

SMART

DIGITAL
SUSTAINABLE
TOURISM

Culture App

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| Practice Category/(ies) | Promotion and conservation of cultural heritage |
| Author of the Practice | Culture App |
| Country/EU/Worldwide | Greece |
| Short Description | 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. |
| Long Description | <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. 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 source of income all throughout the year. The app is user friendly.</p> |
| Type (online platform/ mobile app) | Mobile app |
| Target Group | Professionals and educators |
| Free/To be paid for | To be paid for |



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| Adaptation Needs | Yes, it can be enriched by other experiences and virtual tours. Those tours can act as an introduction to local cultural heritage and also attract the interest of cultural guests and visitors. |
| Website | https://cultureapp.eu/ |
| Contact | info@cultureapp.eu |

