tourism 4.0
HERITAGE+

Creation, preservation, reuse & promotion of 3D models of monuments and tangible cultural heritage

Matevž Straus
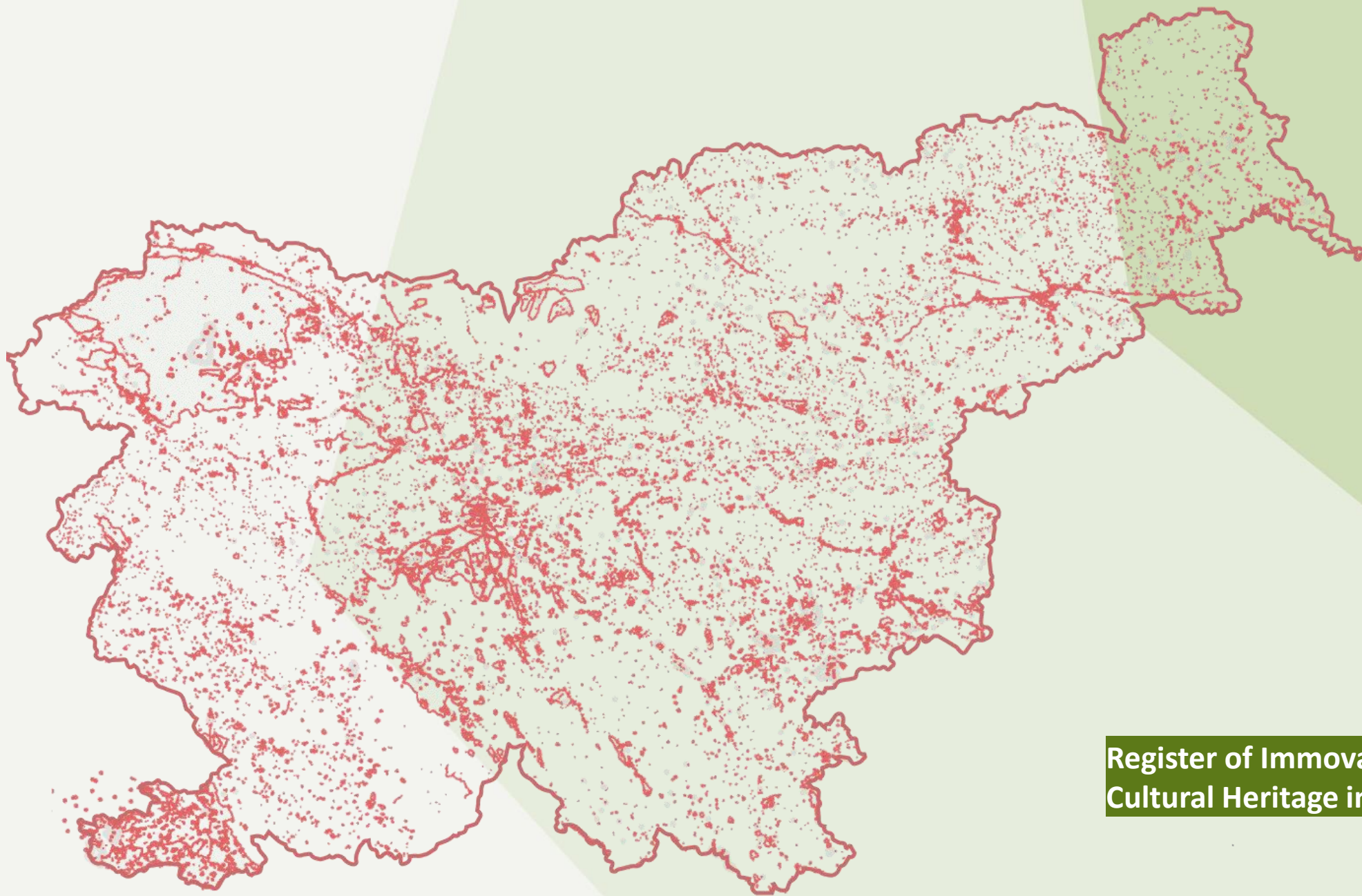Heritage+ Lead, Arctur d.o.o.

