

PROTOCOL AND PROMOTION ANALYSIS





European
Regional
Development
Fund



**DOFINANSOWANO ZE ŚRODKÓW
BUDŻETU PAŃSTWA**



ARCHAEOBALT
TOWARDS INNOVATIVE GREEN & BLUE TOURISM



Authors

Miguel Nicolás Caretta (BM)
Karolina Czonstke-Świątkowska (UG)
Anna Dziadkiewicz (UG)
Andrzej Gierszewski (MG)
Urszula Kęprowska (UG)
Laura McAtackney (AU)
Jens-Bjørn Riis Andresen (AU)
Mats Roslund (LU)
Bartosz Świątkowski (UG)
Paula Chmielowska (UG, support with the social media part)

Editorial team

Miguel Nicolás Caretta (BM)
Karolina Czonstke-Świątkowska (UG)
Laura McAtackney (AU)

Technical editing and proofreading

Scribendi Inc.

Graphic design, typesetting, formatting text

Agnieszka Dmitruczuk | Dymi Lab

Cover design

Agnieszka Dmitruczuk | Dymi Lab

Photographs

Jacob Bjerring-Hansen (BM)
Miguel Nicolás Caretta (BM)
Paula Chmielowska (UG)
Karolina Czonstke-Świątkowska (UG)
Renée Deganello (UF)
Agnieszka Grabowska (MG)
André Hedentoft (UF)
Lindsay Kerr (UF)
Joanna Riter (MG)
Mats Roslund (LU)
Bartosz Świątkowski (UG)
Photos from the archives: Aarhus University, Archaeological Museum in Gdańsk, Bornholms Museum, Gdańsk University, Museum of Gdańsk, Lund University, Uppåkra Foundation.

Publisher

ArchaeoBalt Project

Contact

archaeobalt@gmail.com

www.archaeobalt.eu

Project ArchaeoBalt *Laying fixed foundations for innovative archaeotourism – a new ‘green’ archaeoroute in the southern Baltic Sea region* is conducted within program Interreg South Baltic 2014–2020 financed by European Regional Development Fund and the program of the Minister of Science and Higher Education entitled “PMW” in the years 2014-2020/2021/2; contract No. 5166/SBP 2014-2020/2021/2

Aarhus – Gdańsk – Lund – Rønne 2023

ARCHAEOBALT PROJECT
ARCHAEOTOURISM IN PRACTICE
PROTOCOL AND PROMOTION ANALYSIS

List of abbreviations

AU	Aarhus University
BM	Bornholms Museum
LU	Lund University
MG	Museum of Gdańsk
UG	University of Gdańsk
BARC	Bornholm Archaeological Research Centre
BTHF	Baltic Tourism Health Foundation
CRT	Centre for Regional & Tourism Research
MAG	Archaeological Museum in Gdańsk
PROT	Pomeranian Regional Tourist Organisation
PTO	Polish Tourism Organisation
UAC	Uppåkra Archaeological Center
UF	Uppåkra Foundation
AD	Anno Domini
BC	Before Christ
Arch.	Archive
AR	Augmented Reality
GPR	Ground-penetrating radar
SoMe	Social Media
VR	Virtual Reality

AP	Associated Partner
LP	Lead Partner
PP	Project Partner
FLC	First Level Control
GDRP	General Data Protection Regulation
SBSR	South Baltic Sea Region
SBR	South Baltic Region
WP	Work Package
FOMO	Fear of Missing Out
NGO	Non-government Organization
SME	Small and Medium Enterprises
3E	Entertainment, Excitement, Education
3S	Sea, Sand, Sun
4E	Environment, Education, Events, Entertainment
4H	Habitat, Heritage, History, Handicrafts
4L	Landscape, Leisure, Learning, Limit

Key Terms Glossary

Archaeotourism – A type of travel that focuses on visiting and experiencing archaeological and historical sites.

Green and blue tourism – A type of tourism that focuses, among others, on cultural (tangible and intangible) and natural heritage based on the principles of sustainable development and care for the natural and cultural environment.

Contents page

1. Introduction	14
1.1. Project overview	21
1.2. The archaeological projects	27
1.3. What is archaeotourism?	62
1.4. Main archaeobalt project objectives	72
1.5. Archaeotourism and archaeoroutes in Europe	81
1.6. Why archaeotourism?	87
1.6.1. Archaeotourism in the South Baltic	89
1.6.2. Archaeotourism and sustainability	92
2. Planning the project	101
2.1. Archaeobalt participative planning	103
2.2. Archaeobalt's planning	108
2.3. Partnerships	115
2.3.1. Local/regional partnerships	121
2.3.2. Strategy for the development of cooperation with institutions of local and governmental authorities in the South Baltic Region area	122
2.4. Archaeobalt associated partners and external partners	125
2.4.1. Archaeobalt project-associated partners	127
2.4.2. Archaeobalt project external partners	136
2.5. Internal staff including students and volunteers	152
2.5.1. Role of students and volunteers as ambassadors and/or mentors	156

3. Tools for archaeotourism and the public	159
3.1. Introduction – build up knowledge – involvement	160
3.2. Exploring method – invitation to experiences	162
3.3. Exploring stories	168
3.4. Archaeology and archaeotourism at the sites	172
3.5. Recycling archaeology – the archaeotourism public-facing outputs	175
3.5.1. Visiting archaeological fieldwork Open Days and field tours	184
3.5.2. Archaeology workshops	192
3.5.3. Open lectures	197
3.5.4. Exhibitions	201
3.5.5. Game of power: an archaeo-themed board game	206
3.5.6. Festivals	208
3.5.7. Other forms of communication with the public	214
3.6. Recycling archaeology – the archaeotourism academic outputs	216
3.6.1. Host conferences	220
3.6.2. Kick-off, interim and final conferences	222
3.6.3. External conference participation	230
3.6.4. Online meetings and online conferences	232
3.6.5. School education	236
3.6.6. Field schools	239
3.7. Hard copy publications	243

4. Pilot project: development and use of VR/AR tools	245
4.1. Development paths and essential questions	249
4.2. Wiśloujście fortress – the VR development path	252
4.3. Museum of Bornholm and University of Lund – the VR path	255
4.5. Providing the best immersion equipment (hardware)	259
5. Renovation of Rønne and the Wiśloujście fortress archaeological centres	263
5.1. Social media	286
5.2. General conclusions related to the dissemination of information and marketing (printed media, posters, etc.)	293
6. Monitoring and evaluation	297
7. Findings/outcome	299
8. Challenges, problems and possible solutions	302
9. Final considerations	309

1. Archaeotourism in South Baltic Sea Region	322
2. Development goals of archaeological tourism in the Baltic Sea Region area	324
2.1. The implementation of the main objective can be done by:	326
2.2. Development goals of archaeological tourism in the Baltic Sea Region area	328
3. Global trends influencing the development of tourism	330
3.1. Trends	331
3.1.1. Aging leisure (rise of 50+)	331
3.1.2. Digital overload	333
3.1.3. Urbanisation	334
3.1.4. Work–life balance	335
3.1.5. Wellbeing at the workplace	336
3.1.6. Zero waste	337
4. Implications of global trends	338
4.1. Demography	339
4.2. Health and wellbeing	340
4.3. Upskilling and self-development	341
4.4. New technologies	342
4.5. Leisure time	343
4.6. Sustainable development	344
4.7. Security	345
4.8. Lifestyle	346
4.9. Marketing Management	347

5. Changes in tourism demand	350
5.1. The concept of 'hard and soft tourism'	351
5.2. 3S to 3E	352
5.3. 4L model of tourism	354
5.4. 4H model of tourism	356
6. Tourists' segments(in general)	359
7. Target group description	363
6.1. Children born between 2010–2025: generation alpha	368
6.2. Teenagers aged 12–19: Generation Z	370
6.3. Young and Free aged 20–29: Generation Y	381
6.4. Digital family aged 30–54: Generation X	388
6.5. Archaeolovers aged 55+: Baby Boomers	394
7. Archaeotourism in SBR as a tourism brand	398
8. Brand promotion strategy	423



1.

INTRODUCTION

Since 2018, the University of Gdańsk, together with partners from Poland, Denmark and Sweden (i.e. the Museum of Gdańsk, the Bornholm Museum, the University of Aarhus and the University of Lund), has had the pleasure of undertaking a project concerning the heritage of the Baltic Sea region through the theories and methods of archaeotourism. This cooperation between research units (universities), museums and the tourism sector resulted in the creation of a historically inspired archaeological route to attract local and external tourists, as well as the establishment of foundations for international scientific cooperation regarding the region in the field of archaeology. The project established the nucleus of a network of archaeological centres, with the archaeotourist route 'Places of Power and Rituals' gathering some of the most interesting archaeological sites in the southern Baltic region, although not always known to a wider audience. The axes of the initial archaeoroute are the sites of Sorte Muld and Smørenge on Bornholm, Uppåkra in Sweden, the stronghold in Owidz and the Wiśloujście fortress in Poland. The archaeological research conducted at these sites also became the basis for the cultural and educational events planned around them, aimed at a diverse group of recipients. Another aim of the project was to create tools for the development of excavations and archaeological centres and the promotion of archaeotourism in the region (podcasts, exhibitions, board



 Wisłoujście, photo A. Grabowska.

games, open days, workshops, lectures and festivals), making it more interesting and profitable for the tourism industry and related sectors. In addition, pilot activities related to virtual reality (VR) games are in the pipeline.

To date, over 78,000 people from all over the region have participated in events associated with the ArchaeoBalt project.

This protocol is a summary of the three-year international ArchaeoBalt project 'Laying fixed foundations for innovative archaeotourism – A new "green" archaeoroute in the Southern Baltic Sea Region', which was co-financed by the European Regional Development Fund under the Interreg South Baltic Programme 2014–2020 and the program of the Minister of Science and Higher Education entitled "PMW" in the years 2014–2020/2021/2; contract No. 5166/SBP 2014–2020/2021/2 (the project was prolonged to June 2023). In the following, we present the results of our activities, as well as describe the experiences and observations related to the use of the



VRs made by Lund University for Uppåkra. Mats Roslund guided himself, photo Arch. Lund University.

potential of archaeotourists in the region. These differ in each country, as they result from previous experiences, awareness of cultural heritage and education in this area, as well as the needs and expectations of recipients. Archaeologists, anthropologists, specialists in marketing, management and tourism, as well as people dealing with communication and education, were invited to participate. This resulted in the creation of an interesting perspective presenting our experiences from different angles. We hope the activities we will present and the attempt to formulate a strategy for the development of archaeotourism in the region will inspire the reader.

The implementation of the project took place in a very particular period of time, presenting our team with many new and unexpected challenges. First, there was the COVID-19 pandemic, due to which research was not carried out in

2020, and the excavation work in 2021 was not certain until the very end. At the same time, it led to an online transition, which contributed to the organisation of a series of webinars and the transfer of most of the activities to the connected world of the Internet. There was also a change in the needs and behaviours of tourists for whom, during the pandemic, archaeotourism turned out to be a very interesting form of spending free time. Thus, archaeological sites became the target of a local pilgrimage. In addition, the tragic events that took place due to the Russian invasion of Ukraine since the beginning of 2022 remind us of the importance of tangible and intangible cultural heritage constituting the basis of local, national and European identity. During this difficult time, international cross-border projects and cooperation merit exceptional importance, as they constitute an important element in maintaining unity in Europe. They enable international cooperation at various levels, allowing the use of creative inventions and experiences of many people for the purpose of building a common good.

We would also like to express our gratitude to everyone involved in the project implementation in terms of content, administration and finance. I would like to especially thank the partners and associates, as well as the Technical Secretariat of the South Baltic Interreg Programme, all cultural and tourist organisations and institutions supporting the implementation of this project, as well as students and volunteers from Poland, Denmark, Sweden, Greece and the United States for their commitment to the project.

Project Partners:

- **University of Gdańsk** – As the Lead Partner, the University of Gdańsk has the main responsibility for the overall project management, including reporting. The Lead Partner assigns a team of project leaders, along with financial and communication officers to support and guide the project partners in their daily management. The other project partners designate representatives to match the management and communication duties. Responsibilities are also shared by appointing work package leaders.
- **The Museum of Gdańsk** (PP2) is the leader for WP5 – Archaeotouristic Virtual Reality Games.
- **University of Aarhus** (PP3) is the leader for WP3 – Archaeotourism Tools – Research for Project.
- **Bornholm's Museum** (PP4) is the leader for WP6 – Small-Scale Investments: Archaeotouristic Centres Network.
- **Lund University** (PP5) is the leader for WP4 – South Baltic Sea Region (SBSR) Green and Blue Archaeoroute.





• Uppåkra

Smørenge

• Sorte Muld

Owidz

• Wisłoujście



1.1.

PROJECT OVERVIEW

Although countries of the SBSR were connected in terms of historical and material culture, little has been done to promote their cultural heritage after the fall of the Iron Curtain and the Soviet Block in the last part of the 20th century and the shift into a profitable green and blue touristic route like the Maya route in Mexico.

Regarding the green and blue touristic route in the ArchaeoBalt project, we note a cycle of cultural and educational activities in the project partners' countries linked to the archaeological sites chosen for the project. Their main common motive is

'Places of Power and Rituals', which help in cross-sectionally presenting the history and relations in the Baltic Sea region in different periods and simultaneously promote the idea of archaeotourism.

The ArchaeoBalt was a three-year-long project binding Polish, Danish and Swedish universities, museums and tourism sectors that aimed to create and develop an archaeoroute based on the principles of archaeotourism. This project aimed to increase and improve the existing routes and offers by connecting a series of archaeological sites and finally presenting a developed touristic product that will outlive the project's lifespan.

The activities had a great social impact since we cooperated from the outset with the different levels of government and society in the decision-making processes of the project for the design and execution of strategies for the archaeoroute.

The cultural-educational activities organised in the project were also crucial for the protection of the archaeological heritage of the Baltic region, as they helped build social responsibility for cultural heritage and develop regional identity.

The ArchaeoBalt sought to perform within this frame of social joint responsibility and improve in terms of infrastructure and resources according to the project, as well as increase the

number of highly qualified personnel with a sense of duty to help in the creation of a green and blue proposal for tourism in an opportune and efficient way.

The final results should guide the ArchaeoBalt partners for years to come, and actions should be considered with a perspective for the future as can be formulated in the following terms. The ArchaeoBalt should be recognised as a programme leader in green and blue archaeotourism, where cultural and educational experiences are the references for its managerial model. It will play an active role in the development of new projects and in specialised training for the benefit of Baltic region archaeology and the creative economy of the South Baltic region.

The ArchaeoBalt, entitled ‘Laying Fixed Foundations for Innovative Archaeotourism – A New “Green” Archaeoroute in the Southern Baltic Sea Region’ was planned to last for three years. Its implementation began in 2018 and was planned to be completed in 2021. Due to the pandemic, it was extended until June 2023. During this period, virtually all of the targeted goals were achieved. The nucleus of a network of archaeological centres was created, which will include centres in Uppåkra in Sweden, in Rønne on Bornholm and the Wisłoujście Fortress in Gdańsk. These are sustainable elements after the end of the project, making the continuation of its goals possible. The creation of the archaeological route ‘Places of Power and Rituals’ connecting five unique archaeological sites

from different eras demonstrates the history and diversity of the heritage of the South Baltic region. An important aspect of the project was to conduct coordinated international archaeological research in three partner countries, constituting active and engaging stops of the created archaeoroute and accompanying cultural and educational events.

The project also developed tools that can be used as sources of reliable information for individual tourists, as well as tourist and local government organisations. An important part of the archaeological research was a series of cultural and educational events, such as open days, workshops and popular science lectures accompanying the excavations, constituting an integral part of the created archaeoroute. Over the



Some of the cultural-educational activities and events during ArchaeoBalt project, photo K. Czonstke-Świątkowska, A. Grabowska, M. Roslund.



Open days at Sorte Muld, photo B. Świątkowski.

duration of the project, over **11,382 people** from all over the South Baltic region participated. Communication and popularisation of research results were carried out on several levels through a series of podcasts presenting archaeoroute, board games and VR. Regarding the 'Wistoujście 1577' and 'Vendel Days' in Uppåkra in 2019, both events were physically visited by over **10,500 people**. In 2020, due to the pandemic, the Uppåkra festival was held online and was shown over **45,000 times**.

Webinars organised in 2020 and 2021 were also an important element for the development of archaeotourism, addressed

78 000

people from all over
the South Baltic region participated
in ArchaeoBalt events.

to stakeholders, collaborators and other interested professionals/members of the public: 'Archaeotourism and Culture Routes – Let's share and learn!', 'Archaeotourism and Social Media: Inspiration and Development!', and 'Archaeology, Tourism and Sustainability'. The webinars became the inspiration for a session on archaeology, tourism and sustainability organised as part of the 27th Annual Meeting of the European Association of Archaeologists (online) in 2021.





1.2.

THE ARCHAEOLOGICAL PROJECTS

Working with archaeological excavation as a tourism tool provides a holistic experience, giving spectators a direct insight into the scientific processes of excavation through sight, sound, touch and smell. It provides opportunities for allowing hands-on interactions with the past and, by doing so, disseminating findings and history, as well as gaining feedback from the public.

Historical interpretations from archaeologists can trigger positive memories and individual histories with visitors. It is possible to engage the public with the past in their present lives.

Herein, we would like to stress that it is important not to forget the difference between contemporary questions and interpretations of the past. It would be an oversimplification to only point out similarities between distant cultures and today. Rather, following David Lowenthal (1985), 'the past is a foreign country' existing on its own premises that are interpreted through professional archaeology. When meeting this distant past, exciting and (to the individual) unknown cultures and identities are presented. This duality, the oscillation between the known and the unknown, strengthens people's understanding of other ways of life and cultural patterns, even if they are remote to us.

The engine that drives all of our research and narratives is the careful reporting and analysis of archaeological records. Archaeological work for visitors and interested communities entails having a strong historical narrative. Essentially, history is built from discoveries — the physical evidence — and narratives derive from those finds.

Reporting can focus on a particular site, a new discovery or an investigation of the re-evaluation or overturning of a long-held theory, as is the case for ArchaeoBalt. Archaeological investigation, similar to the one done within the ArchaeoBalt project, draws from other sciences, including geology, genetics, chemistry, physics and botany, which frequently provide a significant portion of the reporting for our features.



■ Owidz, photo B. Świątkowski.

While the essential work that goes on in the discipline of archaeology is academic in nature, the ArchaeoBalt archaeological projects (Sorte Muld, Uppåkra, Owidz and Wistoujście) sought/seek to find the stories, narratives and dissemination tools inherent in that work and bring those stories to a general audience. It is then through the discoveries and stories of archaeological projects that science meets the public.



Sorte Muld, Bornholm, Denmark

Sorte Muld ('black soil' in English) is an extraordinary archaeological site located in an ancient landscape near the town of Svaneke on the eastern coast of the Danish island of Bornholm in the Baltic Sea. Sorte Muld encompasses the remnants of a large settlement, occupied from the end of the Bronze Age throughout the Iron Age (500 BCE–800 AD) until the early Viking period (800–1050 AD).



Sorte Muld obtained its name from the site's fertile black soil, darkened by centuries of habitation, agriculture, production, consumption and disposal. Even though the archaeological discovery of the site goes back more than 150 years, it is still one of the most iconic archaeological discoveries on the island. Throughout the past several decades, Sorte Muld has enjoyed being an ongoing focus of archaeological exploration, uncovering evidence of settlement patterns, economies, political powers and religious practices. Currently, archaeological research is directed towards the excavation of the newly discovered traces of a building interpreted as a 'religious space' due to its architectural plan and rich findings that display clear parallels to other Iron Age cult sites found in the Nordic countries. In particular, Sorte Muld is known for



● Guldgubbe from Sorte Muld, photo B. Świątkowski.

its exceptionally rich assemblages of domestic and imported material objects, including ceramic and glassware containers, jewellery, weaponry, Roman coinage and a significant and extensive trove of gold-foil figures known as *guldgubber*, whose anthropomorphic and zoomorphic representations give a unique insight into the ancient mind.

The excavations at Sorte Muld had some very specific goals. One was to find the context(s) from which the famous *guldgubber* had been placed; others were focused on the contexts as such. Bornholms Museum was initially focused on the first issue, as it plays a major role in the current context of metal detection, but not because the site is widely known for its approximately 3,000 gold-foil figures, which



● Piece of *guldgubbe* from Sorte Muld, photo B. Świątkowski.

again — supplied with the context — have huge implications for our understanding of pre-Christian religion and cult. The motives of the *guldgubber* relate seemingly to the cosmology reflected in old Norse literature. In this context, one must also mention the one-sided prints on the bracteates (massive gold ‘coins’), as specimens of these have been found in the larger Sorte Muld complex. Again, these display iconographic links to the contemporary Roman world. In other words, we see an extremely interesting mixture of both Germanic and Roman elements, which again most probably reflect the position of the local elite displaying its long-ranging contacts, wealth and power on the one hand but also maintaining local traditions on the other, thus claiming the elite’s legitimacy of rulership and power.

The *guldgubber* is almost exclusively found at a very specific location — the ‘temple area’ — easily discernible on aerial photos and geomagnetic surveys. The majority of these were found in excavations in the late 80s by Margrethe Watt, the former head of Bornholms Museum. Here, digs were primarily focused on the ploughed topsoil, but due to the excavations by the ArchaeoBalt campaigns, it seems clear that she cut the fenced temple area and just touched the sidewalls of the temple itself.

The ArchaeoBalt trenches were placed across the temple area to catch the main distribution of the *guldgubber*, which, at the end of the 2021 campaign, seemed to be located in two



of the large roof-carrying posts in the centre of the temple. Whether this is the primary context of the 'temple money' remains to be seen, as they are found in the fill of the post-holes. Nevertheless, due to the focus on the ploughed soil, this was treated as a primary archaeological context, recorded, water-sieved and sorted meticulously.

This process was likewise executed in the trenches focused on the eastern fence of the temple and the inner courtyard between the building and the fence. The ploughed soil was very carefully treated, and the appearing contexts unearthed and documented. Experiments concerning the proper excavation of the fence were done, and it turned out that horizontal

removal in spits was the method which most clearly revealed the posts of the fence. Furthermore, and surprisingly, the overall buildup of the temple area became clear. Different phases of the temple were successively covered by a layer of yellow clay, revealing that the youngest layers have to be found in the outside perimeter of the temple area, which is constituted in a tell-like structure, with the oldest layers lying on the highest points in the present situation. Thus, the agricultural activities since the abandonment of the temple have removed the youngest floor layers, just leaving the post-holes of the roof-carrying posts. In summary, the ArchaeoBalt campaigns have significantly increased our knowledge of this unique location, which requires a lifelong commitment to reveal its fascinating history.

Walking around the excavation in Sorte Muld, visitors would discovered that the limits of the ancient and the modern city are now easy to discern with the help of archaeologists.



Sorte Muld Open days, graphic materials.



- a. Guldgubbe dicovered in the context, photo B. Świątkowski.
- b. Hoard from Fuglesangseager settlement, which is a part of Sorte Muld, photo Arch. Bornholms Museum.
- c. Relic of a cult house with marked places where gold foils figures were discovered, photo B. Świątkowski.
- d. Fragment of an animal jaw, photo B. Świątkowski.

Precious records of Danish history can be explained by experts, and the intertwined architecture of the ancient temple and houses can be within reach.

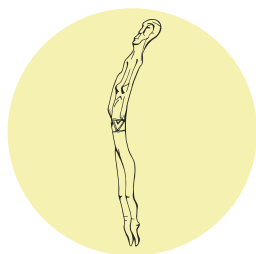
While visiting Sorte Muld, visitors may learn about and experience the ancient daily life of the people, their life in

the settlement, the sacred items offered and the objects recovered. These materials are testimonies of human activities from the Iron Age and Viking times that can be observed while they are being dug or recovered while sieving.

During the ArchaeoBalt project in Sorte Muld, many archaeological events were carried out, such as open days, archaeological workshops, exhibitions and lectures, among others, that had a significant impact on local and regional communities and cultural, touristic institutions and authorities.



Examples of guldgubber discovered on Sorte Muld, photo Arch. Bornholms Museum.



Smørenge/Guldhullet, Bornholm, Denmark

Smørenge, also known as 'the gold hole', was first described in 1725 by Jacob von Melle, the owner of the fields near Smørenge, who had collected several small gold pieces. The discovered objects were supposed to be smelted but were fortunately preserved by von Melle. Since then, the area was



more or less forgotten until 2009, when it was examined by metal detector enthusiasts who located several gold figurines.

The name Guldhullet does not appear on modern maps but is mentioned in the register of place names under Vestermarie Parish as a possible spot for finding gold coins. The named locality belonged to the farm Store Smørengegård. In addition to the gold finds, several beads, fibula and remains of swords, as well as bones and silver treasures, have been found at Smørenge. The finds suggest what a significant place the Smørenge must have been to the surrounding population. The small gold figurines were also found on Sorte Muld near Svaneke, so a connection between these settlements is possible.

The chronological span of the finds shows that some sort of sacrificial activities took place — at least during certain periods — for almost 1000 years. During the excavations, four



Gold foil figures called „trolls“ discovered on Smørenge, photo Arch. Bornholms Museum.



Golden lady, photo B. Świątkowski.

rows of parallel firepits that stretch for a distance of several hundred metres were discovered, thanks to GPR surveys. Today's water reservoir is a trace of a ritual spring into which sacrificial objects, such as 'guldgubber', glass and crystal beads and animal bones are thrown during the summer or winter solstice.

From 2009 up to the present, the gold found at Guldhullet includes small figurines made of solid gold, gold-foil figures (guldgubber), including a small horse-shaped figure, bracteates and other pieces of gold. Based principally on the archaeological contexts at Sorte Muld and Uppåkra, as well

as iconographic and stylistic details, the gold-foil figures in South Scandinavia have been dated to the 6th and early 7th centuries AD.

Guldgubber are small figures or gold-foil pieces with motifs that are either stamped or carved into the metal. Most of them illustrate men and women, while some resemble small 'trolls' who are pictured with their heads in their stomachs. These are believed to have been offered to mythical creatures like trolls and demons to prevent them from troubling or haunting the population at the settlement.

In some cases, the gold figures depict naked women, which may have had a different ritual meaning.

At Smørenge, a small gold figurine depicting a woman was found. This female figurine seemed to have an open, arched back with prominent 'teeth' that symbolise an open spine, which is associated with Norse mythology and related to elf



Gold figures discovered on Smørenge, photo Arch. Bornholms Museum.

women or water goddesses from ancient times. The female figurine is supposed to symbolise fertility and may have been sacrificed by someone at Smørenge in the hopes of receiving blessings from the gods.

This special site may have maintained its ritual significance until the introduction of Christianity on the island in the 11th century. The sword sacrifices may well reflect the changes that took place in society, from predominantly farming communities to a more military-oriented society.

Maybe the gold pieces were disposed of as the population converted to Christianity and got rid of pagan figures.



Uppåkra, Scania, Sweden

Uppåkra stands out as one of the largest central places during the Iron Age in Northern Europe. The term 'central place' was coined in the 1980s to indicate settlements that were larger than ordinary villages and farmsteads, with political importance, transregional exchange and cultic remains. The



deposits and house assemblages were already noticed in 1934 when a new farm was built. However, their significance was only understood with large-scale metal detector investigations in the mid-1990s. From that time onwards, several minor and larger projects have followed in succession.



Finds from Uppåkra: fragment of the decoration of the reliquary (a), a golden pendant made from bracteate (b), filigree work (c), migration period fibula (d), gold bar (e), photo Arch. Lund University.



■ Finds from Uppåkra: a beaker made of silver and copper alloy (a), rectangular brooch (b), glass bowl (c), figurine (d), rectangular fibula (e), glass bead (f), beak shaped fibula (g), photo Arch. Lund University.

Initially, the Uppåkra settlement was seen as a 'town' or 'proto-town' since the great number of artefacts found on the surface (c. 28,000 items) and the complex conglomeration of buildings in the 40-hectare area were difficult to compare with other sites from the Iron Age. Today, another interpretation exists. Centrally, in the settlement, a large hall building and a cult house form the core of a residence in an agrarian domain. Around this central residence, several farmsteads and artisan houses indicate that there were functional zones within

the settlement. Objects connected to warrior retinues, such as weapons and flamboyant decorations for armour, show that there was a group of personal protectors living close by. We can now compare Uppåkra with other similar Scandinavian centres based on an agrarian economy but exposing religious continuity over a long time span. Among others, we find Sorte Muld on Bornholm. In particular, the gold-foil figures found within and around the cult house are directly connected to Bornholm in the same period (6th–8th century AD).

The metal artefacts consist of locally made jewellery for distribution and imported items. These valuable objects follow the direction of important networks in each period. Starting in the Roman Iron Age, a 'package' of Roman artefacts, world views, surgical instruments and new garden plants was introduced. In this period, the cult house was established, creating a new religious baseline. In the Migration Period, continental brooches from the middle Elbe region (Sachsen-Anhalt) reached Uppåkra through personal connections. In the Viking Age, we see how the Carolingian horizon in western Europe reached Uppåkra, and around 900 AD, Islamic dirhams from Abbasid and Samanid mints arrived. From the late Roman Iron Age to its fall at the end of the 10th century, Uppåkra was a political and cultic hub in Skåne, making it a strong representative of places of rituals and power.

At Uppåkra, the ArchaeoBalt project has yielded many opportunities for engaging with the public. At recurrent lectures

during the years when the project has been active, the public encounters archaeology as a science to interpret and understand past communities. The encounters take place onsite, as well as in many places in Skåne and Stockholm. As participants at the Vendel Days at Uppåkra, the project members have had the opportunity to present and represent ArchaeoBalt to thousands of participants (see visitor figures in the Physical Reports).



Owidz Stronghold/Grodzisko Owidz, Pomerania, Poland

During the 10th and 11th centuries in the area of present-day Poland and Pomerania, many defensive structures were built, surrounded by wood-and-ground shafts and palisades at the created strongholds. They were located in naturally defensive places, such as on hills, islands or at the fork of rivers.

The strongholds had various functions. They were places where the ruling elite exercised power in their territories. Some



of them were created in place of pre-existing tribal centres or centres of pagan worship. Over time, some of them have evolved into modern cities, as is the case with Gdańsk.

An important element for the functioning of the strongholds could be trade exchange and their connection to a trade route, which was the main reason for Owidz's development.

Owidz is one of the largest strongholds in Eastern Pomerania. It is situated in the meander of the Wierzyca River on an isolated hill, but it was an important site of local power and religion. The stronghold was definitely in place in the 11th century, although it may date back to the 10th century. This was the time when lands in the Wierzyca basin, together with the entire Gdańsk Pomerania, became part of the first Piast dynasty.

During this period, there were 29 strongholds along Wierzyca (about 40 km), and one of the most important was Owidz.

Strongholds like Owidz constituted the baseline of an early medieval road system. Large centres could only function if they maintained good connections between themselves and subordinate, peripheral points. An important, unobstructed node was located a few kilometres from the Starogard. A route called 'the route of merchants' (Via Mercatorum) ran through both towns, leading from Greater Poland to Gdańsk and the Baltic. It constituted the most important trade route in this area.



● Owidz Stonghold, photo B. Świątkowski.



● Excavation at Owidz in 2021, photo B. Świątkowski.

Residents used the convenient location of these strongholds and drew significant profits from them. The extent of the trade exchange is evidenced by coins discovered during excavations (e.g. 11th-century denars from lower Germany, a weight, fragments of silver jewellery). Owidz's residents were, above all, craftsmen. They were involved in pottery, blacksmithing, road construction, processing of amber and weaving.

