

Action Plan on Involvement of Museums in the Landscapes

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**Danube's Archaeological
eLandscapes**



**ACTION PLAN
on INVOLVEMENT
OF MUSEUMS
IN THE LANDSCAPES**

Impressum

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ACTION PLAN ON INVOLVEMENT OF MUSEUMS IN THE LANDSCAPES

Zagreb, 2022



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CHAPTER 1

1.1. Introduction

Jacqueline Balen | Archaeological Museum in Zagreb

Archaeological heritage, being a part of material cultural heritage, includes all remains of human existence. It consists of places associated with the numerous manifestations of human activity, abandoned structures and remains of all kinds (including underwater sites), along with all tangible cultural material. Protecting and studying archaeological heritage helps with reconstructing the history of humanity and its relationship with the natural environment, for which archaeological excavations and discoveries through archaeological prospection are the main sources of knowledge. It represents a sensitive and non-renewable cultural resource. It is a fundamental record of past human activities. As such, it is important to protect and properly manage archaeological heritage, to enable scientists to study and interpret it for both current and future generations.

Archaeological heritage conceals a huge potential for the development of cultural tourism. Presented in the right way, it can be transformed into a sustainable cultural resource, capable of creating added value to the communities in which it is located. However, in a large number of cases this potential for cultural tourism is often wasted by insufficient visibility of the archaeological heritage to the general public.

The hope that archaeological heritage, and especially the archaeological landscapes of the Danube region, can become more visible at the regional, national and international level, and thus more attractive for its integration into the flows of sustainable tourism, represents the backbone of the Danube's Archaeological eLandscapes project. The project, which ran from June 2019 to December 2022, brought together institutions and experts from nine countries of the region (Austria, Bulgaria, Croatia, Hungary, Germany, Romania, Slovakia, Slovenia and Serbia), and consisted of 10 project partners and 12 associated strategic partner institutions, with the leading partner being the Universalmuseum Joanneum from Graz.

The fundamental question of the project was whether it is possible, with the help of new digital technologies (visualization and virtual and augmented reality), to give audiences insights into the complete context of archaeological heritage. At the root of this problem lies the fact that archaeological finds are usually located in museums, far from their find-spots. On the other hand, sites are not isolated places in space, but are integrated into archaeological landscapes and are inextricably linked with the wider space in which they are located. Due to this disunity, and the fact that archaeological sites and landscapes often remain invisible, unlike objects exhibited in museums, the public is unable to form a complete picture of the archaeological heritage and realize its true value and potential. Another question is whether such a way of presenting heritage to these audiences would be interesting, and how the visualizations created in this way could help in increasing the visibility of archaeological heritage and, ultimately, contribute to the development of sustainable cultural tourism.



For some time, museums and similar institutions have been considered to be closed off, professional and complex institutions. This includes the prevailing view that museums are distant from the society in which they operate. Visitors' experiences were limited to observing a series of objects in display cases with accompanying legends and markings. Where expert guidance and lectures were available, these focused on a particular main mission of the institution, i.e. collections and exhibitions. However, in recent times, such perceptions of museums have changed markedly. Although these changes are sometimes slow and small in scope, they nevertheless alter institutions and their mode of operation according to the new outlook and principles.

This is supported by the new museum definition (see below), according to ICOM (International Council of Museums); with major changes in the role of museums, recognising the importance of inclusivity, community participation and sustainability.

On August 24th, within the framework of the 26th ICOM General Conference held in Prague, the ICOM Extraordinary General Assembly approved a new museum definition. "A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection and knowledge sharing."

The museums' values can today be summed up in social, educational, economic and values carried by the collections themselves.

The social value refers to the fact that museums are created for people and have the potential to strengthen ties within society, to be a place of dialogue and a meeting of different cultures.

Educational value refers to museums as educational institutions that offer formal and informal education for all age groups, which helps to understand the world around us.

Economic value refers to the museums' ability to provide a significant opportunity for economic growth, they can help revitalize the local economy, enrich it with a variety of offers and influence the development of sustainable tourism, creativity and innovation.

The values of collections in museums reflect the cultural diversity and identities of people and nations.

1.2 Archaeological landscapes in focus

Marko Mele | Universalmuseum Joanneum

The archaeological landscape not only connects many archaeological sites and objects in museums, but also all the spaces between the sites used by humans in the past. A landscape is always a palimpsest; a manuscript of human interactions with a surrounding ecosystem, where earlier traces are permanently superimposed upon by later human activities. Understanding and interpreting the traces of the past within landscapes has been in the focus of many archaeological projects in recent decades. Accompanying this growing knowledge is a desire among heritage institutions and their stakeholders to present and sustainably use this knowledge on archaeological landscapes.

From 2017 until 2019 the Interreg Danube Transnational project "Iron-Age-Danube (Monumentalized Early Iron Age Landscapes in the Danube river basin)" was conducted by partners from five countries of the Danube region. The project shifted focus from individual sites to complex prehistoric landscapes. The methodological transition required developing new strategies and methodological tools for the protection, presentation and promotion of these landscapes. To this end, two strategies were published under the title "Strategies for monumentalized (pre)historic landscapes in the Danube Region". These strategies created a solid foundation for sustainable landscape management.

One strategy focused on research and heritage protection, and the other on heritage promotion and the touristic usage of archaeological landscapes. The strategies combine a bottom-up analytical approach by incorporating the SWOT analysis from eight micro-regions in four countries, with a top-down approach by integrating the recommendations of the European Cultural Heritage Strategy for the 21st century (Strategy 21). The analysis showed 24 major challenges faced by Iron-Age heritage, which can be tackled by 12 recommendations in the field of research and monument protection, and 9 recommendations in the field of sustainable cultural tourism. Additionally, established courses of actions for stakeholders are listed, which enable the practical implementation of recommendations. The strategies are accompanied by four national action plans for their implementation in Austria, Croatia, Hungary and Slovenia.



View of the Požega basin. Photo: AMZ

The Locational challenges of Iron Age landscapes are:

1. The landscape/ecological quality supports Iron-Age site values.
2. The Iron-Age site is visible in the landscape.
3. The Iron-Age site is located near regional administrative centre.
4. The Iron-Age site is accessible (transport infrastructure in place).
5. The Iron-Age site is accessible with public transport.
6. Community infrastructure (water supply, drainage etc.) is in place at the Iron-Age site.
7. The Iron-Age site is located near regional tourist attractions.
8. Cultural tourism is developed near the Iron-Age site.

The Social domain challenges of Iron Age landscapes are:

9. The Iron-Age site is statutory protected.
10. The problem of bringing looting under control.
11. Stakeholders agree on Iron-Age heritage values.
12. Stakeholders cooperating in Iron-Age site management.
13. Inhabitants/landowners aware of Iron-Age heritage values.
14. Inhabitants/landowners perceive Iron-Age heritage protection/interpretation measures positively.

Development domain challenges of Iron Age landscapes are:

15. An area for visitors' facilities development is available.
16. On-site visitors' service is available.
17. The Iron-Age site is defined as a tourist destination.
18. Tourist pressure at the Iron-Age site is managed.
19. Local/national levels cooperate in Iron-Age site management.

Knowledge domain challenges of Iron Age landscapes are:

20. Physical interpretation infrastructure is provided in/near Iron-Age site.
21. IT interpretation infrastructure is provided in/near Iron-Age site.
22. Maintenance of interpretation infrastructure is provided.
23. In site/near site public awareness programmes benefiting Iron-Age heritage values are in place.
24. Human resource with management skills is available.

The aforementioned challenges for Iron Age landscapes are transferable to other time periods and regions with different archaeological heritage.

The focus of the Danube's Archaeological eLandscapes project and this Action plan, is how major museums as heritage preservers, interpreters and hotspots of cultural tourism, can contribute to sustainable development of archaeological landscapes and work with other heritage institutions and stakeholders on tackling the prior mentioned challenges. Museums often focus on their collections and exhibitions and are not *per se* active outside their facilities. Nevertheless, museums and landscapes are strongly interdependent, more than it is perceivable at the first glance. Landscapes offer the opportunity for museums to contextualise objects and enable people to better understand and value heritage. Landscapes also offer new content on a permanent basis, and this can be used by museums to attract visitors. Museums are interpreters of history and transmitters of knowledge and therefore can offer landscapes the needed stage to present themselves and invite new groups of people to visit them. A successful connection between sustainable tourism, heritage research and interpretation appears to be the future of heritage and landscape preservation.

1.3 Legal Framework Strategy 21, Strategies in the Danube Region and National Strategies and Plans in the domain of Cultural Heritage

Marta Rakvin | Archaeological Museum in Zagreb

The highly specific issue of the involvement of museums in landscapes, with its multi-level challenges and opportunities, has not yet been sufficiently recognized or acknowledged in the legislation or in the official strategic documents of the partner countries, as well as in the scope of the common European legal space. However, the six countries of the Danube's Archaeological eLandscapes programme have individually recognized certain aspects of the topic at hand and have started to implement them within their national and strategic plans. A considerable number of these aspects stem from the joint efforts made on the international level, which served as the basis for their national plans and strategies. As the aim of this Action plan is to be relevant to all six partner countries of the Danube's Archaeological eLandscapes project, one should not only take into consideration the aforementioned European Strategy 21 or the more specific strategies developed in the scope of the project partnerships in the Danube Region, but also the already existing strategic documents in Austria, Bulgaria, Croatia, Hungary, Slovakia and Slovenia. These have been made under the aegis of the competent ministries and other government bodies in the six countries and they present a collection of priorities, as well as solutions proposed to the already defined issues existing in each partner country (see page...).

The European Heritage Strategy for the 21st Century (Strategy 21) was launched in Limassol¹. Following the standards set by the CoE treaties dealing with cultural heritage, Strategy 21 is seeking to encourage and facilitate the implementation of heritage-related conventions.

The highly decentralized approach to cultural heritage management introduced in the Faro Convention and the Strategy 21, created the initiative of making more specialized strategies connected to specific regions or subjects. Following this path, DTP EU projects, such as are VirtualArch², Iron-Age-Danube³ and the Danube's Archaeological eLandscapes project, have, during their implementation periods, developed strategies⁴ dealing with prehistoric landscape preservation and revitalisation, as well as digitization and visualization of archaeological heritage in the Danube region. In them, they have gathered available data on these subjects and sublimated experiences from the micro-regions into an effective and much needed tool that, on the one hand, display best practices in the micro-regions, and on the other hand, serve as a base for further improvement of common European strategies, such as Strategy 21. These best practices were derived from lengthy consultations with local stakeholders, prioritizing their needs and insights, but also considering the very specific environment and issues at hand.

¹ Recommendation CM/Rec(2017)1 to member States on the "European Cultural Heritage Strategy for the 21st century, 22. 02. 2017. available at: <https://rm.coe.int/16806f6a03> (accessed on 20.02.2021).

² The project VirtualArch – Visualize and Valorize was co-financed by the European Union with the frame of the INTERREG Central Europe (2017-2020). It unveils regional archaeological heritage – located underground or -submerged – to local and regional stakeholders that are responsible for economic development. Activities focused on the sustainable use and protection of non-visible and little known archaeological heritage by increasing the capacities of public actors and by introducing innovative visualisation approaches and methods. The project developed innovative and trendsetting visualisation tools in the field of virtual and augmented reality supporting both development and protection of archaeological heritage. More on the project: <https://www.interreg-central.eu/Content.Node/VirtualArch.html>

³ The project Monumentalized early iron age landscapes in the Danube river basin, with the acronym Iron-Age-Danube project and co-financed by the Interreg Danube Transnational programme, is focused on the research, protection and sustainable touristic use of the archaeological heritage from the Early Iron Age in the Danube region. See more on <http://www.interreg-danube.eu/approved-projects/iron-age-danube> (Accessed on 15.5.2021).

⁴ The document „Strategies for monumentalized (pre)historic landscapes in the Danube Region (2019)“ can be found here: http://www.interreg-danube.eu/uploads/media/approved_project_output/0001/38/ddfaea322e0092c9db6d943d6a9c-c3c7754d4431.pdf (accessed 5. 5. 2021) and the document „Virtual Archaeology – Making the Invisible Visible – recommendations and strategies in the application and 3D digitalization and visualization of archaeological heritage (2020)“ can be found here: <https://www.interreg-central.eu/Content.Node/VirtualArch-Transnational-Strategy.pdf> (accessed 5. 5. 2021).

CHAPTER 2

During the course of the Danube Archaeological eLandscapes project Mobility Actions were held in six museums in six partner countries, each with a different topic dealing with the activities of the museums in the landscapes. Museums not only display archaeological artefacts, but also try to show the visitor how people lived in the past. In most museums, this is done by means of photos, drawings, short films and smaller reconstructions of, for example, buildings. With new digital technologies, the possibilities for museums in presenting past landscapes has greatly increased. Many museums have started to use these new technologies sporadically in their presentations. But they are still lacking a systematic approach towards introducing these technologies in the museum, an approach, which not only considers the available funds, but also the most appropriate and efficient ways of presentations.

2.1. Public Archaeology

Who owns heritage?

Approaches to involve the public in archaeological heritage and landscapes

Sarah Kiszter, Marko Mele | Universalmuseum Joanneum

Public archaeology has been a part of archaeological self-reflection for decades. Originally seen as an educational tool to inform the public about archaeology (“science to public”), the term is today understood as public involvement whereby many interested parties work side-by-side in exploring the past. In the complex arena of conflict between legal regulation, institutional research, and the interests of individuals and/or communities, new possibilities for the genuine involvement of all interested parties as equal partners in archaeological research have emerged rather slowly. Therefore, it is important to develop a strategic framework to plan and evaluate public archaeology. What are the skills and resources needed for a successful partnership? Should the public funding of archaeological projects require a defined level of public engagement activities?

