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**Sustainable
tourism**



**Mediterranean Sustainable Tourism
Convention 2026**

18-19 June, Barcelona, Spain

“Tourism transition in the Mediterranean”

ARCHAEODIGIT

Digital Paths for Sustainable Archaeological Tourism

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Mediterranean
Action Plan
Barcelona
Convention



A project labelled by the UfM



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ARCHAEODIGIT in short

ARCHAEODIGIT developed an **innovative Methodology**, an **Integrated Strategy** and **advanced skills** for **preserving, interpreting and valorising archaeological areas**, integrating them into wider **cultural and tourism territorial ecosystems**.

The Methodology has guided partners in analysing the selected archaeological areas (identifying its territorial context, connecting tangible and intangible heritage, and selecting the most suitable digital and management solutions).

This methodology has been then applied in 4 test areas (in Italy and Croatia) as follows:

- Elaboration of 4 management plans
- New services and digital tools developed and a common digital platform
- Pilot actions implementing the plan and testing the proposed solutions and training contents
- Formal adoption of management plans
- Definition of follow up joint strategy to consolidate the project results



Pilot actions in practice

Proposed digital and physical solutions include:

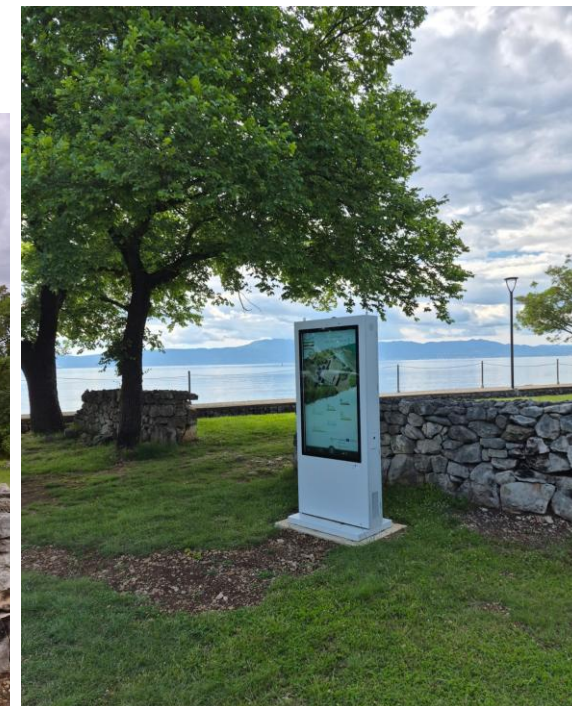
- Interpretation of archaeological heritage
- Orientation and visitor engagement
- Storytelling based on tangible and intangible heritage
- Links between archaeological sites, landscapes and local routes
- More inclusive and attractive tourism experiences

The ULTIMATE GOAL was to demonstrate how proposed digital and physical solutions make archaeological heritage more accessible and connect the sites with their wider territorial context.