During the excavations at the Owidz stronghold in 2019 and 2021, two trenches were made. The first was established in the courtyard of the stronghold. A hut that probably belonged to a blacksmith was discovered. This may be indicated by artefacts obtained during the research. It is a significant collection of items made of iron in the form of semi-finished products and finished items, including knives, horse bridle fittings or belt fittings (?).



● Cross denarius and unknown coin, photo B. Świątkowski.

An interesting find was an offering discovered near the entrance to the house under one of the walls. It was half of a dog's skull. This type of offering is a rare find. Moreover, over 17,500 pottery fragments were recovered from the first trench (50 sqm).

The second excavation was located at the base of the stronghold. The aim was to identify an anomaly visible on the surface in crop marks. During the archaeological research, it was possible to discover cultural layers up to 2 m deep. One of the most interesting artefacts was a brooch with an inverted foot, preliminarily dated to the 4th–6th century AD.

During the last season of excavation, traces of old beliefs were discovered, such as the miniature amulet made of iron (hatchet) and sacrifices like the dog skull located near the hut



Female ring, photo B. Świątkowski.



Temple rings, photo B. Świątkowski.

entrance. The last find is rare. Putting food or animals in the corner of a house or on the threshold during construction was a frequently seen Slavic custom. Such a ritual was supposed to ensure protection and prosperity to the household's inhabitants, as well as guarantee the favour of house spirits.

Why did Owidz lose its power? At the end of the 11th century, the stronghold was burnt. It was probably destroyed in 1090 at the behest of Władysław Herman, who then destroyed a large part of Pomeranian strongholds to prevent local rebellion. Despite its destruction, Owidz continued to function to some degree. In the 12th century, it performed only defensive functions. When the Teutonic Knights took over the area in the 14th century, Owidz lost its significance. The administration of the Teutonic Knights was based on a parallel network of contour castles, so the strongholds became a relic of that time.



■ Temple rings (one of them is a semi-finished product),
photo B. Świątkowski.



■ Merchant weights, photo B. Świątkowski.



Wisłoujście Fortress, Gdańsk, Poland

The region of Wisłoujście Fortress, a heritage area of ca. 17 hectares, is one of the places mentioned in the Polish Monuments of History list. The nationwide project to mark important places in Polish history has been authorised by the president of the Republic of Poland during the 100th anniversary of Polish independence in 2018.



Photo Arch. Museum of Gdańsk.

The naval and military complex is the only early modern naval fortress in Poland. The whole area is centred around a medieval tower and the Vistula River. Wisłoujście has a complex history and, thus, has a promising potential for developing land and underwater archaeology, as well as other research domains (architectural, landscape, historical). It can offer various findings, ranging from single objects to structures spanning from medieval times to 1945.

The building and its surroundings have been ceded to the modern Museum of Gdańsk back in 1974. Until the end of the first decade of the 21st century, the fortress was located far from the main touristic routes, with little investment, reconstruction or rejuvenation works, which were carried out mostly up to the late 60s of the 20th century. Back then, the fort



Iron item, photo A. Grabowska.

served mostly as a storage area for other companies, especially after the last civil residents were moved out due to the establishment of a sulphur compound and construction works of a new harbour. Being unprotected and unsupervised, the surroundings were an object of illegal exploration by black archaeologists, who were looking for remnants of items left by German soldiers during the Second World War. Artefact losses due to their activity are difficult to evaluate.

Wiśloujście Fortress, as an archaeological site, had a different character from the other archaeological sites in the project. It had exceptional strategic, administrative and economic importance for Gdańsk and the Polish Kingdom. It functioned as the border of Gdańsk and the Kingdom of Poland, an entrance to the port, a duty collection site and checkpoint and a military watchtower. It was a crucial strategic point defending the entry (and exit) of launches from the Baltic Sea to the port of Gdańsk and further to the territory of the Kingdom of Poland.

The Wiśloujście Fortress is currently the oldest and only surviving early modern naval fortification on the Polish coast. Long before the construction of the fortress, the locals had burnt fires by the seashore to assist in the safe passage of ships. In the mid-14th century, a structure of stone and wood with a pier was built so the officials of the Teutonic Order (the Order conquered these lands in 1309) could gather toll taxes from the wares that were transported to Gdańsk. During the medieval wars, Wiśloujście was almost completely destroyed



Exhibition at the Wisłoujście Fortress, photo A. Grabowska.

in the 1430s by the Czech Hussites. Clearly, a major port in the Baltic Sea needed better protection at its entrance to the sea.

Wisłoujście Fortress had been a lighthouse, an external municipal port during winter and a harbour of the Polish Royal Fleet in the 17th century. A settlement with a church of St. Olaus and a nearby inn thrived close to the military buildings. While the local population of the village was mostly Pomeranian or German in origin, the garrison at the fortress was of mixed origins. It is estimated that 60–200 soldiers were on duty at the fortress at all times. They came from across Europe for easy coin.

In 1466, Gdańsk merged with the crown of Poland. The city received considerable autonomy from the Polish King Casimir



Finds from archaeological research at the Wisłoujście Fortress, photo A. Grabowska.

Jagiellon, which allowed the officials to build a gothic tower with a new lighthouse in 1482. However, this was not enough to provide control over the river. After 1562, during the Livonian wars (1558–1583), a two-storey brick structure with gun platforms was erected. This was followed by Fort Carré, with four bastions, in 1608. In 1624–1626, Dutch-style Eastern and Western earthworks were built around the fort to protect the harbouring Polish Royal Fleet during ongoing Polish-Swedish wars.

Careful spatial planning ensured the fortress was invincible during major conflicts. In 1577, the fortress repelled Royal Polish forces (during the mutiny of Gdańsk), and in 1656, did the same thing with the Swedish.

In the 19th century, the fortress gradually lost its military importance and began to function as a political prison. After World War I, the area became a civilian settlement and a yacht marina. At the end of World War II, the Soviets bombarded the area, causing considerable damage. The restoration began slowly in the mid-1950s and continues until today. Since 2009, the fortress has been open to visitors during the summer season.

The area has been an object of professional research since 2006 (archaeological) and 2017 (underwater), with several architectural studies carried out in frames of national or international projects (Norwegian Funds). The results have been partially published. Wisłoujście also held numerous re-enactment festivals (The Sea Battle – Napoleonic Wars), audio-visual festivals (The Night Sea Battle 2016) and other minor projects. None

of them, not even the re-enactment festivals that gathered 3000 to 8000 participants, were focused on archaeology.

Wisłoujście, an archaeological site from a methodological perspective, is connected with urban archaeology. During the ArchaeoBalt project, excavations focused on searching for the remains of the St. Olaf Church (since the Middle Ages, around 10 versions of St. Olaf Church have functioned at Wisłoujście). Because of numerous reconstructions and warfare in Wisłoujście, the parish church was destroyed and rebuilt many times. As a consequence, its location often changed. During the excavations, the remains of St. Olaf Church were not found, but some relics of eastern earthworks from the 18th and 19th centuries were discovered. Other research areas were localised near the fundamentals of Napoleon Barracks, which will become part of the archaeological centre.



13.

WHAT IS ARCHAEO TOURISM?

Archaeotourism is one of the key concepts underlying the ArchaeoBalt project. However, this term is differently understood and defined by people dealing with cultural heritage or tourism.

Archaeotourism as a phenomenon is not a completely new concept, but it still poses some challenges. Marxiano Melotti (2011, pp. 9–10) wrote that archaeological tourism should not be limited to just visiting museums or archaeological sites but should be seen from a much broader perspective. Going beyond a simple definition, this researcher also allocates

attention to the emotions that a visit to a museum or an archaeological site can evoke. Thus, he also talks about sensory experiences accompanying archaeotourism, experienced on several levels: 'temporal (symbolic entry into the world of the past or contact with an object not related to modern times), spatial (entering the unique space of a museum or archaeological site), cultural and ontological' (Giraud & Porter, 2010; Ross et al., 2012, pp. 37–47).

Krzysztof Kaczmarek had a different view on the phenomenon of archaeological tourism. According to him, 'Archaeotourism should be considered as an attractive proposal for people declaring cognitive motivations for their tourist peregrinations. It gives an opportunity to get acquainted with fragments of historical heritage in different forms, adjusted to the individual needs and temperaments of its recipient. It relates



Gryet, Bornholm, photo B. Świątkowski.

to a diversified formula of exhibiting movable monuments acquired during the research or whole, discovered, and sometimes also reconstructed objects.’ He also pointed out the duality and variability of the nature of heritage, including archaeological heritage, for it includes material and spiritual achievements of human culture and possesses an evolutionary character (Kaczmarek, 2010, pp. 1–13).

Meanwhile, Katarzyna Kasprowska-Nowak understood archaeotourism as ‘an interesting form of tourism, the main aim of which is to get to know objects where there are material traces of human activity from past historical periods, necessary to reconstruct their socio-cultural heritage. Thanks to interesting archaeological discoveries with the use of modern



„Wisłujście 1577” Festival,
photo A. Grabowska.



Research at Bornholms Museum,
photo K. Czonstke-Świątkowska.

research methods and their publication, it is slowly gaining popularity' (Kasprowska-Nowak, 2018, pp. 169–182). Werczyński (2011) attempted to make this concept as precise as possible and proposed the following definition: 'Archaeological tourism is a part of cultural tourism, more precisely, cultural heritage tourism, which has close links with other types of cultural tourism, such as historical, museum or festival tourism. It is any kind of tourism activity that includes:

- **Visiting places designated as archaeological sites, which are often archaeological reserves and/or ruins or monuments;**
- **Visiting museums and presentations of finds from archaeological sites;**
- **Visiting and participating in ongoing excavations and attending lectures by archaeologists;**
- **Participating in archaeological festivals, events and picnics; and**
- **Visiting archaeological parks and replicas of archaeological sites, which are often centres of experimental archaeology, and enjoying the activities on offer'.**

Werczyński considered the main goals of archaeotourism to be the protection of historical monuments, especially through the creation of archaeological reserves and education, as well as presenting the achievements of archaeology to the public (Werczyński, 2011).

The Archaeological Institute of America defined archaeotourism as follows: 'Archaeological tourism is travelling to visit and experience archaeological sites and historical places. The motivational force behind archaeotourism is an interest in the past and the expansion of knowledge about ancient or historic cultures. A component of archaeological tourism can be visiting museums, sites of historical importance and archaeological and historical reserves, and even participating in traditional festivals, dances and other events' (Melotti, 2008). The definition presented above seems to be the most common and most quoted one, but it should also be supplemented. In the case of archaeotourism, one's desire to learn about the local and regional past and one's active participation in its creation and experience are worth noting. Archaeological tourism also aims to expose the archaeological heritage of regions, get to know their ways of living, perceive the world of the people living there and spread archaeological knowledge



Photo B. Świątkowski.

to others through educational classes and other forms of activities which, in the future will result in a better and more conscious protection of archaeological heritage (Burtenshaw, 2017, pp. 31–42; Hughes et al., 2013, pp. 65–90; Pawleta, 2012, pp. 415–438; Srivastava, 2015, pp. 31–42; Timothy, 2020, pp. 41–53).

The 'Encyclopedia of Archaeology' defined archaeotourism as 'a tourism category that places emphasis on two critical issues, i.e. conservation of historical–archaeological sites as well as the propagation and dissemination of interest in the heritage of the past epochs' (Baram, 2008, pp. 2131–2134; Melotti, 2008). Ya'qoob Salim Abdullaah Al-Busaidi presented in his PhD thesis a more extensive definition of archaeological tourism. The researcher understood it as 'a form of heritage – based



Wisłoujście Fortress, photo Arch. Museum of Gdańsk.

tourism in which the archaeological landscape represents a core motivation or peripheral motivation for onsite visits and/or off-site experiences, e.g. museums and travelling exhibitions. It also includes all structural aspects (e.g. organisations and policies) as well as operational processes (e.g. marketing and tour guiding) which are relative of archaeological heritage in a particular area' (Al-Busaidi, 2008, p. 53).

An interesting understanding of archaeotourism is presented by Surabhi Srivastava, who highlighted its interrelationship with sustainable development, namely, the balance between tourism, heritage protection, protection of archaeological sites and research. In her opinion, archaeotourism is a travel that focuses on visiting and experiencing ancient sites and historical places. The motivating forces behind archaeological



Wisłoujście Fortress, renovation in Napoleonic barracks, photo A. Grabowska.



European Archaeology Days 2023, photo K. Czonstke-Świątkowska.

tourism are a passion for the past and an interest in learning about the ancient or historical cultures that inhabited the area being visited. Archaeotourists are also attracted by the exotic (and often hard-to-access) nature of the locations where many archaeological sites are found and often desire unique experiences. Archaeological tourism may include visits to museums, places of historical significance and historically and archaeologically focused parks, and even attendance at traditional dances, festivals and other events. Archaeological tourism raises awareness of our shared cultural heritage and encourages people to visit archaeological sites and historical places but also subjects these precious resources to increased stress (Srivastava, 2015, pp. 31–42).



Archaeo-Urbex at Wiślouwście, photo A. Grabowska.

Most of the definitions cited are based on receiving and experiencing tangible archaeological and historical heritage, placing archaeology and excavation at the centre (Jorayev, 2020, pp. 186–204; Sommer, 2017, pp. 166–186). Components of archaeotourism can include visits to museums, archaeological and historical sites, open-air museums and reserves. These activities include participation (and organisation) in events related to the popularisation and dissemination of tangible and intangible cultural heritage related to human and community activities in the past in various forms, such as educational activities, workshops, festivals, lectures, archaeological research, individual and guided tours and experimental activities. At the same time, these activities include initiatives that allow the building of local and regional

identity and cooperation with different local and regional environments, contributing to the creation of social responsibility and, thus, a fuller and more sustainable use of its potential in tourism. This has been pointed out by Ross et al. (2012, pp. 37–47), Thomas (2017, pp. 14–30) and Timothy (2020, pp. 87–105).

Regarding the ArchaeoBalt project, we understand archaeotourism as a series of previously described activities related to sightseeing in archaeological and historical sites and museums, as well as participating in and organising various events and activities that help experience, protect and promote archaeological heritage. However, it is worth taking a broader look at archaeotourism. Based on observations and case studies in the ArchaeoBalt project, we would like to pay attention to this subject and emphasise not only its regional and local characteristics but also its cross-border and inter-regional attributes.

Archaeotourism should be considered as more than just site-specific local attractions and activities but be extended to create a network and/or cross-border route. Through this, it can connect contemporary nations with shared regional histories that make the past meaningful in the present.



1.4.

MAIN ARCHAEOBALT PROJECT OBJECTIVES

One of the project's objectives is to prepare the strategy for archaeotourism in the SBSR (in the form of the protocol presented below) and tools that support the development of sustainable green and blue touristic archaeoroute in the region. The result of the ArchaeoBalt project is a 5% increase in tourist movement in the mentioned area and an extension of the tourist season.

These assumptions and goals are achieved through the project partners' cross-border cooperation, communication and pilot investments in the area covered by the Interreg South



Excavations at Owidz – open day, photo K. Czonstke-Świątkowska



Excavations at Nørre Sandegård on Bornholm were an inspiration for open days in ArchaeoBalt Project, photo K. Czonstke-Świątkowska.

Baltic Programme. The idea is a cross-border cooperation between universities that create knowledge and museums that disseminate it and cooperate with the tourist sector.

To achieve the assumed goals step by step, the following project structure was adopted. Six WPs were created. WPs 1 and 2 (the project leader was responsible for them) were related to project management and communication. Four were directly related to the specific objectives of the project. They were planned in such a way that they consistently resulted from each other and formed the basis for subsequent activities undertaken in the project. As part of WP3, tools for the development of archaeotourism and a protocol were to be prepared. In WP4, the seeds of the 'Places of Power and Rituals' archaeoroute were created. The main nodal points were five sites from different eras selected for the project, namely, Sorte Muld, Smøge, Uppåkra, Owidz and Wiślouwście.

A number of cultural and educational events, such as open days, workshops, exhibitions, lectures, festivals, and so on, accompanied the research conducted during the project.

WP5 was a pilot project, and it aimed to present the results and archaeological research process in the form of a 360-degree camera and VR films.

As part of WP6, investments were carried out in Wisłoujście and Bornholm, the purpose of which was to adapt two buildings to the needs of archaeological centres (such a centre already exists in Uppåkra), constituting the nucleus of the future network of archaeological centres in the region. Thus, they will be an element of durability after the project and a place to continue project activities during high and low seasons after the project's end.

The specific objectives of the individual work packages are as follows:

- **WP3 – ‘Archaeotourism Tools – Research for the Project’**

The main objective of WP3 – ‘Archaeotourism Tools – Research for Project’ is to prepare tools that will be necessary to create and develop archaeotourism and an archaeoroute in the SBSR in cross-border and long-term perspectives. The tools will provide the elements necessary for the extensive promotion of archaeotourism in different ways that will help increase tourism in SBSR. Thanks to the observations of all partners (PPs, PAs and external) and feedback from the museums and



ArchaeoBalt project board game entitled „Game of Power”, photo A. Grabowska.

touristic organisations, we will have the conditions to prepare a solid document or protocol on archaeotourism. The document will describe procedures, suggestions, and observations related to this new concept of economic programme and its impacts on the touristic market. It will help develop archaeotourism, an alternative to traditional tourism and a new touristic cross-cultural green and blue brand.

The tools will be an essential element for internal and external communication (WP2), but they will be used as a base for the activities described in WP4 and WP5. A multilingual board game called ‘Game of Powers’ has been created, and 1,000 copies have been printed and distributed among partners to give to target groups (inhabitants, audiences of the



Promotional materials for the archaeoroute entitled „Places of Power and Rituals”, which was created as part of the project.

project and present and future stakeholders). The game is an awareness-raising tool that will help boost tourism in the short and long term.

● **WP4 – ‘SBSR Green and Blue Archaeoroute’**

Thanks to the tools and substantive base prepared in WP3, the main objective of WP4 is the creation and testing of the SBSR green and blue archaeoroute by cross-border cultural–educational activities, archaeotouristic events (i.e. active participation in excavations, cross-border exhibitions, archaeotouristic workshops, open days) and archaeological centres. It is an alternative for tourism. Market research shows that tourists have higher expectations (change the sea, sun, sand (3S) model to the entertainment, excitement, education (3E) model).

The aims of the activities are:

- a. **to increase tourism** in SBSR by the proposed actions, create and promote archaeotouristic brands and interact with tourists with the idea of archaeotourism centres (WP6); and
- b. **create and test the idea** of archaeotourism and examine its impact on the cross-border touristic market by cooperating with touristic organisations, non-governmental organisations (NGOs), etc. The feedback will be essential to preparing the final protocol (WP3).

I. WP5 – ‘Archaeotouristic Virtual Reality Attractions’

The main objective of WP5 – ‘Archaeotouristic Virtual Reality Games and Attractions’ is to test and check the potential for new ways of presenting archaeological heritage, which is defiant because of its character. It comprises not only artefacts but also its surroundings and cultural landscapes and contexts. These elements are necessary to understand the artefacts and their use in culture; however, it is challenging to present traditional exhibitions. Virtual reality platforms allow the presentation of discoveries in full, changing context and immersion in a more exciting approach. This way of presenting artefacts is still of limited use in archaeology and allows the innovative promotion of archaeological heritage in the SBSR by preparing VR games presenting archaeological



Creating VR and 360-degree videos, photo K. Czonstke-Świątkowska.

discoveries in the SBSR context. Through the WP5 activities, it will be possible to observe tourists and touristic market expectations and to have an impact on the increase of tourism and promotion of heritage in the region.

II. WP6 – ‘Network of Archaeological Centres’

The main objective of the WP6 – ‘Network of Archaeological Centres’ is to enhance the archaeotouristic centres in Wiśloujście Fortes (PL) and Bornholm (DK), which will ensure the durability and continuation of activities undertaken by the project. Similar place functions in Uppåkra (SI) are an example of good practice for this type of place. Archaeotouristic centres will give tourists, local actors and authorities the opportunity



Archaeological Centre at Uppåkra, photo B. Świątkowski.



Promotional materials for ArchaeoBalt Project.

to go in contact and participate in archaeotouristic, open-day activities throughout the year. This centre will also serve as an information centre for all attractions along the archaeoroute, a place for temporary exhibitions and conferences and ludic activities for visitors in SBSR. Thanks to these centres, people will be more involved in different archaeology activities and become more familiar with archaeological heritage through the archaeoroute in the South Baltic region. These centres will be essential elements to promoting and developing the archaeotouristic brand and integrating new sites along the route.

The communication objectives are as follows:

- a. **To promote green archaeotourism and the ArchaeoBalt route in the SBSR among media** and use communication channels focused on the inhabitants of the SBSR and the tourists and tourism industry;
- b. **To promote cultural–educational activities associated with archaeotourism**, such as excavations, open days and festivals among entrepreneurs, to evaluate the availability or search for resources to fund events connected with the archaeoroute; this will be a crucial element of the strategy for archaeotourism, indicating the possible direction of the durability of the project; and
- c. **To promote the products** contributing to each archaeoroute as a stand-alone product.



15.

ARCHAEOTOURISM AND ARCHAEROUTES IN EUROPE

One of the most important economic sectors in the southern Baltic region is tourism, whose successful implementation has a potentially high impact on the economic viability of local communities. Tourism is an important source of employment, but because of its seasonal pattern, the average income in the sector is among the lowest. In addition, tourism intensity is very uneven, which often depends on geography and whether the location is coastal or not.

However, for the whole South Baltic area, there are numerous and diverse examples of natural and cultural heritage that have great potential to lend themselves to activities that



■ The mobile part of the Archaeological Centre on Bornholm, photo B. Świątkowski.

could extend the tourist season and diversify the currently prevailing tourism patterns. Currently, the economic potential is not being fully met and utilised. There is a need to examine and exploit new ways of thinking about tourism and how to enhance cultural heritage offerings and support activities that can attract tourists in the off-season.

Archaeologically, we know there was a strong sense of past cohesion in the South Baltic area, but that sense of shared identity has been impacted by the historic events of recent times, especially divisions between the 'West' and 'East' post-Second World War. Despite the fall of the Iron Curtain more than 25 years ago, there has not been a significant realignment of shared Baltic identity. The former common South Baltic history is not as well-known and present as it has previously been. Through initiatives such as the ArchaeoBalt,

we can focus on restoring knowledge of a common South Baltic history that can restore past cohesion and strengthen cross-border tourism in the South Baltic Sea area.

Today there are no official cross-border tourist trails linking South Baltic cultural heritage sites, but there are various small-scale trials that indicate the potential for development of what is currently a largely unexploited potential tourism market. There is a potential to examine, understand and strategise the growth potential of cross-border tourist trails linking the South Baltic cultural heritage sites. To do so, there is a need to be inspired by what we know — and are adding to our knowledge — of the archaeological past and use it to create a common narrative. This can give us the bedrock to support more cross-border tourism in the South Baltic area.



Harvest Festival at Sopot Stronghold, photo K. Czonstke-Świątkowska.

An obvious way to address the South Baltic area's potential for sustainable tourism is by seeking ways to extend the tourist season beyond the summer months. It is important to consider new ways of doing this and to strategise how to extend the tourist season by encouraging new kinds of tourism that extend beyond coastal holidays that rely on summer weather and rather emphasise the shared heritage of the area and the potential in following cross-border tourist trails.

One of the goals of ArchaeoBalt project was to extend the tourist season in the region. The archaeotouristic activities were expanded beyond the summer months, thanks to open archaeological centres that help continue scientific research and cultural-educational activities during the low season. In this case, a good example is the Uppåkra Centre, which



Open day at Smøenge during „Cultural Week”, photo K. Czonstke-Świątkowska.



Discovering the past of Owidz Stronghold. Excursion to Muzeum Ziemi Kociewskiej, photo K. Czonstke-Świątkowska.

functions all year and not only during archaeological excavations. Other examples of means by which the high touristic season was extended were the workshops at Owidz, open lectures at Bornholm, Owidz and Wisłujście, a poster exhibition, the 'Places of Power and Rituals', VR/360-degree movies presented in archaeological centres and thematic webinars organised during late autumn and early springtime.

Presently, there is only a small number of small-scale and emerging initiatives in relation to cross-border tourism linking the cultural sites together in the South Baltic area. This is an area that has a lot of potential to develop.

Archaeological tourism is an important potential tourist market that can have a dual purpose of opening up new

tourism markets while educating and expanding the views of contemporary societies as to the long-term connectiveness of the region. One way to address these issues is to construct a tourism trail with a narrative of past shared identity, with a focus on how past peoples solved problems towards a sustainable way of life, the very same problems we face today. Archaeological tourism can provide a bridge that would give us the possibility to see not only the relation between past and present times but also between the regions of the South Baltic areas—one of enduring common heritage and identity.

Some good examples of various archaeoroutes are already known in Europe. They can be an exciting case study for the ArchaeoBalt 'Places of Power and Rituals' route, generating examples of good practices.

Some of them effectively combine archaeological and often natural heritage with the local and regional touristic sectors, which helps create an exciting and original tourist offer. Some interesting examples of the archaeoroutes in Europe are [HERITERRA](#), [Megalithic Route](#), [ARGO Augmented Archaeology](#), [Viking Culture Route](#), [The Hansa](#) and the [Aeneas Route](#). Their results, products, outcomes, management and communication, as well as dissemination can be an inspiration for the ArchaeoBalt project and constitute some examples of good practices.



1.6.

WHY ARCHAEO TOURISM?

Archaeotourism is a crucial point for the ArchaeoBalt project for a few reasons. First, it is a cross-national, regionally based project based on making connections that reflect historically shared histories and experiences. Second, archaeology can make those connections more salient through material remains as well as allow access to the active process of archaeology, thereby revealing the past for interested tourists.

Archaeotourism is the combination of two words: archaeology and tourism. It is closely related to tourism destinations based on archaeological and historical heritage sites. It is a fact

that archaeology and tourism play an important role in the day-to-day struggle to preserve cultural heritage. They also play an important role in providing education about ancient cultures and the modern sciences applied in archaeology and conservation. Archaeotourism develops public support for preservation initiatives. It also gives rise to new important economic and political allies (Srivastava, 2015). In general, its purpose is to see the heritage that has been passed down from previous generations, including history, culture, art, nature and artefacts. To achieve this goal, protection and conservation efforts should be made with respect to archaeological and historical heritage sites with the potential to be developed as attractive tourist destinations, and at the same time, develop a sense of belonging and empowerment among citizens.



ArchaeoBalt team during excavations at Wiśloujście, photo A. Grabowska.

1.6.1.

ARCHAEO TOURISM IN THE SOUTH BALTIC

The countries of the SBSR have shared identities in terms of historical and material culture, yet little has been done to promote their common assets after the fall of Iron Curtain and the Soviet Block in the last part of the 20th century and shift into a profitable touristic route.

The ArchaeoBalt was a three-year-long project binding Polish, Danish and Swedish universities, museums and the touristic industry to help in the development of an archaeoroute that aimed to integrate existing ideas and routes to a new proposal based on archaeotourism, thereby increasing and improving the existing routes and offers and presenting a developed touristic offer that could outlive the project's lifespan.

The activities showed a great social impact since there was cooperation from the start among the different levels of government and society in the decision-making processes of the project. This was for the design and execution of strategies for the archaeoroute as an element of conservation of knowledge of regional heritage, memory and identity. The ArchaeoBalt sought to perform within this frame of social joint responsibility and improve in infrastructure and resources according to the project, as well as increase the number of

highly qualified personnel with a sense of duty to help in the creation of a green and blue proposal for tourism in an opportune and efficient way.

The final results should guide the ArchaeoBalt for years to come after the project is finished, and its actions should be considered with a perspective to the future formulated in the following terms. The ArchaeoBalt should be recognised as a programme leader in green and blue archaeotourism, where cultural and educational experiences are the reference for its managerial model. It will play an active role in the development of new projects and in specialised training for the benefit of the Baltic region's archaeology and the creative economy of the South Baltic region.



Photo Arch. Aarhus University, Archaeological Museum in Gdańsk, Bornholms Museum, Gdańsk University, Uppåkra Foundation.



Meeting with experts and disseminating information,
photo K. Czonstke-Świątkowska.



Study visit at Owidz, photo J. Riter.

1.6.2.

ARCHAEO TOURISM AND SUSTAINABILITY

Sustainability has been a key concept in heritage and tourism for decades due to its emphasis on ensuring that initiatives are long-term focused, resilient and bring together the various aspects of sustainability – known as pillars – that mean people, economics and ecology are co-addressed in our principles and practices. Sustainability as a concept has developed from the original Brundtland Commission's definition of 'sustainable development' from their policy document *Our Common Future*:

'Development that meets the needs of the present without compromising the ability of the future to meet their own needs' (1987).

This definition has been extremely influential in emphasising the temporal nature of sustainability being based on respect for the past while allowing contemporary populations to live in the present but not to the detriment of the future. Such a dictum is at the foundation of the ArchaeoBalt project, which is fundamentally concerned with utilising the past for the benefit of present society, especially through communicating long-term interconnectedness as a foundation for cross-border tourism, and doing so in ways that are not damaging to our cultural resources.

By keeping sustainability at the heart of ArchaeoBalt, we are mindful of a wider international discourse that emphasises managing the development of tourism to engage with the past while allowing for the diversification of its contemporary offerings without compromising the future. The aim of the project has been to use archaeological methods to engage communities in better understanding their past, and in doing so, it moves beyond a focus on specific sites to emphasising an archaeological route that highlights the shared nature of our heritage transnationally. We are always mindful to protect the excavated past we have inherited for future generations by working through and with museums and other cultural institutions.

In that respect, there is no better way to protect the past than to (1) ensure the public is aware of its existence and what it means (2) to promote the past to diversify our current heritage tourism offerings in the present.

Cultural heritage plays a significant role in sustainability discourse due to its often-precarious nature and inherent value. Archaeological heritage is by its very nature non-renewable and must be protected but we must be aware of doing so in ways that are meaningful and useful in the present. Following Graham (2002), we are aware that ‘very selective material artefacts, mythologies, memories and traditions become resources for the present’, and we know that making this transition to ‘resources’ does not happen by chance. By utilising our archaeological heritage for sustainable tourism

development, we are mindful that sustainability must connect the objects and sites that we excavate with informing the public about the past. This requires interpretation and presentation. Being mindful of bringing these dual foci together means that archaeological heritage is protected and sustainable but also understood as a meaningful aspect of the common heritage of the Baltic region in contemporary times.

Open days at Wisłoujście, photo A. Grabowska.



Sustainable Tourism Should:

- minimise the negative economic, environmental and social impacts of tourism;
- generate greater economic benefits for local residents and improve community wellbeing, working conditions and access to jobs;
- help local people make decisions that affect their lives;
- make a positive contribution to preserving natural and cultural heritage and maintaining its diversity in the world;
- provide a more pleasant experience for tourists through contact with the local community and a better understanding of local, cultural, social and environmental issues; and
- stimulate cultural sensitivity, breed respect between tourists and hosts and develop local pride and confidence.

Possible Expected Result

- > **Archaeotourism as a challenge to accomplish transnational sustainable tourism that requires a dialogue between citizens and public authorities**

The ArchaeoBalt project is a re-examination of touristic developments that propose an alternative to previous programmes. Its focus is on frequently ignored economic benefits of conducting community-focused archaeology that can have a significant impact, especially if research is conducted at archaeological sites and related activities that require financial investment, with the aim of long-lasting impact at the level of local communities. This project will present and discuss the impact of archaeology on communities across the region, providing new insights about financial impacts and the Baltic region. Regardless of scale, time period and geographic location, research activities at archaeological sites are appreciated as purely academic activities. They should be considered a prelude to the development of sites

Photo Open lecture at Owidz, photo B. Świątkowski.



as a pivotal component in the economic benefits that archaeological sites and related activities may yield. Archaeologists are asked to set aside funds to be used for the development of sites for general public visitation. The financial, political, social and cultural returns that research activities as touristic routes per se actually generate are neglected and poorly understood by many governmental institutions at all levels. In the SBSR, there are no cross-border touristic programmes that pursue to integrate history, culture, education, environment and the economy even when there exist local or national efforts to cope with the problem.

