tourism 4.0 HERITAGE+

Our heritage makes
us **what we are.**

BUILDING THE FUTURE

Our past shapes the perception of our present and on this present, we **build the future.**

The new generations are already living in a new **mixed-reality world** and it might happen that our roots and cultural heritage will be left out of it.

We want to prevent this.
We help society transfer cultural heritage in the digital, mixed-reality era.

Selected "Digital innovation of cultural heritage" projects (2019 - 2022)

Goals

- Develop **new tourist experiences** inspired by the rich local cultural heritage

- Promote and document protected immovable cultural heritage using advanced 3D technologies

- Follow the mission of becoming one of the leading European countries in digitally enriched tourist experiences of cultural heritage
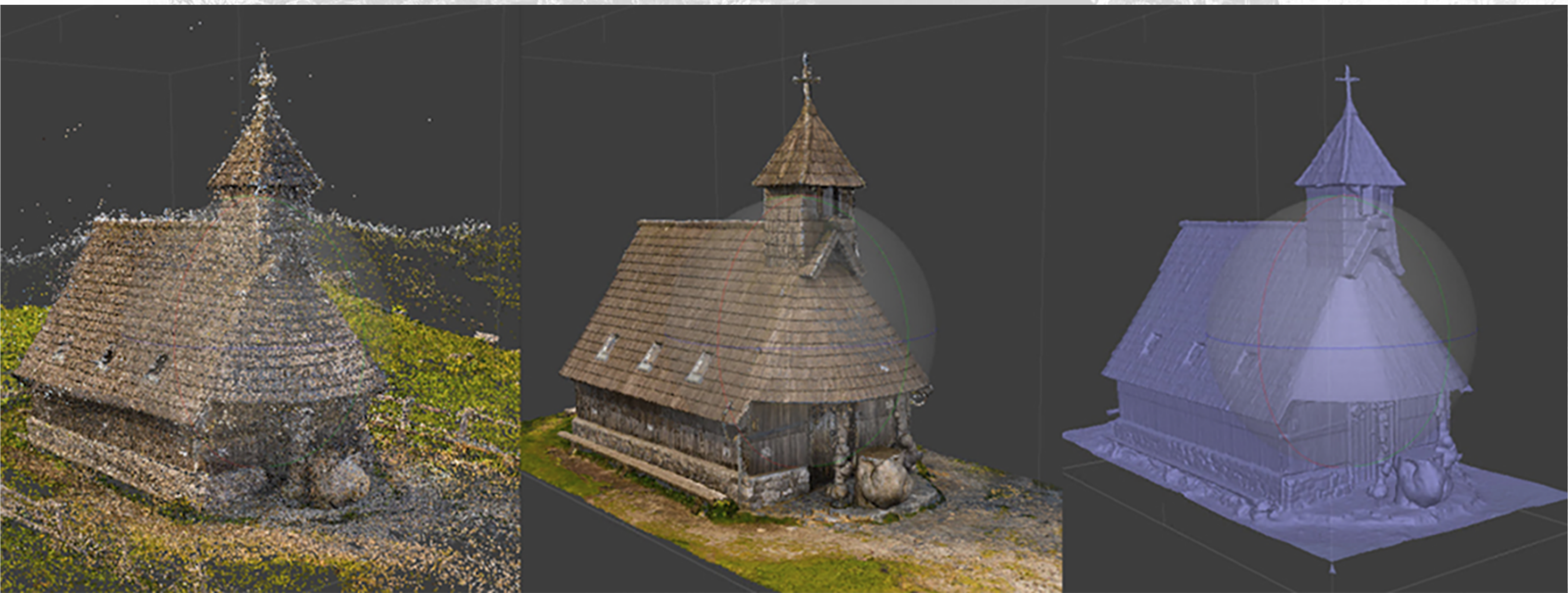
Key steps

Trainings & Workshops

- Interdisciplinary workshops and trainings on idea development, storytelling, technologies and promotion

- **Toolkit** on Digital Innovation of Cultural Heritage

- **Technical guidelines** for 3D digital capture

3D Digital capture using photogrammetry and laser scanning

- More than 40 monuments of immovable cultural heritage have been 3D digitally captured into high quality and attractive 3D models

- All 3D models will be added to the documentation by the Ministry of Culture (permanent storage) and could be used for renovation