Public archaeology refers to those areas of archaeology that relate to the public’s interest. The focus is on communication and collaboration with various community groups and the public audience about the practice of archaeology. This field of archaeological research, which has been growing in recent years, includes theoretical and practical work in archaeology, archaeological education, as well as museum archaeology, where archaeologists and the public have built up a connection, and therefore a link, with their own past. Such types of outreach also include other areas, for example interaction through lectures, Internet blogs and social media, as well as newspaper and magazine articles. The term public archaeology is therefore a broad field, the definitions of which can be quite different depending on the different ways archaeologists practice public archaeology. A number of these approaches were presented and carried out at the Mobility Actions in Austria by the Universalmuseum Joanneum:

- Private Archaeological Associations
- Network projects
- Events and workshops



The Mobility action in Austria took place over a period of three weeks from May 10th to May 25th, 2022, in several places in Styria, Austria: a conference was held in the Archaeology Museum in Graz with speakers from Slovenia, Croatia and Austria; there was an excursion to the Iron-Age settlement at Großklein and the Roman municipium Flavia Solva; school workshops in four different schools (Leibnitz, Semriach, Neumarkt i.d. Stmk. and Fohnsdorf); whilst a lecture and a “determination day” were held in Neumarkt in der Steiermark. The events were open to the public.

By reaching out to different target groups (young people and students, interested non-professionals, professionals, and archaeological associations and museums) with the help of different tools and methods (digital tools/virtual reality (VR) glasses, excursions, lectures, determination days...) the aim was to build an interdisciplinary network for future cooperation and collaborations, with the ultimate goal being to increase and promote the awareness of the protection of cultural heritage and cultural activities.

Those approaches strongly support the recommendations of the Strategy 21 concerning the Social component: S1 - Encourage the involvement of citizens and local authorities in capitalising on their everyday heritage - *“Citizens involve individually or collectively in projects, from simple awareness-raising to active participation. They can collaborate with local authorities and associations in processes to identify, interpret, study and promote the heritage.”*

In the following, the individual activities are discussed in more detail.

The conference “Public archaeology” – the creation of networks

The conference aimed to open up discussion not only at a theoretical level, but also offered the opportunity to discuss both best practice examples of public archaeology that had a positive scientific and social impact for all the parties involved, and projects that did not have the anticipated outcome. The goal of the conference was a strategic framework for future partnerships between institutions and the public in archaeology. Therefore, the speakers were not only professional archaeologists presenting their cooperation with the public, but also non-professionals from the interested public who spoke about their experiences with archaeologists.

Roughly speaking, the topics of the speakers can be divided into four areas, whereby there can also be overlaps with each other:

- Festivals and events
- Research and public
- Archaeological associations and networks
- Archaeology as a product

Festivals and events

A prescient example that falls into this category, and was presented at the Mobility Action Austria, is the *“Situlae Festival - the Festival of Iron Age Life and Culinary Arts”* by Petra Stipančić from the Dolenjski muzej Novo mesto, Slovenia. Novo mesto is famous for its exceptional finds from the Early Iron Age (8th – 4th century BC), when European civilization emerged in the Mediterranean. Novo mesto was one of the largest centres in Central Europe during this time.

The “Situlae Festival, a festival of Iron Age life and culinary arts”, organized since 2016 in cooperation with the Municipality of Novo mesto and Dolenjski muzej Novo mesto, is dedi-

cated to these remarkable finds, which undoubtedly attest to the life of the Hallstatt period people in this region. Through various activities, it offers visitors an all-day experience and understanding of the rich archaeological heritage of Dolenjska. The Situlae Festival involves profiles of different local communities and is being prepared for them in close collaboration with the local museum.

Research and public

The project *“Public Archaeology – Case Study Sveti Križ”* presented by Janja Mavrović Mokos, Jadranka Dujčić Frlan, Mirko Škoc and Franka Ovčarić is a good example of a research and public archaeology project in Croatia, as well as networking. This project arose from the cooperation of several institutions – the University of Zagreb, the Administrative Department for Culture, Sports, Technical Culture and Civil Society, Zagreb County, and the Ante Kovačić Municipal Library.

Sveti Križ is one of the most important archaeological sites around Prigorje; the part of Croatia close to Zagreb that is located near the border with today’s Slovenia. This area was very important in prehistory because it facilitated control of the Sava Valley, the so-called “Brežice Gate”, and the confluence of the river Sutla and the Sava. These landscapes ultimately controlled the routes of exchange and trade along the Sava River all the way to the Danube.

Through three years of cooperation, consisting of the popularization of archaeology and local archaeological heritage from the area of Marija Gorica, the above-mentioned institutions sought different types of activities to raise awareness among local populations about the importance of heritage as the basis of their own understanding of identity. Activities range from children’s workshops, lectures for adults, the opening of an interpretation centre in the local library, to scientifically accurate souvenirs.

Archaeological associations and networks

Three good examples of networks, cooperation between private associations and scientists can be found in this subject area.

HistAK Neumarkt, an archaeological association funded by private funds, was presented by Werner Fest and Christa Fürnkranz. The Historical Working Group Neumarkter Hochtal (HistAK Neumarkt), founded in 2015, examines the settlement history of the Neumarkt pass landscape. Using a variety of events such as exhibitions, art projects, lectures, destination days and historical walks, they seek to involve locals and tourists in their activities. In addition, private donations and support have enabled archaeological research in the region to be promoted. The aim is to achieve a broader interest and more acceptance for (archaeological) research work.

The *Arbeitskreis Falkenberg* (AFK), presented by Franz Bachmann and Lucia Titze, has the same goal. With the help of donations, the AKF not only supported the sixth season of excavations at Falkenberg, but also made the first survey possible. Funding from the municipality of Judenburg, the state and the federal government as well as the EU, numerous sponsors, and members of the association finally financed a further five surveys, and four publically accessible excavations, restorations and the construction of the “Museum Murtal – Archaeology of the Region” (2017-2019). At the same time, the networking of archaeological associations in the districts of Murau-Murtal has also begun in the last two years.

In total, more than € 2 million has been invested in 11 years, numerous publications have been published, and lectures, exhibitions and conferences have been held.

The voluntary commitment of the board, the advisory board, and the 195 members of the AFK also led to a partial restoration and revitalization of the Minorite Franciscan monastery in the middle of Falkenberg, and to a reorientation of the region to its archaeological heritage.

As a final example, the *The ArchaeoRegion – Networked Archaeology in Southwest Styria*, presented by Stefanie Fruhmann, Christoph Gutjahr and Bernhard Schrettle, is mentioned here. This project set itself the goal of jointly presenting the archaeological heritage of the region to residents and guests, and promoting activities between museums and archaeological initiatives. The archaeological initiatives of southwestern Styria (including the Frauenberg Temple Museum, the Hengist Cultural Park, the ASIST association, the Hallstatt Museum Großklein, the Burgmuseum Deutschlandsberg and others) have been dealing with the visualization of the archaeological heritage for over 15 years. Under the name “Archaeology Platform”, extensive basic information was collected and developed over several years. However, for a long time there was a lack of a coordinating body and the necessary financial resources. For this reason, the focus in recent years has been on the safeguarding and processing of sites, as well providing easily understandable information at the individual site level. With the help of regular network meetings, excursions, active monument preservation in the region, as well as public relations/events, the project hopes to create considerable additional economic value for the region.

Archaeology as a product

An example where archaeology, tourism and regional producers have collaborated was presented under the title *Archaeology brand Heriterra – a sustainable use of archaeological heritage?* by Marko Mele, Matija Črešnar, Anja Vintar and Sarah Kiszter.

Heriterra is a brand that was created as a part of the EU project “PalaeoDiversiStyria”, in which scientists from the fields of archaeology, botany and zoology spent over two years researching the development of agriculture from the beginning of the Neolithic to the end of the Middle Ages in Styria, Austria and Slovenia.

Together with farmers, restaurateurs and craftsmen, these new results were used to develop products that are offered by participating companies. Thus, they establish a connection between people and the rich archaeological heritage of their environment. Heriterra – a name which combines the English term “Heritage” with the Latin term for earth – stands not only for quality and regionality, but also for the historical diversity that is reflected in our food, craft and tourism products after thousands of years.

Youth is the future of the past – School workshops and field trips

Another aspect of Public Archaeology is archaeological education, e.g. workshops at schools, to understand and appreciate archaeological heritage and preserve it for the future. Archaeology in classrooms can be used to promote cultural awareness and sensitivity, as well as to create an awareness of archaeological research. This can be done in several ways; as a workshop in the schools themselves, or during field trips. Sometimes a visit to a museum is difficult or not at all possible. Using the “story from the box”, the museum has created a unique, new format in which archaeologists come directly to the schools and send the pupils on a virtual journey through time. This is possible thanks to mobile VR glasses and visualisations created as a part of the project Danube’s Archaeological eLandscapes.

The pupils can virtually travel back in time and visit an archaeological site from the corresponding era to see how it looked in the past. Additionally, a short introduction to the work of the archaeologists and archaeological research is integrated into the package.

The team from the Archaeology Museum in Graz organised a series of workshops during the Mobility Action in Austria in May 2022, in schools in Styria, including Leibnitz, Fohnsdorf, Semriach and Neumarkt in der Steiermark. The workshops offered visualisations of the Iron Age site of Großklein and the Roman period site of Flavia Solva together with hands-on workshops, lectures, and trips to the archaeological sites. The team gathered important feedback on the usability of VR-technology for history teaching, and tested the knowledge of the pupils about the past of their regions.

What did I find? Object determination-day

“Have you found or inherited a coin? Have old pottery sherds or metal objects come to light during field or excavation work? Or maybe you took an extraordinary stone with you from a hike? Would you like to know more about the possible origin and history of your “treasures”?”

Using these questions, the annual object-determination day was held in Neumarkt in Steiermark at the farmers’ market. This event, in cooperation with the archaeological association HistAK Neumarkt, has become a fixed part of the Neumarkt event calendar. Interested parties can have their finds assessed and determined by experts from the Universalmuseum Joanneum (archaeologists, numismatists, mineralogists).

Such events are intended to help the regional population to better understand the history of their region and to increase interest in monument protection. These actions are directly related to Strategy 21 - S7 - Develop and promote participatory heritage identification programmes. “Before any management and promotion processes can get underway, citizens must identify their heritage and take ownership, getting involved in participatory schemes. They will feel the sense of belonging to a region and be aware of the importance of a quality living environment, stimulating their collective responsibility.”

Conclusion

The Mobility Action Austria, with its different examples of approaches and types of public archaeology, demonstrates how important a common relationship between popular and scientific knowledge is. However, the times when archaeologists sat in their ivory towers and conducted archaeological research behind closed doors, cut off from the local population, are not yet over.

Strictly speaking, the current legal situation in Austria does not allow citizen participation in the field of archaeology. As a result, many citizens see archaeological research as obstructive and unnecessary. Thus, random finds are often not reported. There is a large grey area in which many associations or their members operate. But, without the public support of archaeological research, the exchange of knowledge among themselves, there is also a lack of awareness among the population of archaeological research, monument protection and promotion of monuments in the landscapes.

The examples presented at the Mobility Action Austria include private archaeological associations, and museums which present their knowledge not only in their own museums, but also at events.

In addition to the legal guidelines, however, there are also other major challenges that must be faced with this topic. All these projects arose gradually, mostly over a long period of time, with funds that often had to be laboriously acquired and human resources that had to be found.

Recommendations:

1. Support museums in landscape research.
2. Establish contact with local populations before the start of archaeological research.
3. Organise outreach programmes in the research area.
4. Organise events for local populations during and after the research.
5. Offer forms of participation and collaboration to local populations.
6. Communicate research results in understandable terms.
7. Develop long-term plans for collaboration with the general public and local communities.



Students travel back in time at school workshops with VR glasses. Photo: UMJ



The determination day in Neumarkt on the farmers market. Photo: UMJ



The conference "Public archaeology" – the creation of networks. Photo: UMJ

2.2. Cultural Routes

What are Cultural Routes, and how to create them?

Porin Šćukanec Rezniček, Marta Rakvin, Jacqueline Balen | Archaeological Museum in Zagreb

Originating from the 1987 Declaration of Santiago de Compostela, the Cultural Routes program has been an invaluable pan-European cultural heritage achievement. Starting with the first route, it has since grown to a staggering 48 Cultural Routes of the Council of Europe, showcasing European history, heritage and highlighting the necessity of preserved memory through diverse themes.

But what are cultural routes one might ask? Cultural Routes present a form of time travel, whereby the passenger transcends both time and space of the various countries and cultures of present-day Europe. In such instances, cultural heritage is not only kept alive but is shared across borders for all interested stakeholders. Curious passengers are brought together and invited to explore inter-connected networks of heritage, places and history, thereby bringing to life the core values of the Council of Europe: human rights, intercultural dialogue, mutual exchanges across borders and cultural diversity. How was/is this envisaged? Each cultural route provides a number of activities open to all ages and social groups; be it educational, for recreation and relaxation, or somewhere in between. In order to achieve such conditions, routes must be developed and attuned in a sustainable and responsible manner, offering local products and everything else to suit the traveller's tastes. A cultural route must be viewed through the lenses of both culture and tourism, with all the required traits, information, content, accommodation or catering services.⁵ If a question arises of how is this possible, it is sufficient to take a look at the broad range of topics and themes that made it into cultural routes: from Vikings to Phoenicians, Mozart or Saint Martin, olive trees, cemeteries, prehistoric rock art, the Habsburgs, fairy tales, the Iron Age in the Danube region, and many more.⁶

How to create a cultural route?

Fortunately, developing a cultural route and interpreting cultural heritage has nowadays become a relatively straightforward process. Experts have often come together, offering advice, guidelines or frameworks for potential future cultural route enthusiasts and professionals.⁷ In order to create a new route, one has only to look to the new topics, landscapes, religious themes, gastronomical, musical or literary features which have already been covered. The requisite high standards for cultural route certification provides not only various topics, but also guarantees excellence of the highest order for the five main priority fields of action: co-operation in research and development; enhancement of memory, history and European heritage; cultural and educational exchanges for young Europeans; contemporary cultural and artistic practice; cultural tourism and sustainable cultural development. The result is a phenomenal mixture of European cultures, stretching across borders, en-

⁵ Horvat and Klarić 2012, 8.