weave
Widen European Access
to Cultural Communities
Via Europeana

Žale Cemetery, Ljubljana (UNESCO World Heritage)

**Register of Immovable
Cultural Heritage in Slovenia**

Digital technologies can be of help

Digital layer of audio-visual information can narrate an engaging and interactive story
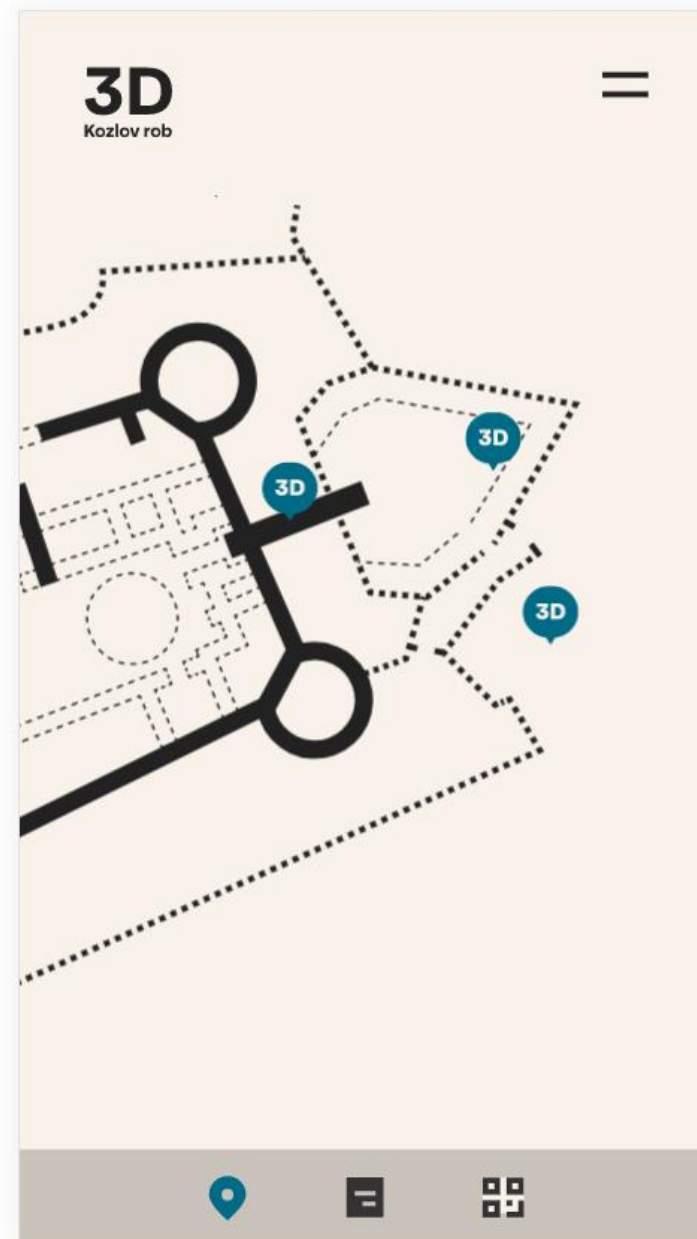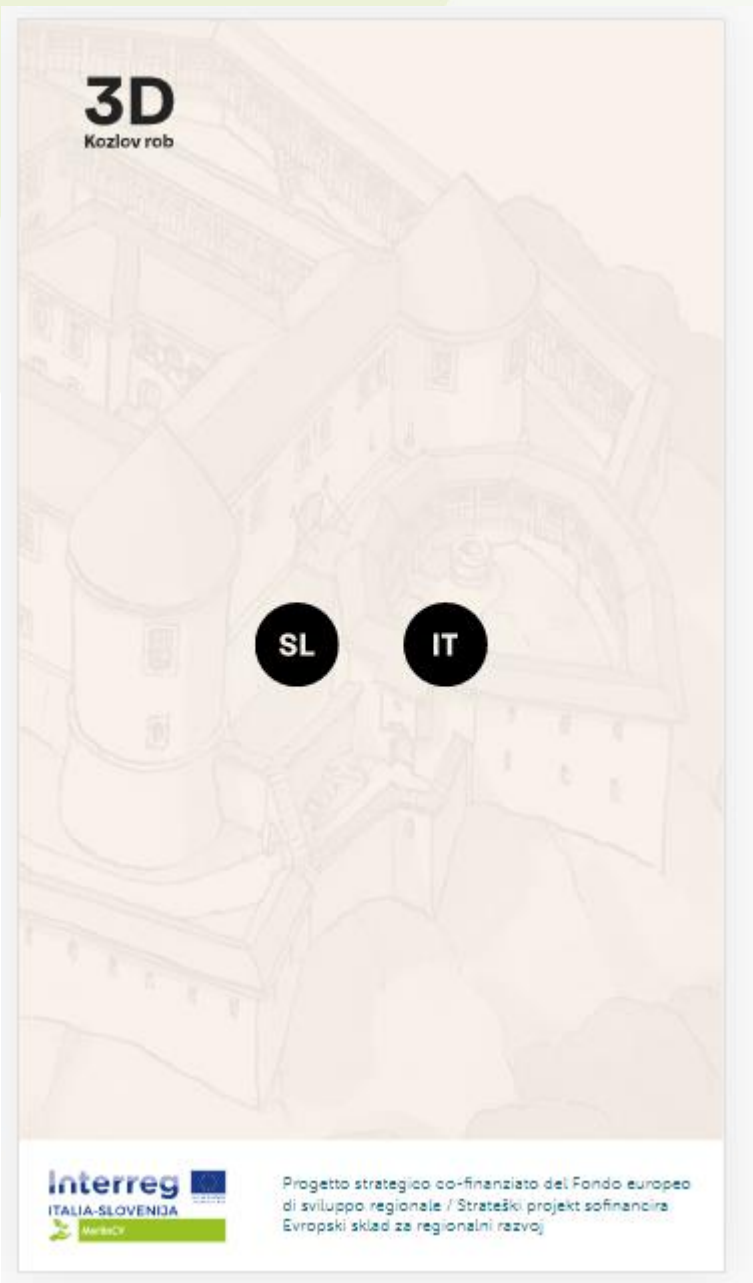
Kozlov Rob Castle, Tolmin