- 3D models could be **further used in gaming and film industry** as well as promotion
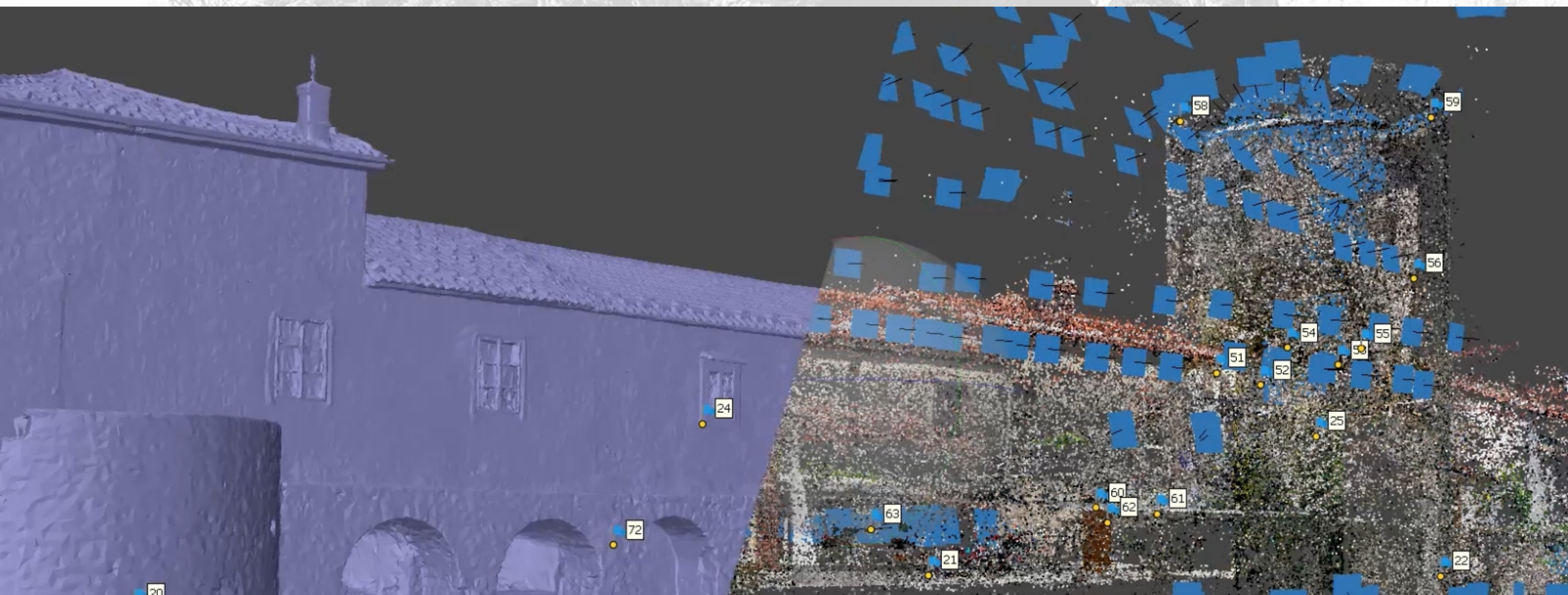
➡ **Heritage+ Showreel**

Attempts of 3D reconstructions using 3D modelling

- Attempts at 3D reconstructions based on available archive resources

- Useful tool to spark imagination and raise awareness about the importance of protecting cultural heritage

➡ **Heritage+ Showreel**

Digital interpretation using new media

- VR experiences

- AR apps

- Holograms

- Interactive walls

- Interactive screens

- Object recognition tables

- Web apps

- Digital and interpretation rooms and spaces

➡ **Heritage+ DIKD after video**

Digitally enriched tourist experiences

- Each product should involve a digital tool/new media interpreting 3D captured cultural heritage

- Products ought to be developed according to Slovenia Unique Experiences standards (local, authentic, unique, experiential, green, boutique, premium, added value, de-seasonalisation, five-star character)

NEW MEDIA SOLUTIONS

Digital room e-Castles of Posavje

Castles are one of the main tourist attractions of Posavje and due to its architecture a visible and remarkable element of cultural landscape. The main wish of the RRA Posavje as the regional development agency was to develop digital content and experiences, involving 7 locations in Posavje.

Inspired by the dark cellars of castles, interpreted in a modern way, we designed the dark room with hand-drawn pictures of castles, spot lightning and wooden stools. Special attention was given to background music, a modern interpretation of Medieval music. The intended emotion was surprise as one steps from the world of pools into a dark, medieval-ish world of castles.

➲ **Watch a trailer for the Digital room e-Castles of Posavje**

Winemaking and winegrowing of Banovina Virštanj

Newly renovated Banovina Virštanj near Podčetrtek presents and invites one to experience the rich winemaking and winegrowing traditions in Virštanj. The building comprises of a wine cellar with winetasting offerings, ground floor as a common space with object recognition table and exhibition that serves also as a venue for wine-related events, and a VR room in the attic with several VR glasses, offering an insight into the life of vine and vineyard.

