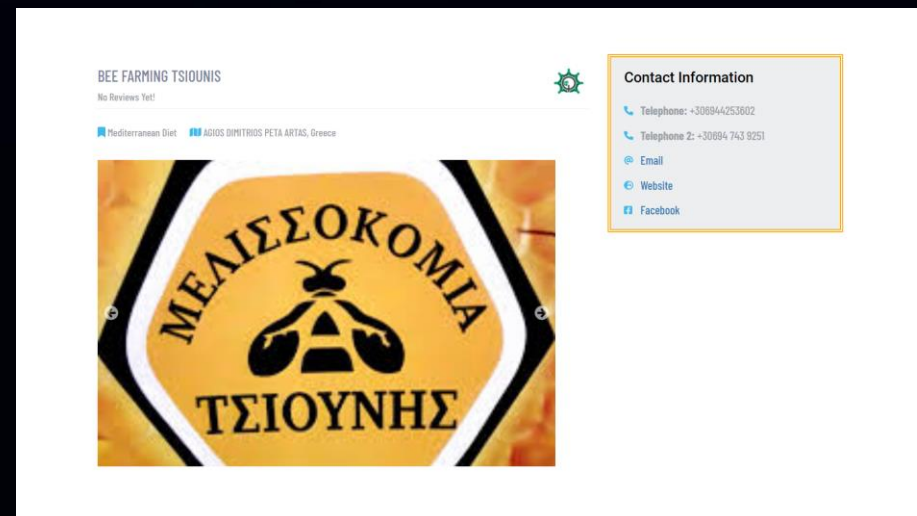
QNeST PLUS: Web application - Members

Details of QNeST Member

QNeST members

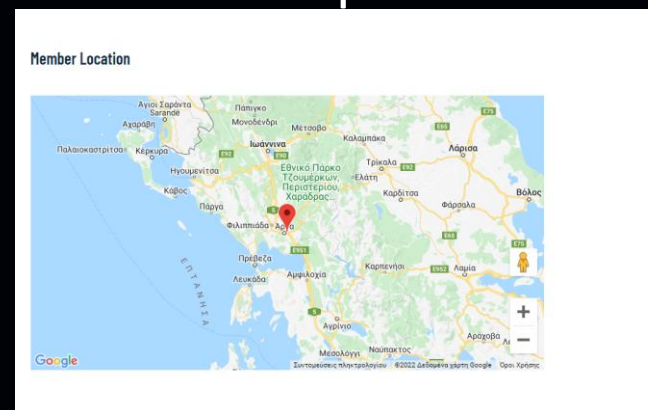


The screenshot displays a list of QNeST members. The first entry is the "Pietro Parenzan" Museum Of Marine Biology - Porto Cesereo, categorized under "Cultural & Traditional Heritage". The second entry is the 1905 Boutique Hotel- Xanthi, categorized under "Accessibility and Social Well-being". Both entries include a star rating, a small image, and a "Read More" button. A search bar on the right allows filtering by country and main driver.



The screenshot shows the profile of BEE FARMING TSIOUNIS, located in Agios Dimitrios Peta Artas, Greece. The profile features a logo with a bee and the text "ΜΕΛΙΣΣΟΚΟΜΙΑ ΤΣΙΟΥΝΗΣ". A contact information box on the right provides telephone numbers (+306944253802 and +30694 743 9251), email, website, and Facebook links.

