

SMART

DIGITAL
SUSTAINABLE
TOURISM

Projet Caverne du Pont d'Arc

Practice Category/(ies)	Promotion and conservation of cultural heritage
Author of the Practice	Rhône-Alpes Region and Ardèche Department
Country/EU/Worldwide	France
Short Description	The project focuses on the reproduction of historical charcoal and red ochre drawings from the Chauvet cave that are considered the largest repository of Palaeolithic art in the world and offers a virtual tour.
Long Description	The reproduction of historical charcoal and red ochre drawings from the Chauvet cave considered the largest repository of Palaeolithic art in the world. The drawings have been replicated in a hangar using digital and high-tech tools. The use of technology to reproduce historic monuments or paintings is enabling the protection historical sites in danger because of tourism. The replica opened to the public in 2017 (with works between 2007 and 2017) after the local government had recognised that an international audience had requested access to the cave. Reproductions using digital technology as well as the development of virtual tours support the conservation and promotion of cultural heritage sites and as make a considerable contribution to sustainable tourism development.
Type (online platform/ mobile app)	Other
Target Group	Professionals and Educators
Free/To be paid for	To be paid for
Adaptation Needs	The practice can be used as an example for the use of digital technology for conservation and virtual tourism. Virtual



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	tourism tools would need to be adapted frequently to stay appealing to users.
Website	https://incroyable-montelimar.fr/grotte-chauvet/
Contact	-