Economic development related to tourism in this region has overlooked the role of archaeology and the revenue streams it can generate. Specialised organisations (e.g. GHF, SPI, WHF) focus on archaeological sites as leverage for broader economic development and are equally focused on tourism and its potential benefits through ecotourism, archaeotourism and touristic routes.

The ArchaeoBalt wants to launch archaeotourism, where cultural, educational and ecological experiences are the references for its managerial cross-border touristic model. It will be a steady programme that is active for the development of new archaeotouristic green and blue projects for the benefit of the Baltic region.

- Archaeotourism as a challenge to accomplish transnational sustainable tourism that requires a dialogue between citizens and public authorities.
- Measures for achieving sustainability demand some form of dialogue, where planners and other public servants and politicians account for which counter performances are offered.
- Planners need to come in contact with people who have knowledge and understanding of the local environment.

Who are the visitors to our sites and venues? In the past, there was a consensus about the national character of historical interpretations and the people as a homogenous entity. Since the 16th century, in Scandinavia, emerging states used the past to enhance their glorious history and, in some cases, claim lands. After the Second World War, rebuilding European communities on a common ground created a need for trans-border, inclusive interpretations for socially heterogeneous populations. Today, we are aware of those societies as highly mixed, both within majority and minority groups, with different social, cultural and religious affiliations. This creates challenges when addressing the past and making it an experience for visitors to our sites. We might ask ourselves if our mission is to make visitors feel attached to the past by their group identities or by their connection to existential human content in historical interpretations. It urges us to ask questions about

essentialism in all identities, both among the majority and the minority, and to emphasise that the past can both be a mirror and look very different to the societal make-up of the present.

One of the many ways to cope with the past in the present is to express the heterogeneous content of past communities. Societies were created by bringing together many different linguistic and cultural regions, as well as social groups. At the same time, past societies needed coherent histories and myths to keep them socially stable in spite of their multifaceted content. Because of this tension between socio-cultural heterogeneity and community building, knowledge about the past must be based on studies of both change and stability. Simultaneously, there are common memories taught by educational institutions and museums that archaeological evidence can both add to and complexify. These historical interpretations are equally created and interpreted by historians and archaeologists based on an ongoing dialogue within and between scholarly disciplines. At the same time, there are individual and common histories evolving outside the scholarly dialogue. Sometimes even local memories and research findings compete and clash. This interface can be a basis for discussion about how our common cultural heritage is created.

Through an interlacing history of the South Baltic region, our sites give us an opportunity to transcend today's national borders and present them as places of rituals and power in their temporary changing positions. On a high political

level, the nobility intermarried and interacted politically. Nevertheless, communities creating cultural consistency in the periods studied were distinguished by different traditions and cultural patterns. Some of the traditions were transferred between our regions, creating impetus for new styles and intangible heritage. The ArchaeoBalt has used the different regional cultural characters and interactions between them to emphasise a common heritage.



Photo K. Czonstke-Świątkowska.



2.

PLANNING THE PROJECT

The initial span of the project was foreseen to last for three years from 2019 to 2022. The main project was divided into three phases, each intended to last a whole year. During the first year or the 'preparation period', the team worked on WP2 (communication) and tools in WP3 (board game, website initial version of protocol), WP5 (VR/augmented reality (AR) games) and WP6 (small-scale investments) to prepare for the upcoming activities and events for the stakeholders and target groups (inhabitants, participants of events) in WP3 and WP4 (events and purchase of equipment). During the second year or the 'action period', public excavations and associated events and festivals were intended to be launched. The works associated with WP5 and WP6 and the Protocol were to be continued. During the third year or the 'evaluation period', the focus was on elements of WP6. WP5 was to be opened to the public at Rønne (Bornholm), Wisłoujście (Poland) and Uppåkra (Sweden).



2.1.

ARCHAEOBALT PARTICIPATIVE PLANNING

Participative or participatory planning is a way of doing planning that puts citizens and stakeholders at the centre of decision-making in their community (Marcus, 2015).

This can be done in many ways, but the end result should be the same: the community and stakeholders feel ownership over the process and the results. They see their work reflected in a public vision or projects that get done because of their involvement. Participatory planning addresses some common interests and problems that exist with current engagement in community planning (Lefevre et al., 2000). There is no singular

theoretical framework or set of practical methods that make up participatory planning. Rather, it is a broad paradigm that incorporates a wide range of diverse theories and approaches to community planning. Participatory planning, in our case, is/ was an approach to designing active, liveable projects, which makes/made archaeotouristic planning projects accessible, community-driven and fun.

It is grounded in the belief that blending local knowledge and expert knowledge leads to strong outcomes. We worked on the local and regional scale and took an integrated view of planning. Since world heritage, land use/ownership, archaeological research design, circular economy considerations, transportation infrastructure and placemaking all inform residents' experiences of their communities, we involved professionals



Opening excavations at Sorte Muld in 2019, photo N. Caretta.

across these disciplines. We also integrated a health equity lens into our work and acknowledged the link between participatory planning processes, built environment outcomes and public health during the COVID-19 outbreak (Rizzi & Porębska, 2020). Each community archaeological sites considered for the ArchaeoBalt project has a unique, citizen-driven workplan developed in collaboration with various local partners, but our participatory planning approach employs a common methodology. Learn about this approach by exploring the process below.

- Establish a partnership with local stakeholders and lay out an action plan.
- Create a diagnostic portrait of the archaeological sites, design the academic project and select the proper tools to approach the visitors/stakeholders.
- Identify possible scenarios that each site/region might meet and resolve issues.
- Decide with the various stakeholders, validate and improve upon the developed solutions.
- Implement the design solutions and advocate for all participants' visions.
- Introduce and disseminate the project's accomplishments to the community and stakeholders.



Field walking with a metal detector at Skovsholm, photo B. Świątkowski.

An example of this can be the utilisation of metal detectors in archaeological excavations on the island of Bornholm. While private use of metal detectors has been banned in most countries in Europe and worldwide, a practical relation has predominated in Denmark. On the island of Bornholm, metal detectors are not perceived as an enemy to defeat but as an ally to work with. Internal regulations among metal detectors have been established, and they stress the obligation to follow the rules and urge for cooperation with regional museums. The working relation between archaeologists and the local association of metal detectors has always been close and in good terms (Hornæs & Helle, 2017). During the ArchaeoBalt project and the excavation in Sorte Muld, the general impression was that when it comes to metal detecting, the

cooperation between local authorities and amateur archaeologists has been a considerable success. Detectorist work has been highly appreciated and under the supervision of a professional archaeologist. Materials discovered and recovered can go to the process of registration and conservation to finally be placed in and exhibited in a museum for visitors to see and admire.



2.2.

ARCHAEOBALT'S PLANNING

The ArchaeoBalt project is fundamentally about creating a tourism route and has been inspired by other existing routes that revealed the potential of archaeology, history and heritage as cross-national, tourism resources. The 'Hallstatt Road' in the Balkans, the 'Viking Road' in the areas of Northern Europe, the 'Hanseatic Road' in the Baltic region, as well as numerous routes that have cut across Europe since the ancient times (for example, One Cross-Border Region – One European Destination and Land of Memory, among many others) are worth mentioning here.



Working meeting in Gdańsk during the GAC Project in 2015, photo J. Bjerring-Hansen.

In addition, the experiences of the project partners themselves, as well as examples of good practice related to popularising activities organised during and after the research, are also crucial for the project. The Uppåkra Archaeological Centre (UAC), which has existed in Scania for several years and strongly cooperates with Lund University, especially during the excavation season, is worth mentioning here. The mission of UAC is archaeological and historical education and popularisation of the results of archaeological research and archaeology. It attains this endeavour in various forms, such as thematic guiding tours, workshops for schools and individuals, educational programmes and events such as Vendel Days festival. Another project partner, the Bornholms



Open day at Nørre Sandegård, which were an inspiration for ArchaeoBalt Project, photo K. Czonstke-Świątkowska.



Open lecture at Owidz, photo B. Świątkowski.

Museum, has rich experience in organising open days during excavations and open lectures, as well as a strong cooperation with local associations of volunteers and metal detector enthusiasts during excavations and beyond and collaborations with local media and television. The University of Gdańsk also observed a considerable interest in archaeology and archaeological research tourism during the excavations.

Prior to creating the application, along with the project partners during the organised events (open days, open lectures), we noticed a great deal of interest from local and foreign tourists on archaeological heritage – the need to develop archaeotourism based on reliable scientific information and coordinated popularisation and promotional activities.



Photo K. Czonstke-Świątkowska.



ArchaeoBalt Project kick-off meeting in Gdańsk in 2018, photo B. Świątkowski.

Good planning needs the input of those who live and do archaeological work in the area. The important starting point was to find a *modus operandi* that works for local stakeholders and lends legitimacy to decision-makers, officials and plans. A well-made participative plan could lessen the number of appeals and questions of whether the plan really meets public interests. A well-made participative planning generates more understanding for different standpoints, even if everyone does not agree. Cooperation must take place early on in the process before mental and formal positions get locked.

Planning is often the beginning of something new and an opportunity for various choices. The role of the planner is to avoid antagonism, solve these conflicts and find the best

solutions for the project. To find the best solutions, many different views should be heard. Planning is also a communicative process where we learn more together about different perspectives and possible solutions. Consequently, planning often turns into developing and supporting cooperation processes. Communication about planning is just as important as the plan itself. Communicative planning claims its process leader, and it is important to prepare for that role.

The assumptions of the project were developed in the mini-project 'GAC – Growth potential of sustainable tourism in the field of archaeological and cultural heritage in the South Baltic' financed by the European Regional Development Fund within the Interreg South Baltic Programme 2007–2013 seed funding. In 2015, the Bornholms Museum



Project reality, photo K. Czonstke-Świątkowska.

implemented the project, in cooperation with the Municipality of Bornholm, Lund University and the University of Gdańsk. As part of the project, a series of meetings and workshops were held to create conceptual assumptions for the future project.

The next step was to prepare the main application and adapt the ideas to the requirements of the South Baltic Interreg Programme 2014–2020.

At the preparatory stage, a series of consultation meetings took place with the Joint Secretariat of the South Baltic Interreg Programme and the Regional Contact Point for European Projects.

An essential element in the preparation of this type of application is cooperation with partners and associated partners in creating a conceptual scheme of the project, planned activities and budget. If possible, we suggest physical meetings in the form of workshops or 'desk studies', which will enable quick and effective solutions to problematic issues and the preparation of applications.



2.3.

PARTNERSHIPS

One of the main aims in the ArchaeoBalt has been to establish contacts between existing partners and identifiable stakeholders on the one side and the general public on the other.

The development of cooperation has required planning various stages of making and developing appropriate contacts who are keen to work with the project to achieve mutual goals, namely, sustainable blue and green tourism. For the ArchaeoBalt project, this was based primarily on establishing and developing contacts between individuals and representatives of tourist organisations, as mentioned in the participative planning strategy.

The ArchaeoBalt followed four steps to establish contact with our partners. The first step was to make contact with appropriate people in the various regions to present the idea and objectives of archaeotourism. Such contacts should be used to communicate the mutual benefits of the project and should ideally end with an invitation to participate in the project if shared visions are established.

The second step involved presenting the strategy for the development of archaeotourism and making necessary materials available for the associated partners.

The third step was to share experiences in creating an information base in a given region on four basic issues: archaeological sites, accommodation, attractions and archaeological routes.

The fourth step was the creation of joint objectives and their implementation to strengthen the cooperation among partners within our region taking part in archaeotouristic projects. It was an expectation that this endeavour could also end with an attempt to establish cooperation with other regions.

These relations are meant to be maintained in the future by keeping communication channels open and ongoing. This will be achieved by ongoing contact, dissemination and sharing of knowledge about the common cultural heritage to the public.

Through the ongoing work at Uppåkra, Lund University is present onsite every year. Seminar excavations, research

projects and student papers develop and create new knowledge on the past Iron Age. The cooperation with the Historical Museum of Lund University and the [Uppåkra](#) Foundation guarantees a long-term investment at Uppåkra. The activities included in the cooperation are on both long-term and short-term basis. Over a longer period of time, guided tours and teaching will be present in both places. Short-term events, such as the Vendel Days and temporary exhibitions, will be activated in the coming years.

Besides operative persistency, there is a scholarly side to the project. Our sites are embedded in regional and national histories and uses of cultural heritage.

Due to the national organisation of historical research, we gain a positive effect from the project by highlighting common histories in the South Baltic region. It is essential not to romanticise these contacts, leaving it open to making individual judgments about peoples' actions in the past.

Connections and interaction were of both hostile and friendly characteristics. Since we are covering different periods, from the Iron Age to the 18th century, many different aspects can be addressed. Our shared vision in building knowledge and regional historical coherence is that there will be an understanding in how culture was shared during various periods of time. There is also a mental gap emanating from the political division of Europe after WW II that will be closed by referring to a common past.

On Bornholm (DK), activities have been taking place at the Sorte Muld (SM) archaeological site. These places function like Uppåkra and are examples of good practice. The Museum of Bornholm (BM) and the Bornholm Archaeological Research Centre (BARC) give an opportunity for tourists, local actors, students, academics, stakeholders and authorities to have contact and participate in archaeotouristic open-day activities throughout the year. BM, BARC and Sorte Muld have served as information centres of all attractions along the archaeoroute and as places for exhibitions, conferences and ludic activities for visitors in the SBSR. Thanks to this, people have been more involved in different activities of archaeology and have become more familiar with archaeological heritage through the archaeoroute in the South Baltic region.



Part of Bornholm Archaeological Centre, photo N. Caretta.

These centres have been and will be important elements in promoting and developing the archaeotouristic brand and integrating new sites along the route.

They are also meant to provide an acceptable working area for the international teams of archaeologists conducting diverse work in increasing the knowledge about national and regional histories and the preservation of the cultural heritage of the South Baltic region.

In Pomerania (PL), regional activities have been taking place at Wisłoujście Fortress, which is part of Museum of Gdańsk and Grodzisko Owidz. Owidz functioned in the 10th–12th century at the time when Sorte Muld, Uppåkra and Smøørenge ceased to exist.

Gdańsk University cooperates with [Grodzisko Owidz](#) (the full formal name of the institution is Municipal Culture and Sports Centre Grodzisko Owidz). UG has organised the research project and excavations in Owidz since 2017, with researchers and students taking bachelor and master's degrees as participants. This research has an important impact on developing knowledge related to the early Middle Ages in Pomerania and the southern Baltic region. The cooperation with Grodzisko Owidz helps develop the idea of archaeotourism and the project's archaeoroute in a long-term perspective by ensuring the continuity of archaeological research, as well as the dissemination and promotion of knowledge through regular long-term perspective research projects and cultural-educational activities, such as open days during excavations, workshops,

open lectures, festivals, exhibitions, etc. (part of these will be continued by the cultural institution Grodzisko Owidz). We see Grodzisko Owidz as the next ArchaeoBalt archaeological centre in the future. This centre is essential to promoting and developing the archaeotouristic brand and integrating new sites along the route.

Similar to Uppåkra, Sorte Muld and [Wisłoujście](#), it is also meant to provide a working area for the international teams of archaeologists conducting diverse work in increasing knowledge about national and regional histories and the preservation of the cultural heritage of the South Baltic region.

The historical complex at Wisłoujście nowadays is a branch of the Museum of Gdańsk.

The ongoing investments, as well as cultural–education activities organised at Wisłoujście, will guarantee a prolongation of the touristic season.

The main goal of the museum is to enable year-round tourism in the historical maritime fortress (restrictions due to bats hibernating in winter). This can be done through the opening of the rejuvenated ‘Napoleonic Barracks’ for the public, cultural–educational activities and VRs.

2.3.1.

LOCAL/REGIONAL PARTNERSHIPS

Partners jointly set the direction of development by creating local development strategies. The leading role in the creation of these groups belongs to local authorities due to the information resources on the structure, organisation, financing, accounting and evaluation of better contacts with the local government and preparation for the implementation of partnership procedures. The following are some positive effects of the activities of this type of cooperation: network building, exchange of contacts and experience, support of social capital expressed through involvement in community life and initiatives taken, strengthening of commitment and responsibility, building and stabilising mutual trust of local partners and establishing cooperation with groups in other countries.

Cooperation with local authorities should follow a two-pronged approach:

- establishing contact with city, municipal and other offices (tourism or development department);
- establishing contact with local tourist organisations.

Among the various entities influencing the development of tourism in the local system, the local government has a leading function.

2.3.2.

STRATEGY FOR THE DEVELOPMENT OF COOPERATION WITH INSTITUTIONS OF LOCAL AND GOVERNMENTAL AUTHORITIES IN THE SOUTH BALTIC REGION AREA

To integrate archaeotourism into tourism as efficiently as possible, the strategy assumes cooperation with organisations and institutions involved in tourism promotion and development in the South Baltic region area. The Ministry of Sports and Tourism through the Polish Tourism Organisation (PTO) is responsible for coordinating activities for tourism development in Poland. To carry out the tasks entrusted to the PTO, regional and local tourist organisations that cooperate with local authorities, cities, travel agencies, hotels, private companies and individuals were established.

Denmark's development policy promotes the worldwide goal aiming at sustainable tourism and the pursuit of green and blue policies, considering circular economies and protection

of cultural heritage. Development cooperation is crucial to development progress — that much we know. It is Denmark and Bornholm's attempt to work with international, national and local tourist organisations, including stakeholders and the local community, to achieve commonly held ambitions and to support the parts of archaeotourism that need special assistance.



● Interreg South Baltic Annual Meeting in Ostróda, photo B. Świątkowski.

The cooperation should take place within the scope of the basic tasks of regional self-government authorities for tourism development:

- **preparation**, elaboration, opinion-making, implementation of projects concerning the development of archaeological tourism in the SBR;
- **cooperation** with government administration bodies, local self-government units, NGOs and other institutions in the field of archaeological tourism of the SBR;
- **organisation** of open competitions for the realisation of public tasks in the field of popularisation of archaeological tourism;
- **supporting** the development of archaeological tourism and culture and heritage protection, as well as significant events promoting the region on this subject; and
- **promotion** of products and tourist attractions of the region during domestic and foreign fairs and events, as well as cooperation with tourist organisations in this area. The main direction of the strategy for the development of cooperation with regional self-government authorities should be the joint promotion of tourist attractions and archaeological tourist objects located in the SBR area.



2.4.

ARCHAEOBALT ASSOCIATED PARTNERS AND EXTERNAL PARTNERS

An element necessary to develop archaeotourism in the South Baltic region is cooperation with local and regional companies, institutions and organisations in various forms and levels. The target group's needs and expectations and a proper group of stakeholders are key elements to achieving the project's main objectives and developing archaeotourism in the region.

This is why the ArchaeoBalt project partners cooperated with the representatives of tourist sectors, NGOs, small and medium enterprises (SMEs), media and cultural organisations



Panel discussion with Associated Partners and Stakeholders during ArchaeoBalt final conference in 2022.

during the project's lifetime. Their involvement was on different levels and had various characteristics, which is why in the project, there were two forms of involvement: external partners (from an administrative perspective: institutions, NGOs and SMEs, which are not formal project partners) and associated partners (from an administrative perspective: formal project partners without budget).

The cooperation between regular project partners and formal and informal project partners had mutual characteristics. On the one hand, it helped develop, promote and disseminate information and research results related to Baltic heritage and archaeotourism and supported the joint initiatives. On the other hand, the formal and informal project partners used project activities and resources to develop their business or cultural offer.

2.4.1.

ARCHAEOBALT PROJECT- ASSOCIATED PARTNERS

d. Zew Pólnocy Nordic Magazine – SME Associations and Clusters (API)



Zew Pólnocy Nordic Magazine is one of the most longstanding magazines on topics related to Scandinavia in Poland, which cooperate with repre-

sentatives of the widely understood tourism industry, as well as cultural and scientific units in the SBSR. is interested in the promotion of project activities in the magazine and on the Internet, the popularisation of touristic attractions on projects areas and activities of institutional partners (universities, museums) involved in the project, but also in the results of the ArchaeoBalt project, especially the development of archaeotourism as a response to changes in the tourism market. The magazine will support the project through its experience and knowledge associated with tourism and the tourist markets in Poland and Scandinavian countries. The ArchaeoBalt will deliver information about archaeotouristic attractions and activities in the SBSR, information about project results and tools associated with archaeotourism, which can enrich the magazine's scope of activities.

e. Statybu Archeologija, Ltd – SME Associations and Clusters (AP3)



Statybu Archeologija is one of the biggest archaeological companies in Lithuania that cooperates with the archaeological and construction industries, as well as cultural and scientific units in Lithuania and other Baltic countries.

Statybu Archeologija is interested in supporting the ArchaeoBalt project and the idea of archaeotourism through its experience and knowledge connected with Baltic heritage by creating and developing sustainable cooperation and networking between cultural and business institutions and academia in SBSR and promoting its green and blue heritage.

ArchaeoBalt will deliver information about the project's results, archaeotouristic activities and tools, which can enrich Statybu Archeologija's areas of activity. It is also interesting to expand and enrich the SBSR green and blue archaeoroute using information about archaeotouristic attractions in Lithuania as a prelude for a future, stronger cooperation.

f. B-Nord

Barbara Kuczmarska-Urbaniak – SME Associations and Clusters (AP4)

The B-Nord Barbara Kuczmarska-Urbaniak is a company related with the touristic industry, especially with guiding industry in North Poland and Scandinavia. Therefore, they are interested in developing attractive, touristic activities in the SBSR South for the Polish and Scandinavian sectors, which are related to the needs and expectations that can be correlated with the scope of activities of this company. The B-Nord Barbara Kuczmarska-Urbaniak will support the project with its experience and knowledge in cooperations between entrepreneurs and institutions associated with the guide industry while assisting in the creation and development of the networking in SBSR. The ArchaeoBalt will deliver information about archaeotouristic attractions, activities and tools, which will benefit B-Nord Barbara Kuczmarska-Urbaniak and help in formulating applicable actions.

g. Interguides Iwona Bober – SME Associations and Clusters (AP6)



The Interguides Iwona Bober is a company related with tour operators and the guide industry, especially in North Poland

and Scandinavia. Therefore, they are interested in developing attractive, touristic activities in the SBSR South for the Polish and Scandinavian sectors, which are related to the needs and expectations that can be correlated with the scope of activities of this company. Interguides Iwona Bober will support the project with their experience and knowledge in cooperation between entrepreneurs and institutions associated with tour operators and the guide industry while assisting in the creation and development of networking in SBSR and the promotion of the project results. The ArchaeoBalt will deliver information about archaeotouristic attractions, activities and tools, which can benefit Interguides Iwona Bober and help formulate applicable actions.

h. Archaeologia Żywa – SME Associations and Clusters (AP7)



Archaeologia Żywa is the biggest and the most well-known popular science magazine related to archaeology in Poland, which cooperates with representatives of the media, as well as cultural heritage and scientific units in Poland and Europe. *Archaeologia Żywa* is interested in the promotion of project results and events in magazines and on the Internet, popularisation of archaeology, Baltic Sea Heritage and archaeotouristic attractions.

The business will support the project through its experience and knowledge associated with popularising the science, archaeology and archaeotouristic markets in Poland and Europe. The ArchaeoBalt will deliver information about the project's results, archaeotouristic attractions and activities in the SBSR and tools associated with archaeotourism, which can enrich the magazine's areas of activity.

i. **Baltic Tourism Health Foundation – Chambers of Commerce, Trade Unions and NGOs (AP2)**



The Baltic Tourism Health Foundation (BTHF) is an organisation that aims to popularise and develop areas associated with a healthy lifestyle in the Pomerania region and SBSR. It is also interested in developing an attractive, touristic and recreational offer connected with a healthy way of life among the inhabitants and tourists in SBSR. The idea of the ArchaeoBalt project, especially archaeotourism and the SBSR green and blue archaeo-route, can be seen as an interesting, innovative alternative for traditional tourism, which can support the scope of activities of the Foundation. The BTHF will support the project through its experience and knowledge in cooperation between entrepreneurs and institutions associated with business, education and administration to assist in the creation and development of networking in the SBSR. The ArchaeoBalt will deliver information about archaeotouristic attractions, activities and tools, which can benefit BTHF and help develop its actions.

j. **Stena Line Polska SP. Z O.O. – Company (AP5)**



Stena Line Polska SP. Z O.O. is a company related with the tour operator and transport industry, especially in North Poland and Scandinavia.

Therefore, they are interested in developing attractive, cross-border activities in the SBSR South for the Polish and Scandinavian sectors, which are related to the needs and expectations that can be correlated with the scope of activities of this company. Stena Line Polska SP. Z O.O. will support the project with its experience and knowledge in cooperation between international entrepreneurs and institutions associated with tour operators and the transport industry while assisting in the creation and development of networking in SBSR and promoting the project's results. The ArchaeoBalt will deliver information about archaeotouristic attractions, activities and tools, which can benefit Stena Line Polska SP. Z O.O and help formulate pertinent actions.

Media, Tourist and Archaeological Press

Within the project, as associate partners, we cooperated with two magazines: [Archaeologia Żywa](#) (SME) and [Zew Północy. Magazyn Skandynawski](#) (SME). They supported the project's activities in communication and dissemination of information by popularising archaeotourism in the Baltic region as an attractive form of spending free time, popularising the results of archaeological research, and disseminating and advertising the cultural and educational activities and events implemented in the project. During the project, both magazines (as well as their websites) published several articles about the project, including: "In the Embrace of the Old Gods", "ArchaeoBalt – Baltic Archaeotourism". Moreover, subsequent editions of the "Zew Północy" featured information on current events organised by the project partners in the field of archaeotourism.



Photo K. Czonstke-Świątkowska.

Tourism Industry

Another group with which we had the opportunity to cooperate in the project were tourism companies and organisations, including those promoting health tourism. In this respect, the project's associated partners were Stena Line Polska Sp. Z.O.O. (company), Interguides Iwona Bober (SME), B-Nord Barbara Kuczmarska-Urbaniak (SME) and the Baltic Tourism Health Foundation (chambers of commerce, trade unions and NGOs). The above companies and organisations operate in Pomerania and the Scandinavian countries. These are transport companies (Stena Line – also tour operator on the Gdynia-Karlskrona route), tour operators and guide companies (Interguides Iwona Bober, B-Nord Barbara Kuczmarska-Urbaniak) and a health tourism cluster (Baltic Tourism Health Foundation). They had an advisory voice on the expectations and needs of the industry regarding archaeotourism (e.g. tools, forms of cultural and educational events, promotion, the method of preparing information for tourists and tour operators). They were encouraged to consider including the cultural and educational project events taking place in their tourism services. Unfortunately, due to business, these activities were limited. This group is one of the main stakeholders of the project and its essential beneficiaries. In the future, it is worth establishing closer cooperation with her in archaeotourism development. At this point, it is worth paying special attention to representatives of pro-health, ecological and wellbeing tourism – partners representing these branches of tourism are natural partners for cooperation in archaeotourism development.

2.4.2.

ARCHAEOBALT PROJECT EXTERNAL PARTNERS

Scania, Sweden

The Uppåkra Foundation (UF)

The Uppåkra Foundation is responsible for [Uppåkra Archaeological Centre](#) (UAC). The foundation was established in 2009 with the aim to support archaeological research and enhancement of cultural awareness of the Iron Age settlement at Uppåkra. It is not connected to Lund University, but the cooperation between the Institute of Archaeology and Ancient History as well as the Historical Museum is an ongoing process. Through the years the activities have grown at the site, with guided tours during the summer and archaeology focused on younger pupils (10–12 years old). Each year, the Vendel Days draw attention from a European community of re-enactors and the public, in pre-pandemic 2019 between 5000–and 6000 visitors enjoyed the weekend. The UF was contracted to the ArchaeoBalt project to, among other things, facilitate a stream of guided visitors to the student's excavations. Pedagogical cooperation with the UF has facilitated the ArchaeoBalt project's outreach and longevity on site. The cooperation also stretched outside the season (May to August) by exploring metal detecting as a means for

obtaining data for studies of the past. [A weekend with Danish and Swedish detectorists](#) (April 22nd to 24th 2022) working in the fields around Uppåkra created a possibility for outreach on site. Several lectures about the site were delivered to the public over the years, giving the opportunity to follow the archaeological research process.



● A weekend with Danish and Swedish detectorists in Uppåkra, photo Arch. Uppåkra Foundation.

Bornholm, Denmark

Green policies and circular economies, are just some of the traits that place Bornholm in a position to take the lead and show how a self-sustained community can develop in a holistic and sustainable way. Therefore, based on examples

from the island, ArchaeoBalt aims to offer masterclasses for leadership level that display how archaeotouristic visions can become a reality.

Bornholm has made local counterparts to the several institutions and organisations to be associated partners of the ArchaeoBalt project.

Tourism has great potential for the 'Sunshine Island'. With the perspective of ArchaeoBalt, the island's local politicians, organisations and stakeholders have agreed on a goal that will ensure that Bornholm develops in a sustainable direction and becomes a pioneer island when it comes to archaeotourism.



■ Burial mound at Sorte Muld, photo M. Conger.

Regional Municipality

Bornholm Regional Municipality or [Danish Business](#) is the local authority covering the entire island. It is the result of a merger of the five former (1 April 1970 until 2002) municipalities on the island and the former Bornholm County. Since 1 January 2007 Bornholm became part of the Capital Region of Denmark whose main responsibility is the health service among others. The archaeological and historical ruins bear witness to its great importance. The main industries on the island are farming, ceramics and dairy products. Tourism is important during spring and summer. The support in different areas of the tourist industry are considered among the objectives of the municipality.

Destination Bornholm

[Destination Bornholm ApS](#) (DB) is the Bornholm tourism industry's development and marketing organisation. We are a non-profit enterprise that does not have to make money for the owners. All funds invested through us must go to either the marketing of Bornholm or the development of the tourism product. DB considers itself a service company that must make its competencies available to all those who want to be part of the community around the tourism product and we have been working on these tasks since 1992.

DB generally works with two tasks; marketing and development of Bornholm as a tourism island. In addition,

Destination Bornholm runs the island's tourist information under the name Bornholm's Tourist Information.

The tasks vary quite a bit within the overall framework of our work. DB has tasks as different as, for example, being the tourism's mouthpiece in councils such as BAT's user council (bus company) and the Danish Nature Agency's user council, DB acts as a sparring partner in relation to the municipality's officials and politicians against e.g., put up signs, beach cleaning and the like. DB works with, for example, an outdoor cluster, acts as a coordinator in relation to the cruise work and makes marketing initiatives at island level together with accommodation and transporters.

Horesta

Horesta is the main organisation for the hotel, restaurant and tourist industry and represents approximately 1,800 companies, as well as handling secretariats for a number of associations in the tourism and experience industry. Horesta consists of the Horesta Industry Association and the Horesta Employer Association and is the leading industry and employer association for the tourism industry. Horesta offers members all the services that can be expected from a modern main organisation.

Overall, Horesta works to ensure political influence and protection of interests for tourists and the experience industry. Through Horesta, the profession can speak with one voice to

politicians and influence the political agenda and the practical design of legislation with greater impact.

Horesta exerts its influence through political contacts, preparation of analyses, consultation responses, proposals, conferences and member requests, and works politically within all business-relevant policy areas, e.g. via participation in councils, boards and committees. In the employers' association, labour law and collective agreement matters are taken care of, and the lawyers serve the members in all labour market matters that arise for the companies in their capacity as employers.