Location on Map

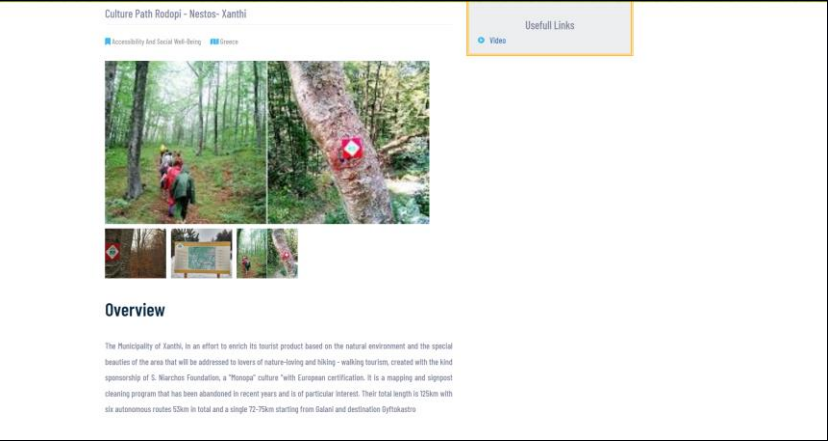
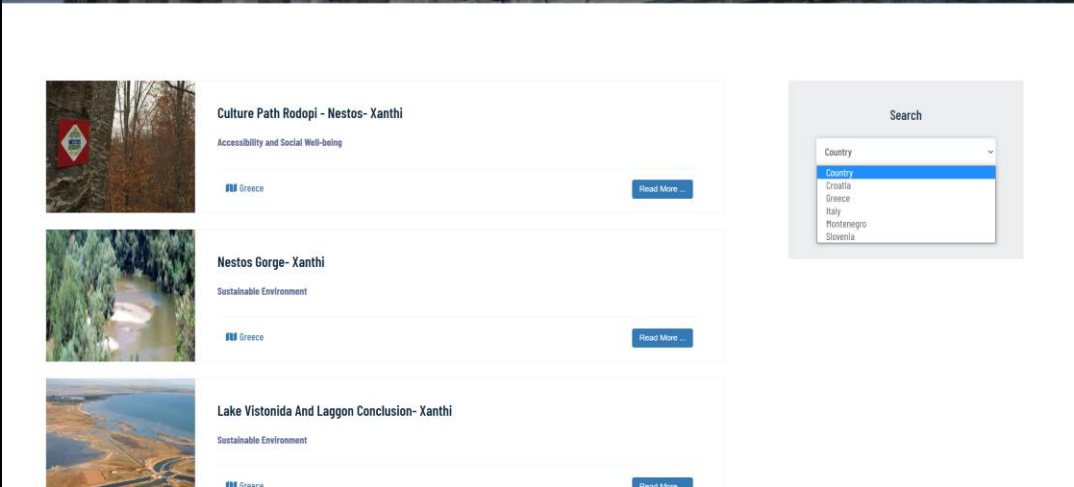


The map shows the location of BEE FARMING TSIOUNIS in Agios Dimitrios Peta Artas, Greece. The map includes labels for various locations in the region, such as Agios Dimitrios, Peta Artas, and Agios Dimitrios Peta Artas. A red pin marks the location of the member.