Kozlov Rob Castle, Tolmin

5 good reasons to digitise heritage

1. Attracting new audiences

2. Preserving heritage in digital world
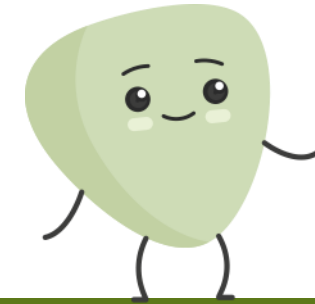
3. Increased interactivity and access

5. Managing of tourist flows to new locations

4. New opportunities for creative industries

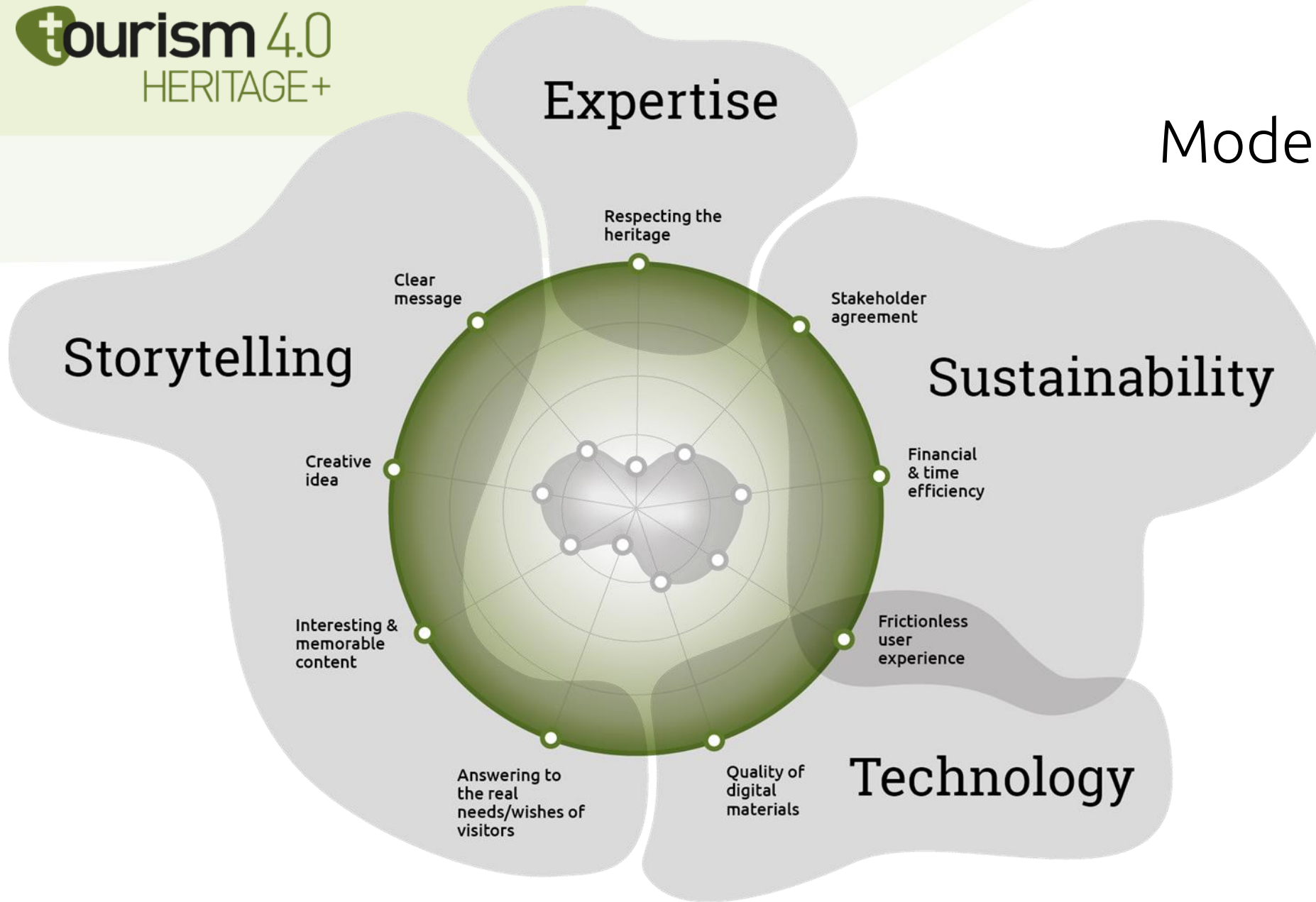# 1. Trainings & Workshops

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

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

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

Model Project Chart

Ideal project should aim at …

DIGITAL INNOVATION OF CULTURAL HERITAGE

Toolkit for tourist destinations

NEW: In English!

2. 3D Digital capture using photogrammetry and laser scanning

- **More than 40 monuments** of immovable cultural heritage have been 3D digitally captured (by the Arctur's Heritage+ team) into high quality and attractive 3D models

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

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

On-site 3D digital capture

ARCTUR's team uses **the most advanced digital technologies and** is able to **quicky and in high quality 3D capture** a monument of cultural heritage.