Centre for Regional & Tourism Research (CRT)

Bornholm's Research Centre, as it was called back then, was established in October 1994. Today we are called [CRT Research](#).

The centre was a part of the Bornholm Package – a rescue plan set in motion by the government at the time after the crisis years 1992–93. The purpose was to put Bornholm on the Danish research map and contribute to a positive economic development of Bornholm. The centre was established as a sectoral research institute under the former Ministry of Research and was housed at Stenbrudsgården by Nexø on Bornholm.

Bornholm's Research Centre changed its name to Centre for Regional & Tourism Research in January 2001. The same year

the centre changed focus from an actual research centre to primarily working with projects and development, the tourist industry being their main targets.

With the government changes CRT has been an independent research and development institution with a yearly appropriation secured by the Finance Act.

CRT's appropriation is essential for the continuous operation and professional development of the centre. The funding comes from the Ministry of Higher Education and Science and reaches CRT through the Regional Municipality of Bornholm and Bornholm's Vækstforum. Along with other activities, CRT has therefore always had a certain obligation to be involved in tourism projects and communicate knowledge that benefits the development of Bornholm.

Bornpol – SME Associations and Clusters (Bornholm)

Bornpol's primary target group are tourists from Poland interested in active recreation on the island and getting to know more about its natural and cultural heritage.

As a company, they organise extended (several-day stays) and short-term (one-day trips co-organised with the Kołobrzeg Fleet) stay on the island for tourists.

The company provides a wide range of services to tourists planning a vacation in Bornholm: ferry tickets, accommodation, tours, active holidays.

They support the project in disseminating information about the events organised as part of the project and help organise trips to the archaeological sites where the research is carried out; assistance in cooperation with Polish and Danish tourist organisations and companies providing accommodation and catering services.



On the island of Bornholm, several tourist organisations, cultural units, foundations, or organisations can act as “stakeholders”. On the one hand, these are institutions and organisations that have been invited to the ArchaeoBalt project as partners of the association (see section 3.3), and on the other hand, they are organisations worth establishing or strengthening cooperation in the future.

Bornholm Tours

Bornholm Tours is a leisure facility in Denmark that focuses on home rental services business. Founded in 2006. They cover business area such as provider, holiday package, holiday home rental service, Bornholm, holiday centre, facility, cultural sites, swimming pool and fun activity areas,

Team Bornholm

Team Bornholm focus on home rental services business, holidays locations, Guest housing and hotels, summer houses and facilities.

Sol og Strand

Team Bornholm focuses on home rental services business, holidays locations, guest housing and hotels, summer houses and facilities.

Aakirkeby Turist – og Selskabskørsel

Aakirkeby Turist – og Selskabskørsel (ATS) is a bus service for the people of Bornholm, around the island and from the island to the rest of Denmark and Europe. ATS runs all types of bus services (School camps, excursions around the island, guided tours for visiting on the Bornholm).

Gudhjem Bus

Gudhjem bus offers services to schools, associations, tours, business trips to trade fairs and company trips, special events, concerts, and parties on the island of Bornholm.

Koordinator Skoletjenesten på Bornholm, Regionskommunen

The Koordinator Skoletjenesten service on Bornholm is a collaboration between a number of the island's attractions and cultural institutions, which want to develop and strengthen the interaction with Bornholm's educational institutions.

The school service on Bornholm provides a comprehensive range of educational offers covering the subject competences of the participating institutions and aligned with the respective common goals of the Ministry of Children and Youth.

Molslinjen

Molslinjen is Denmark's largest domestic ferry company. With a fleet of 15 ships, the company operates a total of nine routes on the Alsijnen, Bornholmslinjen, Fanølinjen, Langelandslinjen, Molslinjen and Samsølinjen. In total, the ferries have more than eight million guests annually. In collaboration with Herning Turist, Molslinjen operates the Kombardo Express bus route.

TV2 Bornholm

Regional public service television station for Bornholm. TV2/Bornholm is the property and trademark from the developer TV2/Bornholm. TV2/Bornholm's provides news and programmes.

Bornholms Tidende

Bornholms Tidende is the only daily newspaper on Bornholm. In addition, we publish a large number of publications, of which Ugeavisen Rytterknægten, Denne Uges Bornholm and Bornholm Rundt are just a part of them. Bornholms Tidende's website www.tidende.dk is updated around the clock with news from the island

Pomerania, Poland

In the southern part of the Baltic Sea, several tourist organisations, cultural units, foundations, or organisations can act as “stakeholders”. On the one hand, these are institutions and organisations that have been invited to the ArchaeoBalt project as partners of the association (see section 3.3), and on the other hand, they are organisations worth establishing or strengthening cooperation in the future.

Municipal Culture and Sports Centre Grodzisko Owidz

The Municipal Cultural and Sports Centre Grodzisko Owidz is a local government cultural institution. The centre has a reconstructed castle and a restaurant and hotel infrastructure (an inn and several guest rooms). Historical events, reconstructions of Slavic rituals, knight and archery tournaments, handicraft fairs, scientific meetings, archaeological festivals, handicraft workshops, development workshops and sculptural open-air events are organised in the reconstructed castle.

The scope in which the centre supports activities related to the ArchaeoBalt project is wide. Representatives of the institutions are directly interested in the results of archaeological research and the works themselves, not only disseminating the substantive knowledge but also increasing tourist traffic during the excavation campaigns conducted. Slavic traditions and Slavic mythology are the leitmotifs of the resort’s various

cultural and educational activities. The infrastructure and the interest of local authorities in archaeology and archaeotourism make it possible to conduct long-term scientific research in Grodzisk in Owidz, including an archaeological summer school, and continue the cultural and educational events that started in the project. All of the values mentioned above make Grodzisko in Owidz another stop on the map of Baltic archaeological centres.

In projects such as ArchaeoBalt, combining the results of scientific research with tourism and business, these institutions (if possible) should participate already at the conceptual stage of the project to develop the best solutions and also be active members throughout the entire period of the project's impression and at the stage of durability after the project.

Archaeological Museum in Gdańsk (MAG)

Archaeological Museum in Gdańsk collects objects documenting the prehistory of northern Poland and the material culture of the inhabitants of Gdańsk and Gdańsk Pomerania, from Palaeolithic to modern times. In addition, the museum's collection includes amber and amber products (from prehistoric to modern), as well as exhibits representing the material culture of the past and present inhabitants of Sudan (MAG employees have been participating in archaeological expeditions in Africa for many years).

Most of the collections come from the own archaeological research conducted by MAG since 1954. The largest collection consists of monuments from sites documenting the cultural identity of the region, for example: Rzucewo, Pomeranian, Wielbark and Oksywie cultures. Many valuable artefacts were found as a result of research on East Pomeranian tribal-era castles and the oldest urban centres, especially: Gdańsk, Gniew, Tczew, Starogard Gdański and Skarszewy.

MAG currently has five branches, the Naturalists' House, the castle in Gniew, the Romanesque Cellar, the "Blue Lamb" Granary and the Grodzisko in Sopot, which are dynamically active in popularising archaeology.

The units conduct research and popular science activity regarding the region's archaeological heritage. MAG is the organiser of numerous cultural and educational events in archaeology.

The Archaeological Museum in Gdańsk can support activities related to the development of archaeotourism at the substantive level, as well as experience in organising cultural and educational events such as exhibitions, festivals, group animations, organising training on the archaeological heritage of the region, as well as promoting and popularising archaeological heritage.

Pomeranian Regional Tourist Organisation (PROT)

In the future, it is also worth developing cooperation with the Pomeranian Regional Tourist Organisation. It deals with the promotion of the region at home and abroad. The purpose of PROT is to implement the following tasks:

- tourist promotion of the Pomeranian Voivodeship;
- ensuring the functioning and development of the tourist information system of the Pomeranian Voivodeship;
- initiating and giving opinions on tourism development plans and supporting their implementation; promoting and taking actions to popularise and protect the natural and cultural environment;
- creating conditions for the creation and promotion of tourist products in the Pomeranian Voivodeship;
- coordination of activities in the field of tourism, in particular improving its quality and planning and implementing tourist events.
- PROT achieves its goals through:

- cooperation with government and local administration bodies, the Polish Tourist Organisation, regional and local tourist organisations and economic entities, as well as social organisations working for the development of tourism and other entities;
- staff training and improvement;
- providing tourist information for the Pomeranian Voivodeship;
- conducting exhibition and publishing activities;
- conducting promotional campaigns in the field of tourism;
- participation in promotional and commercial events, including domestic and foreign exchanges and fairs;
- arranging study tours; developing calendars of tourist, cultural, sports and economic events.

The activities carried out by PROT will allow the cultural and educational activities carried out under the project to be incorporated into the calendar of regional events and their better and broader promotion. Support and implement training courses for the tourism industry in the field of archaeotourism; integrate archaeotourism into the region's tourism development strategy.

Cooperation should be developed when planning further activities related to archaeotourism in the southern part of

the Baltic Sea and the entire region. It is worth inviting cultural units, foundations dealing with historical and archaeological heritage from all the Baltic countries, and companies dealing with commercial archaeological research. The latter's activity is currently associated with one of the most significant increases in the archaeological source base. In East Pomerania, a natural partner for future cooperation is the Archaeological Museum in Gdańsk, the Grodzisko Owidz Community Centre for Culture and Sports, already cooperating in the implementation of the ArchaeoBalt project, and the Uppåkra Foundation.



2.5.

INTERNAL STAFF INCLUDING STUDENTS AND VOLUNTEERS

The ArchaeoBalt project has involved a consortium of academic institutions with experienced staff and cultural resources specialists to conduct archaeological project studies (archaeological excavation, specialised field work, conservation and cultural heritage). Primary responsibilities or roles were to plan, coordinate, communicate and facilitate activities for the cultural resources' components of projects from concept through to completion. Staff specialists collaborate and coordinate with internal partners, students, volunteers and external visitors and stakeholders. They are also responsible for initiating or assisting in proposal development

and contract negotiations and coordinating project planning. Project planning includes scoping, budgeting, maintaining schedules, communicating and managing deadlines and establishing and performing critical project objectives.

The ArchaeoBalt sought to become an inspiration for institutions to create alternative tourist attractions available to the public. The sites considered preserve, share, and cull together some of the most important archaeological sites, exhibits, objects, and artefacts known to human history. The staff not only aimed to educate, but to enrich and further functional democracy through open-day activities.



ArchaeoBalt team from Gdańsk University, Bornholms Museum, IFR and Erasmus Program, photo P. Chmielowska.



Photo Arch. Aarhus University, Uppåkra Foundation, K. Czonstke-Świątkowska.

From excavating to curating and archiving to conservation and world heritage handling, there are several activities and positions that go to making a fully functional and operational program. This means that there is a number of activities for individuals of varying backgrounds that enrich these kinds of projects.



ArchaeoBalt team from Aarhus University, Bornholms Museum, IFR and Erasmus Program, photo Arch. Bornholms Museum.



Seminar excavations at Owidz, photo K. Czonstke-Świątkowska.

2.5.1.

ROLE OF STUDENTS AND VOLUNTEERS AS AMBASSADORS AND/OR MENTORS

Ambassadors and/or mentors at archaeological excavations provide guidance and support to the visitors depending on the specific goals and objectives of the project.

Ambassadors and/or mentors assist those they guide to achieve a better understanding of the site visited. The impact of a single conversation can change the course of the experience visitors may have of a place and what is being done there.

The ambassadors then facilitate conversations among the visitors wherein they explore their perceptions and reactions to different areas or archaeological material, all the while drawing connections to the information and skills introduced in the activity they know and/or do. These activities inspire creative confidence in the visitors as well as critical thinking based on observing, questioning, thinking about, and talking about what they see in the archaeological site.

The participation of students and volunteers as ambassadors and mentors are highly valued resources in local projects, as they can reach special focus groups.

It should be considered that some groups are difficult for the professionals to reach, like children, youth and immigrant groups. Personal contacts are important in local development projects. Mentors as well as ambassadors use their networks to reach certain groups.

The ambassador should be communicative and reach the groups that are desirable to involve.

The mentor role is more about supporting groups that have difficulties in voicing their opinions, e.g., youth. The mentor becomes a contact person and a support to them.

In the ArchaeoBalt project, students and volunteers were actively involved in the process as ambassadors at all project archaeological sites. During open days, they were encouraged to play the role of guides around the site or talk about the tasks they are currently performing at the archaeological

Academics and volunteers, photo K. Czonstke-Świątkowska.



site. This required them to adapt communication to a diverse audience (e.g. specialists, seniors, children, and tourists from abroad). In Owidz stronghold, students were also actively involved in conducting archaeological workshops for children.

Volunteers were encouraged to actively participate in fieldwork, including on Sorte Muld or Owidz stronghold. Excavations were also supported by the local associations of detectorists (e.i. Den Bornholmske Amatørarkkæologer, Klub Odkrywców Pomorza). Experts and academic lecturers also played an important role as mentors for both students and volunteers. They also willingly shared their expert knowledge with tourists.

An essential part of this process was the exchange of experiences and observations between students and volunteers performing various functions during the excavations. This enabled developing their skills, solving current problems, and improving work organisation.

Teamwork! Students from Gdańsk and Aarhus Universities, and detectorists from „Klub Odkrywców Pomorza”, photo K. Czonstke-Świątkowska.





3.

TOOLS FOR ARCHAEOTOURISM AND THE PUBLIC



3.1.

INTRODUCTION – BUILD UP KNOWLEDGE – INVOLVEMENT

If planned and managed properly, archaeotourism is of huge potential to create cultural interactions between the Baltic region cultures with an understanding of common heritage of humanity. Such creative initiatives in archaeotourism industry is likely to have a profound effect on the attitudes of peoples in both cultures towards each other, which will result in contributions to economic increase.

More often than not, it is not possible to start the dialogue right away, and preparations are necessary to make the process work. First, planning is required; second, those who

will be involved must be consulted; and third, knowledge of and confidence in how the process will be implemented is required from partners, stakeholders and the general public.

The following section will present detailed information on the tools for developing archaeotourism in the South Baltic region created as part of the project. The section includes information about their implementation and outcomes and how they enrich their audience and help create archaeotouristic brand in the region.



ArchaeoBalt Project working meeting in Lund in 2018, photo B. Świątkowski.

3.2.

EXPLORING METHOD – INVITATION TO EXPERIENCES

The aim of this method is to emphasise what is exciting in an area and present it in an interesting way. An invitation is made to a discovery trip in an area to make people interested and start a dialogue. The arrangement may be short or long– walk, bicycle trip or journey by bus.

A hike to an ancient site could be a good way to start a process which then continues in other forms of meetings.

The participants get something in return and not much is demanded from them for taking part. Contemplate which



Involved tourists in the action, Sorte Muld, photo K. Czonstke-Świątkowska.

the main target group is, and what demands and wishes they have. Adapt the activity so everyone who wants to can participate irrespective of age and mobility.

In the ArchaeoBalt project, the “invitation to experience” was initiated differently in partner countries. On the one hand, an essential element was direct contact with the audience, and on the other hand, cooperation with stakeholders and the use of various communication channels as well as traditional and social media. A valuable way of reaching the recipients was recommendations by previous participants and word-of-mouth.

In Sweden and Bornholm, where there is a tradition of visiting archaeological sites and holding open days, there is a custom called ‘meeting initiation’ that requires the wide dissemination

of information about ongoing events using mass media (media) and social media, as well as its distribution by tourist organisations and partner institutions.

In the case of Poland, the situation was more difficult due to the lack of this type of tradition. In this case, on the one hand, it was essential to distribute information as widely as possible through various communication channels and groups of stakeholders, and on the other hand, direct contact with recipients.

Direct interaction took place during individual meetings. For example, in Owidz, the employees of Owidz stronghold often recommended tourists to visit ongoing archaeological research. They informed about events planned in connection with it. Conversations with tourists initiated by students, volunteers and experts were also an essential element. Many people showed up due to recommendations from previous visitors of the archaeological site and word-of-mouth.





Open day at Owidz, photo B. Świątkowski.



Open day at Smørenge during „Cultural Week”, photo K. Czonstke-Świątkowska.

Direct interaction with tourists in all three countries has proven to be a very effective form of “meeting initiation”, as well as recommendation and word-of-mouth. They could be initiated during ongoing excavations or random meetings and other cultural and educational events organised by the institution, such as lectures, workshops, and guided tours. It is also worth taking advantage of activities promoting tourism and the region, which enable reaching a broad and diverse audience through business fairs and thematic festivals (the ArchaeoBalt project was promoted at the Festival of Travelling Families ‘Hakuna Matata’ in Gdynia). The project was also to be announced at Pomerania’s most prominent tourist fair – the Free Time Festival, which was cancelled due to the pandemic.



Festival of Travelling Families ‘Hakuna Matata’ in Gdynia in 2020, photo K. Czonstke-Świątkowska.

Undoubtedly, the effectiveness of initiating activities will be much lower without the appropriate selection of the form and method of dissemination of information to target groups and without the ability to interest and intrigue the audience. It is directly related to the skill of storytelling, which is one of the key skills when initiating a dialogue with the audience and popularising and promoting heritage.

3.3.

EXPLORING STORIES

By telling an interesting story, interest and engagement is aroused. Local stories are similar to the Ruta de Santiago model but could just as well be held indoors or on the Internet. The participants listen to the story and may respond to it afterwards. The stories do not have to be remarkable; they could be about ourselves and how we experience an area.

Research indicates that we listen and understand better if we hear a story. Stories arouse feelings and activate our experiences. Stories are often easier to assimilate than technical terminology, project descriptions or statistics.

All archaeological sites and/or cultural heritage sites are silent without storytelling. Knowledge about the past in itself is not evident to a visitor. Documenting an archaeological site is not the same as combining the sources into a historical interpretation. Therefore, the combination of scholarly gains and experienced guides basing their verbal communication on the former, creates a strong duality. As an example, in Uppåkra, Sorte Muld and Owidz, the ongoing excavations yield new information each year. Thus, there is a possibility to relate to the research process as well as re-consideration of the past caused by new finds.

In the ArchaeoBalt project, storytelling was an essential element that helped build the narration related to the archaeological route 'Places of Power and Rituals'. We focused on more than just presenting the stories at the project archaeological



Exhibition „Places of Power and Rituals” in Owidz, photo K. Czonstke-Świątkowska.



● Making podcasts, Owidz and Wiśtujęcie,
photo K. Czonstke-Światkowska.

sites during the open days and lectures. An essential part was the exhibition 'Places of Power and Rituals', which was presented in the project partners' countries. Other forms were two series of podcasts and social media content.

From a communication and marketing perspective, story-telling is considered one of the most effective techniques, which help to effectively capture the attention of the target audience and generate more engagement, telling them why our cultural-educational activities or service are made for them (take into account the characteristics of the different target groups), while also explaining what they will experience if they decide to visit your excavations.

In this sense, stories have enormous power. They generate empathy, transmit confidence, are easy to remember and, most importantly, are easy to share. Storytelling is a technique that allows you to link your product or service with a concrete, symbolic and emotional experience through a story and take advantage of its full potential.



Photo K. Czontke-Świątkowska.



3.4.

ARCHAEOLOGY AND ARCHAEOLOGY AT THE SITES

The project used five unique archaeological sites from different periods and different countries. We should build a parallel between the sides. For example, we choose sites from similar periods or functions from other project partner countries. The aim was to show different phenomena in the Baltic region in the same period. To show cultural directives and ways of cooperation between regions. The life motive linking the project sites was the place of power and rituals. We decided to use it as the primary motive for creating archaeoroute.



Guided tour with an expert, Sorte Muld,
photo K. Czonstke-Świątkowska.

On the other hand, we observed great interest in archaeology and archaeological sites as we worked with tourists, as well as a lack of information about the archaeological heritage of the Baltic region. The idea was to make archaeological/academic work more open for the public and promote the heritage-inspired people to discover the past of the Baltic region and archaeological sites. The common heritage linked places, regions and countries. At the same time, we wanted to create a sustainable model of cooperation with businesses, mainly the touristic sector, which will help archaeotourism to develop itself as a profitable branch of the tourism economy.

In the ArchaeoBalt project, we tested different forms of communication and dissemination. The methods and results will be presented in the following sections. In the project, the tools which will help achieve the goals were also prepared. An essential element was to schedule the events, allowing the tourist to participate in the ArchaeoBalt project's cultural-educational activities on different sites and countries and prolonged touristic season.



3.5.

RECYCLING ARCHAEOLOGY – THE ARCHAEO TOURISM PUBLIC-FACING OUTPUTS

One of the main aims of the ArchaeoBalt project was to find ways to convey academic information that was deduced from excavations to the visitors and to consider how accessible to the visitor it should be. It was also important to consider which tools we were using and if they were the right ones to communicate to people who had varying degrees of knowledge and interest.

It was clear that this may apply to physical as well as social conditions, but also to the work to reach a common vision. The level of ambition may vary from the occasional participation,



■ Vendel Days at Uppåkra, photo R. Deganello.

conference, course to a lengthy study circle that the participants administrate themselves. There are always some people who have more time than others, and who want to learn more and have new experiences.

For ArchaeoBalt, building of knowledge and interest in archaeology were important parts of this form of tourism and recycling experiences through participation.

A particular challenge for the team was how to engage the local community(ies) when tangible heritage materials are not distinctly visible. These were the cases of Sorte Muld and Uppåkra, for example.

One way of bringing the history to life for the team was through archaeology and the stories they told. Excavations carried

out in both places through the time and written information played important roles.

The teams then used hardcore archaeology, digital technologies, mapping, 3D reconstructions, gaming in order to engage the public with the research, the stories and hence the city's 'lost' Iron Age (see the ArchaeoBalt's SoMe for more information and digital interactivity).

Purposes

- To make South Baltic region heritage accessible to local communities and visitors; and
- To contribute to the regeneration of the history of ancient city centres and the development of tourism in the region

Approach

Having completed the ArchaeoBalt project, the team had to adapt its approach radically, faced with a lack of surviving buildings in Sorte Muld and Uppråka. Moreover, there was no similarly built heritage tourism.

The research team engaged with local partners and stakeholders already mentioned before. The partners were able to provide data to the researchers, who then in turn shared their findings. Open-day activities and exhibitions were launched featuring our exhibits, attracting **22,000 people**.



■ Making video content for ArchaeoBalt Project,
photo K. Czonstke-Świątkowska.

Members of the public were further engaged via a program of events, including a workshop, conferences, re-enacting and site tours. Local people also shared their own knowledge of lore and legends the old sites, and the team, for example, explained the historic name or toponymics still being used in the actual cities.

The team also saw early on how important digital technology was going to be in helping explain and bring to life the city's cultural and natural heritage. It worked with digital 360-degree videos to develop VR online views of the excavations. The team also recognised the clear need to develop resources in different languages.

Evaluation

The team found evidence that the Iron Age profile of the sites are being highlighted as a result of all the activity from the project. Evaluation was carried out by taking feedback from visitors onsite, as well as from individuals attending the exhibition or the events during open days.

Feedback from those taking part in events was positive – as it was from those feeding back via a [blog on Facebook](#) and [Instagram](#). People generally found the team's expertise valuable in interpreting and contextualising artefacts.

Data from the SoMe has shown around 1,000 visits and 1,900 unique users to the site (up to Dec 2021). The users come from across the world.

Findings from the evaluation show that the pavement marker trail guiding members of the public to key medieval locations and stories are the two most prominent features of the project for them.

Anecdotal evidence of the heightened awareness of South Baltic past is seen when developers asked residents to name a new leisure and retail site and a large number of names suggested referenced its ancient past.

Experiences Learned

Heritage can be communicated in compelling ways even when the tangible, surviving visual material is negligible. In

developing appropriate digital tools, imagination, creativity and playfulness are important in engaging the public. This sense of playfulness can also play a crucial part in developing research hypotheses and ideas. Partner organisations can develop better ways of linking collections and expertise.

Inheritance

The ArchaeoBalt has been seeking the development of archaeotourism as a new form of tourism and tourist routes, inspired by projects such as the Ruta de Santiago in Spain.

The ArchaeoBalt project continues to influence and promote research, conservation and interpretation.

We hope that our SoMe can be an interactive and engaging way to rediscover the ancient history of the southern Baltic. The ArchaeoBalt is linking to broader tourism networks, generating economic benefits.

Public Outreach

The basic premise of the general research design is aimed at restoring the lost history of ancient sites. The goal is to re-create historical life at distinct points in time and then assess the interruptions and adaptive changes to that life. The focus of inquiry is a simple one, and it pervades the discipline of anthropology: Why does the behaviour of human individuals or groups change over time? Are these changes caused by the environment or as a result of technological inventions?



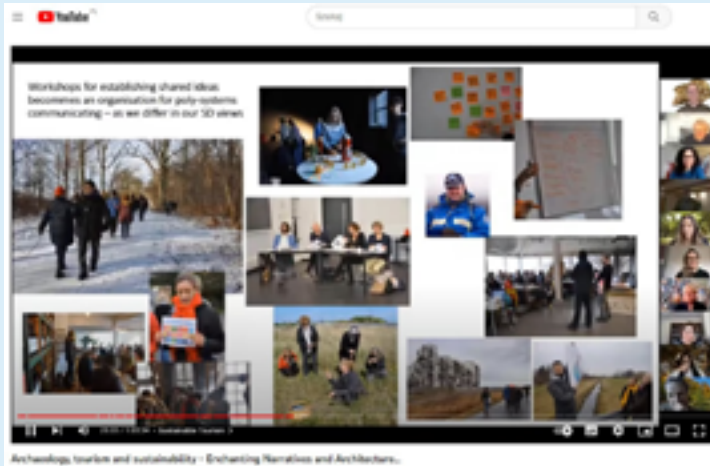
ArchaeoBalt Project team at Owidz in 2019,
photo K. Czonstke-Świątkowska.

Are these changes inherent to culture, trade, religion, politics, population growth, random accidents, or myriad responses to everyday life (Heller, 1984)?

The general research design in archaeotourism should be dynamic enough to show a progression of change over time and space and how they are shown to the visitors and stakeholders.

Disseminating Archaeological Research to General Audiences

The purpose of creative mitigation in the form of a sustainable outreach program here is twofold: (1) to help remind local residents and members of the larger city population that archaeotourism is not only working to create an alternative



The lecture „Enchanting Narratives and Architecture in Local Ecotourism Development” was presented by Jesper Holm (Roskilde University) during the 3rd ArchaeoBal Project Webinar entitled „Archaeology, Tourism and Sustainability”.

tourist opportunities for visitors and stakeholders but, at the same time, actively researching, revealing and preserving exciting new chapters of archaeological sites; and (2) to gauge public and stakeholders interest in, and support for, a long-term archaeological projects and archaeological centres interpreting the history and archaeology of their local cultural heritage.

By preserving their heritage and making it physically and intellectually accessible, archaeotourism gives the opportunity to impact the future of archaeological sites and cultural heritage, which have long been underserved in terms of historic preservation. ArchaeoBalt focused on three sites to be used as examples of this kind of activity. It was possible to notice that even after the restrictions and regulations needed due to COVID-19, the need for family-friendly educational and creative places is overwhelming.

The ArchaeoBalt currently partners with community volunteers and organisations, educational institutions, museums, and other groups of stakeholders to exhibit artefacts from the project and raise awareness of the project's significance.

The activities considered within the outreach programme were:

- > Visiting archaeological fieldwork, open days and field tours
- > Guided tours on site
- > Podcasts
- > Exhibitions
- > Online conferences and meetings
- > Seminars
- > Archaeological field school
- > Social events
- > Emerging technologies: 3D digital imaging and virtual reality activities
- > Social media (Facebook, Instagram and YouTube)
- > Archaeological information centres
- > Publications

3.5.1

VISITING ARCHAEOLOGICAL FIELDWORK OPEN DAYS AND FIELD TOURS

Archaeological fieldwork started in 2019 and continued with its activities in 2021. Unfortunately, during 2020 open-day activities were postponed due to the COVID situation. In 2021 archaeological field work and Open Days had to follow safety protocols according to national regulations in our partners' countries. Only in Uppåkra was it possible to organise open days during the lockdown because of Sweden's policy towards the covid 19 pandemic.

Interactive activities during the Open Days gave access to visitors to experience working archaeology areas and interact with the archaeologist and have a close look at the activities what is done.

Scania, Sweden

Uppåkra

Lund University organised open days at Uppåkra during the excavations (June–July, September–October). Activities such as guiding tourists were part of the archaeological course at Uppåkra, which included not only the practical and theoretical parts dedicated to the site but also dissemination tasks. Moreover, Uppåkra Foundation, in cooperation with Lund

University, organised regular planned guiding tours, which took place once or twice a week, for many years.

- June–July, September–October 2019: **964 visitors**
- June–July, September–October 2020: **243 visitors**
- June–July 2021: **463 visitors**



Guided tours at Uppåkra, photo M. Roslund.

Bornholm, Denmark

Sorte Muld

The ArchaeoBalt's project partners in Denmark selected Sorte Muld as the site to include within the archaeotouristic program. Our open-day activities and guided tours were carried out in 2019 and 2021.

Visits were free and open to the public approximately 15 hours per week on Thursdays and Fridays from 10:00 am to 1:00 pm and Saturdays from 10:00 am to 1:00 pm. Special group tours and programmes were scheduled by appointment and special events are advertised as flyers and displayed prominently at local stakeholders and online.



Open day at Sorte Muld, photo K. Czonstke-Świątkowska.

During 2020, all the activities that had been prepared had to be placed on hold due to the COVID situation. Denmark were in full lockdown and the only activities that were possible to carry out were activities online.

Our activities have shown a great social interest as we had 6018 visitors (including volunteers and school children) during Open days and were subject to wide coverage by newspapers, TV and other media. Students from our partner institutions (universities of Århus, Gdańsk and Lund mainly) participated in many of the activities as well as getting their academic training. Guest researchers visited the site and provided valuable feedback. Volunteers have always been an important work force in Bornholm, during the 2019 and 2021 seasons.

This account certifies the correct **number of visitors** during open days and guided tours at the excavation in Sorte Muld.

- From 13 May to 7 June 2019:
22 open days, 2297 visitors
- From 2 to 20 September 2019:
12 open days, 709 visitors
- No gatherings were allowed in 2020
- From 20 May to 10 July 2021:
38 open days, 3012 visitors
- From May 20 to 13 Jul 2022:
7 open days, 366 visitors

Pomerania, Poland

Owidz Stronghold

As part of the research carried out in Grodzisko in Owidz , students were encouraged to actively participate in the organised open days (Tuesday – Friday), during which tourists could visit the conducted archaeological research and learn about the latest research results. Particular attention was paid to the form of communication and the ability to adapt it to the recipients, the ability to draw conclusions based on the current results of archaeological works.

At Owidz stronghold, open days were organised during the excavations in 2019 and 2021. They took place during the whole



Open Days at Owidz, photo K. Czonstke-Świątkowska.



Open Days at Owidz, photo B. Świątkowski.

month of excavations between 10:00–15:00 from Tuesday to Saturday. Visitors could see archaeological sites during the archaeological research and artefacts and participate in part of the process. Students and volunteers guided tourists.

Open days were not managed in 2020 because of the COVID-19 pandemic.

