

**Interreg  
Danube Region**



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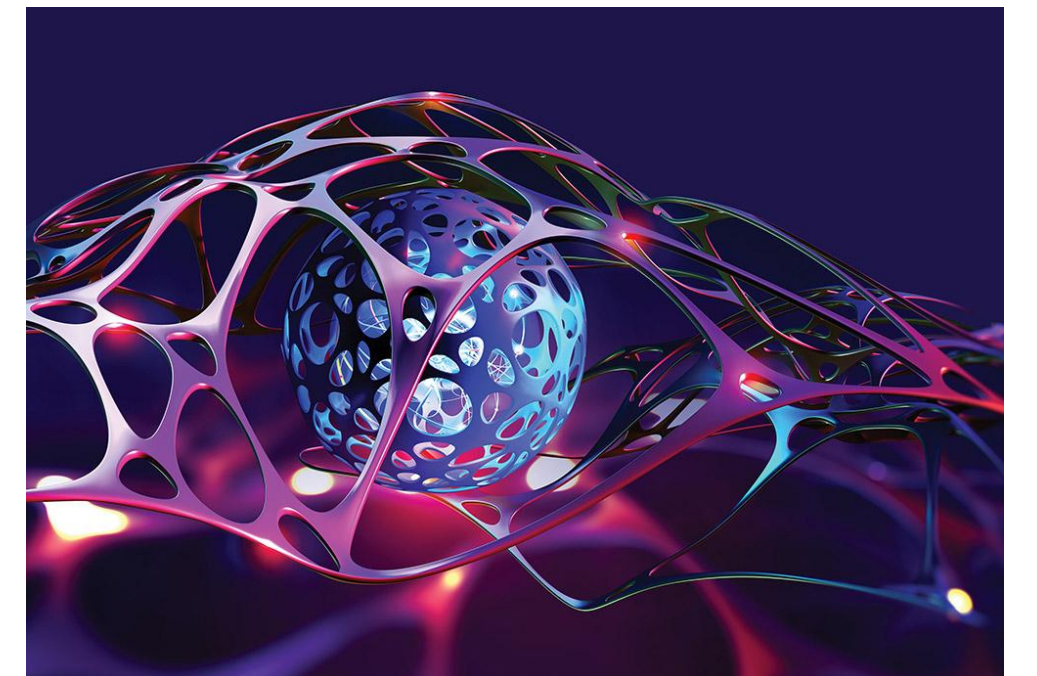


# Commheritour

Potentials of digital tools in the heritage  
valorisation eco-system

**08 October 2025.  
11:00-13:30**

**Lead Partner**



## Introduction:

The complex heritage valorisation eco-system holds different possibilities for digitalisation according to the two Specific Objectives.

Integrating digital solutions in the LOCAL ACTION PLANNING is inevitable.

Core conditions are:

- general preparedness to build on
- human capacities
- technological background



## **A digitalisation measure of LAP (in SO1 topics) may concern**

systematic data management which serves as basis for more efficient decision making on the organisational level (or even on the eco-system level)

adaptation of business operation model, which is in need of intensive process management all digitalized

preparation of service design and as part of it (or as a separate document!) a digitalisation strategy on the organisational level – or for the entire HCV eco-system especially if it can be linked to a smart city / region strategy of the area

# Digital tools in SO1 topics

**a project / action of the LAP (all as part of the service design and strategy):**

implemented by any organisation as a hub for coordinating crafts heritage valorisation (museum, creative hub, crafts center):



- *perform an increased and updated social media presence with HCV contents – static and video contents, interactive surfaces, novel web-designs;*
- *organize and attract new members esp. from the dedicated target group of the youth for the existing communities on-line using social media;*
- *setting up a digital archive fitting the scale opted for (urban center, micro-region, region) to document, systematize and make searchable the sound, still image and motion picture recordings of local crafts heritage;*
- *sharing e-learning materials for specific target groups recorded for the local archives but tailored for educational purposes*

## **A digitalisation measure of LAP (in SO2 topics) may concern:**

creating and running training programs for local small enterprises to tackle with business administration and better management by the use of digital tools

developing tools to connect small businesses to technology co.s and innovative centres to provide digital assistance in product design

# Digital tools in SO2. topics

**a project / action of the LAP (all as part of the service design and strategy):**



- launching *repeated local surveys* for the constant tracing of crafts in the mind map of tourists (where relevant)
- setting up *tourism packages with digitally assisted high agility* to enhance visitor experience-centered round culture related services and experience (crafts embedded)
- improve the *attractivity of touch points* of crafts in by installing digital visualization means – based on digitalized and stored data on heritage crafting
- improving the *on-line experience of potentials* buyers of crafted goods and services

**Thanks for  
your attention!**

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