⁶ Cultural Routes of the Council of Europe.

⁷ Klarić and Kušan Špalj 2021; Draženović and Smrekar 2020.

couraging the development of lesser-known destinations, facilitating synergies between local, regional and/or national stakeholders for all social and economic beneficiaries in a sustainable and progressive form of tourism management.

But how does one create a cultural route? These days there are several key features to the whole process. Firstly, the creator(s) must think of the purpose of the route, answering the question “why?” and focusing first on the stages of the development, rather than the end products. The priority thematic base should be established within the context of European countries, history and common values, defined by heritage that binds and balances other similar topics. Additionally, it needs to be grounded within, and conducted according to, theoretical and practical interdisciplinary research. Furthermore, the theme needs to be unique and specific enough, with several key cultural, national focal points, interconnected with offers from the catering industry.⁸ Reasons might also include a new meaning for local communities, potential stakeholders and partners, fostering local regional identity, knowledge dissemination and consolidation, developing a new tourist offer in line with the topic, ensuring sustainability or creating value.

Secondly, creators of a route need to consider the scope of the entire project. Will the route pertain to a local or broader level (regional, national, supranational)? Will it satisfy conditions for each level, bearing in mind various concepts and their differences such as routes, tours, itineraries, cultural routes etc.⁹ Furthermore, a clear management structure needs to be established from the very beginning (legal ownership framework, technology needs, administration, etc.).¹⁰ For all of these, creators need to consider which experts to include from the very beginning; institutions (such as galleries, museums, cultural centres, etc.), organisations, companies, or other persons of interest, in order to benefit the process as a whole.

After laying the groundwork, a bestselling story can be developed, all the while bearing in mind the need to connect specific target groups/audiences, offer unique and interesting experiences and have a meaningful local influence.¹¹ These foundations will take several years to establish, and can involve numerous trials and errors in order to explore the best possible solutions for particular interests or groups. It should encompass a multitude of things: different languages, signs, interpretations, info points, local or educational guides, hospitality services, etc., within a common, encompassing visual identity. One example could be the establishment of a heritage link with a community who may have shown little interest (or even hostile views) towards cultural heritage, such as is sometimes the case with farming communities who must contend with upstanding monuments when ploughing their fields. It is up to the creators and route management to turn this view around and demonstrate the benefits of the routes and its content to the local community. The creators must facilitate a form of motivation for the stakeholder. A proper research campaign undertaken beforehand, studying and processing the market, will prove invaluable in such environments.¹² One example is a large museum and a local artisan, who, at first glance, might not see eye to eye. However, by developing a plan whereby the museum presents the cultural heritage from the area, and in doing so sells the artisan’s products in its shop, an understanding between the two stakeholders can be established. This way, the artisan not only benefits from the sale of their work, but can also offer unique tours from his or her own point of view on what inspired him/her from the museum’s collections or local

⁸ Horvat and Klarić 2012, 11, 22.

⁹ Horvat and Klarić 2012, 7.

¹⁰ Horvat and Klarić 2012, 8.

¹¹ Guidelines for planners of cultural routes.

¹² Horvat and Klarić 2012, 8.

cultural heritage. Thus, a sustainable, revolving cycle of cooperation is established between the stakeholders.¹³

In theory, this process seems fairly straightforward, but how does it translate into practice? There are a number of examples of good practice currently being employed by one of the existing 48 Cultural Routes, as well as other similar projects. In the last couple of years, for pandemic related reasons and the advancement of technology, the focus has turned to digital practice. 3D models, visualizations for VR glasses or touchscreen applications, have proven to be especially efficient and attractive to audiences, and these approaches enrich cultural heritage in novel and popular ways. As people spend increasing amounts of their time on electronic devices, this shift towards digital technology has been a logical one in order to offer content and increased value from some of the leading heritage institutions. It also exemplifies how modern technology can be used in such an environment. Others might also opt for a digital solution to enrich other, extant, experiences. For example, a digital bicycle map or treasure hunt might be created for a particular region, which connects and guides visitors through various heritage points. In this sense, however, the actual site and leisure activity are the main foci. Additionally, such examples could involve the setting up of info panels providing not only necessary information, but also offering additional information via QR codes or AR technology. Moreover, the usage of such digital tools enables professionals to gather data and feedback based directly on user experiences. These inputs can provide a creative insight and change the direction of how certain parts of the route are presented.

Mobility action Zagreb – Cultural routes: best practices and exchange of knowledge

It is precisely for all of these reasons that the Mobility Action of the Danube’s Archaeological eLandscapes project held in Zagreb (20th – 30th September 2021) was dedicated to Cultural Routes. The aim was to exchange experiences and knowledge among experts and stakeholders with regards to developing and managing cultural routes, and to tackle questions such as: What are cultural routes? How should a theme be chosen? What is the best way to develop and manage a cultural route? How can the visibility and recognisability of a cultural route be increased? The Mobility Action included domestic and international professionals such as Tatjana Horvatić (Ministry of Culture and Media of the Republic of Croatia), Vlasta Klarić (Ministry of Tourism and Sports), Ksenija Keča (Libertas University), David Hölscher (University of Kiel), Sarah Kiszter (Universalmuseum Joanneum). Representatives from various routes, cultural or otherwise, also presented their work: the Roman Emperors and Danube Wine Route, the Phoenicians’ Route, ATRIUM, the Saint Martin of Tours Route, the European Route of Historic Thermal Towns, Rab Archaeological Traces, ArchaeoCul-Tour Trail and the Frankopans Route.¹⁴ The Mobility Action’s purpose was to target both stakeholders who are still in the early development stages of their potential cultural routes, and those already familiar with the concept, as a means of exchanging good practices and experiences.

The first week of the Mobility Action also encompassed an exhibition dedicated to eleven Cultural Routes passing through Croatia. The author, Tatjana Horvatić, Head of the Service for Movable, Ethnographic and Intangible Cultural Heritage, Ministry of Culture and Media aimed to introduce the audience to the domestic sections of these routes, as well as high-

¹³ Other practices of sustainability might include membership fees or friend’s clubs, ticket collection, gathering sponsors, donors or foundations to support the cause, national or transnational programs, investments, selling permits or branding right, etc. Horvat and Klarić 2012, 32.

¹⁴ Arheološki muzej u Zagrebu.

lighting the global nature of them. Furthermore, this theory was transformed into practice with visits to the Kaptol site and its educational trail entitled “Ways of the Warrior: The Iron Age in the Golden Valley”, which is itself a part of the Iron Age Danube Route. There was also the opportunity to take part in the gastronomic workshop “Hallstatt cooking”, which is a part of what the cultural routes offer.

During the second week of the Zagreb Mobility Action, a Training School took place with the aim of presenting and developing a more practical approach to building a new route. Through collaboration with professionals, participants of the Training School received first-hand experiences and best practice examples (e.g. within the scope of the Danube’s Archaeological eLandscapes project), on what challenges lay ahead. These challenges included various models and manners of displaying archaeological narratives, as well as how best to establish or enhance interregional/European cooperation. Did this gathering of different perspectives on cultural route development and sustainable management have a positive impact? The Mobility Action has indeed provided quality, directly applicable results in the form of future cooperation between participants: The Iron Age Danube Route and the Phoenician’s Route have signed a partnership agreement, the IADR route was presented at the Place2GO tourism fair, potential stakeholders have expressed their interest in joining the IADR, and there were other, similar benefits. Project partners and Training School participants who are in the process of developing new routes also presented at the Training School. An excursion to the Vindija cave, a focal point site for a Neanderthal route, was also offered to participants, and this provided a practical aspect to the Mobility Action as well.

Conclusion

The Mobility Action in Zagreb tried to summarize a huge effort, whilst at the same time creating a cultural route. Thus, the key to a successful route should be scientific background and research, providing all around accessibility, educational and pedagogical programs for interested parties. Lastly it should be about developing tourism and communicating with visitors through numerous approaches.¹⁵

Throughout the Mobility Action, much attention was given to the challenges that arise while creating a cultural route. A particular emphasis is always on the relationship between experts and the general public. The latter are often sceptical about the benefits of a cultural route - In that respect, failing to obtain the support of the general public can be very risky for cultural heritage. It is here that museums and heritage institutions can play a leading and crucial role in protecting monuments and sites, educating local communities, communicating, supporting and bringing the idea of shared heritage to life.

Such a synergy can be seen in the best practice example from the archaeological site of Kaptol, where long-term research has been ongoing for a number of years. Using the results of the Kaptol research, a SWOT analysis of all potential cultural heritage resources was undertaken, thereby creating short, mid and long-term strategies aimed at specific target groups, encompassing it within a joint visual identity. The entire process was supported by the local management (permits) and stakeholders, without whose support the idea would not have been feasible.¹⁶

By providing support, insight and experience from numerous examples both in Croatia and the wider world, the Mobility Action in Zagreb hoped to tear down some barriers that might be imagined by local policy makers, stakeholders, small medium enterprises (SMEs) and other interested parties. In other words, the goal was to attract others to similar ideas, expand their knowledge, lessen their fear of such projects, and create a workflow towards a more interesting, cultural heritage-fuelled future.



Field trip to Kaptol during MA Zagreb. Photo: AMZ

Recommendations

1. Find a way to connect collections with landscapes from where they originate
2. Share experiences and knowledge of best practice
3. Create bonds between local communities and cultural heritage
4. Never cease to be interesting / Keep activities alive, ever-changing and attractive for all types of visitors
5. Communicate your work to the general public in a clear and comprehensible manner
6. Base your work on the communities needs and wants, as well as the legal and administrative framework provided by the management
7. Create a database of available resources within the wider area
8. Prepare short-, mid- and long-term strategies for various types of target groups

¹⁵ Horvat and Klarić 2012, 30.

¹⁶ For more details see the Best practice example Kaptol chapter.

2.3. Archaeological Landscapes

From traditional museum research and presentation to heritage tourism and smart landscape management

Szabolcs Czifra, Szilvia Fábián, Loránd Olivér Kovács, Adrienn Pálinkás

I Hungarian National Museum

Our landscapes possess a fascinating diversity, from the almost untouched natural environment, to places shaped by centuries of human activity to cities. Cultural landscapes, the result of the interaction of nature and human intervention over centuries, include visibly built features, and preserved and hidden landscape elements, with a long history that can be traced back in time. Landscapes are places where people live in; it is the framework of their local, regional, and national identity, and affects their quality of life.¹⁷ The European Landscape Convention (2000) recognized these aspects, derived from historical and archaeological landscape research, which fosters the integration of a wider range of stakeholders in the active management of landscapes to negotiate the trade-offs needed for future sustainability.

The study of landscape has become increasingly important in archaeology in the last forty years and has helped researchers to raise their scope beyond individual artefacts and sites, to address how past communities and cultural meanings shaped and left their mark upon the landscape.¹⁸ The key concept of “landscape archaeology” appeared in Hungarian archaeology in the 19th century and left a very strong mark on ethnographic research. The methodology popped up again in the Hungarian Archaeological Topography Programme in the 1970s, but only became a widely accepted method in the 2000s. Landscape archaeology has shown spectacular development and significant results over the last thirty years, which meant an expansion of methodological tools and the distribution of new approaches.¹⁹ Moreover, the shift in archaeological research from single finds and sites, to a more comprehensive understanding of the landscape as a theatre of human actions accelerated the use of modern, large-scale site-diagnostic methods that uncover encoded information, and help to “read” how past societies transformed their environment.²⁰ Recognising landscapes as a part of cultural heritage at the European level not only fertilised academic debate, but highlighted other interests (agricultural, economic, social) that are interwoven within shaping cultural (archaeological) landscapes. These aspects were firmly stressed by another European political document (the Faro Convention 2005), which defined the new international framework for action regarding the social role of our heritage. Unfortunately, “these elements are rarely addressed through a holistic framework in research or policy making”.²¹ The Danube’s Archaeological eLandscapes project grew out of a non-traditional recognition, which envisaged touristic values in connection with archaeological heritage.²² Accordingly, the project had two main pillars: making archaeological heritage more visible (by modern digital techniques) and creating thematic cultural routes. Both focal points help to satisfy the growing need in the different spheres of governmental, economic, and academic fields in Hungary to explain what archaeology is, why it is necessary, how is it ben-

eficial for society, and what level of funding is appropriate for it.²³ Naturally, similar questions appear in other communities as well,²⁴ and we would venture to say that elsewhere the recent economic crisis has also brought these dialogues to the fore. We believe that visibility and communication research results in understandable terms help to raise social awareness of archaeological heritage. The Hungarian National Museum consists of several museums, exhibition places and open-air archaeological parks, some of which are in historic buildings (and in castles) or built at archaeological sites. It has always been a challenge how to establish active contact between indoor exhibitions (artefacts) and outdoor places (sites). Recognizing the success of the EU-funded Iron-Age-Danube project, and the establishment of a transnational network of archaeological trails, the Hungarian National Museum became one of the founding members of the Iron Age Danube Route Association. This transnational thematic cultural route emphasizes the social and economic value of archaeological heritage (especially of the landscapes) and fosters international cooperation in heritage research, preservation, and promotion.²⁵ Lessons learned from the route development were used to shape the Mobility Actions.

In planning the Mobility Action Week in Hungary, the emphasis has been on the different target groups and their needs. We tried to organize various programs for other target groups and find the best event format (e.g., workshop, conference, training school). After four different thematic days, the last two days of the Hungarian Mobility Action (MA) combined all the best parts of the previous MA meetings. This event also reached out to all the target groups in the form of an international conference centred around the main topic.