- From 25 June to 19 July 2019:
20 open days, 1,347 visitors
- From 3 to 28 August 2021:
12 open days, 2,956 visitors

Wiśłoujście Fortress

Contrary to the experiences at Lund and Bornholm, the Wiśłoujście Archaeo Open Days were held only for four days, i.e. between 22–25 July 2019 from 10 am to 4 pm (with the exception of the last day), while the excavations started on 7 July. Tourists could experience and get acquainted with the daily tasks of the archaeologists between 10 am and 4 pm. Despite such limitations, the event attracted 949 visitors. The main issue for limited open days was the notable activity of black archaeologists in the region and that is the reason why the information about the field works were not given to the public. The ArchaeoBalt Open Days were later followed by a pilot project called Archaeo-Urbex Days. The guided tours were mainly focused on remnants of old powder storages hidden on the Eastern Bulwark and – exclusively – on the interiors of the Napoleonic Barracks. The pilot events held on 23, 24 and 30 August accumulated 39 registered events and were to be introduced in full in 2020. COVID-19 led to a postponement of the plans.

- From 22 to 25 July 2019: **4 open days, 949 visitors**
- 23–24, 30 August 2019: **3 guided tours, 39 visitors**



Photo A. Grabowska.



3.5.2.

ARCHAEOLOGY WORKSHOPS

Organising archaeological workshops was not possible to do in all of the project's archaeological sites. They took place at two of them: at Owidz stronghold (dedicated to individual tourists) and at Uppåkra (school groups).

This type of workshop had unique educational and cognitive values that allowed for shaping appropriate attitudes in children, adolescents and their parents or guardians. These activities were an inspiration and allowed them to develop a passion related to discovering the past and cultural heritage. Workshops allowed for practical experience, not just learning the theory and observations.

Scania, Sweden

Uppåkra

Archaeological workshops take place during archaeological excavations in June–July and September–October. These activities were dedicated to families with children and school groups and were led by Uppåkra Archaeological Centre. They have been organised for many years. The main idea was to introduce children to the site and show and explain the whole archaeological process. Children could test their archaeological skills while excavating in specially prepared areas (they

discover artefacts from specially prepared cultural layers, water-sieved, made the documentation and compared the artefacts. An archaeologist checked the correctness of the documentation produced by children).



Archaeological workshops organised by Uppåkra Archaeological Centre, photo A. Hedentoft.

Pomerania, Poland

Owidz Stronghold

The main audience visiting Grodzisko Owidz. There were families with children in Owidz. Therefore, the proposed form of activity was archaeological workshops, during which children and their parents could learn about the archaeologist's work through play. A "cultural layer" was prepared for the classes, derived from the earlier excavated material resulting from the work carried out by the team. Then it was saturated with "antiques" in the form of damaged reconstructions of vessels and everyday objects left by historical reenactors, original pottery fragments without context, coming from rainfall, or contemporary coins and other small items. After getting



Archaeological workshops at Owidz, photo K. Czonstke-Świątkowska.

acquainted with the methodology of conducting excavation research at the site (viewing the original documentation, historic material, exploration instruction), the participants were to use the previously acquired knowledge to obtain monuments from an artificial heap using spatulas, and then screening the excavated material. Another stopper was cleaning the discovered monuments. This was followed by filling in the form, identification and sorting of the monuments, entering the artefacts into a specially prepared inventory of mass monuments. The final stage consisted of selecting one of the monuments and drawing up a “monument card” and a drawing for it. Based on the comparative tables, the participants and the workshop leader dated the artefacts.



Archaeological workshops at Owidz, photo K. Czonstke-Świątkowska.

After the successful completion of the process and the validation of the cards and documentation by a professional archaeologist, they received the “Little Archaeologist Diploma” signed by the study managers.

The workshop was attended by students who were very involved in the entire process, explaining in an accessible way the intricacies related to the work of an archaeologist and explaining the process of handling discovered monuments to children and their parents.

The duration of the workshops was one hour.



Diploma for a young archaeologist.

- From 25 June to 19 July 2019:
4 workshops, 62 participants
- From 3 to 28 August 2021:
4 workshops, 95 participants

3.5.3.

OPEN LECTURES

Another form of popularising research results and encouraging visitors to visit archaeological sites in the region and not only were popular science lectures.

Bornholm, Denmark

Sorte Muld, Guldhullet

During 2019, a number of open conferences were conducted as part of our activities on the island of Bornholm. Presentations were oriented to the general public and students participating in the project. The main topic of interest was central places within the South Baltic region in relation to Sorte Muld. The



Summary of research on Sorte Muld – open lecture,
photo B. Świątkowski.



Open lecture at Smørenge during „Cultural Week”,
photo K. Czonstke-Świątkowska

opening excavation, Guldhullet, was entitled ‘Recent advances from the excavations on Sorte Muld’. The open conference was about possible interpretations of the Guldhullet site.

In 2020, most of our activities had to be placed on hold, but some were shared online, such as Sorte Muld: Una metrópolis en el Báltico. There was also an open conference for students of archaeology of the UASLP, Mexico.

- From 13 May to 19 October 2019:
8 open lectures, 475 participants

Pomerania, Poland

Owidz Stronghold

In 2019, as part of the 'Slavic Wednesdays' organised by Grodzisko in Owidz, three lectures were held: 'Before the Vikings come', 'When worlds collide' and 'Explore Owidz - Results of archaeological research'. The topics discussed during the lectures concerned the archaeological heritage of the Baltic Sea region (relations in the Baltic Sea region in the Vendel period, as well as in the Viking and early Middle Ages).

Two lectures were organised in 2021. For the first lecture entitled 'The key to Uppåkra - A domain ready for new interpretation', the guest speaker was Mats Roslund during a study visit. The second, entitled 'Treasures of the Owidz stronghold - Exploring Owidz', summarised the results of the research in 2021. The lectures were presented by Bartosz Świątkowski and Karolina Czonstke-Świątkowska, who conducted the research at the site in Owidz.

The following were the face-to-face lectures:

- From 25 June to 19 July 2019:
3 open lectures, 72 visitors
- From 3 to 28 August 2021:
2 open lectures, 49 visitors

Part of the open lectures during the low season was organised in the online version because of the COVID-19 pandemic. Part of the Polish team of the ArchaeoBalt project from Gdańsk

University was invited to participate in webinars organised by different institutions like “Archaeologia Żywą”, “Centrum Nauki Experiment” and touristic organisations like “Polskie Towarzystwo Turystyczno-Krajoznawcze”. During the online lectures, the results of excavations as well as project events and ideas of archaeotourism were presented.

Online lectures:

- 28 January 2021: lecture for ‘Archaeologia Żywa’ (‘Kontekst’ – webinar), ‘Bornholm – wyspa dawnych bogów’: **8,000 users**
- 2 February 2021: lecture for ‘Polskie Towarzystwo Turystyczno-Krajoznawcze’, ‘Archeoturystyka’ – lecture for tourism guides; **100 users**
- May 2021: lecture for ‘Experiment – Centrum Nauki’ (‘Science Caffé Zdalnie’), ‘Archaeotourism in SBSR’; **1,000 users**

SCIENCE CAFE ZDALNIE – odc. 24. Karolina Czonstke i Bartosz Świątkowski. Skandynawska historia

Historia jest niezwykle fascynująca, ale też, o wiele trudniejsza niż myślimy, a jej odkrywanie jest w tym archaizmem. A tak się okazało, że dzięki z nami gromadzi 800 w Kuchniach i Kuchniach. Karolina Czonstke i Bartosz Świątkowski z Uniwersytetu Gdańskiego opowiadają o skandynawskiej historii, którą można odkrywać nie tylko w Danii czy Szwecji, ale też na Pomorzu, w Prusach i w Polsce.



3.5.4. EXHIBITIONS

During the ArchaeoBalt project, two exhibitions were created. The first one, "Places of power and rituals" was dedicated to the creation in the project archaeoroute. The second one, Sorte Muld – a Metropolis in the Baltic Region" was associated with the archaeological research at Sorte Muld.

In Uppåkra was not necessary to create an exhibition dedicated to this archaeological site because in the building of Uppåkra Archaeological Centre already functioned one. At Wiślujście Archaeological Centre, the exhibition space is prepared.

The Exhibition 'Places of Power and Rituals'

As part of the ArchaeoBalt project, a board exhibition 'Places of Power and Rituals' was created, presenting all the countries involved in the project and introducing its idea. It consisted of nine boards (posters presenting the concept of project and archaeological sites, which are part of ArchaeoBalt) and it was created in the national languages of the project – Polish, Danish and Swedish, as well as English. In Owidz stronghold, it is presented from November 2020 to the present. It was possible to see it during excavations in 2021 and during ArchaeoBalt project final conference excursion in May 2022. Since 2021 exhibition was presented at Wiślujście Fortress until now.

On Bornholm, it is part of the arrangement of Archaeological Centre and in Lund part of exhibition organised by Historical Museum in Lund.

It was a very good complement to the narrative presented during the open days and encouraged visitors to visit other archaeological sites in the Baltic region. At the same time, it presented the diversity of the Baltic Sea heritage. Ultimately, the exhibition was to be presented at all countries participating in the project.

The exhibition was enthusiastically received by tourists visiting Owidz and Wiśloujście. It met with great interest from the audience. During the research in Owidz stronghold, it was a great supplement to the excavation work provoked tourists to ask questions and interact with students and volunteers.



Photo K. Czonstke-Świątkowska.

Exhibition Structure

The exhibition posters included information about the project idea and the archaeoroute “Places of Power and Rituals” (two posters + one opening and one ending poster). Each project archaeological site was presented on one poster (five posters). The aim was to create a coherent narration related to the process in the South Baltic region associated with power and rituals in different periods. The authors answer on few questions: what was the place? What happened at the place? Why did the place lose its power?

The exhibition is also presented online.



The Exhibition 'Sorte Muld – A Metropolis in the Baltic Region' (and Talks)

Project research at Sorte Muld reveals not only how the area's settlement pattern and materials evolved over time but also details of daily life, social religious and political practices. Near neighbouring groups, students, historical societies, politicians, professionals and general visitors have enthusiastically expressed their desire to hear these narratives and have them preserved. Over the past 3 years, ArchaeoBalt has held public outreach events made possible through cooperative partnerships with multiple civic, historical, and cultural institutions. Among the most popular events have been a series of open-day and onsite exhibits, where neighbourhood residents



Exhibition pavilion in mobile Archaeological Centre on Bornholm, photo Arch. Bornholms Museum.

could view excavated objects and interact directly with members of the archaeological team. Visitors, numbering up to 600 per event, were enthralled by the artefacts and the history they revealed. Two examples of such exhibits follow.

Talks also include podcasts giving interesting stories and explanations of the sites. Personal guided tours were also an important part of the attractions. All the personal guided tours were given by the staff from our PPs and students that behave as ambassadors of ArchaeoBalt.



Photo B. Świątkowski.

3.5.5.

GAME OF POWER: AN ARCHAEO-THEMED BOARD GAME

For the last few years, various forms of games have become more popular ways of promoting knowledge and heritage, especially board games and VR or AR. A board game called 'Game of Power' was prepared based on the ArchaeoBalt project results (Kołodziej et al., 2021). The purpose of the multi-lingual board game designed for 2-5 players aged 8+, is to promote through leisure & education most important archaeological sites in frames of the ArchaeoBalt project. The game supports the boost of archaeotourism through awareness-raising and was meant to be a giveaway gift for audience from the SBSR, who participated in the projects' events or contests. It explains the reasons of distribution of items across the borders of the Baltic sea, shows the richness and similarities between diversified yet very alike cultures of the people living in the Region in prehistorical and historical times. With the success it could be implemented for sale purposes or further awareness-raising actions in the museums, schools or at the universities.

In 'Game of Power', players attempt to achieve victory through gathering of artefacts belonging to different cultures, completing various missions in the most important archaeological sites across the SBSR, such as Uppåkra, Sorte Muld,

Owidz, Wiślujście and many more. The game (in full & simplified variants) provides 60 minutes of archaeological fun & adventure! Guidebook in four languages included.

The first printing comprised 1,000 sets and distributed by the partners during the events.

The project board games were distributed between project partners and associated and external partners. The games were used during the museum lessons and workshops in the Museum of Gdańsk, Muzeum Ziemi Kociewskiej, Municipal Culture and Sports Centre Grodzisko Owidz. They were also used as material prizes during the events organised by Archaeological Museum in Gdańsk ("Weekend with Archaeology"), Gdańsk University events and online competitions organised by the ArchaeoBalt project.

Uppåkra Archaeological Centre distributed the board game during the events and activities it organised.



Photo A. Grabowska.

3.5.6. FESTIVALS

Another way of promoting and popularising archaeotourism created in the project archaeoroute were festivals. This manner of spending free time experienced in the past has a lot of supporters, especially in Poland (Pawleta, 2016). An important aspect is to find a proper balance between popular

The ArchaeoBalt project organised three festivals. One in Wiśloujście Fortress in 2019 and two in Uppåkra in 2020 and 2021.

‘Wiśloujście 1577’ Festival (6 July 2019)

The leitmotiv of the event was the battle of 1577, which took place in Gdańsk between the troops of Gdańka and Poland. German, Swedish and Danish troops also participated in these activities.

The Polish–Gdańsk war became a prelude to the dramatic events of the 17th century, which led to the Polish–Swedish conflict.

Over 250 reenactors from all over Europe participated in the “Wiśloujście 1577” festival, thus becoming the largest re-enactment event in 2019 in Europe.

As part of the festival, many workshops and lectures were organised to show the realities of life in the 16th century.

The event was covered by national television and media.

- 6 July 2019: **one-day event, 3,500 visitors**



“Wisłoujście 1577” Festival, photo A. Grabowska.

'Vendel Days' at Uppåkra (24–25 August 2019)

Uppåkra Archaeological Centre, with support from Lund University for many years, organised 'Vendel Days' in Uppåkra at the end of August or at the beginning of September. It is popular since events are dedicated to varied target groups. For two days, open lectures, workshops, and markets are organised. In the event participated reenactors from different European countries.

The event enjoys a great interest in regional and national media. In 2019 and 2020, the event was conducted by the ArchaeoBalt project.



● 'Vendel Days' at Uppåkra, photo L. Kerr.

- 24–25 August 2019: **two-day event, 7,000 visitors**

Because of the COVID-19 pandemic, 'Wisłoujście 1577' Festival and 'Vendel Day' had to be postponed or changed their format. 'Wisłoujście 1577' had to be cancelled. 'Vendel Days' changed its format. UAC and Uppåkra Foundation organised an online event and premiered in October 2020.

- The event was presented on the Uppåkra Facebook page, and more than **45,000 users** viewed it.



● Vendel Days at Uppåkra, photo Arch. Uppåkra Foundation.



● Vendel Days at Uppåkra, photo Arch. Uppåkra Foundation.



● Photo L. Kerr.

Hakuna Matata Travelling Families Festival in Gdynia (22–23 February 2020)

In February 2020, representatives of the ArchaeoBalt project participated in the “Hakuna Matata Traveling Families Festival” in Gdynia. During the festival, they promoted the idea of archaeotourism as well as the project and planned cultural–educational activities for 2020.

- 22–23 February 2020: two-day event, **350 visitors**



“Hakuna Matata Traveling Families Festival” in Gdynia, photo K. Czonstke-Świątkowska.

3.5.7.

OTHER FORMS OF COMMUNICATION WITH THE PUBLIC

Another exciting way of communicating with the public is podcasts. This form is becoming more and more popular. This element was not planned from the beginning of the project, but it appeared during the project lifetime. In the ArchaeoBalt, two independent series of podcasts were tested.

The first was dedicated to creating the project archaeoroute “Places of Power and Rituals” and archaeotourism. It included seven episodes for around 20–25 minutes each. The first of them was an introduction to the concepts of project and



Creating podcasts, photo K. Czonstke-Świątkowska.

archaeotourism. Episodes from 2 to 6 were dedicated to the project archaeological sites (one episode for each). The last was the summary of the project. The compositions of this series of podcasts were exciting. It included interviews with experts from archaeology, economy and marketing, visitors, tourists, students and volunteers.

The whole series was made by Sansaga company. They are published on the project website www.archaeobalt.eu.

The second series of podcasts was prepared for Sorte Muld and was dedicated only to this archaeological site. The work consisted of developing two audio stories specifically connected to the Sorte Muld excavation and site. The stories were produced by storyteller and podcast maker Rikke Houd in connection with her project [Sansaga](#). The museum worked as consultants and delivered information about the site, designed the route from the parking lot to the site. The soundwalk could be downloaded at the site on the visitor's own phone device or they could borrow an mp3 player from the students at the exhibition pavilion.



3.6.

RECYCLING ARCHAEOLOGY – THE ARCHAEO TOURISM ACADEMIC OUTPUTS

The term ‘public engagement’ focused in researchers is understood differently by different people in different discipline areas. For instance; in natural science research, student engagement is usually interpreted to mean the dissemination of research outputs, as opposed to ‘public involvement’ which seeks to involve the public in the research process. The ArchaeoBalt project emphasised the importance of mutuality, and of listening as well as sharing. In research engagement it is important to explore what public engagement means in their institutional context, and to work with colleagues to develop a definition that captures their collective ambition.

A shared reference frame helps inform conversations about it and helps you develop a focused strategy.

This strategy starts by defining public engagement; explores why public engagement is a priority for the university; and defines a focus for their activity, which is to create an effective and supportive culture across the university.

It explores the activities that constitute public engagement, the key audiences for their engagement, and articulates the benefits they see arising from public engagement. This strategy doesn't lay out an action plan, which is dealt with separately. Its intention is to develop a clear, compelling narrative to mobilise common purpose and alignment across the university.



Sorte Muld, photo B. Świątkowski.



Post excavation work at Owidz, photo K. Czonstke-Świątkowska.

This strategy also offers a definition of public engagement and a vision that expresses the university's distinctive approach.

A key role for a public engagement professional is to support high-quality engagement. Having some guidelines to inform your approach to training and support can help enhance quality, and also enable them to offer explicit criteria when offering advice to others. Using these criteria consistently over time can make a real difference. Praising quality through recognition and sharing content on the website and newsletter can lead to change across the organisation.

All ArchaeoBalt partner institutions positioned their public engagement with research within a broader societal engagement strategy encompassing four areas and six initiatives:

Areas

- School outreach and widening participation
- Local community engagement
- Stakeholder engagement
- Engagement with research

Initiatives

- To have impact from their work
- To inspire and inform others about the work that they are doing
- To encourage other students to consider becoming a researcher or studying their subjects
- To protect and disseminate cultural heritage
- To be accountable for the public funding invested in their work
- To improve the economy of their communities

3.6.1.

HOST CONFERENCES

The project took place in several open international conferences and had different characteristics.

Because of the COVID-19 pandemic, three were organised as project webinars: “Archaeotourism and Culture Routes. Let’s Share and Learn”, “Archaeotourism and Social Media: Inspirations and Development” and “Archaeology, Tourism and Sustainability”. The first two were streamed via YouTube. The aim was to discuss elements which can help to develop the idea of archaeotourism in the region, communication and promotion, as well as familiar with good practice.

During the 27th Annual Meeting of the European Association of Archaeologists in Kiel in 2021 (online), the ArchaeoBalt project team hosted the session “Archaeology, Tourism and Sustainability”.



Webinar activities	
Chair: Jean-Benoît Audouin, Professor, Aarhus University, Denmark	
10:00 - 10:30	Opening Remarks Jean-Benoît Audouin, Professor, Aarhus University, Denmark
10:30 - 10:45	Introduction: Archaeology of Baltic Sea Region - Archaeological and historical context Kerstin Lindström, University of Gothenburg, Sweden
10:45 - 11:00	Linking research, heritage and cultural heritage experiences Kerstin Lindström, University of Gothenburg, Sweden
11:00 - 11:15	Recent research of Baltic Sea Prof. Dr. Ina Schabert, PhD, Berlin, Museum für Naturkunde, Germany
11:15 - 11:30	Future trends - the integration of research, education, public engagement and sustainability Kerstin Lindström, University of Gothenburg, Sweden
11:30 - 11:45	
11:45 - 12:00	The archaeological heritage in Baltic Sea: Towards development of archaeological and historical tourism, a review of the Museum of Coastal History, Stockholm, PhD, Museum of Coastal History, Sweden
12:00 - 12:15	Cooping Heritage and Heritage - Finding New Ways for Heritage and Heritage in the Future Kerstin Lindström, University of Gothenburg, Sweden
12:15 - 12:30	Cultural Routes of the Baltic Sea: The future of the region Kerstin Lindström, University of Gothenburg, Sweden
12:30 - 12:45	Discussion and open questions
12:45 - 13:00	



3.6.2.

KICK-OFF, INTERIM AND FINAL CONFERENCES

According to the Interreg South Baltic Program 2014–2020 Manual, three leading strategic conferences have been planned as part of the project: kick-off, interim and final conferences. They were related to project management as well as evaluation of previous activities.

The first of the strategic conferences, the “Kick-off conference” was held in Gdańsk in 2018. It was attended by representatives of the project partners and the Joint Secretariat of the South Baltic Program. During the meeting, the goals and activities undertaken in the project were discussed and the process of planning their implementation was started.

Interim and final conferences were different in nature from the initial conference. They took an open form, which could be attended by people interested in the presented issues related to archaeotourism. They were targeted in particular at organisations and companies related to the tourism industry.

ArchaeoBalt Project kick-off conference in Gdańsk,
Photo B. Świątkowski.



Interim Conference

Due to the pandemic, the Interim conference originally planned in Bornholm was held online. As part of it, on 24 April 2020, the “Archaeotourism and Culture Routes – Let’s share and learn!” webinar was organised.

Archaeotourism and Culture Routes – Let’s Share and Learn! (24 April 2020)

The aim of the webinar is to look for ways of developing archaeotourism, especially for the touristic sector (and local authority), using its potential in the enrichment of new and existing cultural routes and the ways of polarising the Baltic heritage.



Photo K. Czonstke-Świątkowska.

Target Audience

Companies, organisations and audience interested in developing culture routes related to the historical and archaeological heritage of the SBSR and use its untapped touristic potential, especially in archaeological (in particular: touristic sectors such as ferry companies, touristic organisations, tour operators; press, cultural institutions, etc.).



Photo A. Grabowska.

Final Conference

The project's final conference took place on May 20-21, 2022 and was held at the Museum of Gdańsk. Its purpose was to summarise the activities undertaken in the project, present its results, and meet with representatives of scientific and cultural units and tourist organisations to prepare another project that will develop and expand the idea of the ArchaeoBalt project. It will also be a meeting with new potential project partners.





ArchaeoBalt final conference in Gdańsk, photo A. Grabowska.



ArchaeoBalt final conference in Gdańsk, photo A. Grabowska.



ArchaeoBalt final conference in Gdańsk, photo A. Grabowska.



ArchaeoBalt final conference – study trip to Odry and Owidz, photo Arch. University of Gdańsk.

3.6.3.

EXTERNAL CONFERENCE PARTICIPATION

The ArchaeoBalt project team participated in international scientific conferences organised by the European Association of Archaeologists (26th–28th Annual Meetings between 2020–2022) and the European Association of the Study of Religions (18th Annual Meeting 2020). During all these meetings were presented seven lectures and one poster presented the idea of the ArchaeoBalt project and the results of archaeological research. This process mainly involved representatives of the University of Gdańsk and Bornholms Museum.

During the Annual Meeting of the European Association of Archaeologists in Kiel, the project team hosted a session dedicated to “Archaeology, Tourism and Sustainability” (11.09.2021).



Photo K. Czonstke-Świątkowska.

In October 2019, a representative of the Swedish part of the ArchaeoBalt team gave a lecture for the Swedish Antiquities Association, during which he presented the results of excavations at Uppåkra and presented the idea of the ArchaeoBalt project.

In June 2022, the Danish part of the team was the main organiser of *the Symposium: Sorte Muld Revisited – Explorations and Research 1985-2021 at an Iron Age Central Place*. Coordinated by the Museum of Bornholm (PP4) and the University of Aarhus (PP3) in collaboration with the Centre for Urban Network Evolutions, Aarhus University during in the month of June 2022.

3.6.4.

ONLINE MEETINGS AND ONLINE CONFERENCES

The ArchaeoBalt considered in its programme a series of business meetings and conferences for the project partners with the purpose of:

- **Considering a particular problem and reaching a solution among the project partners;**
- **Discussing planned reforms or other changes within the project; and**
- **Sharing particular information or decisions they have made.**

Three webinars were organised during the ArchaeoBalt project, which were mentioned in the points dedicated to the “Host Conference”: “Archaeotourism and Culture Routes. Let’s share and learn!” and “Archaeotourism and Social Media. Inspirations and development!”, “Archaeology, Tourism and Sustainability”.

The conferences have a larger attendance and attendees come from wider professional backgrounds so a far greater diversification in points of view and topical knowledge is attained. Conferences are more likely to have more knowledgeable speakers as experts are recruited for the presentations.

The purpose of the conferences within the ArchaeoBalt was to have speakers to discuss archaeotourism and/or related areas of interest and for knowledge gaining leading to more informed debates. Conferences were presented as workshops and seminars.

When COVID-19 first spread across the world, countries initiated a shelter-in-place or stay-at-home mandate that required people to temporarily close their doors. Since many institutions have been operating in office space for decades, the shift to virtual interactions required a bit of a learning curve. However, as we've seen, online meetings and conferences, both personal and business-related, have since skyrocketed. However, activities such as tourism were severely affected. Thus, institutions that previously were not fully into work remotely were forced to modify some of their strategies after seeing the benefits of moving online for some of their activities.

Arguably, the number one benefit of online meetings and conferences during a pandemic is that they allow you to continue working towards your bottom line. Without remote work capabilities, institutions would be at a stand-still — sitting around waiting to return to the office. With online work, businesses have been able to sustain the strict, but necessary, guidelines that followed the COVID-19 outbreak. As institutions and their programs fell into online routines, many started seeing some advantages by keeping a strong

work–life balance for the team, and even more creativity across the project. All of these things allowed us to comply with the requirements stated in our program for a better, more successful result for ArchaeoBalt.

For online conferences, the presenters were seeing benefits in a sense of achieving a wider community, even global, reach. Previously, in-person conferences were limited to the attendees. Now, people from all over the world can tune in and listen or watch the presentation, which inadvertently helps to improve diversity. It also reduces the carbon footprint of meetings and conferences since nobody needs to travel to attend them. Finally, online meetings and conferences protected staff, guest speakers, attendees, and stakeholders. It was clear that while the situation regarding COVID is still uncertain, the best thing to do is adapt and learn how to successfully host an online meeting or conference.



ArchaeoBalt project session during Annual Meeting of European Association of Archaeologists in 2021, photo B. Świątkowski.

The ArchaeoBalt team participated in organising a session and presenting in the Annual Congress of the European Archaeological Association (EAA) in 2021. EAA is a major event that takes place in a different country during springtime each year. The EAA Annual Congress offers a unique opportunity for presenting research and finding out what colleagues in the fields of management and accounting are doing. Every year between 1.200 and 1.500 delegates attend this popular event and around 800 and 1.000 papers are presented in parallel sessions and research forums.

3.6.5.

SCHOOL EDUCATION

Education for visiting schools honoured the individuality of each group of students by guiding, fostering self-discovery, skills of mind, and generosity of knowledge. Through a human approach-based, innovative, teaching and an inclusive community, Field experience inspired students to become interested, active, bold thinkers, and engaged in ancient history. Most of our visiting school children were elementary schools located in each one of the PPs countries.

Our free guided tours for school children and teachers were available to all pre-booked learning groups, so schools could book their visit according to their needs. To help support the planning we had an acceptable range of schedules and resources, designed by the staff and experts to really help with the assistance and guidance needed.

The ArchaeoBalt not only offer free admission but also a variety of school workshops, not to mention guided tours.

During the open days in Sorte Muld, a total of 645 school children visited the site and attended workshops. Many of the participated in the activities offered and enjoyed the experience.

In Uppåkra, during the June and September archaeological season, visits and special workshops for school groups were also organised.



● School groups at Sorte Muld, photo Arch. Bornholms Museum.

The situation looks different in Poland because the ArchaeoBalt activities mainly occurred during summer. However, we got feedback from the schools that if the cultural–educational activities are continued during the school year, teachers will be interested in participating with the class groups (mainly primary school). During the summer one of the target groups was the children’s colony group. During excavations in Owidz the site was visited by around 300 visitors. Children from the colony participated in open days as well as workshops.



● School groups at Owidz, photo K. Czonstke-Świątkowska.

3.6.6.

FIELD SCHOOLS

Field schools provide training grounds for archaeology students to learn field methods and gain experience.

Students actively engage in research alongside professional mentors within the framework of the ArchaeoBalt research project. Students receive extensive preparation based on the objectives that are necessary for future success within the discipline and their institutions. ArchaeoBalt program provided students with the necessary knowledge, skills, and abilities to secure required academic grades within their academic institutions and to pursue advanced degrees. Inferences generated about past human behaviour are utilised to create a better understanding of the principles that govern culture change worldwide and to address issues relevant to today's societies, providing critical information to guide future policy making.

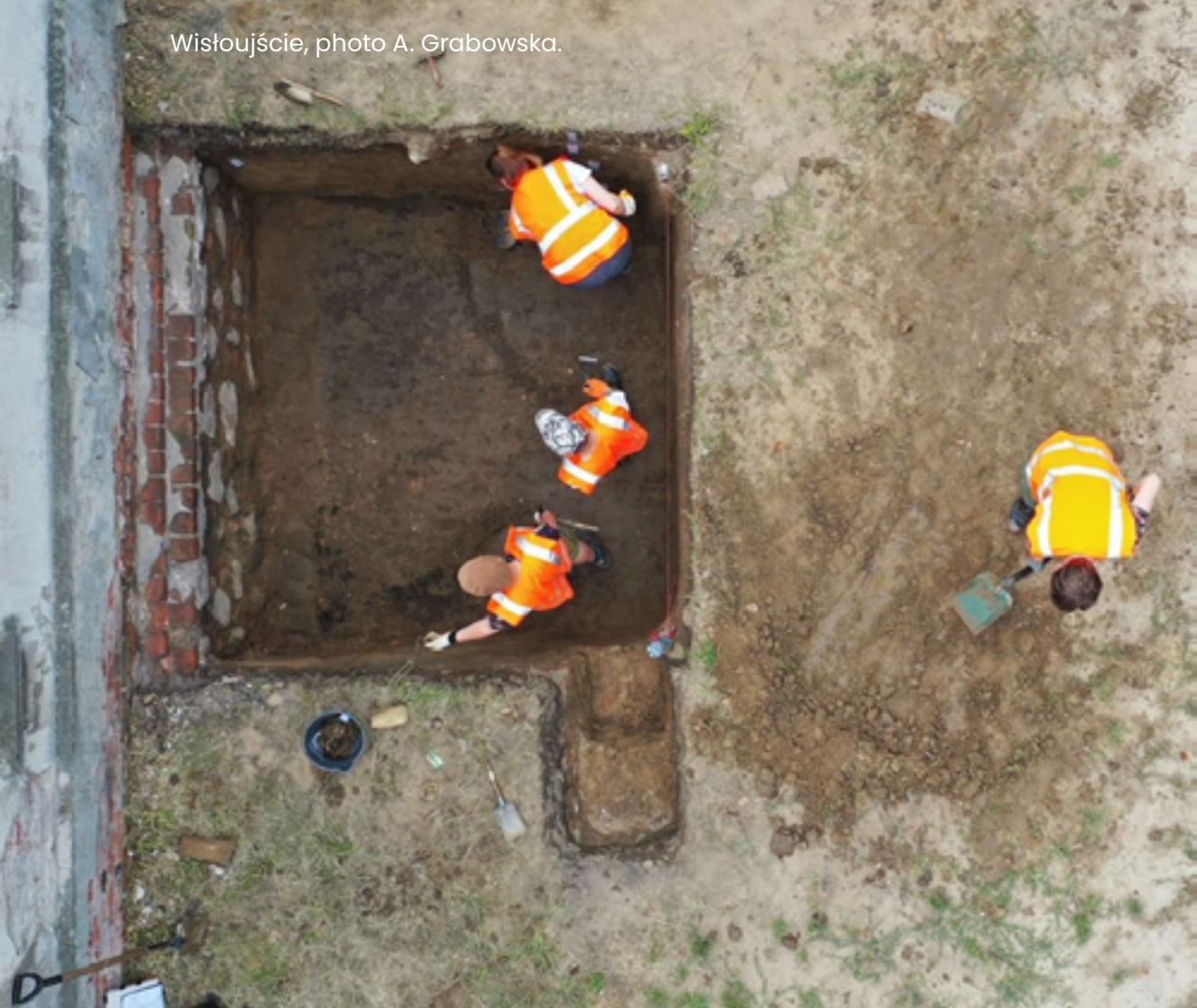
Our mission is threefold: to conduct archaeological investigations that reveal the rich ancient history of the region; to co-create heritage and development projects with the Baltic region whose past we investigate; and to educate the next generation of archaeologists.