The main idea behind the project is to position and present the Virštanj winegrowing region to the visitors – thus the technology is incorporated into the wider experience of winetasting and wine-tour.

➡ **Explore the offer of Banovina Virštanj**
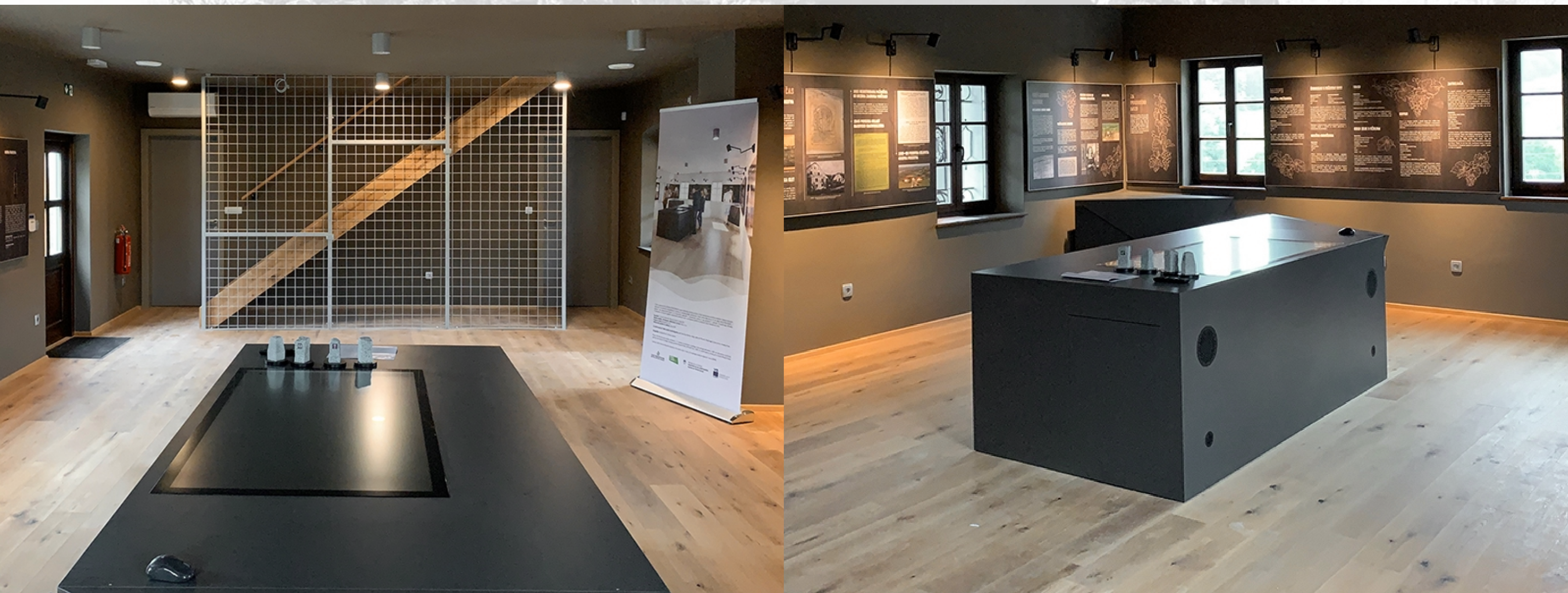
Submerged villages of Velenje lake

Deep in the lakes of Šaleška dolina are hidden, almost forgotten villages. Šaleška Dolina Tourism Board wished to create a new tourist product that involves all the main attractions, yet in a new and attractive way.

Within the experience, the visitors are taken to the mines to learn about the lakes and stories of people above-ground through an animated video. Afterwards, they travel to the center of the lake with an electric boat, where they virtually descent to the bottom of the lake to explore hyper-realistic 3D digitally reconstructed village of Škale using VR glasses. The experience ends at the shores of a lake, on a viewing platform.

➡ **Learn more about the tourist product and its itinerary**

Learnings

- Initial doubts and skepticism among tourist destination operators vanished through hands-on experience and creative process.

- Trainings and workshops are crucial for fruitful collaboration between sectors and professions (common knowledge base, common vocabulary, common standards, exchange of ideas, peer-learning …).

- Ideas should bridge storytelling, different digital and analogue media, incorporate space and architecture.

- Involving local stakeholder and diverse group of professionals presents a challenge but also ensures a solid solution.

Awards and presentations

- The initiative of Ministry of Economic Development and Technology was awarded the ECTN Destination of Sustainable Cultural Tourism Award 2021

- EXPO 2020, Dubai