QR Codes for Creative City Tour; Pafos: As a part of the digitalization strategy of the city of Pafos, old static information signs have been replaced by Smart, QR coded signs. To date, over 30 static signs in different geographic locations, denoting different places of interest have been replaced with new smart QR coded signs. The benefits include, but are not limited to, the provision of more information to the user, visitor and/or residents about the place of interest. In addition, it promotes interaction and engagement with the material through the mobile phone.

Find out more at: https://cyprus-mail.com/2020/12/03/interactive-smart-signs-for-paphos/

World Heritage App and Portal; Seville: The Seville World Heritage app allows tourist and residents alike to experience the world heritage sites in Seville in a digital and barrier free environment. The app offers rich descriptions of the world heritage site, the types of architecture and the historical context of all 187 patrimonial elements of the site and it's 8 surrounding districts. In doing so the city is transporting its historic heritage into a digital space that enables greater access to the information and a virtual space for cultural communication to transpire.

Find out more at:
http://sig.urbanismosevilla.org/Sevilla_Patrimonio_Mundial/index.html?lang=en

4.3.1.2 Augmented Reality in Tourism: Gaziantep; Gijón; Lublin; Pafos; Seville

Augmented Reality of Zeugma Ancient City; Gaziantep: For Gaziantep, the application of an augmented reality of the UNESCO World Heritage tentative site Zeugmas archaeological site helps bring the past to life. The AR application of the site enables visitors to gain an insight into what the excavations have revealed might have looked like. This measure is a digital innovation that pushes accessibility of knowledge using modern technology.

Find out more at: https://whc.unesco.org/en/tentativelists/5726/
https://www.dailysabah.com/arts/turkeys-gaziantep-enters-metaverse-with-ancient-site-of-zeugma/news

Augmented Reality Routes; Gijón: Gijón offers three augmented reality tours, with the aim of bringing visitors closer to the city's history, its intangible heritage, its important historical events, and its residents. Visitors can then have more experiential tours with the following apps: The Cimavilla AR Tour, the Between Centuries AR Tour and Botanical Secret. A fourth app is also available, the Roman Gijón AR Tour, which promote the Gijón Romano product, using augmented reality in astronomic merchandising.