The specific topics of the MAs were:

- Digitalization of the archaeological heritage
- Smart landscape usage of archaeological sites
- Connecting youth with archaeological heritage
- A network of cultural and thematic routes in Hungary

Summary of the activities

Cultural Routes in the Danube Region

Workshop

Target group: International organisation; Education/training centre and school; Higher education and research; Local public authority

The best way to create a framework around the Mobility Action Week in Hungary was to organize a workshop that aimed to present some of the working cultural thematic routes in Hungary, and focus on Hungarian perspectives. Going over the most important aspects of archaeological landscape management, the cultural thematic routes are an indisputable part of them which connect the landscapes with the “users” through tourism. Besides the lectures, a temporary roll-up banner exhibition opened focussing on the Hungarian Cultural Thematic Routes. Eszter Csonka-Takács (director, Intangible Cultural Heritage) presented on the topic of the European Network of Cultural Thematic Routes. The program aims to develop and support routes of transnational significance for the understanding and appreciation of common European values, promoting a new type of “slow” tourism and strength-

¹⁷ Taylor – Lenning 2012.

¹⁸ Layton – Ucko 2005.

¹⁹ Laszlovszky 2008; Zatykó 2015.

²⁰ Czajlik et al. 2019.

²¹ Tully et al. 2019.

²² <https://www.interreg-danube.eu/approved-projects/danube-s-archaeological-elandscapes>

²³ Czifra, Fábián 2016; Raczy et al. 2021.

²⁴ Watkins 2012.

²⁵ <https://www.ironagedanuberoute.com>

ening existing and new communities. The routes show how different European countries and cultures can contribute to protecting and sharing our cultural heritage. All this helps to uncover Europe's rich and diverse cultural heritage and develop networks of individuals, communities and places. The programs must bear in mind the aspects of responsible tourism, sustainable development and the protection of the living environment. Presentations about the Art Nouveau Routes in Europe and the Role of the Museum of Applied Arts in Budapest were given as examples of best practice. The next example focused on the EuroVelo, the European Cycle Route Network, which is an essential part of sustainable tourism trends. Three amazing stories about the Saint Martin of Tours Route, the Iron Age Danube Route and the Connecting hiSTorical Danube rEgions Roman routes project then followed. In sum, it can be said that the discussions should be continued, as it was made clear by the presentations that all the thematic routes face similar challenges. Cooperation could provide greater visibility to the initiatives and strengthen their ability to assert their interests.

Archaeology and Visualization powered by the Society of Archaeology and Art History

National mini conference

Target group: International organisation; Education/training centre and school; Higher education and research; Local public authority; General public; SME

The digitalization of archaeology was in the spotlight at this event. The event aimed to connect those experts from museums, universities and other cultural institutions who had also been working on the visualization of archaeological heritage and have an experience that is worth sharing in the premise of future collaboration. In the beginning and at end of the event guests had an opportunity to experience a VR exhibition in the Hungarian National Museum. This was introduced in a form of a presentation by experts from the Hungarian National Museum and Open Dimension Ltd, who made the visualization of the Vértesszőlős site. The participants heard different lectures, from the initial steps of the digitalization of the archaeological sites, to the latest museum presentations. The event showcased many good examples of how to present such content to the general public. The director of King Matthias Museum presented the visualization of the Visegrád palace step by step, including an interesting video of different types of visualizations of the site. Another good lecture was given by a group of archaeologists (Viktória Kiss, Szilvia Fábián, Dániel Gerber, Kitti Köhler, Ágnes Kustár, Balázs Gusztáv Mende, Anna Szécsényi-Nagy) about the facial reconstruction of a Bronze Age woman from Balatonkeresztúr, which was done based on the cranial structure of the woman. From the Budapest University of Technology and Economics, Zorán Vukoszávlyev and Máté Gergő Kovács talked about what kind of interpretation possibilities a Roman heritage site has in the 21st century. During this event we saw different possibilities for visualization, from facial reconstruction to landscape-scale modelling, as well as modelling for scientific purposes, or promotion for the public. In some cases, the visualization also helps further scientific research.

Virtual journey for kids

School program

Target group: General public

Museums play a very important role in informal education, but at the same time, they have found themselves in the even more difficult situation of having to make their exhibitions understandable for students, and thus for future adults. Learning "extensive chronologies" in schools requires the acquisition of a lot of factual information, but it cannot ignore the presentation of history from its beginnings, as otherwise the developmental processes of human societies become incomprehensible. With the result of *D.T1.2.2 International working group forum evaluation and the draft of standards* on archaeology in the school curricula, we planned to find the best solution to present the VR exhibition to students. After the opening ceremony of the VR room in Budapest, this school program was the first test event with a class of over 30 children. This event helped us to create a compact school program for kids that contains a museum pedagogical and VR tour in the archaeological exhibition. The intention is to plan smaller groups of up to 10 students and organize the tours in parallel to the real and VR exhibitions. The students also enjoyed watching their classmates' adventures on the screens. It is recommended to explain the methods and the steps of the tours for the entire group first, and then repeat for individuals if necessary.

New routes, new opportunities - Heritage tourism in Hungary training school

Training school

Target group: Education/training centre and school; Higher education and research

The theme of the training school was archaeological thematic routes and heritage tourism in Hungary. As alternatives to cultural tourism, cultural routes enable a more thorough exploration of domestic regions and neighbouring areas. The purpose of the event was for university students to find the connection between archaeological and natural treasures points. The main question of the workshop was how the archaeological sites can be shown in accordance with today's expectations to the general public. Focusing on different visitor groups and side programs, it was presented with modern devices, and offered different tours in length and depth. The first part of the workshop was an introduction section via short lectures on branding and connecting heritage sites with tourism through promoting hiking trails, and intertwining them with other leisure activities to take time to explore local history and culture, while also supporting the environment. Heritage protection specialists (the Association of Cultural Heritage Managers, Hungarian Hikers Association and Hungarian National Museum) also presented at the school, focusing on current challenges and offering best practices as solutions. As the second part of the programme, four teams were formed under the guidance of two instructors with expertise in the topics. The four groups



Katalin Wollák heritage protection expert helping to training school attendees.



The conference "Public archaeology" – the creation of networks. Photo: UMJ.



Presentation of Tamás Látos (GIS expert of HNM NIA) during the Archaeology and Visualization – powered by the Society of Archaeology and Art History mini conference.



Roman reenactment group member is discovering Villa Romana Baláca virtually.

had to create cultural route ideas for two sites: the Vértesszőlős lower Palaeolithic and Villa Romana Baláca site. They also outlined the concepts regarding the nature of the route, its management model and its activities. The results of the groups were presented to other attendees and experts. To summarise the event, we can say that this was an inspiring form of meeting. Both the students and experts enjoyed the collaboration and brainstorming, just as with the presentation section of the training school. This event highlighted the importance of involving the future “general audience” in collaboration. All of the working groups focused on everyday life (for example gastronomy, and special occasions) of the earliest mentioned periods. These are the easiest topics for the general public to connect with.

New arrivals in historic landscapes - Archaeological heritage tourism and smart landscape management in the 21st century

International conference

Target group: General public; International organisation; Education/training centre and school; Higher education and research; SME; Enterprise, excluding SME; Local public authority; Regional public authority; National public authority

The *New arrivals in historic landscapes - Archaeological heritage tourism and smart landscape management in the 21st century* conference aimed to connect all the topics that were discussed prior, during the Hungarian MA. Furthermore, the event sought to create a forum where all the cultural sector workers - dealing with archaeological heritage - can start a conversation about the challenges of presenting and promoting archaeological heritage. It tried to answer these challenges and show their best practices and good solutions. The conference was co-organized by the Hungarian National Museum, the Veszprém-Balaton 2023 European Capital of Culture, and the Iron Age Danube Route Association. Cultural landscapes are of great economic value. It is important that their values are recognised and appreciated, and that they are used and shaped in ways that help maintain their identity. Another important aspect is cultural tourism, especially hiking and cycling, and this has been growing in popularity and is a “major winner” of the pandemic. This is coupled with the development of traditional destinations and the expansion of thematic routes highlighting cultural heritage. These thematic routes offer cross-border attractions and experiences to all visitors of similar value, beyond the inhabitants of the designated towns and regions. Examples of the attractiveness of sites were presented by representatives of the Iron Age Danube Route (Sanjin Mihelić - (Archaeological Museum in Zagreb & President of the Iron Age Danube Route Association), The Phoenicians’ Route (Dr. Antonio Barone: The Phoenicians’ Route Director, Phoenicians’ Route), Medieval Churches Route Association (Founder of the Medieval Churches Route Association, Development Team Leader, Tiszántúli District of the Reformed Church Hungary), and The European Rock Art Trail. A further lecture was given by Dr. Tamás Fejérdy (Honorary President of the ICOMOS Hungarian National Committee, Honorary Professor at Pannon University and Researcher at the Institute of Advanced Studies Kőszeg); Béla Kárpáti (Chief Executive, Sopron-Fertő Tourism Development Non-Profit Ltd.) and Dr. Dénes Nagy (President of the Folk Architecture Committee, The Regional Centre of the Hungarian Academy of Sciences, Veszprém). During the second half of the first day, participants could choose between two parallel sessions where they learned about the following topics: Archaeological cycling tourism with Dr. Erzsébet Jerem (Director and Editor-in-Chief, Archaeolingua Foundation, Iron Age Danube Route Association Scientific Committee) and Smart landscape management with Dr. Tamás Fejérdy. Regarding the overall aim of the day, we can say that connecting actors from different sectors is essential for the effective exploitation of cultural heritage elements. Regular meet-

ings and monitoring activities can facilitate the achievement of useful, realistic goals that can be implemented both locally and regionally. This requires an innovative strategy. COVID showed how quickly the trend of mass tourism can be reversed, whilst local values and alternative cultural offerings came to the fore. A better understanding of best practices from the international scene can also provide useful advice in overcoming our own challenges.

On the second day of the conference, the organizers brought into practice those topics which were discussed during the first day’s lectures. Applicants could participate in a field trip to Villa Romana Baláca, where sustainable tourism was the focus. Participants travelled to the location from Veszprém by bicycle. They could attend guided tours in the villa just like in Virtual Reality. The catering was prepared by a local service provider. The lecturers and participants could share their thoughts about the first day, and this field trip offered a great opportunity not only to promote the Roman archaeological site both nationally and internationally, but to give a space for different experts to expand their network. Through these networks, heritage sites, distinctive cultural landscapes and the communities that live there today become more visible and more resilient.

Conclusion

The Mobility Action in Hungary focused on visualization and new methods of heritage promotion and aimed to (re)connect representatives of museums, archaeological institutions and associations, as well as universities with a specialization in archaeology or heritage management on the one hand, and those actors who are involved into thematic route development. In line with the concept that “*museums have no borders, they have networks*”,²⁶ we organized programs in collaboration with Hungarian and international associations, universities and with our associated project partner, the Veszprém-Balaton 2023 European Capital of Culture (ECOC). Programs took place largely in the main building of the Hungarian National Museum, with the exception of the heritage tourism conference, which was held in Veszprém and Baláca. The first topic, archaeological visualization together with reconstructions in the physical world, has always been an important tool for archaeologists, and an even more important way for the public to engage with the past and participate in the archaeological imagination. The expansion of archaeological reconstructions into virtual spaces in the 1990s has made it possible for anyone to step into an imagined past, manipulate it and help create it. Today, digital solutions have also become one of the most useful tools of archaeology in research.²⁷ The mini-conferences for heritage experts presented different visualization solutions ranging from individual objects to complex fortresses and their surroundings. Many of these presentations explored the use of digital techniques for research purposes. In addition, they stressed the immense possibilities of digital visualization, which might lead to the ‘renewal of the museum and museum experience in the digital epoch’ as some scholars expect from these novel techniques.²⁸ Nonetheless, the large financial resources needed for such solutions inhibit the widespread uptake of high-end VR and AR techniques. The other major topic of the Mobility Action in Hungary was the cultural routes, to which the Hungarian National Museum’s team is directly linked through the development of the Iron Age Danube Route.²⁹ We promoted cultural routes in different ways and invited experts to share their experiences. It was very enlightening that possibilities in route-based touristic development have been advertised in Hungary since the end

²⁶ Highlighted on the starting page. See: <https://icom.museum/en/resources/standards-guidelines/museum-definition/>

²⁷ Already pointed out in several papers in Evans – Daly 2006.

²⁸ Ruttkay – Bényei 2018; Devine – Tarr 2019; Giannini – Bowen 2019a; Giannini – Bowen 2019b;

²⁹ Summarized by Czifra et al. 2019; Pálinkás – Czifra 2019.

of the 1990s, and academic papers report on the current status of this work³⁰. However, most of the routes lack a long-term financial and management strategy. Furthermore, the tourist value of archaeological heritage is often neglected or undervalued, even though the concept of archaeological guided trips appeared almost parallel to the increased dialogues surrounding cultural tourism. As an example, one can refer to the advertisement of archaeological sites, monuments and museums with collections by the Archaeolingua Foundation. Destinations from prehistory and the Roman period were summarized in two publicly available handbooks, and several other publications were proposed for other periods.³¹ The success of these heritage tours is limited and debatable, as neither the (Hungarian) National Tourism Development Strategy 2030 considers archaeological tourism in the next decade,³² nor does the archaeologist's handbook aim to create a solid base for strategic decisions.³³ Heritage tourism as a specific subgroup of tourism is driven by tourists with many different emotions and perceptions, in which the visitors' relation to their heritage plays a crucial role.³⁴ Participants agreed that museums (often with large archaeological collections) are changing according to these social expectations, and are trying to be more visitor-oriented places. In addition, museums tend to add surplus value to the tourist destination, whilst they contribute to economic growth. But the idea that heritage counts for all of us is still not automatically transferred to cultural landscapes. Our heritage tourism conference demonstrated this assumption for the Danube region by introducing best heritage promotion approaches and sustainable management practices from different countries (in some cases presenting methods from Italy and Spain). We believe that networking helps to raise awareness of archaeological heritage, especially the use of modern digital solutions and innovative route-based heritage promotion strategies to enable museums to reinvent the traditional concept of museum experience and encourage, change and expand their role in the cultural tourism market.

