

## **SUSTOUR-MED**

**2021-2-EL01-KA210-VET-000048093**

*KA210-VET - Small-scale partnerships in vocational education and training*



Sustainable Tourism Training For the Mediterranean Region

## **Good Practices: Green Village**

<b>Practice number</b>	5.2
<b>Name of the Practice</b>	Culture App
<b>Theme</b>	5. Awareness raising
<b>Type</b>	2. Service 4. Online Platform/Mobile App
<b>Developer / initiator</b>	Culture App
<b>Short description</b>	Culture App is a virtual tour-guiding platform that creates stories and 3D content for archaeological locations and distributes it through a web platform and an augmented reality mobile app.
<b>Goal</b>	To accelerate destination’s digital transition and promote/conservate local heritage by creating 3D content for archaeological locations and distributing it through a web platform and an augmented reality mobile app.
<b>Detailed description</b>	<p>Culture App is an augmented reality mobile application for use inside the archeological site. Individual visitors are using their mobile devices and the augmented reality technology (A.R.) to gain access to 3D representations of the monuments, with written and audio historical information. Tour guides can also enhance their narrative by using the application’s digital material.</p> <p>It contributes to sustainable tourism by promoting cultural heritage in an innovative way.</p> <p>A web platform called Culture VR that offers a reservation system, digital material (3D models, photos, videos, audio and text) and interactive features for an easy remote virtual tour of the archeological sites. This allows cultural visitors who cannot visit an archeological site and be physically present, to take either remote live-guided tours by tour guides or self-guided tours. At the same time, tour guides benefit from creating a new</p>

	source of income all throughout the year. The app is user friendly and available on the Google play store.
<b>Innovativeness</b>	The use of an augmented reality technology through an accessible mobile app and online platform to promote local culture and heritage
<b>Financial aspect</b>	€€ = <i>Considerable investment</i>
<b>Country</b>	<i>Greece</i>
<b>Target Group</b>	<i>small hotels, tourism offices, tourism agencies, destination managers VET providers</i>
<b>Transferability</b>	<i>It can be applied to different contexts if destination managers and tour operators register and contribute to the development of additional guided tours in the augmented reality context.</i>
<b>Website and/or relevant links</b>	<a href="https://cultureapp.eu/">https://cultureapp.eu/</a>  <a href="mailto:info@cultureapp.eu">info@cultureapp.eu</a>