

# STRATEGIC PROJECT

Applying innovative multimedia technologies to enhance the attractiveness of Mediterranean tourism destinations



**I AM**

International Augmented Med



Project  
funded by the  
**EUROPEAN UNION**



**REGIONE AUTONOMA DE SARDIGNA**  
**REGIONE AUTONOMA DELLA SARDEGNA**

## The project in brief

The Mediterranean as a whole attracts around 30% of international arrivals and of tourism receipts. Increased international competition is nevertheless impacting the position of the Mediterranean region as a leading destination in the global market. Product diversification and innovative tourism services are key drivers to maintain and enhance the attractiveness of the Mediterranean destination on international markets.

This is the purpose of **I AM** project which aims at developing innovative multimedia technologies for the management of cultural and natural heritage. Visitors will have the opportunity to rediscover various sites and monuments - such as the old city of Byblos in Lebanon, the El Khadr Greek-Orthodox church located in Taybeh (Palestine territories) and the archaeological site of Bayt Ras in Jordan - under a new perspective thanks to the potentialities offered by 3D reconstructions, Augmented Reality installations or interactive illumination. A large portion of the project will also be dedicated to awareness raising, training and transfer of innovative multimedia technologies for tourism site management.

## Beneficiary

Municipality of Alghero (Italy, Sardegna)

## Partnership

1. University of Genoa (Italy, Liguria)
2. Ministry of Culture - Government of Catalonia (Spain, Cataluña)
3. Kòniclab Association - Contemporary Creations & New Technologies (Spain, Cataluña)
4. i2CAT Foundation - Internet and digital innovation in Catalonia (Spain, Cataluña)
5. Bibliotheca Alexandrina (Egypt, Al Iskandanyah)
6. Municipality of Jbeil-Byblos (Lebanon)
7. American University of Beirut (Lebanon)
8. Ministry of Tourism and Antiquities, Department of Antiquities - Umm-Qais Antiquities Office (Jordan, Amman)
9. Jordan University of Science and Technology (Jordan, Irbid)
10. Municipality of Al Taybeh (Palestine)
11. RIWAQ (Palestine)
12. Regional Commissariat for Tourism of Nabeul-Hammamet (Tunisia, Nabeul)
13. University of Manouba (Tunisia, Manouba)

## Specific objective

To develop a self-sustaining cross-sector system, linking the Information Technology and Tourism sectors, which will encourage a better seasonal and geographical spread of tourist arrivals by means of product diversification

## Expected results

- Enhanced tourist sites management with at least one new local initiative implemented in each country using pilot multimedia applications and especially Augmented Reality technology to cultural and natural heritage
- 35 new packages created (5 per pilot site/country) and 35 tour operators involved
- Tourism arrivals to the sites using multimedia enhancements increased by 5%
- Revenue from tourism at/near these sites increased by 5%
- Information on the potential of innovative multimedia applications spread to territorial and economic stakeholders

## Main activities

- Establishment of an international annual Augmented Reality festival to promote "augmented" heritage sites
- Training on applied multimedia and Augmented Reality technologies to a large number of multimedia experts and young people specialising in the field
- Creation of an international network of multimedia SMEs and individual experts dealing with tourism services
- Information sessions regarding the potential of innovative multimedia applications, especially Augmented Reality, dedicated to territorial stakeholders (local/regional/national authorities)

## Target groups

- Public authorities responsible for promotion and management of cultural/natural heritage
- SMEs, individual experts and young people active in the multimedia field
- Tourism operators
- Tourists visiting heritage sites

## Final beneficiaries

- Local communities
- Public administrators and territorial planners

## Duration

36 months (October 2012 - October 2015)

## Budget

- Total budget: € 3.060.650
- Programme contribution: € 2.754.583 (90%)
- Project co-financing: € 306.067 (10%)

## Contact person

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