Olimje Monastery, Podčetrtek

Off-site 3D processing

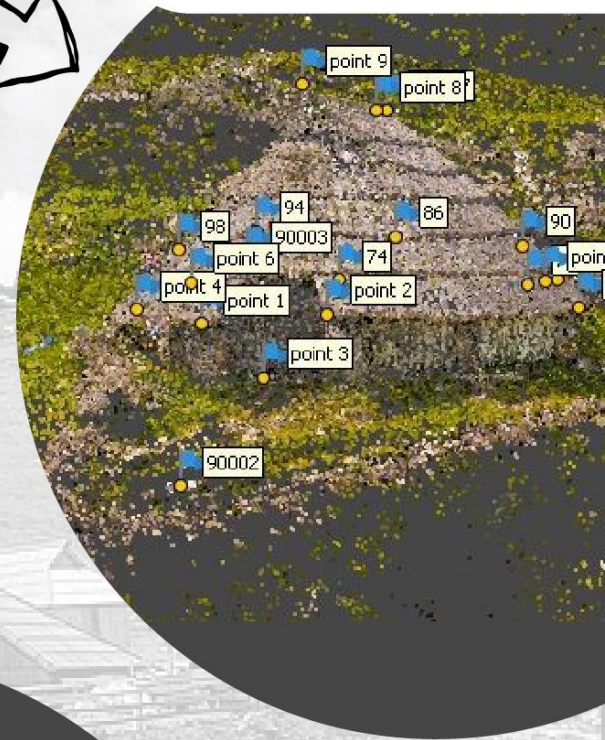Each registered object of immovable cultural heritage conveys **a value and learning** that could be interpreted digitally – and thus presented to new audiences in **new engaging ways.**

Field visit at Velika Planina high above town Kamnik

Point Cloud with 45.124.485 points

Digital capture of 3314 photos

86'' interactive wall at castle in Kamnik
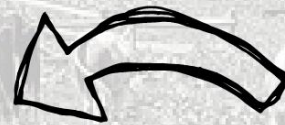
3D model with 3.208.692 polygons
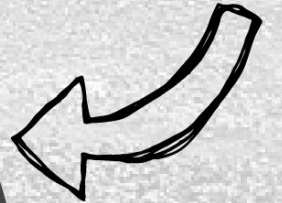
creative magic & storytelling skills

Vuzenica Castle, Vuzenica

3. Attempts of 3D reconstructions using 3D modelling

- **Attempts at 3D reconstructions** based on available archive resources

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

Digital room, Čatež Spa Resort

4. Digital interpretation using new media

- VR experiences

- AR apps

- Holograms

- Interactive walls

- Interactive screens

- Object recognition tables

- Web apps

- Digital and interpretation rooms and spaces

5. Digitally enriched tourist experiences

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

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

Videomapping, Saint Jurij Church, Slovenij Gradec

EXPO
Digital
Innovation

More than visible

114+ 3D models of Slovenian cultural heritage (+ 360° photos and videos, photos, videos, animations …)

31+ new tourist products

200+ new digital contents about Slovenian cultural heritage

31+ re-discovered stories and legends

Presentation at conferences and fairs (EXPO 2020 Dubaj, WTM London, Conventa, Alpe-Adria Fair, …)

70+ representatives of destinations and museums for the first time involved in digital innovation

50+ SME involved in implementation of the projects

30+ creative and cultural industries involved in implementation, cooperation and consulting

New collaborations and parterships

Bridging the divide between culture and tourism

ECTN Awards

Destination of Sustainable Cultural Tourism

2021

1. prize:

Revitalisation and digitalization of Old Vine House in Maribor

(Maribor Tourist Board)

2. prize

Digitisation of cultural heritage throughout Slovenia

(Ministry of Economic Development and Technology of the Republic of Slovenia)

FILTER AND DISPLAY UNITS 🔍

CULTURAL HERITAGE
FOR FUTURE GENERATIONS

Slovenia is one of the leading countries in Europe in digital innovation of cultural heritage into enriched tourist experiences.
Between 2019 and 2022, 31 leading tourist destinations digitized at least three examples of registered cultural heritage and developed at least one new tourist experience.
We are proudly presenting the results!