Recommendations:

1. Support museums in landscape research and integrate it for local usage.
2. Communicate research results in understandable terms.
3. Use digital solutions to present archaeological landscapes.
4. Establish or strengthen contacts between heritage protection organizations, e.g., museums, universities, associations, other research institutes, tourism organizations and civil associations.
5. Expand cooperation with the local population and stakeholders of archaeological sites.
6. Initiate joint programmes in the archaeological area, whilst considering the main target groups.
7. Foster co-creation and public involvement in museums and heritage sites.
8. Suggest sustainable, intelligent land usage strategies and possibilities for the touristic exploitation of archaeological sites.

³⁰ Nagy 2012; Nagy – Piskóti 2016

³¹ Hajnóczy – Mezős – Nagy – Visy 1995; Jerem – Mester 2010.

³² https://mtu.gov.hu/documents/prod/mtu_strategia_2030-english.pdf

³³ Raczky et al. 2021.

³⁴ Asworth – Godall 1990; Prentice 1993; Poria et al. 2001.

2.4. Digital technology in Museums

“E-heritage. Everything else is the past”

Saša Rudolf, Mojca Mikolič | National Museum of Slovenia

Introduction

Digitization in museums has been a growing trend for decades, and it changes the entire concept of these institutions. Cultural heritage and technology run parallel; advances in one area help push the progression of the other. With modern technology we can clearly see the shifts in how we experience museums. In light of recent advances, it is worth examining interactions with future museums. Between fashionable trends and market awareness, some of the basic conditions for the successful implementation of digital technology are the transnational cooperation between museums, communication with decision-makers and regular visitor surveys.

When presenting cultural heritage to the public using digital technology, we use information and communications technology (so-called ICT). The term information and communication technology is understood to consist of a wide variety of information and communication media (software and hardware) and networks that enable the storage, processing and transfer of information. Today ICT is present in all areas of life, penetrating all spheres of society, and represents an exceptional opportunity to increase the quality of the information provided. ICT is changing at an extremely rapid pace, and its development brings new opportunities and possibilities for communication. On the other hand, it also brings challenges and risks: protection of personal data, dependence on the reliability of technology etc.

ICT tools act as an intermediary between museums and (potential) users. They enable more efficient manipulation of content, better reception and improved processing of information. However, they also contribute to greater accessibility for (the possibility of adaptation for all vulnerable target groups) and inclusivity of visitors (enabling interaction). New technologies offer visitors a better experience and understanding of heritage, as they bring it closer to them by recreating the past. ICT encourages new interpretations in the research process and offer new opportunities for heritage education, including learning through play (*edutainment*). One of the best advantages of ICT is that it has the potential to strengthen the presence and engagement of museums in the landscape. An aspect that must also be taken into account when choosing ICT media is that the selected tools also provide the possibility for collecting feedback from users. This is useful for us in evaluating a wide variety of aspects of museum management.

The National Museum of Slovenia and the Institute for the Protection of Cultural Heritage of Slovenia organized a Mobility Actions event in Slovenia entitled *E-heritage. Everything else is the past*. This event was intended to encourage successful networking between museums, decision-makers, SMEs (small medium enterprises) and other areas (IT sector, educational sector etc.), and to review the digital tools available on the market.



Project partners visited several small but interesting and immersive museum centres with different technical solutions in Štajerska region. Photo: J. Kusetič

The topics of the Mobility Actions were:

- Knowledge transfer and collaboration between key institutions in the region,
- The use of modern didactic approaches,
- Digital tools and equipment in state-of-the-art presentations,
- An overview of cultural routes and digitization of cultural heritage and their role in (sustainable) tourism,
- The characteristics of the Danube Iron Age Cultural Route.
- Excursions – examples of the use of digital technology in cultural heritage.

The event was organized across five consecutive days, between November 8th and 11th 2021, at the premises of the National Museum of Slovenia, Park of Military History Pivka, Prem Castle, Botanic Garden of University of Maribor Pivola and the Regional Tourist Centre Septarija. A total of 158 participants were present at Mobility Action events (all five days, both in person and online), consisting of representatives from different target groups: 10 from higher education and research, four from SMEs, four from local public authorities, 18 from a national public authority and 122 from the general public.

The events were organized in a hybrid way – in addition to in-person events, the content was also livestreamed via Zoom, YouTube and Facebook.

In this way the topics of the Mobility Actions were strongly linked to the European Commission's recommendations concerning the digitisation and online accessibility of cultural material and digital preservation (C(2011) 7579 final) and the Digital Agenda for Europe by encouraging “partnerships between cultural institutions and the private sector in order to create new ways of funding digitisation of cultural material and to stimulate innovative uses of the material” and making “use of the EU's Structural Funds, where possible, to co-finance digitisation activities in the framework of regional innovation strategies for smart specialization”.

SUMMARY ACTIVITIES

Day 1: Curators for Curators & VR experience

Target groups: Professional – project partners.

Introductory day for curators and heritage managers, and presentation by the National Museum of Slovenia.

The curators from other project partner institutions discussed the field of digital agendas and other relevant topics, like museology and archaeological landscape research. The main aim of the event was accomplished – increasing the knowledge transfer and collaboration between key institutions in the region. In the second part of the day, a curator team visited the VR exhibition in the Union Museum and experienced the current virtual tour on the topic of brewing. The day concluded with a discussion and dinner.

Day 2: Use of modern didactic approaches, digital tools and equipment in state-of-the-art presentations

Target groups: Professional – experts in the field of museology (curators, museum pedagogues), tourism, the IT sector, and the general public.

Lectures were conducted that showcased the latest innovative approaches for the didactic use of digital technology, with the addition of the most common practical examples. Within the frame of the project, the strategies of digitization of archaeological heritage were presented. The basic hardware and software for digitization of heritage, and its associated limits, were also discussed.

Jože Rugelj (Faculty of Education) – Effective learning with multimedia learning materials. Rugelj, PhD presented the theory of cognitive load within the learning process, and Mayer's principles for their effective management using multimedia.

Nataša Potočnik (experience designer at Enigmarium®, SME) - Using gamification to design unforgettable experiences to enliven cultural sites, museums and castles. Nataša Potočnik, who is also a president of the Slovene Association of Escape Room Activities, talked about a “thinking outside of the room” approach to bring local history back to life, and how to use gamification to design unforgettable and immersive experiences to breathe life back into enliven cities, cultural sites, museums and castles. She also presented some examples of the escape room contents, and how to bring cultural heritage themes to the public, to cities and landscapes.

Nejc Dolinar (Institute for protection of Cultural Heritage of Slovenia) – Presentation of Strategies “Digitization of Archaeological Heritage for Sustainable Tourism”.

Žiga Lesar (Faculty of Computer and Information Science) - Virtual tours (VR technical equipment and virtualization of space). The presentation was held on the topic of VR hardware and room virtualization, and the use of these technologies in archaeology and museology. The capture of spaces, digitization, reconstruction on the screen and, of course, the connection to VR.

Sašo Knez (AFormX, SME) - Flights into history (how to build VR time-machine). AFormX is a company developing VR based flight simulators. They are the global leader in a niche market of historical VR flight simulators. This lecture presented the underlying principles involved in designing a successful educational VR experience. This lecture was a “recipe” on how to build a VR time-machine.

Day 3: Cultural routes and digitization of cultural heritage, and their role in (sustainable) tourism

Target groups: Professional – experts in the field of museology and tourism, other stakeholders, policy makers (e. g. Ministries), and the general public.

Presentations of cultural routes and guided discussion on the topic. The guests at the round table discussions were also decision-makers (Ministry of Culture, Municipalities etc.) They presented their main strategies and documents for implementing digital technology in cultural heritage. A fruitful discussion ensued between decision-makers, museums, SMEs and the IT sector about digitization in cultural heritage.

IADR Association - Iron Age Danube Route TALKS. Digital paths along the Iron Age Danube route. Integrated Approach in the Presentation of Archaeological Heritage. Round table discussions with SMEs, curators and IT sector about managing and making the paths sustainable using the digital technology.

Day 4: Examples of the use of digital content in selected institutions or on locations (excursion to the Notranjska region)

Target groups: Professional – project partners

Visit of the Park of Military History Pivka – Park of military history a little differently – the use of VR technology (by Janko Boštjančič, director and Ana Čič, an expert associate). Appreciate the limits of digital technology by using VR glasses in an extreme virtual environment. Interact with the time machine – virtual flying with Spitfire and MiG29 planes, visualization produced by a successful cooperation of the museum and SME (AformX company). A sustainable and commercially successful service in the museum.

Visit the Prem Castle – Explore the castle with digital technology (by Dejan Iskra, Regional development Agency Green Carst). Experience gamification in the castle tour. Digital contents (quiz and a game made by Enigmarium® company – a successful cooperation of museum and SME).

Day 5: Discovering the Iron Age of the region through cultural routes and digital content (excursion to Štajerska region)

Target groups: Professional – project partners

Visit to the Botanic Garden of University of Maribor Pivola, archaeological trail Pivola, Regional tourist centre Septarija and archaeological trail Novine. Encountering the cultural route of the Iron Age. Visiting the archaeological trail (landscape), encountering heritage by using digital technologies in small but interesting and immersive centres (museum experiences) and tasting the Iron Age in a restaurant – an excursion to learn how to brand an Iron Age route (Heriterra®).

Project partners visiting the Prem Castle and experiencing gamification. Photo: TIC Ilirska Bistrica



RESULTS OF THE ACTIVITIES

The results had a positive impact in the broader project region, due to the knowledge transfer and implementation of their main parts, and the best practice results to other partner institutions, partner countries, and even the wider European region.

A part of the Mobility Actions were public events (on day two and three) where participants informed the interested public on their collaborative work actions, and connected immediate results. Furthermore, some of the key ideas were also presented to national, regional and local policy makers, to ensure the durability of the presented concepts. The livestreaming of the public events enabled involvement of stakeholders from across the Danube region and ensured a broad dissemination of the Mobility Action results.

More importantly, by starting the Mobility Actions, a new format and opportunity for collaboration between museums in the Danube region was created. This collaboration enabled intensive work on joint topics, increasing the knowledge transfer and strengthening of the long-term cooperation of museums as key stakeholders for cultural tourism in the Danube region. In the long-run it will also create new cross-border programmes and outputs. To ensure a long-term benefit, the collaboration between museums and other interested parties will be continued in the future. In doing so it will hopefully increase the efficiency of museum work through interaction and knowledge transfer with other colleagues.

One of the main focuses of the Mobility Action in Ljubljana were the trends of digitalization of cultural heritage and innovative approaches, and its use in presentation and interpretation.

The excursions allowed participants direct insight into examples of the use of digital content in selected institutions or locations. It provided them with practical knowledge and enable first-hand user experiences.

A hypothetical example of how museums can be more integrated into the landscape was also presented. Museums can showcase their contents and programs, and then direct visitors to authentic archaeological sites, where they could experience the past landscape using digital technologies. The reverse is also true. After visiting real archaeological locations, visitors are directed to museums, where they can access in-depth content that can only be provided at museums. The discussion between museums and other stakeholders clearly showed the tremendous potential for cooperation and all-round prosperity.

The main purpose of the event *E-heritage. Everything else is the past* Mobility Action was to strengthen the transnational cooperation of partner museums in the field of digital agendas and archaeological landscapes research. It also served to increase the knowledge transfer and collaboration between key institutions in the region. All activities were intended primarily as a learning interaction between key actors in museums, whereby smaller expert groups worked jointly on the predefined topics. Lastly, the Mobility Action was also partially intended for general public. Several lectures, debates and round tables for the public were arranged, as well as workshops for policy makers and other stakeholders with a presentation of the developed Strategies for the Danube's archaeological eLandscapes. The livestreaming over both days also enabled us to reach the broadest possible public.

By joining forces with representatives of all the above mentioned target groups, a productive discussion was possible, from which all the involved parties gained new insights into the discussed issues and challenges:

- The use of modern didactic approaches, digital tools and equipment in state-of-the-art presentations: participants learned about best practices and discussed different examples of virtual and augmented reality experiences and approaches towards creating historical visualisations
- An overview of cultural routes and digitization of cultural heritage and their role in (sustainable) tourism: participants gained knowledge about different cultural routes in Slovenia and Europe, the administrative procedures and conditions, needed for the creation of a new cultural route, and the role and value that digitized archaeological heritage has in sustainable tourism today,
- The characteristics of the Danube Iron Age Cultural Route.

Participants of the events were project partners and different stakeholders from Slovenia and partner countries, as well as policy makers from Slovenia. It is hoped that they will disseminate the gained knowledge through their own social channels and business connections, thereby assuring the widest dispersal of gained knowledge and newly developed narratives. This in turn will raise awareness about the cultural heritage of the Danube region.

Conclusion

One of the results of the workshops for policy makers and stakeholders, that were a part of Ljubljana Mobility Action, was also to present the developed Strategy for Danube's archaeological eLandscapes and encourage a live discussion regarding its main results, recommendations and guidelines in three main fields of study (archaeological, technical and social). The participants also found it useful to get to know each other, learn about each other's work, and discover possibilities for cooperation.

The results, and most important conclusions, from the Ljubljana Mobility Action created a series of recommendations within a usable matrix, which will help the partners, as well as other museum institutions in the Danube region, to create an efficient plan for introducing the technological possibilities to their institutions. The action plan will be presented to other museums and national, regional and local policy makers to ensure broad support and implementation of it beyond the partnership and the region. It will also enable an easier transfer of knowledge within national and regional strategies, and regulatory frameworks.

The Mobility Actions, Creative Labs and Hub Activities and Industry Forums that were conducted during the project, served to highlight the museum as a place of creativity and innovation, especially for the general public. In addition, the museum is also becoming a central focal point within the professional environment as well.