Sorte Muld Field School was designed to introduce students to archaeological field methodologies. The field school is focused at a Bronze-Iron Age site and surrounding cultural



Workshops at Owidz, photo B. Świątkowski.

landscape. The field school includes a strong public interaction component; students worked with the public and learn how to better share the deep history of the settlement with members of the community and visitors. Students got the opportunity to learn archaeological survey, unit and feature excavation methods, land restoration and stewardship, and laboratory methods. Besides the students from our partner institutions (Gdańsk and Aarhus Universities), Sorte Muld Project shared the field school with the Institute for Field Research an organisation based in the USA, dedicated to educating current and future generations about past cultures through the identification, investigation, and preservation of local archaeological sites. We accomplish this mission by offering curated and learning-outcome-focused educational programming;



hands-on archaeological experiences, conducting research, and collaborating with the public to develop inclusive and innovative approaches to public educational programming. Field students got an opportunity to join this mission and assisted in the mission of public outreach and education.

Field schools at Owidz and Wisłoujście had similar assumptions and structure as at Sorte Muld and Uppåkra. The aim was to introduce students to archaeological field methodology.

In this case, we focused on early Middle Ages, post-medieval archaeology, and landscape archaeology. An essential element of the course was developing the skill of communicating with the public and presenting the heritage. This summer school course was an integral part of the academic year for Polish students. The course in Owidz includes theoretical background (introduction to the period, archaeological site, and project aim) and practical part of archaeology.

The excavations had an International character. At ArchaeoBalt excavations at Pomerania in Owidz and Wisłoujście, students from Gdańsk University and Aarhus University participated. This international character of excavation had an extra value, enriching the exchange of experiences and observations for the students.



Study trip on Bornholm, photo K. Czonstke-Świątkowska.



3.7.

HARD COPY PUBLICATIONS

With such an effective interactive social media, people might ask: “Why a professional publication?” ArchaeoBalt brings information to a much wider audience beyond those who would develop for SoMe. A book highlights specific noteworthy features of the project and artefacts, providing sharp images and photographs. In addition to bringing an additional layer of excitement to the benefits of the project and archaeological projects, it provides well-deserved individual recognition, especially for all our partners, staff, students, volunteers, visitors, stakeholders and sponsors.

Academic publications are also important, for they focus on comparative and thematic studies, as well as technological innovations and archaeological centre activities.

We are currently working in the publications that may be available in 2023 after going through a rigorous process or evaluation.

Our titles are:

Proceedings from the Symposium: Sorte Muld Revisited – Explorations and Research 1985–2021 at an Iron Age Central Place. Coordinated by the Museum of Bornholm (PP4) and the University of Aarhus (PP3) in collaboration with the Centre for Urban Network Evolutions, Aarhus University during in June 2022.

Journal: *Journal of Outdoor Recreation and Tourism*
(Under review)

Title: Identification of Target Groups in Archaeotourism.
A Study based on the project 'Laying Fixed Foundations For Innovative Archaeotourism – A New Green Archaeoroute in the Southern Baltic Sea Region'

Co-Authors: Anna Dziadkiewicz, Urszula Kęprowska,
Karolina Czonstke-Świątkowska, Bartosz Świątkowski,
M. Nicolás Caretta.



4.

PILOT PROJECT: DEVELOPMENT AND USE OF VR/AR TOOLS

The information technology sector is the fastest growing industry, offering a wide array of solutions and products. VR or AR applications are mostly used in gaming sector, for various education or training purposes, but also as a part of tourism industry, reaching the museums.

The main difference between VR and AR is that in the latter a person is placed in a real world augmented by computer-generated content, while the idea behind VR is that you are separated from the real world and experience the virtual world as being real.

The implementation of apps in Poland is mostly done through visitor devices (e.g., tablets or smartphones). One such example is the design of the 10th Pavilion Museum (Krakow Museum). The related technology advertised as VR for smartphones has been introduced by the Museum of the Second World War. The outdated VR technology is available at the National Maritime Museum in Gdańsk (temporary exhibition 'Ships'). Our profuse thanks to Remontowa S.A. Holding).



Photo K. Czonstke-Świątkowska.



 Wisłujście – VR model.

Development of VR/AR applications for platforms was a part of the WP5 of the ArchaeoBalt Pilot Project. The applications were foreseen to be developed at the University of Lund, the Museum of Bornholm, and the Museum of Gdańsk.

VR tools in Bornholm and Lund were developed to provide guided tours providing users with an 3D experience where they click through and actively work with the application at hand. For example, an “Introduction to excavation” tour that simply showed them the key features of the excavation on site, while listening archaeologist explaining the excavation process and the material being discovered.

Several guided VR tours were provided in the base system for particular applications, for example, museums, BARC and our temporary exhibition containers. The virtual 360 tour is a recreation of a completely virtual environment on which you can watch in a 3D to get to know and explore different spaces freely. These virtual environments were made on 360°x180°, is a particular case in panoramic photography. It is a recent way to show panoramas in an interactive way.

The Museum of Gdańsk used a different method. They created in VR 3D model of Wiśloujście Fortress. The aim was to present the architectural and functional changes of the Wiśloujście complex during the centuries.

The VR will be presented at the archaeological centre in Wiśloujście. One of its aims was to prolongate the tourist season at Wiśloujście, especially for the autumn-winter season when it is closed because of hibernating bats.

All prepared ArchaeoBalt project VR and 360 tours will be presented in all ArchaeoBalt archaeological centres.



Wiśloujście – VR model.



4.1.

DEVELOPMENT PATHS AND ESSENTIAL QUESTIONS

The use of computers and virtual modelling gives the opportunity to share and present information in an attractive way to wide groups of recipients who are not participating in the scientific processes but are interested in their realisation and results. The development paths for VR/AR apps as a product essential to boost archaeotourism may be carried out in two main directions:

1. The app reflects the properties of the site/building or a particular archaeological object:
 - a. its current condition – if preserved intact or mostly intact;
 - b. its potential condition in the past – if has a more complex context or is degraded;
2. The app is suitable to train non-professionals in the art of archaeology based on particular site and its archaeological objects.

VR technology is exceptionally suited for point 1b, while AR is easy to implement in points 1a and 2. The most essential questions for further introduction of the apps to the end-users (i.e. the tourists) can be shortlisted to three:

1. Should all partners, considering their experiences, follow the same development path?
2. Should they choose VR or AR apps or prepare a different product?
3. Should the apps rely on visitors' smartphones or rely only on purchased equipment (platforms), and if the latter option is demanded, should the equipment be:
 - a. standardised
(the same supplier/model & accessories)
 - b. purchased according to needs of desired applications?

Whereas the answers to questions 1 and 2 rely on experiences of each of the partners, for the purposes of the project is that the apps should not rely on platforms of the end-users (i.e. the tourists) and their equipment. It is the sole responsibility of implementing parties to guarantee similar experiences and fair equal access to the developed touristic products.

Photo public domain.





4.2.

WISŁOUJŚCIE FORTRESS – THE VR DEVELOPMENT PATH

The historical complex at Wisłoujście which undergone several major reconstructions in the past 700 years, nowadays is a branch of the Museum of Gdańsk. The main goal of the Museum is to enable year-round tourism in the historical maritime fortress. That can be done through opening of the rejuvenated “Napoleonic Barracks” for the public.

The building, serving as a multi-purpose archaeological centre, will be accessible for visitors all year round on the contrary to the historical Fort. The latter is open only during

the summer season due to limitations of the Nature 2000 environment protection area covering the whole complex and hibernating bats during the winter period. Moreover, the fort alongside with its' medieval tower, circular ring of fortifications and four ramparts, is also the main touristic attraction.

In reference to these factors the VR development is the only solution offering the most benefits. The VR platforms will be presented at the rejuvenated Napoleonic Barracks located on the Easter Bulwark all year round.

Their primary role will be to:

- support the touristic potential through archaeological/scientific research
- give the possibility of virtual visits to the Fort during the winter season

The estimated number of tourists reaching Wisłoujście during the winter season varies between 4000–6000 people per year according to annual observations done by MG staff. The number of visitors during the summer season reaches almost 45000 annually according to ticket sales. Thus, the introduction of VR app gives the opportunity to increase the number of visits close to 50 000 annually, with a potential to increase the frequency of visits in the upcoming 5 years by 5-15%.

The number of devices to enable smooth running of the VR platforms during the whole year and to conduct development works on devices should reach 6–8 platforms and additional accessories. For every three in use, two must be in retention, and a minimum of one must be used for further development works – i.e., preparation of the model of the complex reaching the other fortifications on Eastern Bulwark.



4.3.

MUSEUM OF BORNHOLM AND UNIVERSITY OF LUND – THE VR PATH

As shown above in subsection 3.4., both partners from Denmark and Sweden have had previous experience in conducting systematic archaeological research. The Uppåkra site in Sweden is place of established renown amongst the scholars and of vast touristic potential in the Scania Region thanks to past & recent – conducted during ArchaeoBalt project – field surveys. The same goes for archaeological region of Bornholm in Denmark and Sorte Muld.

While there is a possibility to give tourists an impression of how may have the settlement look like in context of its' spatial planning and changes in time, it is obvious that there will never

be a possibility to show how its components, like housing, other structures, may have exactly looked like. The same goes for Sorte Muld and other medieval or older places, which do not remain intact until today. They have no preserved documentation describing them in terms of coloristic, materials used to create them, decorations, etc. This could be built from mosaic of various artefacts, however such creating will always be limited to potential character.

This is why the idea to promote touristic potential of Sorte Muld and Uppåkra was meant to be developed through giving the possibility of experiencing the discoveries, education & skills development. Such “awareness rising” approach may work better in the long perspective, serving the generations. VR & 360 degrees movies are better suited for such purpose and do not require initial high investment costs. They also can be easily updated in the future. The LU, which cooperates with MB, has already a research and implementation team within its; structures devoted to development of AR & VR applications.

For this project, we have developed several integrated technologies working in concert to deliver a holistic level of public interaction and outreach. We achieved this through our dedicated database systems and heuristic interactive report design. Using our 3D scanning technology in concert with Agisoft, ScanStudio, GIS and Insta360 software packages, we could digitise excavation areas, multiple artefacts, large and small. These scanned objects are then meticulously textured and re-created in 3D, with care taken to ensure the

fidelity of information in the translation. Finally, our scanned contexts and artefacts are integrated into our VR pipeline. Using Insta360 camera and VR via Oculus Quest equipment, we have created an interactive system that supplements the traditional forms of public outreach (more than 1500 users). Our scanned items can also be re-created via 3D printing using our in-house system, which is accurate up to 100 nm.

Our use of VR is twofold. First, our series for Oculus Quest 2 – which any user can download and install – work with our published artefact postcards and our update in our social media.

Through our VR, users can use Oculus Quest 2 and be able to view the 3D videos to have a 360-degree view of different areas of the excavation and hear an explanation from the archaeologists.

Our interactive media specialists from partner institutions have worked on a variety of topics, including augmented coding and execution.

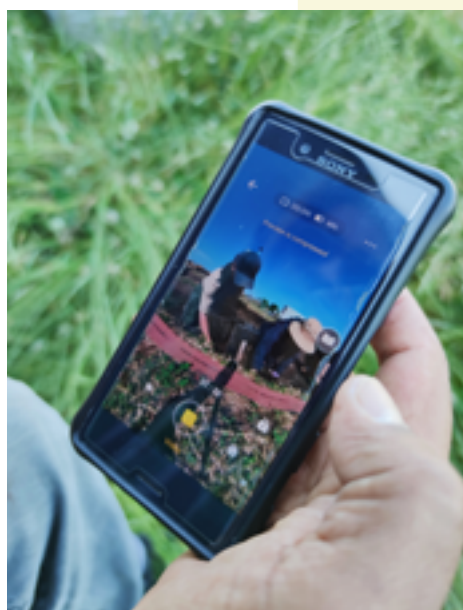


Photo K. Czonstke-Świątkowska.



● Presentation of VRs created as part of ArchaeoBalt project during the European Night of Museums at the Museum of Gdańsk, photo A. Grabowska.



4.5.

PROVIDING THE BEST IMMERSION EQUIPMENT (HARDWARE)

Each of the above point out possible development paths for introduction of VR/AR applications, however all conclude the need for purchasing necessary hardware. The latter can provide necessary user data (statistics, time, behaviour) and guarantee, that they will provide fair access to the public.

The available (for consumers) VR headsets that can be used within ArchaeoBalt project are:

- Oculus Quest or Oculus Quest 2 (since October 2020)
- Oculus Rift S

- > HTC VIVE Cosmos
- > Valve Index
- > Oculus Go

The first offers the best immersion, while the last provides less interaction with the user. Each of the above propositions have different properties. Oculus products purchased in premium version allow to gather statistic about behaviour of the users. That feature allows better development of apps in the future. While the designers will look at their efficiency and parameters of the hardware, the implementing party will be interested in their maintenance and exposition at exhibition place.

The best for exposition is wireless hardware like: Oculus Quest, HTV Vive with additional wireless adapter and Oculus Go. The rest, i.e., Oculus Rift S, Valve Index have cables. That particular feature makes the platform suited for exhibition space and offers safety for the end-users.

From these three Oculus Go is model designed for less interaction & 360 degrees movies. One of the biggest advantages is very low price, when compared with other systems. The biggest disadvantage is, that it has no hand tracking system (user uses only her/his head), and to install motion tracking you need to combine other programs and equipment.

The Oculus Rift S & Valve Index options provide the best experience and power (framerate, level of details, resolution). The first provides full immersive VR experience. It has good

controller tracking and it is very comfortable to wear. The disadvantage of this headset is weaker and lower refresh rate compared to cable headsets. Oculus Rift S is better for detailed scenes and provides more effective user experience and is designed mostly for “AAA” games, i.e.. the ones with high development & marketing budgets. The main disadvantages are higher implementation costs, i.e. the need to purchase extra hardware (stationery computer with high end graphics card) and thus higher power consumption.

As with its predecessor, the Quest 2 is capable of running as both a stand-alone headset with an internal, Android-based operating system, and with Oculus – compatible VR software running on a desktop computer when connected over USB or Wi-Fi. The Oculus Quest (or Meta Quest) has a similar design, but with a lighter weight, updated internal specifications, and a display with a higher refresh rate and per-eye resolution.

The purchase of platforms was meant to start when the apps were close to completion. While such approach was logical when comes to purchase of best “value for money” equipment in a fixed period of time, the pandemic instead of decreasing the prices, increased them through raising shipment as well as electronical components costs. The multi-purpose Oculus Quest 2 256 GB (highest possible storage space) devices were bought in the fall of 2021/2022 and early 2022 by Museum of Bornholm, Lund University and Museum of Gdańsk.

The number of platforms was chosen according to relation of available space, foreseen relation to visitors and opening

time. As for Wisłoujście Fortress, the centre located in the former Napoleonic Barracks, opened for visitors during 6/8 hours per day each week, will have 2 functioning devices. The annual number of visitors should reach ca. 50 000 people. While a single platform can easily operate 3–4 hours before it needs to be recharged, the second Oculus set needs to be in retention, and third should serve as auxiliary device in crisis situations (especially errors during the weekend). Thus, the total amount of platforms in operation should reach six. The last – seventh – needs to be left for development purposes in the seat of the Museum of Gdańsk – the Main Town Hall, where the Department of Digitisation team resides. The MB and LU purchased three platforms. 1 will shared for the public, the second will be in retention, and third left for development of further apps or used as a backup to sustain the use of platforms by the public.



5.

RENOVATION
OF RØNNE AND
THE WISŁOUJŚCIE
FORTRESS
ARCHAEOLOGICAL
CENTRES

The main objective of the WP6 is to improve the facilities of Archaeotouristic centres in Bornholm (DK) and in Wiśloujście Fort (PL), which will ensure the durability and continuation of activities undertaken by the project. Similar place functions in Uppåkra (SE) and it is an example of good practice for this type of place. Archaeotouristic centres will give an opportunity for tourists, local actors and authorities to have contact and participate in archaeotouristic open-day activities throughout the year. This centre will also serve as an information centre of all attractions along the archaeoroute, a place for temporal exhibitions and conferences, and ludic activities for visitors in SBSR.



Wiśloujście Fortress, 28.09.2022 r., photo A. Grabowska.

Thanks to these centres people will be more involved in different activities of archaeology and become more familiar with archaeological heritage through the archaeoroute in the South Baltic region. These centres will be important elements to promote and develop Archaeotouristic brand and the integration of new sites along the route.

Bornholm's Museum (BM) will be the leader of the WP6 and has the main responsibility for management in WP6 and its future continuation.

The enhancement of a permanent, strong network of Archaeotouristic centres as a continuation of ArchaeoBalt ideas and the archaeotouristic route are to be connected with all project partners, associated partners, business and NGO. The co-signers of ArchaeoBalt are open for any kind of cooperation with all interested institutions, individuals and business sector partners to improve the idea of the archaeoroute. At the same time these centres will help to promote the SBSR, Baltic region heritage and use its economic potential to increase tourism in the region and become a place of junction and interaction of culture, science, nature and business.

In WP6 the main recipients are two institutions Bornholm Museum and the Museum of Gdańsk, because as it necessary to create strong, permanent network among archaeotouristic centres that will articulate the archaeotouristic route activities and places based in Poland and Denmark and connect with the existing centre in at Uppåkra, Sweden. Therefore, development of this kind of base on Bornholm and Pomerania would

help to equalise actions and opportunities in SBSR. MG and BMR want to adapt two buildings and spaces by carrying out small-scale investments to adjust to the needs of the archaeotouristic centres.

They are meant to provide acceptable working areas for the international teams of archaeologists conducting diverse work in Partners places; safe areas to guard archaeological material and equipment; availability of space for visitors during open days; areas for exhibition purposes (accessible for audience with physical disabilities); areas for hosting future archaeoroute partners, who will participate in the future excavations without the need to provide external accommodation, thus limiting future costs. So, in this case it is important to notice the relation between the different activities of the WPs and the activities carried out in WP 6 (excavation, open days, dissemination, conferences, workshops, archaeotourism tools, etc.).

BMR modified and restored its facilities in Rønne and adapted spaces through the use of containers that are being already in use as mobile stations for working purposes and for promoting tourism, including education and protection the world heritage according green and blue standards. These stations can be moved and adapted easily to the new location the archaeological centre may have in the near future.

The use of containers as stations by the BM for the excavations conducted in the project, as mentioned, allows to create mobile unites to provide necessary facilities for all the different

archaeological activities in field, near to where the excavation is taking place. Once the excavation is over for the season, they can be placed back into the archaeological centre in Rønne during the post-excavation season as steady units for archaeologists and visitors. Exhibition stations and podcasts are used to disseminate stories, the new discoveries and advances of the project on the excavation site and when the excavation is close, they can be placed in different points along the touristic route of the island to promote tourism.

The staff of the BM is participating actively in the excavations and the restoration and adaptation of the containers and facilities. The description of this particular process is described in this document.

The adaptation of the containers was carried out from December, 2018 to May, 2019. Once they were ready, the new stations were transported and used in the excavation in all the cultural activities (stated in WP 3, 4, 5 and 6), starting in May 2019.

The remodelling and adapting of the centre in Rønne were delayed because legal procedures needed to be observed before the work could be done.

The Gdańsk Museum also carried out renovation and adaptation work in Wisłoujście. The 19th-century Napoleonic Barracks were chosen as the seat of the archaeological centre. The activities undertaken as part of the project enabled the revitalisation of the building and the space around it and



● Bornholm Archaeological Centre, photo N. Caretta.



● Uppåkra, Archaeological Centre,
photo Arch. Uppåkra Foundation.

adaptation for the future archaeological and tourist centre, which will be discussed below.

Renovation and construction works were preceded by archaeological research conducted in 2019 as part of the project. Procedures related to renovation works were started in 2019. However, due to the poor condition of the building, necessary supplementation of historical and construction documentation, as well as protracted administrative processes, renovation and construction works were completed in the first half of 2023.

The Archaeological Centres on Bornholm

Our archaeologists have attempted to fill a void in drawing from the above-mentioned research design's various scientific and social-scientific approaches that link archaeological work to visitors interested in cultural tourism. Our archaeological centres are looking to attract visitors during the low season by keeping Open days during post-excavation activities.

The Archaeology Centre is a working archaeology laboratory for processing artefacts recovered from the archaeological sites. The Archaeology Centre service is free and open to the public approximately eight hours per week — currently, Thursdays from 10:00 a.m. to 2:00 p.m. and Saturdays from 10:00 a.m. to 2:30 p.m. Special group tours and programs may be scheduled by appointment and special events are advertised as flyers and displayed prominently at local businesses.



● Bornholm Archaeological Centre, photo N. Caretta.



● Mobile part of Archaeological Centre on Bornholm, photo K. Czonstke-Świątkowska.

The Archaeology Centres reveal our interpretation process to the public. Our written language, exhibits, laboratory stations, interactive whiteboards, and virtual reality displays are conceptualising our archaeological observations. The centre will help decipher collective individual behaviour and community activities of ancient societies at various points in the past in the Baltic region, creating a portrait of their everyday life along the Baltic Sea.

The centres also offer a unique interpretive experience, in which visitors may talk with ArchaeoBalt archaeologists and follow each step as the artefacts are processed. Visitors of all ages will enjoy hands-on experiences in the Learning Lab and discover more about the excavations and material culture of the past through the artefacts and interactive displays.

In addition, our long-term display in the site in which the artefacts were recovered allows the public to examine excavated objects up close and see how we curate them in the archaeological laboratory – through washing, marking, cataloguing, mending, and analysis.

Today, the recovery of artefacts from these sites substantiates the historical relations between various groups of people. Archaeology can help re-create this history in all of its diversity and richness. History only makes sense if we include everyone, which is what ArchaeoBalt symbolically promotes.

Wistoujście Fortress

The historical region of Wistoujście Fortress is an area of approximately 17 hectares. The complex that is characterised by architectural diversity. Rebuilt many times since the Middle Ages until the end of the 19th century, it was severely damaged in 1945. The successive restoration of historical value useful for the development of tourism continues to this day.

The interior of the fort is sufficiently available and prepared for museum functions, while the area around is ready for investments. Most of it is currently undeveloped or used in a different way. A dozen or so buildings have survived to this day:

- in the eastern part, powder magazines from the second half of the 19th century;
- in the north-eastern part of the Napoleonic Barracks from the beginning 19th century;
- in the middle, a boatbuilding workshop/hangar from the beginning of the 20th century;
- in the southwestern part of the presbytery from the 20th century with architectural elements from the 18th century (currently lent to 77 Racing) with a marina;
- in the north-western part of the hangar from the beginning of the 20th century, used by the Polish Maritime Club and the marina;



Archaeological Centre at Wisłoujście, photo A. Grabowska.



Renovation of Napoleonic barracks, photo A. Grabowska.

The heritage objects located on the area of the Eastern Bulwark perform currently several basic functions in three main categories:

- support of the museum infrastructure, e.g., reception functions (parking for cars), organisation of foreign events (electronic music festival), long- and short-term rental with the possibility of creating a marina for sailors;
- as a Nature 2000 area it serves to support and develop the local bat population, which is strictly protected in winter by rules of the law; and
- along with historic buildings – the area offers opportunities for developing statutory activities of the museum, e.g. additional offers of free tours in various forms, archaeological research and as an outdoor exhibition site.

As for Wisłoujście Fortress, the centre located in the former Napoleonic Barracks, opened for visitors during 6/8 hours per day each week, will have 2 functioning devices. The annual number of visitors should reach ca. 50,000 people.

Considering the above factors only the Napoleonic Barracks, dated around beginning of the 19th century, are best suited to accept the function associated with ongoing support for archaeotourism. The building of an area of 240 square metres is divided into three sections suitable for one (or more) of the following functions: exhibition, workshop, traffic service and

social rooms. Others, especially small-sized powder magazines or a hangar – which require a lot funds for investments – were not suitable for quick adaptation in the next 1–2 years.

The surrounding water, sanitary and thermal infrastructure, mainly outdated and created along with the housing estates functioning here until the 1970s (some of which were destroyed or depleted), after using appropriate modern devices & heating solutions, will allow the building to be fully open all year round.

How to Reuse the Building for the Purposes of Archaeotourism

Any efforts undertaken to transform a historic building in PL must be consulted with the relevant voivodeship heritage protection authorities, who grant the right to begin rejuvenation processes. This however has to be preceded by surface tests and conservation actions to document their condition. The case of Wisłoujście Fortress is sophisticated and resembles the difficult history of the Second World War and chaotic planning during the Polish Peoples Republic. The Museum became the owner of the culturally and historically deteriorated area in 1974, almost 30 years after Soviet bombing seriously damaged the area of the ex-maritime fortress. The 17-hectare old military area was ceded without any proper historical documentation. That could have been obtained only by a fairly limited amount of people able to cross the “Cold War” borders.

As such the whole idea to bring Wisłoujście to life again waited until beginning of the 21st century and even until today is being carried out in small parts, focusing mostly in the area of inner fort, where a temporary exhibition can be accessed by the tourists. The ArchaeoBalt gave the first opportunity to establish activities outside of the inner fort in one of several buildings located on the Eastern Bulwark.

Since 2019 the Museum of Gdańsk started gathering documentation about the barracks. However, the documentary notes were scarce. Thus, the museum carried out two surveys:

- architectural research (2019–2020); and
- open for public archaeological research around the barracks (summer 2019).

Simultaneously an application programme for the building has been created. Further works, including bids for re-adaptation & construction works, were partially stopped during the pandemic. The architectural surveys and shifting costs of work & materials shown that estimated costs of upbringing the barracks rose from 120 000 EUR foreseen in the project to ca. 800 000 EUR, thus the Museum started looking for another external fundings in the Municipality of Gdańsk. When these were granted in 2020 the works could restart. Attempts have been done to consult them with Pomeranian Heritage Office. After confirmations, a set of obligatory protection guidelines, the Museum started a bid for rejuvenation of the Napoleonic Barracks. Works carried out under the supervision of the

Pomeranian Heritage Protection Office last until today. The former plan of the Museum to maintain some functions (like storage, or hosting of people were excluded by the officers, who introduced their own plans according to state of preservation and historical values of the object).

The architectural research gave however an insight into the far more sophisticated history of the barracks, as their shape and function seem to have changed several times during 200 years of their existence. This comes not only in frames of internal divisions of rooms, but also doors and shapes of windows. At the beginning there was even separate sections for stables and housing. The archaeological research, which preceded the Archaeo Open Days at Wisłoujście in summer of 2019, focused mostly on condition of the fundamentals of the building. While the latter were found in surprisingly good shape, sturdy and well preserved, which favours the investment in the archaeological centre, the research indicated that the Napoleonic Barracks were built on an older unknown structure. The latter is not depicted on only known plan or map from late 17th century. The interiors of the 250 square metre building will be divided office & reception part, where a small storage room for archaeological objects will be located. The remaining 200 metres will have a multi-purpose function devoted to permanent archaeological & military exhibition (either purchased within museum funds or excavated) along with VR platforms and workshop space. The housing area and storage, foreseen to be located in the attic (additional 250 square metres), were removed from plans by



Renovation of Napoleonic barracks, photo A. Grabowska.

the heritage protection officers. Another drawback was the limited accessibility of this section, that didn't comply with safety measures. As such the attic cannot serve any activities within the project. The archaeological workshops and festivals will be held during the summer period onsite. During the winter period the workshops for groups of youngsters will be held inside and will focus on other products, like the awareness-raising ArchaeoBalt board games about the archaeology around the SBSR.

Despite these limitations the barracks will be the only facility opened all year round, from 10 AM till 4 PM in the winter season (from October till April) and from 10 AM till 6 PM in the summer season (from May till September). The entry to the centre will be free of charge and number of visitors will be evaluated on free tickets given to each tourist or participant.

Information and Dissemination

An essential part of ArchaeoBalt project was the dissemination of information about the archaeological heritage of South Baltic and project activities and results. These elements were one of the key points to help build the archaeoroute “Places of power and rituals”. To create the audience, an important part was to define the target groups and use the proper communication and channels, which will help expand the group of recipients. In this area, the essential element was cooperation with project associates and external partners. The aim was also to develop the stakeholder group, which will help enrich the audience.

The task was implemented by all the partners which use their information and communication channels. The essential element was to coordinate the way of communication to reach the largest and diverse audience possible and different target groups. Various media were used (and tested) for this purpose such as printed media, posters, flyers, TV, radio, websites and portals, social media, VR. Important element was cooperation with bloggers.

Posters and Flyers

The ArchaeoBalt project’s marketing analysis shows that one way to communicate with the audience, especially with incoming tourists and the “silver generation”, is through online materials and printed flyers and posters.

For the ArchaeoBalt project, prepared flyers and posters which made the group of interests more familiar with project sites and with a harmonogram of cultural-educational activities. Printed materials were mostly prepared for Sorte Muld, and Owidz where the program of activities was the most extensive.

In a project, were planned to prepare a summary schedule of events. This did not happen due to the pandemic and its numerous and rapidly changing restrictions.

An essential form of dissemination was also the poster exhibition "Places of Powers and Rituals".



Project exhibition „Places of Power and Rituals”,
photo K. Czonstke-Świątkowska.

Print and Online Media

Information about ArchaeoBalt project activities appeared regularly, mostly in online media and traditional printed media. In this case important was also cooperation with project associated partners and external partners.

The article was published in local newspapers in Denmark and Sweden (e.g. "Bornholms Tiden", "Skånska Dagbladet"). However, in the case of the media, the Internet was the main communication channel. Many articles about the project were published online in newspapers editions, and local, regional and national portals.

In Poland, information appeared mostly on online local, regional and international newspapers and portals like, e.g. Netka.gda.pl – gazeta internetowa, Pomorskie Travel, E-Kociewie, Trójmiasto.pl and Polish Press Agency "[Science in Poland](http://Polish Press Agency)". The last one has international characters, and the articles are translated into English.

In [Zew Północy, a Scandinavian magazine](http://Zew Północy) (associated partner), the Polish team published articles presenting the project activities and ideas. In *Archaeologia Żywa*, a journal (associated partner), we published texts dedicated to the project and results of excavations at Sorte Muld. In both cases, articles were published in printed and online versions.

Kontroll: 0734-4100-41. Redaktion: Apoteksbilagen 10A, 202 22 Malmö. E-post: redaktionen@skd.se. Skånska Dagbladet AB. Malmö: 040-460 15 30, malmo.gammar@skd.se. Webbläsare: Skånska



Lärarna och grävdarna Mats Roslund och Andreas Svensson tycker Uppåkra är en fantastisk plats, inte minst ut pedagogisk synpunkt, att arbeta och undervisa på.