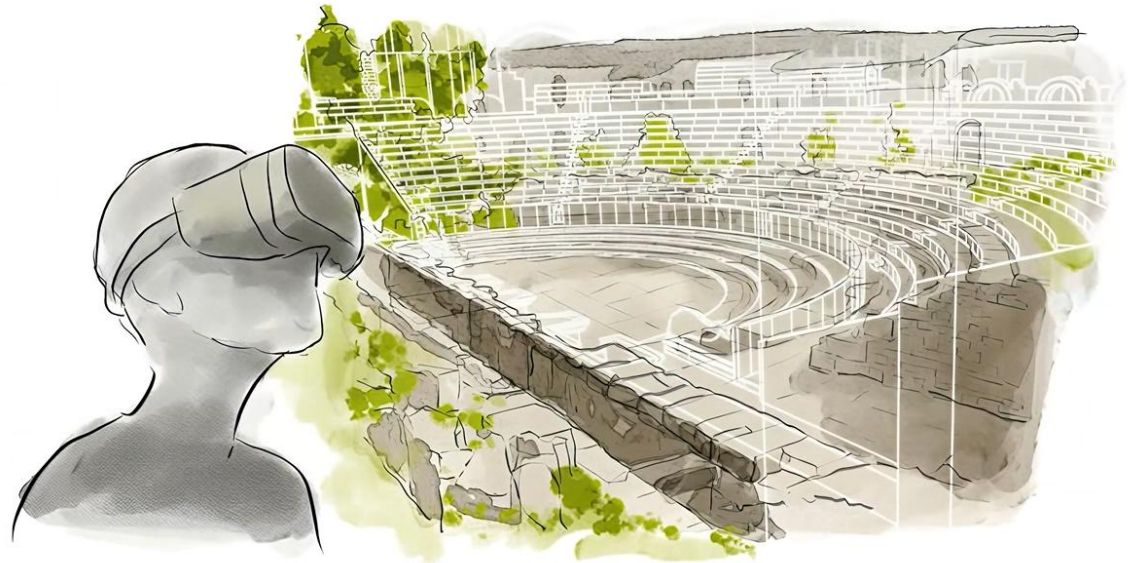
Kaštela / Trstenik–Salona

Tactile 3D model and multimedia storytelling for accessible heritage



Omišalj / Fulfinum-Mirine

Outdoor interactive totem and family-oriented digital engagement



Sepino / Saepinum
3D reconstruction and VR-based archaeological interpretation

Macerata / Helvia Ricina
Immersive and interpretive visitor experience



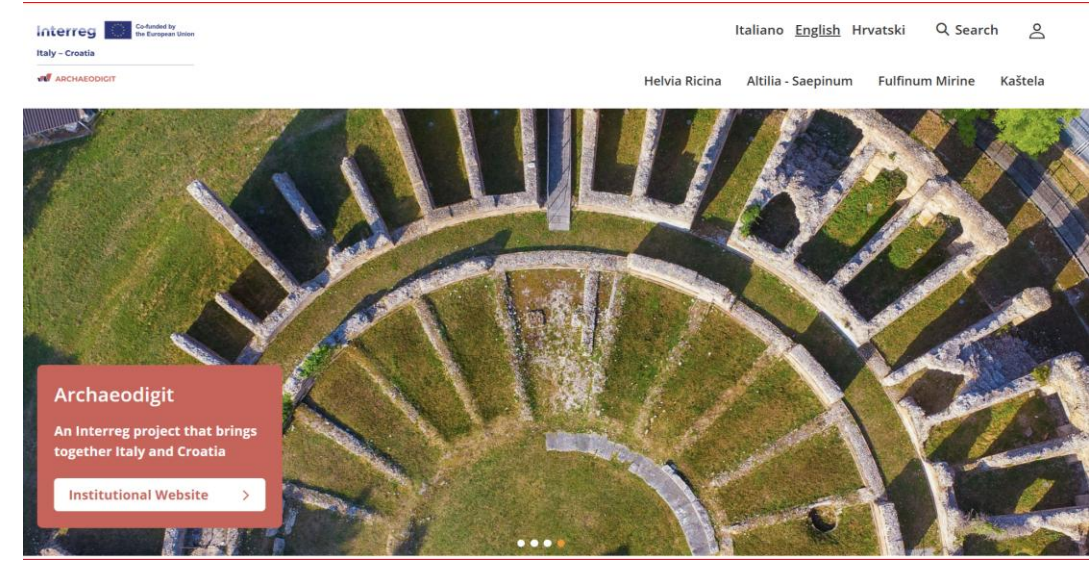


A digital platform for the four archaeological sites

ARCHAEODIGIT develops a joint digital ecosystem composed of four mobile visitor applications and a dedicated joint platform, where each test area can adapt/add contents based on its identity, audiences and visitor needs.

Through the mobile apps and the platform, visitors can:

- Follow map-based itineraries and Points of Interest
- Access concise interpretive texts, images and audio contents
- Discover storytelling formats for adults, families and young audiences
- Connect monuments with landscapes, museums, cities and local routes



<https://archaeodigit-stg.virtualcontent.it/it/home>



Example from Macerata test area: a gamified visitor experience

interreg Co-funded by the European Union Italy - Crealia ARCHAEODIGIT

Alla scoperta della Città
Un percorso tra il centro e la periferia di Macerata, per conoscere piazze, musei, teatri e i luoghi che ne raccontano la storia.

Mace
Scopri i rappres vita cult

Macerata Family Tour
Un itinerario pensato per i più piccoli e per le famiglie.

Home
choose the visitor experience

Point of Interest
access heritage content

1 Di 10
Helvia Ricina

L'area archeologica dell'antica città romana di Helvia Ricina sorge alle porte di Macerata e il grande teatro in laterizio, costruito nei primi decenni del I secolo d.C., con i suoi 72 m di diametro, ne costituisce l'elemento più imponente. La cavea, articolata su due ordini di gradinate, poteva accogliere fino a 2000 spettatori e la scenografia, arricchita da nicchie e colonne, era probabilmente impreziosita da statue. Il teatro, nonostante le spoliazioni e ristrutturazioni subite nei secoli, risulta ancora oggi ricco di fascino e uno dei principali elementi attrattivi del sito. Qui, sono inoltre conservati sei monumenti funebri, ricostruiti grazie al ritrovamento, nel 1967, di 150 blocchi di pietra scolpiti con iscrizioni e decorazioni. Fu lo scultore Valeriano Trubbiani a segnalarne la presenza nell'alveo del fiume Potenza. Questi frammenti hanno permesso non solo di restituire forma ai monumenti, ma anche di approfondire la

Zona Commerciale Piane di Potenza
Villa Potenza
Montanello
Santo Stefano

A Macerata, senza lo Spirito del Teatro, gli strumenti non suonano, gli attori non recitano e i sipari non si alzano! La tua missione è raccogliere alcuni oggetti speciali esplorando la città: in ognuno si nasconde un importante elemento che costituisce lo Spirito del Teatro. Solo riunendoli tutti potrai far tornare a Macerata la magia del teatro.

Tappe Premi

Gamified route
follow a geolocated path

Interactive task
engage through interactive storytelling

La Torre Civica

La Torre Civica su Piazza della Libertà mostra a tutti il suo tesoro: l'orologio **astronomico**. Il suo meccanismo riproduce il movimento del Sole, della Luna, dei pianeti e delle stelle secondo l'antica idea che la Terra fosse al centro dell'universo. Sul quadrante, oltre alle ore, compaiono anche tutti i **segni dello zodiaco**!

Quello che vedi è una **riproduzione** identica...

Approfondisci

Inizia la sfida



A transferable and sustainable methodology for Mediterranean destinations

ARCHAEODIGIT can be adapted to other territories, indeed test areas have different features in terms of:

- Level of jurisdictional competences for archaeological heritage protection (national and local)
- Capacity and level of innovation in archaeological heritage management;
- Touristic ecosystems' features: some are in very popular coastal destinations, other in inland areas where touristic opportunities are less exploited).

Transferability and sustainability is also ensured by a strong co-creation approach (transnational co-creation workshops and territorial local hubs) and sustainable capacity building measures (MOOC, Train the trainer) and the elaboration of a follow up Joint Strategy.

ARCHAEODIGIT turns archaeological heritage into accessible, digital and sustainable tourism paths.



THANK YOU FOR YOUR ATTENTION

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Italy – Croatia

 ARCHAEODIGIT



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