Recommendations:

1. Creating and supplementing a comprehensive digital policy and strategy.
2. Ensuring the continuity of projects, programs and strategies.
3. The cooperation of all important actors.
4. Education of all important actors and understanding of digital technologies.
5. The intensive involvement of museums in the landscape (directing visitors from museums to the landscape and vice versa).
6. Long-term cooperation with the general public.

2.5. Landscape Narratives

Are We Prepared to Communicate Them?

Iskren Velikov | Rousse Regional Museum of History

During the very first years of the 20th century, the “Father of Bulgarian Archaeology” – Karel Skorpil - was commissioned by the Bulgarian Archaeological Society in Sofia to conduct a series of field observations across the country. These were to result in the compilation of a Bulgarian Archaeological Map. In 1914 the first monograph of this series was published under the title “Description of the Antiquities along the Course of the Rusenski Lom River”. In addition to the detailed description of every visible trace of fortification, sanctuary, artefact, and local lore, the introduction of this fundamental research states that the image of the Rusenski Lom River valley was unfamiliar to wider audiences, and that the monograph expected its popularization. More than a century later, we can see that this picture remains largely unchanged, except for a few well-researched sites that have generated public interest.

One of the curious aspects of Karel Skorpil's monograph is his choice of title. Setting aside the contemporary administrative divisions of the country, he decided to “address” the local heritage of the region through the specifics of its landscapes. The limestone canyon of the Rusenski Lom River valley, formed millions of years ago, is only a part of the Ruse region, but its features have assisted human development for millennia. This led to the formation of a specific syncretism between the human presence and nature. Skorpil's research addressed the narratives of the landscape in all of its varieties, based on the archaeological remains, but also seeking to establish strong links with local communities – an approach, which has proven to be not only to be topical, but also of crucial importance for the successful promotion of local heritage.

The Mobility Action in Ruse

The Mobility Action, organized by the Rousse Regional Museum of History as part of the activities of the “Danube's Archaeological eLandscapes” project in June 2022, was conducted under the general theme of “Landscape Narratives”. The program was developed around three different points – a presentation event with discussion panel, a demonstration of virtual reality (VR) reconstructions, and a field trip to the heritage sites of concern.

The Presentation Event with Discussion Panel focused on the cultural heritage as seen through cultural landscapes that represent the unity between humanity and nature. The successful development of archaeological excavations during recent years has made many places popular because of the material remains found in situ. Public interest in them has made field research increasingly important for local communities and stakeholders, and this creates more responsibilities for researchers, as archaeology too often uses destructive research methods. In this context, digital landscapes are becoming increasingly important, including the possibility to reconstruct cultural spaces located along the Danube. The Presentation Event with Discussion Panel presented archaeological research from northern Bulgaria, and linked this research to places that are an important part of the local cultural landscape. These sites include elements from the Danube Roman Limes, the canyon in the valley of the river Rusenski Lom, where the churches are situated inside caves, and urban spaces where archaeology intersects with urban planning. Cultural landscapes, as an element of cultural heritage, play an essential role in the development of society today, as they become an element of local identity. The narratives associated with them become a



VR experience. Photo: Rouse Regional Museum of History



Field trip during MA. Photo: Rouse Regional Museum of History



Field trip during MA. Photo: Rouse Regional Museum of History



Field trip during MA. Photo: Rouse Regional Museum of History

basis that allows us to create a better interpretation in order to ensure a sustainable process of heritage sharing.

The Presentation Panel included participants from museum institutions in Northern Bulgaria – archaeologists, historians and museologists - and was attended by representatives of local stakeholders. The key presentation by the Universalmuseum Joanneum assisted in establishing points of cross-reference between local and international experience in the field of studying and promoting archaeological sites of heritage. The public display of the results from archaeological excavations, and research produced several topics of discussion concerning readiness for dialogue between specialists, local communities and general audience.

Discussions

The discussions that followed the presentation panel focused not on the theoretical and the scientific side of the archaeological studies in the region of Northeastern Bulgaria, but rather on the necessity of constructing an understandable narrative for the visitors of the sites and enthusiasts of local heritage. After acknowledging the existing gaps between the scientific presentations and the visitors' requests, the participants of the Mobility Action were able to define specific, necessary steps for a shift in attitude. Among the main points of discussion was the position of the local community within this process. During the People's Republic of Bulgaria, the connection between local heritage and local community was damaged to a certain degree – mainly due to the intervention of institutions and authorities in the process. The establishment and maintenance of a sustainable dialogue between the management of a site and the local communities is of vital importance not only for the beneficial development of these sites, but also for the region.

Virtual Reality (VR) Experience

Part of the program of the Mobility Action in Ruse was the presentation of VR products. The virtual reconstructions are a part of the Virtual Room located in the premises of the Museum of History in Ruse, and were officially opened to the public on May 6th, 2022 – the town holiday of Ruse.

The Rousse Regional Museum of History offers two individual VR products, combined by the desire to display an understandable recreation of the Middle Ages in this region. The first experience presents a full-scale reconstruction of the citadel of the Medieval town of Cherven – the largest urban settlement from the 12th-14th century in this part of the country. The visitors of the permanent exhibition are able to walk along the original street network of the fortification, examine the appearance of houses, temples, other typical buildings, and peruse what is offered at the market stalls. Along with the hypothetical reconstructions, the VR experience also connects the “silent” artefacts (ceramic vessels, coins, tools, adornment), discovered during archaeological excavations, setting them within their original context.

The second VR product displays a recreation of the exterior and interior of the rock-hewn “Holy Mother of God” church near the village of Ivanovo – a UNESCO World Heritage site. The rock-hewn temple belonged to a large monastery complex, founded in the 13th century by the future patriarch of the Bulgarian Orthodox Church, and sponsored by the Bulgarian Royal family until the fall of Bulgaria to the Ottomans. The VR experience presents a more comprehensible image of what the church looked like at its peak, offering restored frescoes and architectural elements.

Field trip

The last day of the Mobility Action in Ruse was used to present the current state of the heritage sites from the Middle Ages in the region to participants. The visits to the Medieval town of Cherven and the Rock-hewn Churches of Ivanovo provided attendants with the opportunity for a vivid touch of reality and the possibility to compare the theoretical framework from the previous days. Both places are among the best examples of preserved archaeological sites in our country, without contemporary reconstructions and damage to the ruins. Despite the fact that this is a great asset in terms of scientific development, it also poses certain difficulties in delivering understandable messages to the general audience. The field trip stressed the weak points of the in situ presentations, overridden by the availability of the elaborate virtual reality products.

Conclusion

The Mobility Action in Ruse attempted to summarize and present the research efforts of museum specialists in North-eastern Bulgaria over the last decade. The archaeological excavations and historical studies collated large databases of empirical material, which can be used as a basis for the further development of the research within the Rusenski Lom River valley.

The major aim of the presentations and discussions during the Mobility Action in Ruse was to “reconcile” the various points of view, which concern the nature and the content that we define as landscape narratives. One of the first steps was to define the existence of stories, narrated by the cultural landscape of the area. Developing the available scientific material for a certain zone, and contextualizing it within the frame of the area presents a whole new perspective for specialists towards its research. It greatly assists in the understanding of the past and the construction of interpretations for the past.

On the other hand, the local community possesses a differing point of view towards what they consider to be their own heritage. Very often the understandings of researchers and locals contrast from one another and requires a specific approach. This is of great importance namely because of the fact that these two concepts “represent” the heritage of the local area to general audience (visitors, tourists, fans of local heritage and nature, authorities).

In such a situation, the maintenance of a sustainable dialogue between the two sides is of essential importance. Regular communication between the local community and researchers not only advances new knowledge for the site of heritage, but also re-legitimizes the participants as equal partners in their joint effort – promoting traces of this common past.

Recommendations

1. Further the research on landscapes
2. Adjust research to the tune of the local communities
3. Share examples of good and bad practices
4. Adapt activities to the current needs of the audiences
5. Communicate work to the general public in a clear and comprehensible manner
6. Experiment in the desire to reach new groups of audiences
7. Create a database of available resources within the wider area
8. Prepare short, mid and long-term strategies for various types of target groups

2.6. Transnational mobility and knowledge transfer for sustainable preservation and presentation of archaeological landscapes

Mobility action – Slovakia

Martin Pristáš, Richard Olhava, Martin Dujčák | Technical University of Kosice, Faculty of Economics

Introduction

Mobility Actions were organised by participating countries with the aim to support regional development, especially concerning the topic of sustainable touristic use of archaeological landscapes in the Danube region. The main goal of these Mobility Actions, including the event organised in Slovakia, was to enable joint discussion about the most urgent topics among all target stakeholder groups. Stakeholders included archaeological curators and heritage managers, technical experts, regional and local government authorities, and all other relevant groups, including local communities.

The Summer School of Archaeology (SSA) was held from 22nd to 26th of August 2022. It consisted of various professional indoor and outdoor activities aimed at promoting archaeology and the region itself. The SSA's focus was the archaeological research of the medieval Zemplín castle, its presentation and promotion among the professional and general public. Another goal of this research was the presentation and promotion of the archaeological cultural heritage of the surrounding region "Dolný Zemplín" in the south-eastern part of the Slovak Republic. This included archaeology as a science and its outputs. It is precisely this which the educational dimension of the summer school offered in the form of professional lectures and excursions.

The SSA was organised by the Technical University of Kosice, in cooperation with several institutions, organizations and individuals. These included the Municipality of Zemplín, the Memorial Office of the Slovak Republic, Archeoconsult, s.r.o., Museum Krakow, the Polish Academy of Sciences, the East Slovak Museum in Košice, and the Slovak University of Technology in Bratislava, etc.

The SSA was held in the village of Zemplín (Trebíšov district, Slovakia). Several public buildings were available in the village for SSA participants. These included the Municipal Office, the cultural centre, and the historical building in the centre of the village - the so-called County House. The level of cooperation offered by the local government highlights the long-term interest that the village of Zemplín has in its archaeological heritage. In this way, the cooperation of local residents and archaeologists acquires a community dimension.

Summary of activities

Community Archeology at Zemplín Castle

The ideal location and favourable climatic conditions of the lands surrounding Zemplín Castle has resulted in recurring periods of settlement of the area dating back to the Palaeolithic (Old Stone Age). Because of this continuous settlement, the village ranks among the most important archaeological sites in Eastern Slovakia, and is of European significance.

"Hradisko (Várhegy)" is a natural landmark located in the village of Zemplín - a slight elevation on the right bank of the Bodrog river, situated in the heart of the town. The space is dominated by a massive, well-preserved man-made embankment that forms an elliptical

ring around the entire elevation. It is a remnant of the wall (fortification) of the wood and-clay castle, which was the centre of state administration of the Hungarian kingdom in this area from the 11th century. The castle also gave its name to the entire Zemplín region.

Later, probably from the 12th century, the castle gradually acquired elements of masonry. The last remains of the castle's brick architecture were dismantled in 1872. Since then, the only remnant of the castle is the massive so-called earthwork, which forms a highly visible and important element of the historical cultural landscape of this region.

Since 2014, archaeological research by the employees of the Monument Office has focused on the discovery of a brick building - supposedly a gate - in the north eastern part of the rampart. This structure consists of two masonry structures (walls) built into the existing wood and clay embankment facing each other at a distance of 10 m. In the space between them, the remains (in the form of negative features) of two more walls were discovered in the 2021 season, thus aiding in the identification of the supposed gate. During the 2022 SSA, research focused on uncovering and accurately documenting these negative features. Emphasis was placed on digital methods of documentation (photogrammetry) and laboratory analysis techniques (C14). At the same time, the creation of a digital model of the entire site is currently under development. This model is developed with the aim to being presented in a museum, for example in the Heritage Museum in Trebišov.

Within the SSA a presentation of the site was provided for about 50 participants from Slovakia, the Czech Republic, Hungary and Poland. The presentation took place in the field directly opposite the site. The remains of the wood walls were described, along with the, originally Romanesque, church of St. George, a cemetery with burials from the 12th century, a Greek-Catholic church from 1810 and the current research program of the north-eastern gate, which dates to the 12th century.

"Hradisko (Várhegy)" is a good example of community archaeology, whereby experts cooperate with local government and the local community. Thanks to the enthusiastic response and support of both individuals and the community, the locality is expected to be confirmed as a national cultural monument in the near future. In turn, this will help to bring more opportunities to the region and support the development of touristic activities based on the archaeological heritage.

The best practice example of how to build community archaeology was provided by Ďobo Chajbullin Košťál from the Department of Archaeology, University of West Bohemia, and consisted of describing the case study of Archaeology in south Kyrgyzstan.

Experience archeology: Use case of obsidian

Obsidian, a volcanic black rock, has been used since the Stone Age in the production of bladed stone tools. Deposits of this valuable material occur around the village of Zemplín, especially in the demesne of the village of Viničky. Obsidian from these deposits was distributed to almost all of Europe. It is intended that research into these obsidian deposits will be one of the main scientific activities of the SSA in the future.

Dagmara H. Werra, from the Autonomous Research Laboratory for Prehistoric Flint Mining, Institute of Archaeology and Ethnology Polish Academy of Sciences, presented her research at the SSA 2022.

She described the exceptional importance of the Zemplín region in the context of obsidian exchange, and also discussed discoveries regarding where precisely it has been mined and to what other countries it was subsequently transported.

The potential for local tourism is very high and this is the reason why we included the site with natural obsidian deposits in our mobility action. The participants could get to know the nature of the landscape and accompanying geological phenomena first hand.