FOTO: NIKOLAJE PERMINOV

Flera nya fynd i Uppåkra

■ ARKEOLOGI. Höstens seminarieutgrävningar i full gång

STAFFANSTORP
I förra veckan startade höstens seminarieutgrävningar i Uppåkra och redan har flera fynd kommit upp ur den skånska mytan. Allt från gamla tegel till pärlor, ben och keramik samlas i påsar för att senare katalogiseras.



Fynd av en smidesrest har väckt arkeologernas intresse.



Ingångstener som fanns i ett hus en gång. En av stenarna har man använt för att slipa vassa föremål på, ölfvar skåporna.



Höstens seminarieutgrävningar i Uppåkra började i förra veckan och två kursar gräver här, studenter vid internationell masterkurs och en kandidatkurs.

– Vi har två kursar i gång i höst, vårt internationella masterprogram och ett kandidatprogram men inte så många elever som annars, säger en av lärarna, Andreas Svensson.

– Tyvärr har pandemin gjort att våra utbildningscenter inte kunnat komma hit i år och det skapar vi. Här brukar vara deltagare från flera håll i världen annars. Intresset för att gräva här är stort.

Coronapandemin gör också att universitet måste sprida ut eleverna vid rapportering och bearbetning av resultaten. Mycket göt på plats i Uppåkra.

Lunds universitet har genomfört seminarieutgrävningar i Uppåkra under många steg och på just den plats där masterstudenterna gräver i år fle-

ra gånger tidigare, mellan 2007 och 2017.

– Här har vi tagit oss ner i lagret för lagret och bland annat hittat en stor metallring. I lagret under har kommit fram två stora, ovala händar, berättar Andreas Svensson.

– Sena här i marken visar var man hade utförligheter i vilka man långt exempelvis gröt. Det stöter sig mot i marken i bild som liknar spår.

Just området där masterkursen gräver var en gång en "matlagingsområde". Här har arkeologerna hittat ben, färdiga, keramik och spånremnärer som bland annat berättat om tidig oljefrysning.

– Det är en fantastisk plats för studenterna, det är som att gräva min i en större stad, säger Andreas Svensson.

Kandidatkursen har fått en annan område att utforska i år, en nyare grop, berättar Mats Roslund, lärare och grävledare.

– Vi började fundera över var vi skulle gräva och matlagingsområdet är klart. En kollega från Wien hade kommit med förslag över det här området och berättade att här legat en hus som varit ut mer långt och ännu mer borta.

– Vi började utforska området och när vi väl kom ner en bit fann vi två händar och ingångstener som legat vid husets ingång. En har skärer efter att man tidigare använt den till att skärpa uppspenniga föremål på, säger Mats Roslund.

– Om händar och ingångstener är samtidiga är svårt att bestämma. Man

bygde ofta flera hus på samma plats i generationer. Husen levade ofta ner och man fick bygga nytt, så lagren blir det i år vidare.

Många fynd har gjorts i den nyare gropen, allt från textil till papper, smycken, metallföremål – en del väldigt fina – och glaserad och kopparfärgad.

– Här är en rest från smidesverkstaden som vi släppt på analys. Bland annat var vändig, säger Andreas Svensson. Man gjorde gamla ingångstener i vapen och verktyg, de skulle se fina ut och imponera.

Intresset för utgrävningarna och fynden i Uppåkra är stort, inte bara i Sverige. Det visar sig på de vänd-

tidningar som brukar hållas på hösten och lockar besökare från många länder. På grund av pandemin blir det i år digitalt.

– Lunds universitet med Uppåkra deltar också i ett EU-projekt. Arkeologiska tillkännagivanden med Arhus universitet, Bonholms museum och Götavik museum och universitet säger Mats Roslund.

– Vi forskare bilda shop olika planer i länderna genom deras gemensamma historia, en multimedial historia, och har det sett ut över tid. Att lyfta intresset för närmast på de här platserna är också ett mål.

NIKOLAJE PERMINOV
Lunds universitet
0734 4100 41

Article in the local newspaper about the ongoing excavation at Uppåkra.

Radio and TV

On Bornholm, information about ArchaeoBalt project activities appeared regularly on local TV and Radio. Information was presented in local news and a program titled “Digging Spoon”, which was dedicated to archaeology. The last-mentioned program was also shown on Danish national TV. The local radio on Bornholm has also broadcast dedicated to the heritage, in which ArchaeoBalt project was presented several times.

In Poland, information about the ArchaeoBalt project activities appeared in local radio stations: Radio Gdańsk and Radio Tczew. Reportage about Wisłoujście was made by the local TV station called “Północna TV”. Festival Wisłoujści 1577 was transmitted (lives) by national TV.



Students from Aarhus University are talking about excavations at Sorte Muld, photo Bornholms TV.



Local TV during excavations at Sorte Muld,
photo K. Czonstke-Świątkowska, Arch. Bornholms Museum.

Internet

The most important way of communication and dissemination information was Internet, especially during lockdowns. As project team we cooperate with thematic portals and mentioned above online newspapers and institutional websites. Key element were social media and cooperation with bloggers and influencers.

Portals and Institutional Websites

Information about the project and its activities was presented on the partners' and associated partners' websites.

Information was also disseminated via European Union websites like "The Centre of European Projects", and "Interreg South Baltic Programme".

If it comes to dissemination of information, all partners used their channels. The vital part was cooperating with thematic portals, especially related to tourism, heritage. Information appeared on the website of local and regional touristic organisations like "Destination Bornholm", "Pomorskie Travel", "Pomorska Organizacja Turystyczna", "E-Kociewie", "Trójmiasto.pl".

Another group of portals were websites dedicated to science, business, heritage and tourism like: "Skandinaviskt Arkeologiforum", or mentioned above "Archaeologia Żywa", "Zew Północy", "Science in Poland".



5.1.

SOCIAL MEDIA

Social media were considered as some of the best ways for dissemination. They functioned as interactive reports of our activities and provided access to enhanced digital information for both the public and professionals in some cases in real time, and it is sustainable for many decades. This effective electronic report format satisfies many of our potential visitors. The data is secure and backed up. This approach has been used by other institutions around the world to share archaeological discoveries from our archaeological sites – front with the public, government agencies, and professional archaeologists.

By making use of the latest technology, public visitors can search through and explore this information as they please via their computers or any web-enabled devices. It includes images, 3D reconstructions, and information about individual artefacts; photos and videos of site excavations; historical research on these sites; stories about the diverse people who made the Baltic region their home over the past 10,000 years; detailed discoveries from archaeological sites; artefact recovered during the research; and information about upcoming public events featuring the latest project discoveries.

Given the amount of data, the interactive report is broken down into site snapshots, management summaries, and site reports. These summaries and data roll up into an archaeological sites interpretative report, such as “Sorte Muld (Denmark), Uppåkra (Sweden) and Wisłoujście Fortress (Poland).”

- **Online resources for communicating with various interested members of the public and communities (Facebook, Instagram, etc.)**
- **Role in disseminating information and allowing for interaction with interested members of the public who may be geographically dispersed.**

In the ArchaeoBalt project, social media was the key element related to disseminating information about ongoing project events, research results and the heritage of the SBSR, building the audience and creating a platform for interaction with them.

The ArchaeoBalt project used four forms of social media: Facebook, Instagram, YouTube and Twitter.

Facebook and Instagram

The project's social media published regular information on the progress of the excavation works in the form of videos and photo reports on Facebook and Instagram. InstaStories, i.e. short reports functioning 24 hours a day, also became an essential form of communication in the project's social media. There were also prepared special thematic series of posts related to archaeological project sites, artefacts, persons involved in the project and ongoing activities (Chmielowska 2022).

The project's Facebook and Instagram were supported by other familiar institutions' fun pages sharing the project contents.



The Bornholm Research Centre, Bornholms Museum, University of Gdańsk, Museum of Gdańsk, Uppåkra Foundation, Municipal Cultural and Sports Centre Grodzisko Owidz the Museum of Slavic Mythology, Institute of Field Research also contributed to the dissemination of information about the research and its results by sharing information on their social media. Students participating in the excavations were also encouraged to be active online. This met with considerable interest on their part. Among them were also bloggers ("Prawink na wykopach", "Frajda and Morzem", "Family Time"). In this case, an important aspect was to discuss the principles of communication and define the content that can be published (presenting reports from the course of work that did not violate the dignity of third parties; information about important discoveries was first presented in the media of the project; the use of hashtags #archaeotourism #ArchaeoBalt #InterregSouthBaltic, etc.).

Wolotiers and students participating in excavations were welcome to create social media content related to ongoing project activities. However, firstly they were instructed about the ethics (what kind of information or findings they can publish) and GDPR rules.

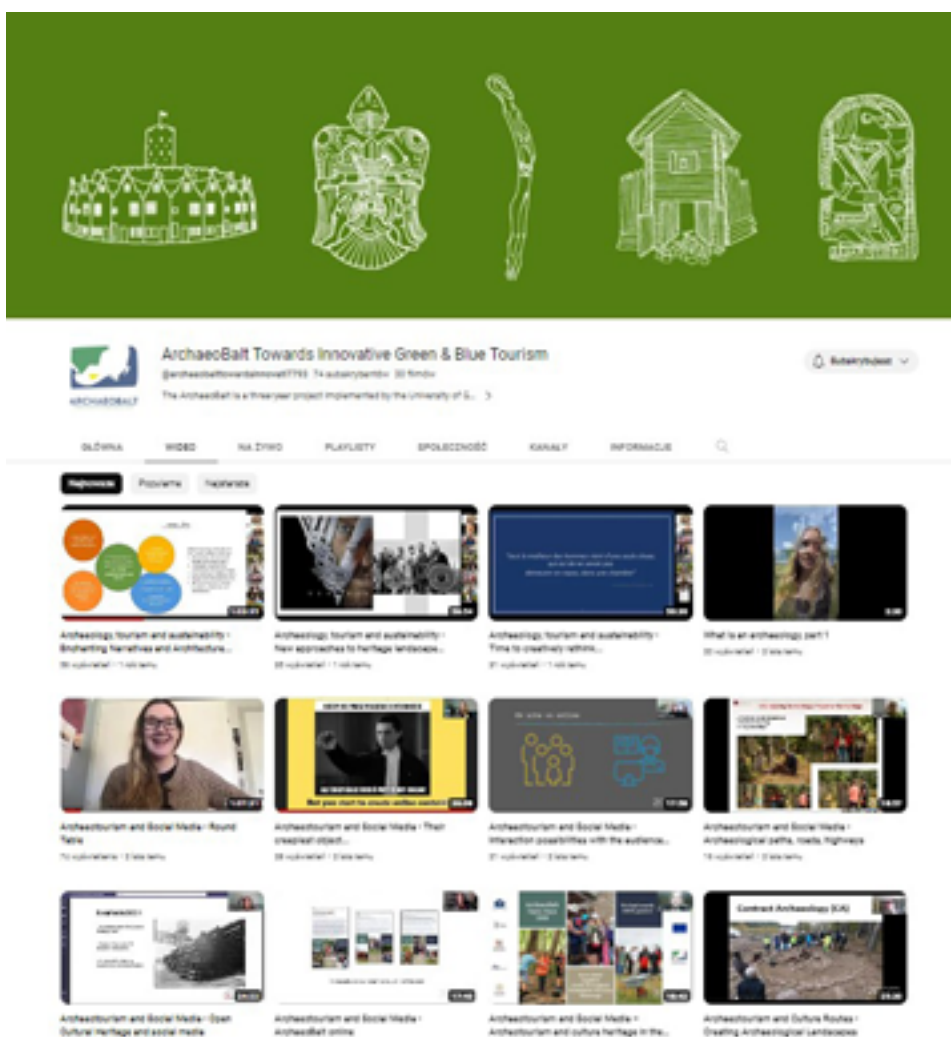


During the archaeological season, contents were related to archaeological sites on which currently took place excavation. The aim was to present the idea of creating in project archaeoroute and encourage the audience to visit the sites and participate in the projects' cultural–educational activities. During the low season were prepared the series of thematic posts.

YouTube

The YouTube channel was not planned at the beginning of the project. Because of the Swedish partner's concept of prepping the movie's content for social media and the pandemic of COVID –19 as a team, we decided to use YouTube as the following communication channel. We observed that moving pictures is an excellent way for organisations to invite citizens to meetings, citizen panels, etc. (To explain complicated relations in a simplified way: "A picture says more than a thousand words!").

In addition, the project's YouTube channel acts as a repository of video materials created during the project. During the project, we prepared short relations from excavations, mostly from Uppåkra and some from Owidz. On YouTube, channels also presented the online open lectures given during the project webinars (materials from three project webinars have been published). Currently, the channel has 77 subscribers and 30 videos have been posted on it (Chmielowska 2022).



Twitter

Twitter, similar to YouTube, was not planned from the beginning of the project. However, we decided to use it as the next communication and dissemination channel, which will help enrich the audience. Twitter has a different format and receiver group, which will help to enrich the project audience.

Twitter is popular between professionals and politics. It is a more opinion-forming medium used to share short information and discussions.

On the project, Twitter papered information related to ongoing events and relations from webinars, and we shared the information and opinions related to Euroregion Baltic and Interreg South Baltic Programme.

ArchaeoBalt Social Media in Numbers

- ArchaeoBalt Facebook page – **999 participants**
- ArchaeoBalt Instagram page – **661 participants**
- ArchaeoBalt YouTube channel – **77 subscribers**
- ArchaeoBalt Twitter – **63 participants**

5.2.

GENERAL CONCLUSIONS RELATED TO THE DISSEMINATION OF INFORMATION AND MARKETING (PRINTED MEDIA, POSTERS, ETC.)

Printed information provides a clear message, but it may be difficult to reach the right target group and it is rather expensive.

- Informing the citizens of what is happening in the municipality or in the area in question is a very important task.
- Use different channels, since citizens pick up information in many different ways.

- In spite of homepages and other channels on the Internet having assumed a large amount of information flow, printed information is preferable in many cases.
- Produce printed items, it is important to use words everyone understands and avoid technical terminology.
- Describe the target group, so the information reaches the intended recipients. Can we write to the young and old in the same way?
- The information on printed matters should also be presented on the SoMe.
- There are also opportunities for having in – depth information, discussion forums, etc. If we want to make a broad invitation to various activities, printed information is efficacious. The invitation may include an entry stub, reply form, etc. if desired. A method frequently used by organisations is performing dialogues in the neighbourhood, where they meet people in the street. In that situation it could be worthwhile to have something for those who want additional information. A leaflet or brochure that explains or provides facts has a value in being easy to put in your bag or pocket for later reading when we are on the bus, etc. Does the information we consider printing have a short or long lifespan? If the lifespan is short, consider other information channels.



Photo K. Czonstke-Świątkowska.



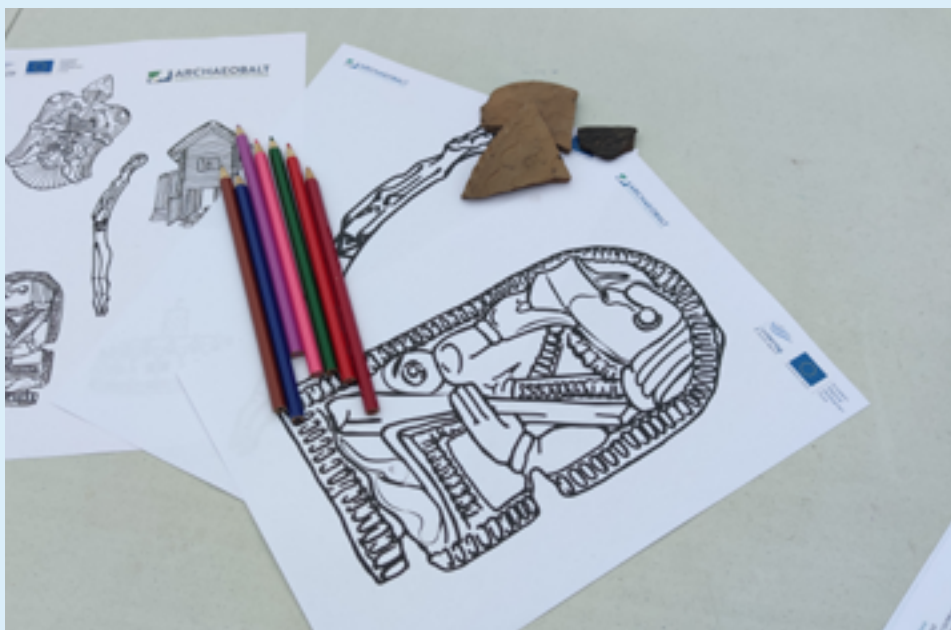


Photo K. Czonstke-Światkowska.



Photo K. Czonstke-Światkowska.



6.

MONITORING AND EVALUATION

Monitoring and evaluation of the project were carried out regularly. Every month, a working group meeting was organised, in which representatives of all partners participated. During them, current issues were discussed. They organised online (Zoom) meetings. In case of sudden and unexpected events, additional working meetings were organised. During the first “lockdown”, meetings were held every week or two due to the very dynamic situation.

Additionally, in October 2019, after the first research season, a two-day working meeting was organised in Aarhus (October 21–22, 2019). The activities carried out so far under the project were discussed and summarised, and a work plan for the 2020 season was adopted. The monitoring and evaluation of the project were also facilitated by the strategic conferences “Interim Conference” and “Final Conference”, which due to the COVID-19 pandemic, took on a partially different character (Interim Conference – webinar; Final Conference – physical meeting – more in section 4.5.2). Moreover, internal and external evaluation of the project was also carried out at the institutional level by the Controlling Department of the University of Gdańsk, as well as by the Joint Secretariat of the Interreg South Baltic Program (online meetings during the pandemic).



7.

FINDINGS/
OUTCOME

During the ArchaeoBalt project, we focused on two pillars. The first was high-quality research, and the results were based on creating an archaeoroute “Places of Power and Rituals” and developing the idea of archaeotourism in the SBSR. This goal was achieved, thanks to cooperation between universities, which create the knowledge and museums, which disseminate it. The important element was cooperation with stakeholders and business sectors (tourist organisations, guides, hotels and restaurants, ferry companies) to show them the potential of archaeotourism, which can help them to develop, enrich and make their businesses more attractive. The project’s outcomes have various forms.

From an academic perspective, the outcomes were impressive. In three countries, during the project’s lifetime was took place more than 15 months of fieldwork on four unique archaeological sites. They had an essential value in developing knowledge related to the archaeological and historical heritage of the Baltic Sea region. International research helps build and develop the knowledge exchange between academic staff as well as students. The project research was part of the field schools in all project countries. During the excavations, students learned about methodology and had an opportunity to cooperate with experts. A vital part was communication and dissemination activities during the open days, workshops etc.

Regarding archaeotouristic and dissemination outcomes related to creating archaeoroute ‘Place of Power and Rituals’,

they were also impressive in project cultural–educational activities like open days, festivals, workshops, open lectures, and webinars. **More than 78 000 people participated.** The number of participants and significant interest in activities, especially during the pandemic, shows the great potential of archaeotourism.

The ArchaeoBalt project tested different forms of communication and dissemination like social media, exhibitions, board games, podcasts, VR and various cultural–educational activities mentioned above.

The vital project outcome was to create the tools which will help to develop the archaeotourism in the Baltic Sea region like a network of archaeological centres (Uppåkra, Bornholm, Wiśloujście), website “Virtual Museum of South Baltic”, which is a repository of the knowledge related with South Baltic Heritage. The mentioned above element is essential for project durability.

An essential element was creating a network between project partners (universities and museums) and the touristic sector as stakeholders (touristic organisations, cultural institutions, guides, hotels). During the project, we got to know their expectations and needs, which will help to make archaeotourism more attractive for the business sector and create a sustainable model for cooperation.



8.

CHALLENGES,
PROBLEMS
AND POSSIBLE
SOLUTIONS

The ArchaeoBalt faced several challenges that needed careful attention and properly structured solutions to provide good grounds for the development of alternative ways of facilitating tourism.

The first element tackled was the limited understanding of tourism and the implication for stakeholders: The first step in solving any problem is identifying and understanding the various components of the problem. Many individuals, corporate organisations and government agencies are willing to support this industry and make it grow. The main hindrance to this is the fact that there is limited understanding of the tourism industry.

Another problem to consider is that a lot of people think that tourism is restricted to the main tourist sites they know and traditional sightseeing.

To solve this, all stakeholders, including government agencies and the media, have to invest a lot of time and resources in educating the general public about the various components of the tourism industry. Mass sensitisation about the history, culture and tradition of countries and tourist sites will go a long way to make people understand and appreciate what they have as a country. It will also equip locals with enough information to show their sites to any visitor who wants to visit their historical and natural heritage. Through this, high revenues will be generated since foreign visitors contribute immensely to the tourism sector in any country.

Improvement of infrastructure: After all is said and done, once we train staff, students and volunteers, get more investors and educate people on tourism, we have to provide good infrastructure to various tourist sites and hotels. Unfortunately, organised touristic routes, access roads and transportation to some of the popular tourist destinations and hotels are not of the best standards. It is often difficult to find the right route, a clear pathway or transportation to some of these places. Hence, it is demotivating for tourists who may not return or even recommend the destination to family and friends. Stakeholders and the government must ensure that access roads are good and safe for travel. Moreover, good amenities, such as potable drinking water and Wi-Fi connectivity, have to be provided to make the tourists' stay very comfortable. When these are put in place, many tourists will be happy to travel there and recommend those places to other people.

Tourism infrastructure in various locations should be updated and developed. Governments, tourism boards and destination marketing organisations must work towards improving the current infrastructure with foresight. Future challenges must also be addressed in this area. Solutions could include information centres.

According to EU regulations for the Interreg South Baltic Programme, activities during the ArchaeoBalt project should be free of charge; however, some visitors asked about the possible future cost of these archaeotouristic destinations or attractions in special open-day activities. Therefore, to attract

more tourists to our tourist destinations, the cost of entry and various souvenirs should be reduced at tourist sites. Quite often, tourists are faced with the challenge of having to pay very high fees before they are allowed entry into the tourist sites. They are also charged high prices when they purchase souvenirs. Authorities must ensure that prices are made affordable enough and souvenirs not overpriced to ensure that more people are able to visit these sites and generate more revenue.

Legal Regulations and Procedures in Partner Countries (FLC, Webpage, GDPR, etc.)

Our partners reported a problem with the SL2014 system. Aarhus and Bornholm's FLC has a problem with reopening the application. There is also a problem with re-attaching documents.

SL2014 and Administration Training

Increasing participation in planning is not without complications. It requires more time and resources in public administration, which are often lacking. It is important to find tools and methods that are effective and adjusted to the occasion and situation. Consensus requires dialogue and takes time. Not everybody has the same opportunities to participate, which makes representative participation difficult to accomplish. On the other hand, advanced information technology offers new possibilities for more people to participate without

having to meet or spend much time on participation. However, herein, opportunities to use technology are unequally distributed in society.

It is always a question of whose voice should be considered and how the emerging views should relate to representative democracy. If the public administration does not strain to make the weak voices heard in the planning process, the resource-strong will dominate. It is also a question of how many voices are heard. Is it five or 500 in a meeting that expresses a certain view? How does their voice relate to the mandate the elected representative has received from the whole voting district?

There is also the risk that participation is misused to force through the view of experts or politicians. If there is no honest intent behind the dialogue, confidence in the process is weakened, as is interest in partaking in future dialogues. Building confidence in and knowledge of the dialogue takes time, but it is easy to ruin confidence in a short time. A politician is more dependent on confidence from the general public to get re-elected, while an official or an expert does not have the same motivation. Consequently, a political standpoint is often required to commence increased participation in planning.

When carrying out the rejuvenation of historical complexes, one of the challenging issues and obstacles might be cooperation with heritage protection offices. This challenge is mostly tied to actions foreseen in WP6. Delays in construction works might happen due to changes in protection guidelines for the

complex or its building, demands from protection officers to carry out work according to specified principles or the need to conduct time-consuming archaeological research. Another delay in construction works might be finding remnants of corpses, whereby work is postponed until the end of actions undertaken by the prosecutor's office.

- **Increasing participation in planning is not without complications. It requires more time and resources in public administration (which are often lacking).**
- **It is important to find tools and methods that are effective and adjusted to the occasion and situation. Democracy requires dialogue and takes time. Not everybody has the same opportunities to participate, which makes a representative participation difficult to accomplish.**
- **Moving beyond the local area – how to create and enhance meaningful connections across the SB area**
- **Sustainability moving forward**
- **Regulations and protection**
- **Future management and implementations**
- **Management of sites and surrounding areas (archaeoroute?)**

One of the most significant project challenges was the COVID-19 pandemic, which changed the project schedule, activities and way of thinking about archaeotourism. As a consequence of lockdowns, the project was given an extended timeline for administration processes and project lifetime. Most events could not take place on time and in planned areas. Project partners (aside from Sweden) had the sporadic ability to excavate. We had to change the format of planned cultural-educational activities. Almost all events had online characteristics.

On the other hand, we were able to observe the changes in tourists' needs and in the tourism sector. People were more interested in places that are not crowded, with fresh air and are close to home. They were more interested in local history and stories and in small group activities. Offline activities became more popular, especially after the second and third lockdowns. The pandemic has significantly affected interest in local heritage.

During the last few years, we have observed the changes in the tourist market. It has developed from the 3S model to the 3E model. During the pandemic, we observed the transformations of touristic trends to the 4H model, which is the version of the 3E model that is connected with experiences related to heritage and, in a natural way, gives a chance to develop archaeotourism.



9.

FINAL CONSIDERATIONS

Some aspects of the final results from the ArchaeoBalt project are definitely adding new knowledge about archaeotourism, while other experiences may be used to improve future projects. All of the sites engaged in the project show increasing interfaces with the public and stakeholders. Since they were already established visiting centres in each country, the new investments have been well received. The activities have multiplied, and the media have gained interest, resulting in renewed attention.

We can see that there are two benefits connected to the project. The first is on a short-term basis and the second is on a long-term basis. Within a short timeframe, direct onsite contacts with the public and NGOs is obviously an advantage. The same goes for the lectures evolving from the activities, as well as media dissemination. As long as there are seasonal activities, there is a steady flow of visitors. The long-term survival of these kinds of projects is a challenge. Since the project aimed at survival beyond its short lifespan from the beginning, precautions have been taken to ensure that it is exposed for another five years. Videos that can be used for digital media are produced, all with methodological interest in archaeological investigation techniques, as well as stories about the sites themselves. The videos are in 360-degree VR and ordinary formats. The Facebook and Instagram accounts are filled with pictures related to the onsite seasonal activities.

Another insight is that creating an interaction between museums and research-driven field archaeology has



Study trip at Owidz, photo B. Świątkowski.

presented great opportunities for communicating ongoing scholarly interpretations to the public. We strongly believe that the visitors understand the hard work behind every small step towards new historical knowledge. The combination also opens up dialogues in which the inter-regional connections can be stressed. This is important since the project as a whole aim at pointing out forgotten or underestimated relations in the SBSR. For future projects, a primary discussion about the choices of the sites and their interconnectedness must be strengthened.

An aspect that can be improved is to enhance the possibilities of actually travelling between the participating historical sites, among others. Cooperation with tourist boards and travel agencies can also be improved.

[The success story of ArchaeoBalt project – watch here.](#)

References

- Al-Busaidi, Y. S. A. (2008). *Public interpretation of archaeological heritage and archaeotourism in the Sultanate of Oman* [Unpublished doctoral dissertation]. Cardiff School of Management.
- Bahn, P. G. (2004). *Archeologia przewodnik*. Arkady Publishing House.
- Baram, U. (2008). Tourism and archaeology. In D. M. Pearsall (Ed.), *Encyclopedia of archaeology* (vol. 3, pp. 2131–2134). Elsevier Academic Press.
- Bitner-Wróblewska, A. (2016). Michała Eustachego Brensztejna przygoda z archeologią. In A. Bitner-Wróblewska & R. Banytè-Rowell (Eds.), *Inwentarz archeologiczny guberni kowieńskiej Michała Eustachego Brensztejna* (pp. 68–135). Ministerstwo Kultury i dziedzictwa Narodowego.
- Burtenshaw, P. (2017). Economics in public archaeology. In M. Moshenska (Ed.), *Key concepts in public archaeology* (pp. 31–42). UCL Press.
- Chmielowska, P. (2022). ArchaeoBalt project social media. (Unpublished report).

- Conger, M. (2019). *Social media intern for ArchaeoBalt: Internship report*. (Unpublished masteral dissertation).
- Durman, A., Kukec, L., & Coric, G. (2014). Archaeotourism and N-triple helix model for development of continental tourism of Croatia: The case of Pannonian Croatia Region. In A. Mašek Tonković, J. Sveučilište, & J. Strossmayera (Eds.), *Symposium "Economy of Eastern Croatia – Vision and Growth"* (pp. 267–279). Ekonomski Fakultet.
- Giraud, R., & Porter, B. (2010). Archaeology and the crux of development. *Anthropology News*, 51(8), 7.
- Gomulski P. (2015). Wiśloujście Fortress – An archaeological overview. In J. Dąbal, K. Krawczyk, & T. Widorski (Eds.), *Wiśloujście Fortress. Archaeological and architectural investigations 2013–2014* (pp. 49–57).
- Graham, B. (2002). Heritage as knowledge: Capital or culture. *Urban Studies*, 39(5/6), 1003–1017.
- Grima, R. (2017). Presenting archaeological sites to the public. In G. Moshenska (Ed.), *Key concepts in public archaeology* (pp. 73–92). UCL Press.
- Guest, K. (2021). Heritage and the pandemic: An early response to the restrictions of COVID-19 by the Heritage Sector in England. *The Historic Environment: Policy & Practice*, 12(1), 4–18.

- Heller, A. (1984). *Everyday life*. Routledge Kegan & Paul.
- Henson, D. (2017). Archaeology and education. In G. Moshenska (Ed.), *Key concepts in public archaeology* (pp. 43–59). UCL Press.
- Hornæs, H. (2017). Coin finds and metal detector archaeology evidence from surveys and excavations in Bornholm, Denmark. In *Numismatica e Archeologia. Monete, stratigrafie e contesti. Dati a confronto. Workshop Internazionale di Numismatica a cura di Giacomo Pardini, Nicola Parise, Flavia Marani* (pp. 501–510). Fondazione Roma, Sapienza Università di Roma, Università degli studi di Salern.
- Hughes, K., Little, B., & Ballantyne, R. (2013). Integrating education and entertainment in archaeological tourism: Complementary concepts or opposite ends of the spectrum? In C. Walker & N. Carr (Eds.), *Tourism and archaeology: Sustainable meeting grounds* (pp. 65–90). Routledge.
- Jorayev, G. (2020). Archaeology, nationalism and politics: The need for tourism. In D. J. Timothy & L. G. Than (Eds.), *Archaeology and tourism. Turning the past* (pp. 186–204). Channel View Publications.
- Kaczmarek, K. (2010). Turystyka archeologiczna. *Turystyka Kulturowa*, 1, 1–13.

- Kasprowska-Nowak, K. (2018). Archeoturystyka na przykładzie
wybranych jaskiń Wyżyny Krakowsko-Wieluńskiej,
Prace i Materiały Muzeum im. Prof. Władysława
Szafera 28 (pp. 169–182).
- Kołodziej, D., Skrzyńska, J., & Zadrozna, A. (2021). Badanie
komercyjnych wydawców i producentów gier
planszowych w Polsce, Warszawa ([https://nck.pl/
upload/2021/06/raport-badanie-komercyjnych-
wydawcow-gier-planszowych-w-polsce.pdf](https://nck.pl/upload/2021/06/raport-badanie-komercyjnych-wydawcow-gier-planszowych-w-polsce.pdf))
- Lane, M. B. (2005, November). Public participation in
planning: An intellectual history. *Australian
Geographer*, 36(3), 283–299. [https://doi.
org/10.1080/00049180500325694](https://doi.org/10.1080/00049180500325694)
- Lefevre, P., Kolsteren, P., De Wael, M.-P., Byekwaso, F., & Beghin,
I. (2000, December). *Comprehensive participa-
tory planning and evaluation*. IFAD. Retrieved
October 21, 2008.
- Lowenthal, D. (1985). *The past is a foreign country*. Cambridge
University Press.
- Melotti, M. (2008). Turismo archeologico. Dalle piramidi
alle veneri di plastica. In Bruno Mondadori,
Campus, Milano.
- Melotti, M. (2011). *The plastic Venuses: Archaeological
tourism in post-modern society*. Cambridge
Scholars Publishing.

