

## TOURISM AND CULTURE

Technology, finance and solutions at the service of citizens, local economy and environment.

### APPROACH

Demand from the tourism-cultural sector has shifted from "See and do" to "Experience and feel".

Tourists, as the users of cultural heritage, are the protagonist of their experience and of organising their trip and require precise and timely answers. The main objective of the NRRP as regards the cultural field, is to activate new models of use of cultural heritage enabled by digital technologies: a new relationship with visitors, new connections and, consequently, new business models.

### SOLUTION

Municipia offers the territories the overall solution targeted to specific needs. The software infrastructure is not only an interoperable data collector with national platforms, but it also delivers services. It allows third-party systems, including local ones, to use infrastructural services in order to manage destination management, control and management of flows, creation of immersive and customised paths capable of satisfying the needs of the market. We enhance cultural heritage with digitisation, infrastructures and storage and access platforms that enable new digital content and services. The objective is to enhance, through digital tools, personalised experiences that are increasingly engaging and rewarding. Technological innovations that will radically change the experience of a trip, enriching the places of culture with innovative contents and involving tourists in virtual visits.

# SMART TOURISM: NEW TECHNOLOGIES TO TELL US ABOUT THE CULTURAL HERITAGE

Big data and real-time data collection systems, augmented and immersive reality technologies, virtual assistance systems, online management platforms are fundamental tools and means through which it is possible to speed up and economise all activities and tasks and respond to the real needs of those who live in and frequent the territory.



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## ADVANTAGES

- **Public Governance shared management** of the tangible and intangible assets of the territory.
- Creation of itineraries on the territory based on **immersive and/or personalised use** of places.
- Preparation/rearrangement of the attractions with an immersive and experiential perspective able to involve and excite users by offering them **sensory and engaging experiences**.
- **Economic enhancement** of cultural assets through new technologies.
- **Integrated services** for tourists - Destination Management.
- **Cataloguing** and enjoyment of cultural heritage.
- **Control and management of flows** for the purposes of mobility and safety, for example in the case of major events or of sites at risk, including sites/assets under conservation orders.
- **Structural control and monitoring** of assets located in earthquake- or hydrogeological-prone areas.
- **Management and planning of events** both for coordinating the Authority's internal procedures and for dialoguing with the organisers to comply with the relevant regulations.

## WHO WE ARE

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