

HERIT-DATA project; Florence: The city of Florence is also one of the pilot sites of the HERIT-DATA project. The key objective is to develop and test a new management system and AI tools through the collection of existing, and generation of complementary, data (Big Data, Open Data, IoT, data provided through sensors, local systems & cameras, etc.). The treatment of inputs (data) from citizens, visitors, companies, public administrations, and the sites themselves will bring benefits to different stakeholders from an improved quality of life to information for better decision-making.

Read more about HERIT-Data here <https://herit-data.interreg-med.eu>

— 4.3.3 Physical and psychological accessibility through innovation

4.3.3.1 Accessing museums digitally; Braga; Izmir; Padua

Braga: In the context of the “Braga Digital” initiative, the municipality defined a specific programme for supporting the creation of new infrastructures in the museums (physical and virtual). Particular attention is devoted to the historic-cultural contents by means of virtual reconstructions, simulations, animations, as well as the publication of real images from each site. The initiative covers the following museums: the Image Museum, the “Escola da se” archaeological site, the “Alto da Cidade” archaeological site, the Idol fountain archaeological site. The Dom Diogo de Sousa and Biscainhos museums will be featured on a dedicated web portal, presenting relevant information for visitors, who want to prepare their visit or go deeper into the information about the museum’s contents.

Find out more at: <https://ccg.pt/my-product/braga-digital/?lang=en>

Izmir: The sanalmuze.gov.tr website has made it possible for interested visitors to virtually access cultural and art activities. Due to the COVID-19 pandemic causing difficulties to experience museums in-person, digital innovations on culture and art now allow locals and tourists to partake in virtual tours in the city’s museums. People can have a 360-degree virtual tour of the entire museums and click around to get information about historical background information.

Find out more at: www.sanalmuze.gov.tr

Padua: The web portal of the museums of Padua constitutes a modern, digital solution that gathers in one place the museum's offering for the public. The web portal (MeB) displays the collections, artworks and main features of each museum in Padua. The new web portal plays an important part in the future of digitalisation of museums and the touristic offerings that they allow. This tool represents an important information, research and promotion tool for Padua and those who are interested in its steep history.

Find out more at: <https://padovamusei.it/it/collezioni-meb>

4.3.3.2 Apps to experience history or sights; Athens; Alba Iulia; Bordeaux; Ljubljana; Copenhagen

A city exploration game; Athens: "Narratologies" is a location-based app offering alternative, self-guided city exploration and shopping tours. The app creates a hybrid experience of urban cultural exploration by utilizing gamification techniques combined with location intelligence. The app guides visitors independently and at their own pace around the city while exploring hidden stories and acquiring unique rewards from local businesses, providing the user with an exciting way to experience Athens off the beaten track.

Find out more at: <https://narratologies.com/>

Exploring like a game; Alba Iulia: The QUESTO app is a self-guided interactive tours app that helps tourists discover the Alba Iulia by solving quests in a creative way. Thanks to the Questo app, visitors can play a very interesting city hunt inside the Alba Carolina Citadel and around the city.

Find out more at: <https://www.youtube.com/watch?v=VnW2112yE6M&t=1s>

Treasure hunts; Bordeaux: Terra Aventura is a family treasure hunt that takes place all over the Nouvelle-Aquitaine region via a mobile app. The game is proposing 400 fun and unusual routes throughout the region, providing users with an opportunity to discover the natural and cultural heritage of many different places. With its significant community of players, Terra Aventura is a fantastic way to encourage users to explore little-frequented