An education workshop was also tested, created by Piotr Werens (Archaeological Museum Krakow), covering all three stages:

- acquisition of raw materials
- methods of tool production
- role and function of tools

Leles - historical research of monastery

The monastery in Leles was founded by Bishop Boleslav of Vaca at the end of the 12th century. This makes it the oldest preserved monastery in the entire Zemplín region. It was originally a simple building, which was later expanded several times, fortified, surrounded by a moat and supplemented with corner bastions and a large tower above the entrance portal. As a result of these renovations it gradually acquired (in a similar way to other monasteries of the time) a somewhat fortress-like character. Part of the monastery complex was the chapel of St. Michael, and in which valuable medieval frescoes have been preserved until today. The cross was added to the monastery, and today forms the southern wing of the site. One of the interesting facts about the Premonstratensian monastery in Leles is its role as a credible place, one of the few in Slovakia, specially designated chapters and monasteries, which had the right to issue, describe and confirm documents at the request of the paiges. As a result of these rights, credible places fulfilled the function of a kind of public notaries and archives. Additionally, a school for canons operated in the monastery. Thanks to all this, Leles became the centre of a wide area.

After the violent abolition of religious orders in Czechoslovakia by the communists following the Second World War, the monastery was transformed into a secondary agricultural school, and the chapel became a warehouse for artificial fertilizers. In 1994, the bare, devastated premises and destroyed surroundings of the monastery were returned to the Premonstratensian Abbey. In 2013 and 2014, archaeological research in the Paradise courtyard of the monastery discovered an inhumation burial site from the second half of the 11th century beneath the foundations of the building.

Traditional timber frame constructions in upper Tisa basin area

Traditional timber frame constructions in the upper Tisa basin area were presented by Maro Volovár (Czech Technical University in Prague, Faculty of Architecture), who has been documenting traditional wood buildings in the region for a long time. This form of architecture has practically disappeared in the country. That is why the significance of this work is so important. Based on this research and documentation, it was possible to recognize these lost monuments in digital form.



1-3 Summer School of Archaeology. Photo: TUKE

Conclusion

The SSA 2022 met the expectations of both the organizers and the participants, and thus also the set future goals. A particular benefit is the knowledge about improving outputs via individual types of activities. As for the scientific research of Zemplín Castle, in the future it will be necessary to better prepare supportive infrastructure as well as a preliminary study analysing the possibilities for presentation of the gate, through physical artefacts as well as digital simulations. The site needs to be networked with other archaeological sites in the demesne of the village to form an educational trail. Ideally, a mobile application or website for a given trail and simple stands with QR codes will be created. Such stands are easy to place and maintain in the field. The historical building of the so-called the county house in the centre of the village needs to be renovated into an information centre and a municipal museum. The museum exhibition should have the character of an interactive tour, with the largest possible representation of modern 3D technologies, rather than physical artefacts. This is because physical artefacts are administratively difficult to acquire and maintain (something akin to the current exhibition in the East Slovak museum in Košice which presents the Germanic cemetery from Rankovce). Such an information centre and museum must be integrated within the tourism and tourism infrastructure of the Košice region and connected to traffic signs of cultural heritage. The professional public has long been aware of the enormous value of the archaeological cultural heritage in the village of Zemplín and its surroundings, but its presentation and promotion must have tangible results so that this heritage can serve the inhabitants of the village and the region in a way that creates opportunities and improves the quality of life.

CHAPTER 3

3.1. Implementation of the Recommendations for each country

When we talk about museums, we have to highlight some challenges that museums face today:

- Missing digital experts
- Lacking documentation
- Inadequate database models
- Disappointing virtual visualisations
- Engaging diverse audiences
- Lack of digital strategies
- Lack of long-term funding
- Insufficient staff training
- Inequalities between larger and smaller institutions
- Archaeology and cultural heritage missing from school education

Some basic principles that museums should follow today are:

1. The museum space can be creative when the audience is involved. This approach offers completely new perspectives for many different institutions in the region.
2. The involvement of the general public in the early stage of the development of visualizations raises awareness of the need to work on the protection of monuments, as well as the value of cultural heritage.
3. Accordingly, the understanding of cultural heritage increases the need for its protection and sustainable use within the communities where it is located.

Recommendations for activities in cultural landscapes:

1. Establish negotiation processes between different interest groups and the values of individual groups that inhabit or own the landscape
2. In making decisions about the future of cultural landscapes, the needs and values of the local community should be taken into account
3. In complex and dynamic, i.e. living cultural landscapes, the process of originality protection must be sufficiently adaptable to its dynamic features
4. The concept of sustainable development and its relationship to the management of cultural landscapes should include economic, social and cultural interests
5. The protection of cultural landscapes requires a balance between the associated bio-physical and cultural resources
6. Future activities should be carried out according to laws and planning methods for the protection of cultural landscape values

Recommendations Austria

1. Support museums in landscape research.
2. Establish contact with local populations before the start of the archaeological research.
3. Organise outreach programmes in the research area.
4. Organise events for local populations during and after the research.
5. Offer forms of participation and collaboration to local populations.
6. Communicate your research results in understandable terms.
7. Develop long-term plans for collaboration with the general public and local communities.

RECOMM.	INITIATED BY	STAKEHOLDERS	EXAMPLES	TIME-FRAME
1	Museums	Local communities, Educational system	Create a sense of “my heritage” and place info panels	Mid-range
2	Museums, State authorities	Local communities and authorities	Involve all interested parties in the process of building a cultural centre from the start	Beginning
3	State authorities, Museums	Local communities Legislation	Clearly distinguish, preferable legally, to whom particular outputs belong	Through-out
4	State authorities, Museums	Local communities Legislation	Changes in legislation should be communicated with all involved parties beforehand	Beginning, Mid-range
5	Research Institutions, Museums, Conservation Institutes	Local authorities and communities General public, Educational system	Each output should consider the relationship with its surrounding	Mid-range
6	Research Institutions, Museums, State authorities	Local authorities and communities General public	Careful planning and taking into account all aspects before, during and after	Long-term

RECOMM.	INITIATED BY	STAKEHOLDERS	PRIORITY
1	Ministry of culture, Museums	National, regional and local authorities	1
2	Museums, Research Institutions	General public	2
3	Research Institutions, Museums	General public, Educational system	2
4	Research Institutions, Museums	Local authorities and communities General public, Educational system	1
5	Ministry of Culture, Museums	Local authorities and communities General public, Educational system	1
6	Research Institutions, Museums	General public, Educational system	3
7	Research Institutions, Museums	National, regional and local authorities	1

Recommendations Bulgaria

1. Further the research on landscapes
2. Adjust to the tune of the local communities
3. Share examples of good and bad practices
4. Adapt activities to the current needs of the audiences
5. Communicate work to the general public in a clear and comprehensible manner
6. Experiment with the desire to reach new groups of audiences
7. Create a database of available resources within the wider area
8. Prepare short, mid and long-term strategies for various types of target groups

RECOMM.	INITIATED BY	STAKEHOLDERS	PRIORITY
1	Research Institutions, Museums	National, regional and local authorities	1
2	Museums, Research Institutions	General public	2
3	Research Institutions, Museums	General public, Educational system	2
4	Research Institutions, Museums	Local authorities and communities General public, Educational system	1
5	Research Institutions, Museums	Local authorities and communities General public, Educational system	1
6	Research Institutions, Museums	Local authorities and communities General public, Educational system	3
7	Research Institutions, Museums	National, regional and local authorities	1
8	Research Institutions, Museums	National, regional and local authorities	1

Recommendations Croatia

1. Find a way to connect collections with landscapes from where they originate.
2. Share experiences and knowledge of best practice.
3. Create bonds between local communities and cultural heritage.
4. Never cease to be interesting / Keep activities alive, ever-changing and attractive for all types of visitors.
5. Communicate your work to the general public in a clear and comprehensible manner.
6. Base your work on the communities needs and wants, as well as the legal and administrative framework provided by the management.
7. Create a database of available resources within the wider area.
8. Prepare short-, mid- and long-term strategies for various types of target groups.

RECOMM.	INITIATED BY	STAKEHOLDERS	PRIORITY
1	Ministry of culture, Museums	Local communities, General public	1
2	Museums, Research Institutions	General public	2
3	Research Institutions, Museums	General public, Educational system	2
4	Museums	Local authorities and communities General public, Educational system	1
5	Research Institutions, Museums	Local authorities and communities General public, Educational system	1
6	Research Institutions, Museums, Croatian Conservation Institute	Local authorities and communities General public, Educational system	3
7	Research Institutions, Museums	National, regional and local authorities	1
8	Research Institutions, Museums	National, regional and local authorities	1

Recommendations Hungary

1. Support museums in landscape research and integrate it for local usage.
2. Communicate research results in understandable terms.
3. Use digital solutions to present archaeological landscapes.
4. Establish or strengthen contacts between heritage protection organizations, e.g., museums, universities, associations, other research institutes, tourism organizations and civil associations.
5. Expand cooperation with the local population and stakeholders of the archaeological sites.
6. Initiate joint programmes in the archaeological area considering the main target groups.
7. Foster co-creation and public involvement in museums and heritage sites.
8. Suggest sustainable intelligent land usage strategies and possibilities for the touristic exploitation of archaeological sites.

Recommendations Slovakia

1. Support cooperation of all relevant stakeholders such as museums, universities, associations, other research institutes, tourism organizations and civil associations, with the aim to join cooperation leading to the regional development.
2. Communicate research results in understandable terms to the general public as well as local inhabitants.
3. Support cooperation with the local population and stakeholders within the archaeological research with the aim to prevent negative consequences and jointly propose, co-create, the activities bringing benefits.
4. Connect the museums with the landscapes – develop the tools encouraging the museum visitors to go into the landscapes.
5. One overall strategic plan and implementation plan is needed to be developed, defining the role of particular target groups and stakeholders and time plan of the activities.
6. Organise events for local stakeholders during and after the research to communicate the importance of their cooperation.
7. Analyse the needs and requirements of various target groups and communicate the findings as the valuable knowledge for other stakeholders.

RECOMM.	INITIATED BY	STAKEHOLDERS	PRIORITY
1	Ministry of culture, Museums	National, regional and local authorities	1
2	Research Institutions, Museums	General public, Educational system	3
3	Research Institutions, Museums	General public, Educational system	2
4	Ministry of Culture, Museums	Local authorities and communities General public, Educational system	1
5	Research Institutions, Museums	General public, Educational system	2
6	Ministry of Culture, Research Institutions, Museums	National, regional and local authorities and communities, Educational system	1
7	Research Institutions, Museums	Local authorities and communities General public, Educational system	1
8	Research Institutions, Museums	National, regional and local authorities	2

RECOMM.	INITIATED BY	STAKEHOLDERS	PRIORITY
1	Ministry of Culture, Museums	Local authorities and communities General public, Educational system	1
2	Research Institutions, Museums	Local authorities and communities General public, Educational system	1
3	Research Institutions, Museums	General public, Educational system	1
4	Ministry of Culture, Research Institutions, Museums	National, regional and local authorities and communities	2
5	Ministry of Culture, Museums	National, regional and local authorities and communities	1
6	Research Institutions, Museums	General public	2
7	Museums, Research Institutions	National, regional and local authorities and communities	2

Recommendations Slovenia

1. Creating and supplementing a comprehensive digital policy and strategy.
2. Ensuring the continuity of projects, programs and strategies.
3. The cooperation of all important actors.
4. Education of all important actors and understanding of digital technologies.
5. The intensive involvement of museums in the landscape (directing visitors from museums to the landscape and vice versa).
6. Long-term cooperation with the general public.

RECOMM.	INITIATED BY	STAKEHOLDERS	PRIORITY
1	Ministry of culture, Museums, Research Institutions	National, regional and local authorities	1
2	Research Institutions, Museums	National, regional and local authorities	1
3	Ministry of Culture, Research Institutions, Museums	National, regional and local authorities and communities, Educational system, General public	2
4	Ministry of Culture, Museums, Research Institutions	Local authorities and communities, Educational system	2
5	Ministry of Culture, Research Institutions, Museums	National, regional and local authorities and communities, Educational system, General public	2
6	Research Institutions, Museums	General public, Educational system	1

3.2. Procedure for implementation of Action plan

For the implementation of the Action plan the following activities should be performed:

Activity 1 – coordination meeting with the museums with archaeological collections

Activity 2 – coordination meeting with the ministries in charge of culture and tourism

Activity 3 – coordination meeting with regional and local stakeholders

Activity 4 – presentation of the Action plan to other stakeholders

Activity 6 – presentation of the Action plan at different national conferences

Activity 7 – presentation of the Action plan at different international conferences

Activity 8 – Presentation at the EUSDR Forum and to the DTP programme bodies.

Activity 9 – Evaluation of the feedback and communication of results.

Activity 10 – Start of the procedure for the integration in a national and regional cultural and tourism Action plans.

Presentation tools:

PowerPoint, Stand/poster for conferences, Social Media posts, Internet publication



Field trip to Kaptol during MA Zagreb. Photo: AMZ

CHAPTER 4

4.1. Conclusion

Porin Šćukanec Rezniček, Jacqueline Balen | Archaeological Museum in Zagreb

This Action Plan is a result of a process started by the Danube Archaeological eLandscape project within the Mobility Actions held in Graz, Zagreb, Budapest, Ljubljana, Košice and Rousse.

Mobility Actions created a series of recommendations, which will not only help the partner museums, but also other museums in the Danube regions to create an efficient plan of introducing technological possibilities in their institutions. As cultural heritage presents a sensitive and non-renewable cultural resource, such prospects establish important new ground. By utilizing these possibilities, various heritage institutions, could develop their enormous potential in the cultural tourism sector and greatly improve the visibility of archaeological heritage in the general public's view. This not only benefits cultural heritage, but creates added value to local communities, economic growth in various sectors by enriching the offer, changes the perception of museums which are often viewed as distant and aids innovation and sustainability.

One of the key features was shifting the focus from individual sites to complex landscapes. This in turn created the need to come up with a new perspective on how to research, protect, present and promote. Museums, which often hold the object connected to these landscapes and past civilizations, play a crucial role in this environment. It can act as a vital conduit as a heritage preserver, interpreter, one of the best equipped agents to tackle challenges, contextualise objects and attract visitors as a hotspot for cultural tourism content.