PRESKAR HUT

REPUBLIKA SLOVENIJA
MINISTRSTVO ZA GOSPODARSKI
RAZVOJ IN TEHNOLOGIJO

I FEEL SLOVENIA

EVROPSKA UNIJA
EVROPSKI SKLAD ZA
REGIONALNI RAZVOJ

FILTER AND DISPLAY UNITS 🔍

KOSTANJEVICA NA KRKI – MONASTERY

Čatež in Posavje

BRESTANICA – RAJHENBURG CASTLE

Čatež in Posavje

ROGAŠKA SLATINA – SPA HOME

Rogaška Slatina

PREM – CASTLE

Zeleni Kras

BLED – WEATHER HOUSE WITH A PLAQUE DEDICATED TO ARNOLD RIKLI

Bled

SLOVENSKE KONJICE - CITY CENTER

Rogla - Pohorje

ČRNA VAS – CHURCH OF ST MICHAEL

Ljubljana

SEMIČ – CAMP AREA

Bela krajina

FILTER AND DISPLAY UNITS Q

VELIKA PLANINA – PRESKARJEVA BAJTA COTTAGE | 👁 484

PROJECT   MULTIMEDIA   CULTURAL HERITAGE IN THE DESTINATION

VELIKA PLANINA – PRESKARJEVA BAJTA COTTAGE

KAMNIK

Preskarjeva bajta cottage is situated in the middle of the Velika Planina plateau as a monument to the local shepherding tradition and a museum. Over the years, it preserved its traditional oval shape and an open fireplace in the interior with no windows or a chimney. Learn about the shepherds' old way of life.

Period:	Long 19 Century
Categories:	Residential & Shelters
Destination:	Kamnik
CH ID:	12033

Address:
Velika planina

Owner:
Zavod za turizem in šport Kamnik

Model owner:	Zavod za turizem in šport Kamnik
Credit by:	Arctur d.o.o.
Number of polygons:	3.208.668
Accuracy:	5.01 mm
Contact:	Contact form

✕

3D model information +   Share: f 🐦

MULTIMEDIA   CULTURAL HERITAGE IN THE DESTINATION
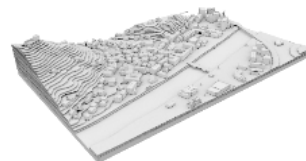
Assets

All categories ⌄   All periods ⌄

🔍 Search assets

Črnomelj - Castle
Slovenia / Castles and fortifications
Middle Ages (5-15 Century)

Laško – Market centre
Slovenia / Residential & Shelters
Middle Ages (5-15 Century)

Selo na Goričkem – Church of St Nicholas (Selo Rotunda)
Slovenia / Sacral heritage
Middle Ages (5-15 Century)

Murska Sobota – Keršovan Villa
Slovenia / Residential & Shelters
Interwar period

Ljubljana - Plečnik's Žale
Slovenia / Sacral heritage
Contemporary History / 20th Century

Kranj – Statue of France Prešeren
Slovenia / People
Interwar period

+ NEW ASSET   LOGIN

Co-financed by the European Union
Connecting Europe Facility

made with europeana

Our heritage makes us what we are. Our past shapes the perception of our present and on this present, we build the future. **The new generations are already living in a new mixed-reality world** and **it might happen that our roots and heritage will be left out of it**. We want to prevent this.

We help society pass on heritage in the digital, mixed-reality era.

hutureCENTER

European Competence Centre for the Digitalisation of Heritage

- Coordination and **community building in digital heritage sector**

- **Competence building and skills exchange** of public, private and NGO stakeholders

- **Technical services and support** for digitisation and digital interpretation

- **Research and development** of novel approaches and methods

- **Advising on policies and strategies** for digitisation and digital interpretation of heritage

Your thoughts and questions?

Join us!

Tourism 4.0 Partnership

Apply for membership:

https://joinus.tourism4-0.org/sl

SUSTAINABLE DEVELOPMENT GOALS

I FEEL SLOVENIA
Ambasador
ZELENA. USTVARJALNA. PAMETNA.

190+ members of **tourism 4.0 PARTNERSHIP**

Research, business and public sector

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ARCTUR initiator of Tourism 4.0 Partnership