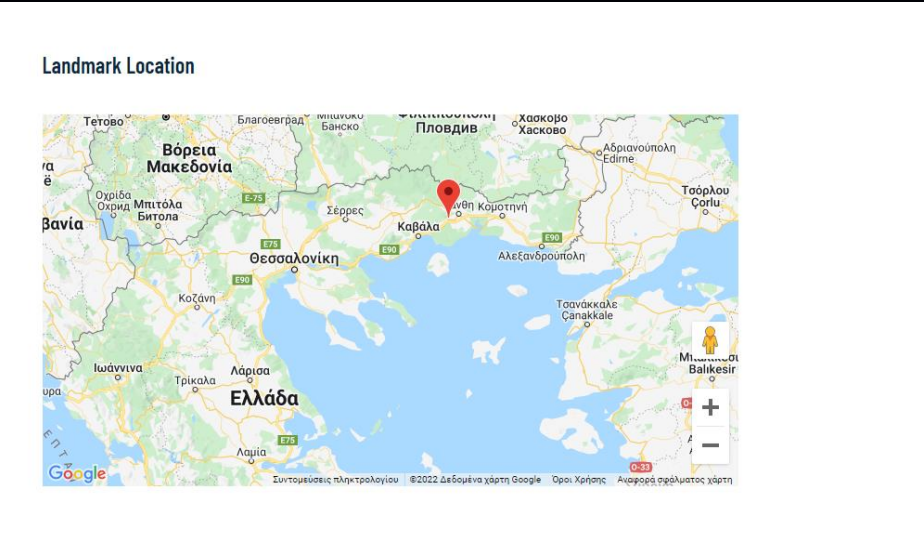
QNeST PLUS: Web application Landmarks

Filters

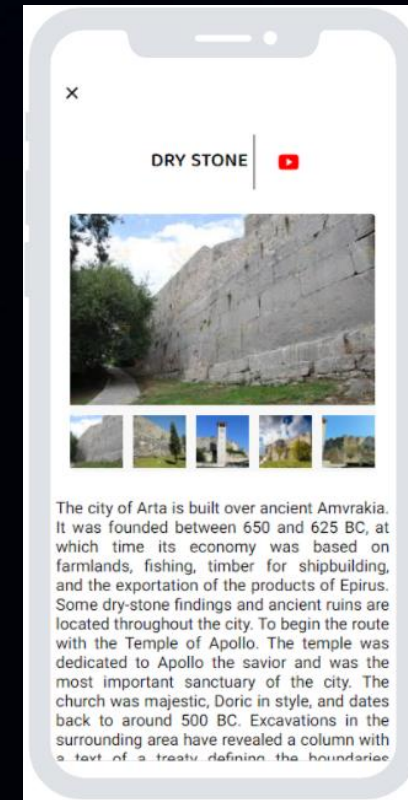
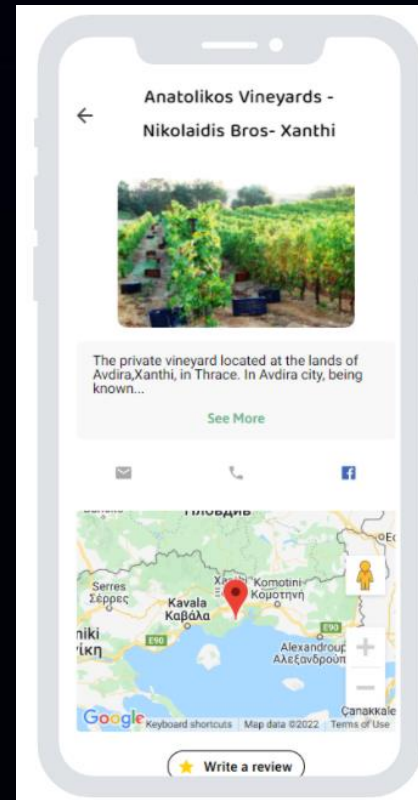
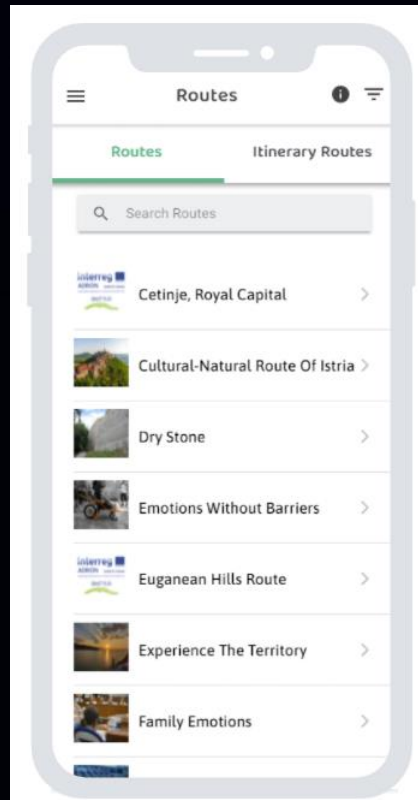
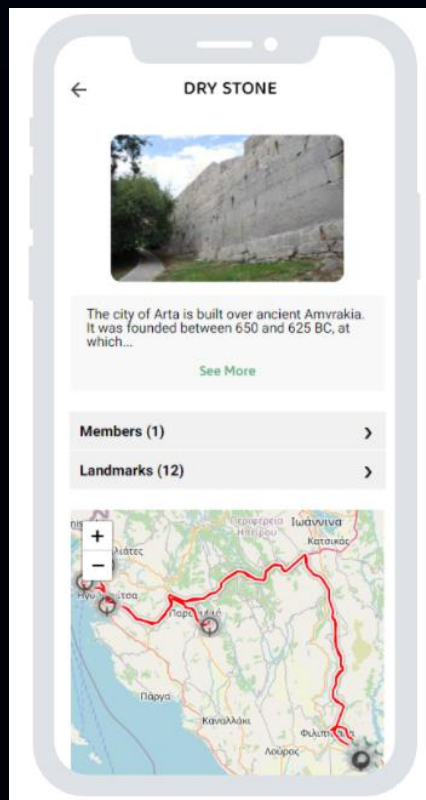
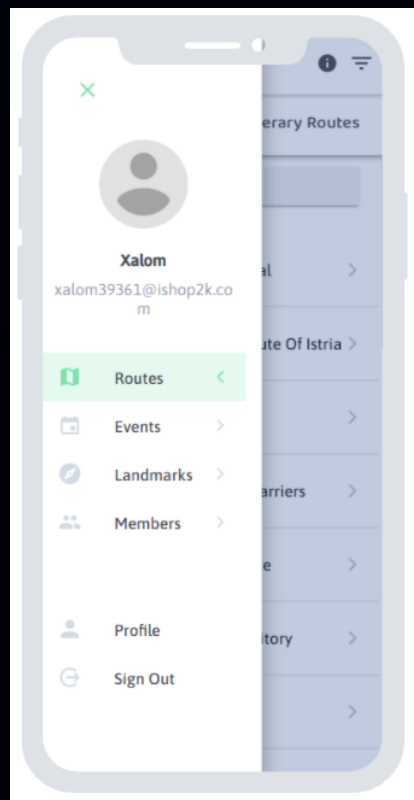
Description/
Gallery



Map location



QNeST PLUS: Mobile application



Thanks you for your Attention!!