Mobility Actions held in six museums in six partner countries explored several key elements for this purpose and approach. For example, the importance of a close relationship between popular and scientific knowledge and examples of different approaches were researched in the Public Archaeology MA in Austria. While the possibilities of creating networks via cultural routes in Zagreb further examined this form of sustainable tourism management, the MA in Hungary delved deeper into (re)connecting agencies of thematic routes with museums, archaeological institutions and associations, or similar institutions, focusing on the premise "museums have no borders, they have networks". The MA in Slovenia burrowed further into the relationship between cultural heritage and information and communications technology (ICT), focusing on the visitor experience, new opportunities in heritage education (e.g. edutainment), new research interpretations, etc. A similar synergy of landscapes, science and its narratives, with an emphasis on participants as equal partners, was analysed in Bulgaria. Finally, with the focal point being the village of Zemplín and its surroundings, the project partner in Slovakia prospected various aspects on making cultural heritage more tangible to its local inhabitants, by determining challenges in various cases, such as missing digital experts, disappointing virtual visualisations, lack of digital strategies, insufficient staff training, etc.

The generated outputs have demonstrated that new digital technologies have created a novel "playing field" for museums in presenting the past. It also provided a basis to develop a systematic approach in the form of this Action plan, which was lacking up to now. What we hoped to achieve with this type of framework is to lay down the groundwork, for other future possibilities, interested institutions, stakeholders and other interested parties, i.e. to facilitate the process of using such digital technologies in a sustainable cultural heritage sector.



4.2. Bibliography

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4. 3. National plans and strategic documents:

AUSTRIA

National report

Digitalisierungsbericht Nr. 2. Digital Austria – better together. Gemeinsam für ein digital erfolgreiches Österreich (2020). (Digitization report. Digital Austria – better together. Together for a digitally successful Austria.)

<https://www.digitalaustria.gv.at/digital-austria-digitalisierungsbericht-epaper/index.html#0>

National strategies

Strategie Kulturerbe digital (Digital heritage strategy)

<https://www.bmkoes.gv.at/Kunst-und-Kultur/Neuigkeiten/Digitalisierungsstrategie-Umfrage2.html>

Strategie Kunst Kultur 22 (Strategy art culture 22)

<https://www.bmkoes.gv.at/Kunst-und-Kultur/Strategie-Kunst-Kultur.html>

National action plan

Digitaler Aktionsplan Austria. Ziele, Leitlinien & Prinzipien (Digital action plan Austria. Goals, guidelines & principles).

https://www.digitalaustria.gv.at/dam/jcr:8981b151-8434-47c3-940d-7c2b2b51ce57/dia_digitaler_aktionsplan_ziele_leitlinien_prinzipien_RZ.pdf

National and regional initiatives

Digitalisierungsprojekte österreichischer Institutionen (Digitization projects of Austrian institutions)

<https://www.bmkoes.gv.at/Kunst-und-Kultur/digitalisierung/Digitalisierungsprojekte.html>

Further relevant links

Digitalisierungsförderung (Digitization Funding)

<https://www.bmkoes.gv.at/Kunst-und-Kultur/digitalisierung/foerderungen.html>

Further relevant studies

Digitalisierung als Treiber zur Stärkung der Krisenfestigkeit Österreichs in Pandemien. Eine Studie durchgeführt von Arthur D. Little im Auftrag von CISCO (Digitization as a driver to strengthen the Austria's resilience to crises in pandemics. A study conducted by Arthur D. Little on behalf of CISCO).

https://www.digitalaustria.gv.at/dam/jcr:c32002e2-6089-4815-96f0-cf1f24029fbc/Studie_ADL_Digitalisierung_Pandemie.pdf

Mit digitalem nachhaltigem Wirtschaften, Wachstum und Zukunft sichern (2020) (KPMG). (Secure growth and future with digital sustainable management) (2020) (KPMG).

https://www.digitalaustria.gv.at/dam/jcr:a5b38a9e-130f-493d-a3a7-2ffe13a2169/BMDW_KPMG%202020_Digital.pdf

BULGARIA

Strategic plan

Стратегия за развитието на българската култура 2019-2029, Министерство на културата на Република България (Strategy for the Development of Bulgarian Culture, Ministry of Culture of the Republic of Bulgaria)

https://mc.government.bg/files/5495_Strategy_culture_.pdf

Стратегически план за развитието на културния туризъм в България (Strategic Plan for the Development of Cultural Tourism in Bulgaria)

<https://www.strategy.bg/FileHandler.ashx?fileId=961>

National plans and programs

Национална програма „Научни изследвания, иновации и дигитализация за интелигентна трансформация“ 2021-2027 (National Program “Scientific Research, Innovations and Digitalization for Intelligent Transformation” 2021-2027)

<https://www.strategy.bg/FileHandler.ashx?fileId=30241>

Regional and Local Plans

План за интегрирано развитие на Община Русе 2021-2027 (Plan for Integrated Development of the Municipality of Ruse 2021-2027)

<https://www.strategy.bg/FileHandler.ashx?fileId=29574>

Expert Studies

Проф. д-р Николай Ненов, Силвия Трифонова-Костадинова. Музеи и публики – общуване във време на криза (Prof. Nikolay Nenov, Silvia Trifonova-Kostadinova. Museums and Audiences – Communication in Times of Crisis)

<http://www.spisanie.ongal.net/broi21.html>

CROATIA

Strategic plan

Strateški plan Ministarstva kulture 2020. – 2022., Ministarstvo kulture i medija Republike Hrvatske (Strategic plan of the Ministry of Culture and Media of the Republic of Croatia)

<https://min-kulture.gov.hr/print.aspx?id=16421&url=print>

National plans

Nacionalni plan razvoja kulture i medija za razdoblje od 2022. do 2027. godine (National plan for the Development of culture and media 2022-2027)

<https://min-kulture.gov.hr/o-ministarstvu-15/kulturne-politike-52/stratesko-planiranje/izrada-nacionalnog-plana-razvoja-kulture-i-medija-za-razdoblje-od-2022-do-2027-godine/22285>

Nacionalni plan oporavka i otpornosti, Transformacija i jačanje konkurentnosti kulturnih i kreativnih industrija (National recovery and resilience plan, Transformation and strengthening of competitiveness of cultural and creative industries)

<https://min-kulture.gov.hr/vijesti-8/nacionalni-plan-oporavka-i-otpornosti-transformacija-i-jacanje-konkurentnosti-kulturnih-i-kreativnih-industrija/21849>

Expert Studies under the aegis of Croatian Ministry of Culture and Media

Pregled kulturnog razvoja i kulturnih politika u Republici hrvatskoj (eds.) Romana Matanovac Vučković, Aleksandra Uzelac, Dea Vidović, Ministarstvo kulture i medija Republike Hrvatske (Overview of cultural development and cultural policies in the Republic of Croatia)

<https://min-kulture.gov.hr/vijesti-8/predstavljjen-pregled-kulturnog-razvoja-i-kulturnih-politika-u-republici-hrvatskoj/22835>

Kulturne i kreativne industrije u Republici Hrvatskoj – prije i nakon Covid-19 (Cultural and creative industries in the Republic of Croatia - before and after Covid-19)

<https://min-kulture.gov.hr/vijesti-8/predstavljene-rezultati-studije-kulturne-i-kreativne-industrije-u-rh-prije-i-nakon-covida/22865>

HUNGARY

Strategic plans

Nemzeti Digitalizációs Stratégia 2021-2030. Budapest, 2020. június. Készítette: Innovációs és Technológiai Minisztérium, Belügyminisztérium // *National Digitalization Strategy 2021-2030. Budapest, June 2020. Made by: Ministry of Innovation and Technology, Ministry of Interior*

<https://2015-2019.kormany.hu/download/f/58/d1000/NDS.pdf>

KDS - Közgyűteményi Digitalizálási Stratégia (2017-2025) // Public Collection Digitization Strategy (2017-2025)

<https://digitalisjoletprogram.hu/files/27/c4/27c41541fb75cfb0bfd4ceb02385fb4e.pdf>

National plans

Fehér Könyv, Módszertani útmutató a közgyűteményi kulturális örökség digitalizálásához és közzétételéhez 2019. Készítették: az Emberi Erőforrások Minisztériuma megbízásából felkért közgyűteményi szakértők // *White Book, Methodological guide for the digitization and publication of cultural heritage in public collections 2019. Made by public collection experts commissioned by the Ministry of Human Resources*

https://mnl.gov.hu/sites/default/files/feher_konyv_0.pdf

Futher relevant institution

Magyar Nemzeti Múzeum Országos Muzeológiai Módszertani és Információs Központ. A Közgyűteményi Digitalizálási Stratégiában (KDS) a Magyar Nemzeti Múzeum, mint ágazati aggregátor vesz részt. // *Hungarian National Museum National Museological Methodology and Information Center. The Hungarian National Museum participates in the Public Collection Digitization Strategy as a sectoral aggregator.*

<https://ommik.hu/index.php/hu/orszagos-muzeologiai-modszertani-es-informacios-kozpont>

In the Hungarian legislation

– Magyarország Nemzeti Infokommunikációs Stratégiájáról szóló 1069/2014. (II. 19.) Korm. határozat // *1069/2014 on the National Information Communication Strategy of Hungary. (II. 19.) Government decision*

– 1404/2017. (VI. 28.) Korm. határozat a Digitális Nemzet Fejlesztési Program megvalósítása során elkészült Közgyűteményi Digitalizálási Stratégiáról // *(1404/2017. (VI. 28.) Government decision on the Public Collection Digitization Strategy completed during the implementation of the Digital Nation Development Program*

– Az internetről és a digitális fejlesztésekről szóló nemzeti konzultáció (InternetKon) eredményei alapján a Kormány által végrehajtandó Digitális Jólét Programjáról szóló 2012/2015. (XII. 29.) Korm. határozat // *Based on the results of the national consultation on the Internet and digital developments (InternetKon), the 2012/2015 Digital Prosperity Program to be implemented by the Government. (XII. 29.) Government decision*

SLOVAKIA

National level

Stratégia ochrany pamiatkového fondu na roky 2017 – 2022 (Strategy for the protection of the monument fund for the years 2017-2022), Ministry of Culture SR

https://www.pamiatky.sk/Content/Data/File/sluz_predpis/Strategia_ochrany_pamiatkoveho_fondu_2017-2022.pdf

Stratégia kultúry a kreatívneho priemyslu 2030 (Strategy for culture and creative industries 2030), Ministry of Culture SR

<https://www.culture.gov.sk/ministerstvo/strategia-kultury-a-kreativneho-priemyslu-2030/>

Currently under development – public discussions have been conducted and strategy is expected to be released in spring 2023.

Older strategy – predecessor

STRATÉGIA ROZVOJA KULTÚRY SLOVENSKEJ REPUBLIKY NA ROKY 2014 – 2020 (STRATEGY FOR THE DEVELOPMENT OF SLOVAK CULTURE REPUBLIC FOR THE YEARS 2014-2020), Ministry of Culture SR

http://www.strategiakultury.sk/sites/default/files/STRATEGIA_ROZVOJA_KULTURY_SR_NA_ROKY_2014-2020.pdf?

STRATÉGIA ROZVOJA ĽUDSKÝCH ZDROJOV V SEKTORE KULTÚRA A KREATÍVNY PRIEMYSEL V HORIZONTE 2030 (HUMAN RESOURCES DEVELOPMENT STRATEGY IN THE CULTURE AND CREATIVE INDUSTRY SECTOR IN HORIZON 2030), The Ministry of Labour, Social Affairs and Family of the Slovak Republic, Sector Council for Culture and Creative Industry

https://sustavapovolani.sk/uploaded_files/sri/Bulletin_kultura.pdf

Regional level

Tradičie inšpirujú inovácie: Konceptia rozvoja kultúry v Košickom samosprávnom kraji 2020-2025 (2030) MASTER PLAN (Traditions inspire innovation: The concept of culture development in the Košice self-governing region 2020-2025 (2030) MASTER PLAN), Kosice Self-Governing Region

https://web.vucke.sk/files/sk/kompetencie/kultura/koncepcne-materialy/koncepcia_rozvoja_kultury_2019.pdf

Kultúrny plan: Stratégia kultúry a kreatívnych odvetví mesta Košice na roky 2021-2027 (Cultural Plan: Culture and Creative Industries Strategy of the city of Košice for the years 2021-2027), Creative Industry Košice 2021

<https://www.cike.sk/wp-content/uploads/2018/11/Kulturny-plan-155x245-digital-min.pdf?x50940>

SLOVENIA

Nacionalni program za kulturo 2018–2025 (National Programme for Culture 2018–2025)

Kultura v javnem interesu (Culture in National Interest)

Vizija 2025 (Vision 2025)

Strateški cilji Nacionalnega programa za kulturo 2018–2025 (Strategic goals of the National Programme for Culture 2018–2025)

http://www.asociacija.si/si/wp-content/uploads/2018/08/NPK_2018-25_za_javno_razpravo1.pdf

Strategija kulturne dediščine 2020–2023 (Strategy of the Cultural Heritage 2020–2023)

ZU.4. Spodbujanje digitalizacije in spletne dostopnosti ter dolgoročne hrambe digitalnih dediščinskih vsebin (Promotion of digitization and online accessibility and long-term preservation of digital heritage content)

ZU.5. Spodbujanje večje uporabe e-storitev na vseh področjih dediščine (Encouraging greater use of e-services in all areas of heritage)

ZU.6. Spodbujanje kakovostnih aplikativnih raziskav in inovacij (Promotion of applied research and innovations)

https://www.gov.si/assets/ministrstva/MK/DEDISCINA/STRAT_KD_2019.pdf

Digitalna Slovenija 2020 – strategija razvoja informacijske družbe do leta 2020 (Digital Slovenia 2020 – strategy for the development of the information society until 2020)

<https://www.gov.si/assets/ministrstva/MJU/DID/Strategija-razvoja-informacijske-druzbe-2020.pdf>