- Moshenska, G. (Ed.). (2017). *Alternative archaeologies*. In *Key concepts in public archaeology* (pp. 122–137). UCL Press.
- Nowakiewicz, T. (2008). Zarys dziejów archeologii w Prusach Wschodnich. Archäologie in Ostpreußen – Geschichtlicher Überblick. In A. Bitner-Wróblewska (Ed.), *Archeologiczne księgi inwentarzowe dawnego Prussia-Museum. Die archäologischen Inventarbücher aus dem ehemaligen Prussia-Museum*, Aestiorum Hereditas I, Olsztyn, (pp. 10–31).
- Pawleta, M. (2012). Rekonstrukcje i inscenizacje przeszłości w perspektywie turystyki archeologicznej w Polsce. In J. Gancarski (Ed.), *Skanseny archeologiczne i archeologia eksperymentalna* (pp. 415–438). Muzeum Podkarpackie w Krośnie.
- Pawleta, M. (2016). Festyny archeologiczne: Pomiedzy edukacją, popularyzacją a komercjalizacją. *Raport*, 11, 257–275.
- Rizzi, P., & Porębska, A. (2020). Towards a revised framework for participatory planning in the context of risk. *Sustainability*, 12(14), 5539. <https://doi.org/10.3390/su12145539>
- Ross, D., Saxena, G., & Correia, F. (2012). Archaeological tourism: A creative approach. *Annals of Tourism Research*, 67, 37–47.

- Shu-Feng, T., Chen, H., Tisseverasinghe, T., Yang, Y., Li, L., & Butt, Z.A. (2021). What social media told us in the time of COVID-19: A scoping review. *The Lancet Digital Health*, 1, e175–194.
- Sommer, U. (2017). Archaeology and nationalism. In G. Moshenska (Ed.), *Key concepts in public archaeology* (pp. 166–186). UCL Press.
- Srivastava, S. (2015). Archaeotourism: An approach to heritage conservation and area development. *Global Journal of Engineering, Science & Social Science Studies*, 1(2), 2394–3084.
- Thomas, S. (2017). Community archaeology. In G. Moshenska (Ed.), *Key concepts in public archaeology* (pp. 14–30). UCL Press.
- Timothy, D. J. (2020). Archaeological heritage and volunteer tourism. In D. J. Timothy & L. G. Than (Eds.), *Archaeology and tourism. Turning the past* (pp. 87–105). Channel View Publications.
- Timothy, D. J., & Than, L. G. (Eds.). (2020). Tourism and the economic value of archaeology. In *Tourism and cultural change* (pp. 41–53). Channel View Publications.
- Walle, A. H. (1997). Quantitative versus qualitative tourism research. *Annals of Tourism Research*, 24(3), 524–536.

Watt, M. (2009). Sorte Muld: Past and present. *In Sorte Muld: Wealth, power and religion at an Iron Age central settlement on Bornholm*. Bornholms Museum.

Werczyński, D. (2011). Stan, uwarunkowania i perspektywy rozwoju turystyki archeologicznej w Polsce na wybranych przykładach, Texter, Warszawa.

<https://knowhow.ncvo.org.uk>

<https://www.volunteerscotland.net/>

<https://civic-europe.eu>

<https://www.worldlearning.org/program/youth-ambassadors-program/>

[illegible]

Archaeotourism in the South Baltic Sea Region – Marketing Analysis

What is archaeotourism?

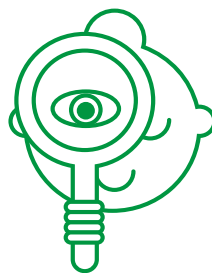
- **Archaeological tourism, labelled as ‘archaeotourism’, is a type of travel that focuses on visiting and experiencing ancient sites and historical places.**
- **Archaeological tourism may include visits to museums, places of historical significance and historically and archaeologically focused parks, and even attendance at traditional dances, festivals and other events.**
- **Archaeological tourism raises awareness of our shared cultural heritage and encourages people to visit archaeological sites and historical places.**

A large, stylized number '1' in a dark blue serif font. To its left is a white, wavy horizontal line that appears to be part of a larger graphic element. The background is split into a light green upper half and a dark green lower half, with a large yellow circle partially visible on the right side.

1.

ARCHAEOLOGICAL IN SOUTH BALTIC SEA REGION

- The approach to the identification of target groups is explorative, with the aim of giving a broad overview of research and target group segmentation within the scope of 'archaeotourism' in the South Baltic area.
- The project definition is used as a guideline.
- The six selected trends support the definition by drawing up the territory we are operating in.
- The target group is divided into five overlapping segments.





2.

DEVELOPMENT
GOALS OF
ARCHAEOLOGICAL
TOURISM
IN THE BALTIC SEA
REGION AREA

The main objective of the strategy is to integrate archaeological tourism into tourism in the Baltic Sea countries and to create a tourism product that can compete effectively with other branches of tourism in these countries.





2.1.

THE IMPLEMENTATION OF THE MAIN OBJECTIVE CAN BE DONE BY:

1. Employing a person responsible for the strategy implementation in each country, maintaining contact with partners, coordinating activities related to the strategy within each partners' country and marketing, such as updating the archaeotourism website, promoting archaeotourism at tourism fairs and creating the image of archaeotourism in social media. Next would be cooperation with organisations and institutions dealing with tourism development and the operation of tourism in each partner's country.

2. Attracting as many archaeological organisations as possible for archaeotourism. This will create a rich tourist offer and increase the attractiveness of archaeotourism. A broad tourist offer will guarantee a stronger position in tourist movements.
3. Completion of guide staff. Visiting archaeological attractions with a guide will allow visitors to learn more about history.
4. Cooperation with tourism organisations, associations and groups that will promote and support the development of archaeotourism in the Baltic Sea region. This will allow faster and more effective development of archaeotourism and guarantee a stronger position in regional and national tourism.
5. Securing sources of funding. The strategy aims at obtaining financial resources from European Funds and from sources of the Ministry of Sports and Tourism, local sources (city, voivodeship) and other entities supporting tourism activities.



2.2.

DEVELOPMENT GOALS OF ARCHAEOLOGICAL TOURISM IN THE BALTIC SEA REGION AREA

Intermediate Objectives:

1. Promotion of archaeotourism by providing tourists with the opportunity to participate in the reconstructions of historical events, their staging, presentation of ancient everyday life and rituals and customs resulting from the local historical tradition.
2. Promotion of the region through simultaneous support of sightseeing, nature and recreational tourism. Tourists visiting archaeological attractions will visit other tourist attractions in the area.

3. Promotion of active and pro-health tourism. The organisers should encourage cycling, hiking and other forms of active tourism while using the archaeotourism offer.
4. Establishment of close cooperation with local communities, families and individuals to efficiently organise information, transport, accommodation and catering facilities to ensure proper tourist services.
5. Strengthening the role of cultural heritage in the education of children and young people; organising educational school trips to learn about the cultural heritage and history of the region.
6. Archaeotourism should be geared towards making an economic profit in the long term while simultaneously supporting the profit from tourism for the local community. This includes the creation of new jobs, profits from the sale of entrance tickets, publications, souvenirs, and so on.

A large, stylized number '3' in a dark blue color. To its left is a white, wavy horizontal line that appears to be part of a larger graphic element. The background is split horizontally: the top half is a light green gradient, and the bottom half is a solid dark green. A large, semi-circular yellow shape is positioned on the right side, partially overlapping the dark green background.

3

GLOBAL TRENDS INFLUENCING THE DEVELOPMENT OF TOURISM



3.1.

TRENDS

3.1.1.

AGING LEISURE (RISE OF 50+)

With increased longevity, the concept of aging well and its related terms (e.g. 'active aging', 'successful aging', 'productive aging', 'positive aging', 'healthy aging' and 'sustainable aging') have been emerging themes in academic fields related to gerontology, exercise promotion, health care, tourism and leisure activities (Yoon & Huber, 2021).

Photo public domain.



Characteristics:

- More time
- More fit
- More travel experiences
- More purchasing power
- More curious
- More demanding

3.1.2.

DIGITAL OVERLOAD

Today, data flow faster than humans can analyse them, which erodes the quality of decision-making. This generates stress, overwhelms employees, erodes confidence and impacts productivity. Notably, staff can get stress-related problems. Valuable team members quit, and the stress even leaks into domestic lives, undermining relationships and generating even more stress.

- Always on
- Dopamine addiction
- Ruled by tech
- Personal branding
- Social distance
- Stress and anxiety
- Lack of sleep



3.13.

URBANISATION

Urbanisation has just as much impact on social processes as it does on economic and environmental processes. Societal organisations are transformed. Demographic structures, the family role, the way an individual works and the nature of that work, whom we choose to live with and the way we choose to live are all affected by the urban environment. There is a modification of domestic roles and relations throughout the family, and a redefining of concepts of an individual and their social responsibility.



Photo public domain.

3.1.4.

WORK–LIFE BALANCE

Work–life balance has grown into much more than just an appealing concept. An increasing number of companies are relying on their employees to lead a more balanced lifestyle, as balanced, happy employees are ultimately more productive and motivated. If a company, either consciously or unconsciously, destroys an employee's private life with too much overtime or an unnatural amount of pressure, it will inevitably result in dissatisfaction and stress that can lead to health problems, decreased productivity and alienation from the company.



Photo public domain.

3.15.

WELLBEING AT THE WORKPLACE

According to Liz Hilton Segel, managing partner in McKinsey, North America, 'To truly build a more resilient workforce and rebuild the economy in 2021 and beyond, employers should prioritise wellbeing, which is the state of being comfortable, healthy or happy. Businesses should treat wellbeing as a tangible skill, a critical business input and a measurable outcome' (World Economic Forum, The priority for workplaces in the new normal).



Photo public domain.

3.1.6. ZERO WASTE

According to the Zero Waste International Alliance, 'Zero waste is a goal that is both pragmatic and visionary to guide people to emulate sustainable natural cycles, where all discarded materials are resources for others to use. Zero waste means designing and managing products and processes to reduce the volume and toxicity of waste and materials, conserving and recovering all resources and not burning or burying them. Implementing zero waste will eliminate all discharges to land, water or air that may be a threat to planetary, human, animal or plant health'.



Photo public domain.



4.

IMPLICATIONS OF GLOBAL TRENDS

4.1.

DEMOGRAPHY

- Increased requirements in terms of quality, safety and comfort;
- Individualised needs of people;
- Increasingly late motherhood;
- The individualisation of the needs of people in two age groups, namely, 55–65 and 65+; and
- Increase in demand for quieter leisure facilities.





4.2.

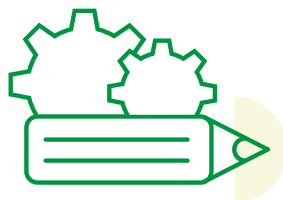
HEALTH AND WELLBEING

- Increase in demand for products for single travellers ('singles' and 'empty nesters');
- Increase in demand for luxury and specialty products;
- Health aspects will be taken into account when choosing destinations and activities;
- Active holidays or holidays offering active leisure will become more popular; and
- Demand for wellness and wellbeing products will increase.

4.3.

UPSKILLING AND SELF-DEVELOPMENT

- Selection of events in which art, culture, history and spiritual development play an important role;
- Building a product based on creativity; and
- Increasing demand for specialised products.



4.4.

NEW TECHNOLOGIES

- Navigations to compare offers and compose trips from available modules and make direct bookings, including low promotional prices;
- Trip virtualisation and presentation of attractions in 3D;
- Development of mobile information and booking applications;
- GPS, SMS and WAP;
- Promotions will increase the importance of Web 2.0 and 3.0 technologies and GPS; and
- Possible decrease in the role of global tools, such as Facebook, in favour of other newer tools.



4.5.

LEISURE TIME

- Travel cheaper and shorter, with the need for rest;
- Giving up one long holiday for several shorter ones;
- Short stays close to home, with easy access; and
- Decreasing importance of coach companies.



4.6.

SUSTAINABLE DEVELOPMENT

- The regional character of destinations will gain importance, the attractiveness of 'unspoilt' areas and regions will increase and demand for ecotourism and nature-based products will grow;
- Tourists will prefer destinations where local people are willing to welcome guests;
- Increased importance of the quality of service;
- Dialogue between partners is necessary to promote harmonious and sustainable tourism development; and
- Introduction of eco-brands.

4.7.

SECURITY

- Critical tourists will be quicker to complain if the product on offer does not meet standards;
- Required flexibility of countries and the tourism industry in the event of emergencies; and
- Temporary shift of demand.





4.8.

LIFESTYLE

- More critical attitude to quality and value for money;
- Alternative ways of spending money and time will compete with holidays, with different destinations and accommodation standards competing with each other;
- Experience will lead to revisiting attractive places visited in the past;
- Decrease in demand for fully organised trips; and
- Service providers will benefit more if they are able to create completely new products differentiated from others by added value.



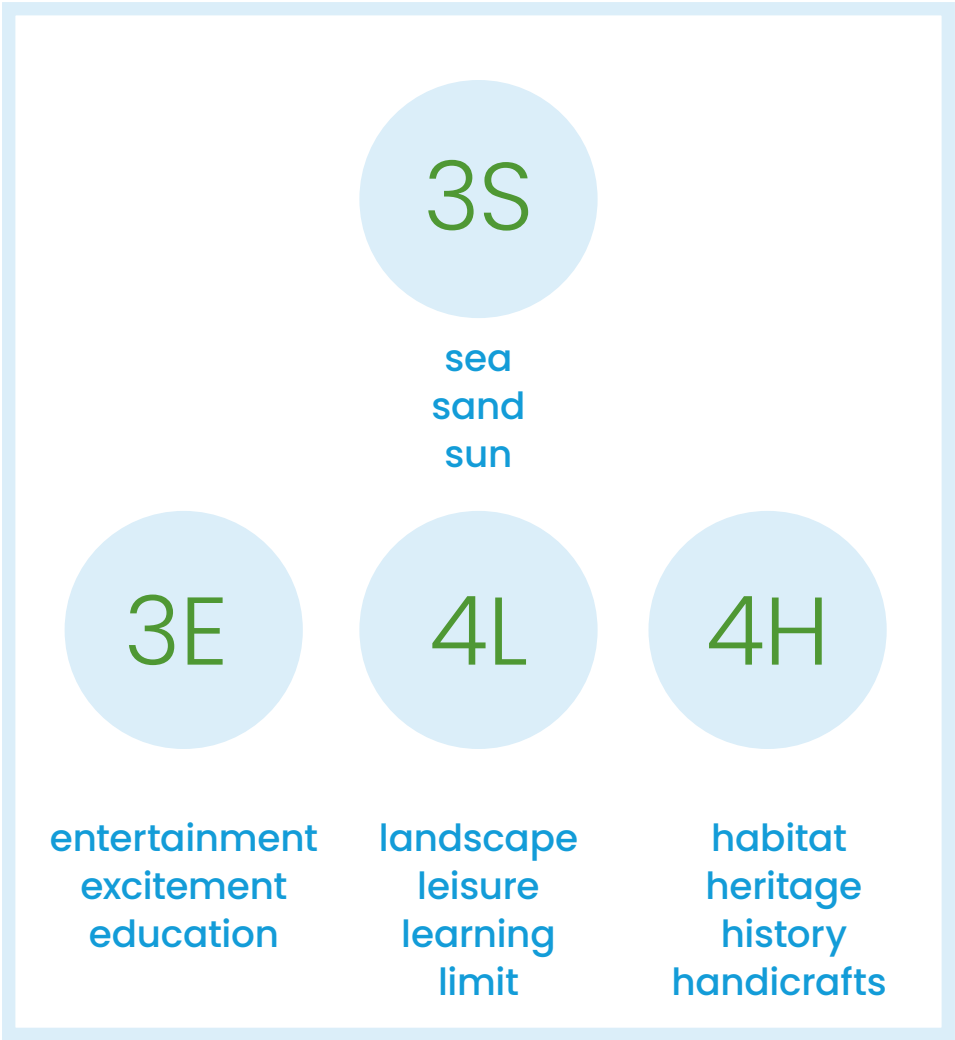
4.9.

MARKETING MANAGEMENT

- Development of many European support programmes;
- Increased importance of marketing at regional and local levels and reduction of the role of national tourist organisations to image building;
- Regions offering a full, diverse and sustainable product will be more frequently selected and will require better management; and
- Building brands.

HARD TOURISM	SOFT TOURISM
Group travel, little time, short stays	Individual travel
Predominant model of one main trip during holidays	Model based on two or more slightly shorter leisure trips per year
Comfort and passivity, shopping and noise	Lots of time, long-term stays, effort and activity
Focused on the number of trips and attractions	Focused on quality and new experiences
Feeling of superiority; demonstration effect	Respect and partnership with the hosts
Lack of preparation and knowledge about the attractions, culture and customs of the visited areas	Preparation to meet the visited region or country
Imported lifestyle and the same way of behaving	Living according to the patterns of the local people
Common souvenirs (e.g. mass-produced magnets)	Personal souvenirs (e.g. self-made photos and videos)
Complete lack of knowledge and interest in the culture and history of the country visited	Learning the local culture, history, basic wordings, etc.
Distance between staff and customers	Close, often friendly contact with staff

These trends are changing the way we travel, and tourism is going from 'hard' to 'slow', and from sea, sand, sun (3S) to entertainment, excitement, education (3E), landscape, leisure, learning, limit (4L) and habitat, heritage, history, handicrafts (4H).



A large, stylized number '5' in a dark blue serif font, positioned on the right side of the page. It is partially overlaid by a large yellow circle. A white, wavy horizontal line is positioned below the number, extending from the left edge of the page towards the center.

5.

CHANGES IN TOURISM DEMAND

5.1.

THE CONCEPT OF 'HARD AND SOFT TOURISM'

In the 21st century, tourists are moving from the 3S (for the Alpine regions, 3S mass tourism can be described as sun, ski, snow) model of mass tourism to the 3E model of 'creative' tourism.

Instead of spending leisure time passively, tourists look for experiences. After the period of infatuation with passive leisure consisting mainly of sunbathing, tourists are increasingly travelling prepared theoretically and practically. People like learning about the history, culture and everyday life of people in a particular region or country.

Some authors (Kitrinou & Rontos, 2010) proposed the environment, education, events, entertainment (4E) tourism model. However, this concept has not been widely accepted.

5.2.

3S TO 3E

3S

sea
sand
sun



3E

entertainment
excitement
education

3S (sea, sand, sun)	3E (education, excitement, entertainment)
Occurs in geographical areas, regions or places where conditions are favourable to tourists for bathing, sunbathing and swimming	Occurs mainly in cities and regions with rich tourist values, many tourist attractions and opportunities for active tourism
Generally serves as a holiday and takes place during the summer season	Trips organised throughout the year depending on the preferred tourist activity, e.g. city break
Often lasts for 1–2 weeks; mostly for families with children or couples	Weekend trips and holidays; involves active people, and less often, families with children
Holidays are often organised by specialised travel agencies that use charter flights	Trips are often organised individually or through specialised travel agencies
Staying in hotel facilities often involves offering all-inclusive packages to tourists	Often spontaneously organised or in the form of round trips, specialised activity programmes
Mostly rigid and homogeneous stay programmes	Usually a programme of stay adapted to individual needs and preferences
It is important to stay in a specific place providing the opportunity for relaxation, often without contact with the environment, e.g. stays in closed hotel complexes	It has a cognitive character, namely, meeting the region's inhabitants and participating in events; tourists broaden their knowledge and enrich their personality
Satisfies needs related to rest and regeneration of physical and mental strength	Satisfies needs connected with entertainment, physical activities and emotional experiences



5.3.

4L MODEL OF TOURISM

- Instead of the 3E model, the 3S model of mass tourism can be contrasted with the 4L model called responsible tourism.
- This model can be implemented mainly in developed countries, where there is a different perspective on what can constitute entertainment. Apart from natural values, the cultural landscape, i.e. the architectural, historical, cultural and socio-anthropological features of a given destination, is also of great importance for tourists.

- In this model, tourism is about discovering traditions and local achievements. Considerable emphasis is placed on learning and linking cultural values with tourism.
- Learning takes place by getting to know the natural and cultural environment of the local community, visiting tourist attractions and museums, and partaking of local culinary offers, commercial offer and local forms of entertainment.
- Another feature distinguishing the 4L tourism model is the awareness of tourists of the need to limit the use of natural, anthropogenic and social resources for economic purposes, so that they can also be used by future generations, as well as mitigating the negative effects of tourism development.

'The essence of modern tourism is the search for authenticity that we have lost in our artificial, alienated world'.



5.4.

4H MODEL OF TOURISM

A certain specification of the 4L tourism model can be the model of indigenous tourism referred to as 4H.

The model was presented as a concept for determining the directions of ethnic tourism development from the point of view of the interests of a given local community. The priority assumption is that the communities hosting the tourists and the tourists themselves should benefit. It consists of numerous factors that determine which cultural resources

are more important from the point of view of tourism development opportunities and which are of less value to tourists (Smith, 1997).

Habitat	Heritage	History	Handicrafts
Accessibility	Cultural resources	Cultural contact	Traditional crafts
Proximity	Museums	Decision-makers	Innovation
Charm	Information centres	Conflict resolution	Miniaturisation
Diversity	Customs	Contemporary shows	Marketing
Resourcefulness	Experiences	The place of men/women	
Marketing	Marketing	Marketing	

The factors of ethnic tourism development may be regarded as factors of sightseeing tourism development, in which the main aim of a trip is to visit a particular object, place, locality or region. The development of sightseeing tourism is based on natural and anthropogenic values, which is why it can be described as heritage tourism. This form of tourism

is dominated by a cognitive motive, which is often combined with educational and recreational goals. It can be manifested by visiting various museums, historic sites and historic cities and hiking along a specific route.

All four components of the 4H tourism model can be used in sightseeing tourism. Therefore, it can be considered that this model can also be applied to archaeological tourism. Because of its characteristics, the 4H tourism model can be considered a component of the 3E model as an element of excitement and education.



6.

TOURISTS' SEGMENTS (IN GENERAL)

1. **Relaxation seekers** (45%) – People who treat holidays as an opportunity to regain energy and relax. They would spend an ideal holiday rather passively, relaxing on the beach or by the pool. During trips, they like to explore their surroundings.
2. **Family holidaymakers** (25%) – People who prefer trips to places they have not been to previously. Compared with the other segments, they are particularly distinguished by their desire to spend time with their loved ones and family. They take up less active forms of recreation although they do not disdain sightseeing.
3. **Explorers** (19%) – People who travel to unknown places. Their expectations from tourist trips make them stand out from the crowd. Most want to experience something new and exciting. Unlike the other segments, explorers prefer an active way to spend their time during a trip.
4. **All-inclusive tourists** (11%) – People who expect leisure and a break from everyday life from a trip. They also want to experience something new and exciting. Compared with the other segments, they clearly more often want to improve their health. They would gladly go on an organised trip abroad. They would probably spend their time relaxing on the beach or by the pool.

Holiday Activities

Moderately active forms of spending time during tourist trips are leading. The most frequently indicated forms of activity are as follows:

- sightseeing and communing with culture (34%);
- leisure and recreation of a less active nature (25%);
- entertainment and social contacts in third place (15%); and
- sporting activities (18%).

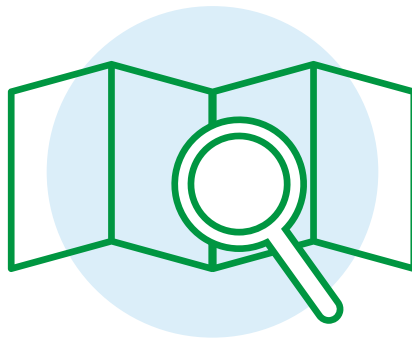
Notably, shopping, health and beauty care or participation in religious practices are not among the popular activities. This may be confirmed by a continuous increase in the number of visitors to Polish museums.



Photo K. Czonstke-Świątkowska.

Sustainable Tourism Should:

- minimise the negative economic, environmental and social impacts of tourism;
- generate greater economic benefits for local residents and improve community wellbeing, working conditions and access to jobs;
- help local people make decisions that affect their lives;
- make a positive contribution to preserving natural and cultural heritage and maintaining diversity in the world;
- provide a more pleasant experience for tourists through contact with the local community and foster a better understanding of local, cultural, social and environmental issues; and
- stimulate cultural sensitivity, breed respect between tourists and hosts and develop local pride and confidence.





7.

TARGET GROUP DESCRIPTION

Segment	Age	Target Group Description
'I deserve everything'	12–19	They do not have to win in anything. Everything is at their fingertips.
'Young and free'	20–29	They think about pursuing their dreams and careers.
'Digital family'	30–54	Balance
'Young seniors'	55+	They want to pursue the dreams they failed to achieve when they were young.
'Senior citizens'	67–	They want to pursue their dreams and explore but only in places close to home. Safety is important to them, as well as health improvement. They are more into recreational and health tourism than extreme tourism.

When planning marketing activities, the potential and importance of the target groups should be taken into account. For groups of prestigious (key) importance to the project, communication should be primarily image-based, while groups with high sales potential will be sensitive to sales promotion activities and messages focused on product differentiation features (unique selling points*) and tangible functional benefits.

Segment	Age	Target Group Description	Touchpoints (*- next slide)
'I deserve everything'	12–19	They do not have to win in anything. Everything is at their fingertips.	Education in schools
'Young and free'	20–29	They think about pursuing their dreams and careers.	Optional; only those who are passionate about archaeotourism may be interested
'Parents'	30–54	Balance	Festivals, historical events, city breaks, 3E – education (parents' needs), entertainment and excitement (children, young teenagers)
'Young seniors'	55+	They want to pursue the dreams they failed to achieve when they were young.	They travel alone or with a group of friends; they studied advanced history in school; they grew up without the Internet, so they explored books, encyclopaedias, geographical atlases and maps and listened to the radio and watched TV
'Senior citizens'	67–	They want to pursue their dreams and explore but only in places close to home. Safety is important to them, as well as health improvement. They are more into recreational and health tourism than extreme tourism.	During their time, there was no multi-media, hardly anyone had a car, and they studied advanced history in school

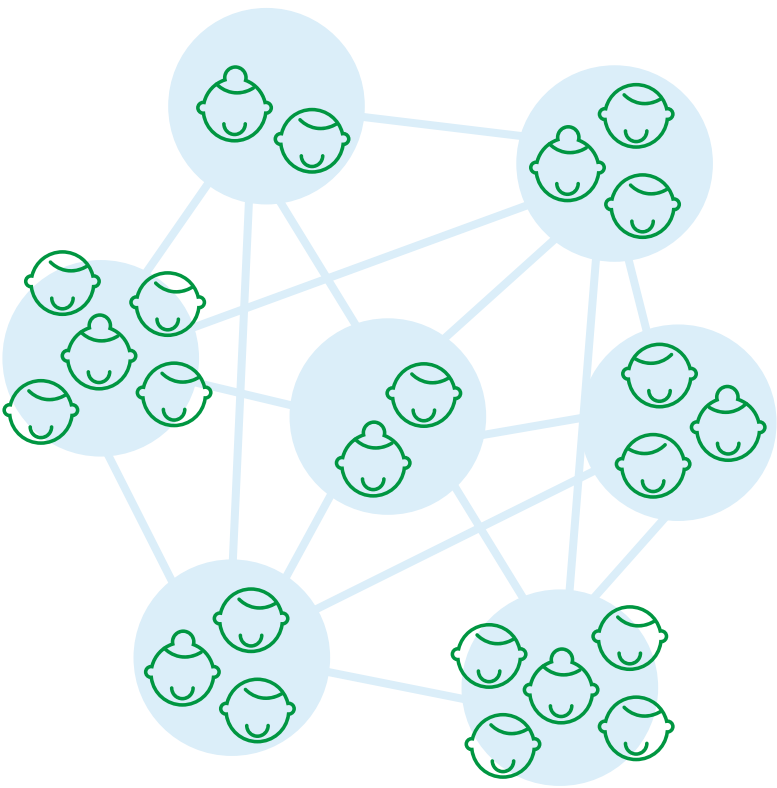
Touchpoints in Marketing

- A message or a way by which a brand reaches out to their target market, providing engagement because it allows the brand to be seen by prospective customers in a favourable way. The goal of effective touchpoints is that they will create an opportunity for the purchaser to choose their brand over that of a competitor.
- Customers should have special experiences every time they 'touch' any part of the product, service, brand or organisation across multiple channels and various points in time (Pantano & Viassone, 2015; Zomerdiijk & Voss, 2010). They have the ability to influence a consumer's purchase or intent to purchase throughout the five stages of the buyer's purchasing decision-making process: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour (Kotler et al., 2013; Pantano & Viassone, 2015; Zomerdiijk & Voss, 2010).

Seasonality in Target Group Activities

The different target groups show differences in terms of annual activity. **The highest potential** for activity is expected in the organised group or young people and learners. Their activity is the highest during the school year from October to May. The periods of decline are September (start of the

school year and organisation of extracurricular activities) and December (pre-Christmas and class meeting period), January and February (end of term and focus on grading and winter holidays), as well as June (end of the school year). During summer, the group of young learners will be less numerous (in organised form as camps and semi-camps and individually).





6.1.

CHILDREN BORN BETWEEN 2010–2025: GENERATION ALPHA

**‘Children and young people
have no idea where they live and what
surrounds them’.**

A picture of Generation Alpha, albeit a blurry one, is starting to emerge. In various articles about its members, analysts have stated that they are or will grow up to be the best-educated generation ever, the most technologically immersed, the wealthiest and the generation more likely than any in the past century to spend some or all of their childhood in living

arrangements without both of their biological parents. These are all notable features, but some of them are broad and fairly low-stake observations, given that the global population has been getting richer, better educated and more exposed to digital technology for a while now.



Photo public domain.



6.2.

TEENAGERS AGED 12–19: GENERATION Z

Generation Z is perceived to be the first global generation who does not know reality without the Internet. Young people are used to different technologies and multiple sources of information, being ‘bombarDED’ with information from all sides (Howe & Strauss, 2000; Williams & Page, 2010).

- They are children and young people at all levels of education, each with a different family situation.
- They come to museums/open-air museums obligatorily, as part of their school lessons.

- They are not particularly interested but may be pleasantly surprised and show willingness to return with their parents.
- They have a high persuasive power over their parents if they are interested in something.
- Social media is a very important part of their lives as these platforms allow them to communicate with friends, learn about the world, develop new hobbies and express themselves, for example, through videos on TikTok.
- They are very much influenced by trends, are happy to show off in front of their friends, try to do their best in school and on the Internet and are inspired by artists on the Internet.
- They like to have fun, avoid getting bored, are afraid that they are not brave enough and that they will get a bad reputation among other children.
- They spend their free time alone at home surfing the Internet or with friends on the playground or the sports field. They go for walks with their family, to the cinema or play board games at home.
- They are active and engage in extracurricular activities, such as dancing, swimming, football, cycling and riding scooters; in the summer, they go to sports camps.

- They enjoy playing with their friends while recording new videos on TikTok. They love watching films by their favourite creators together on YouTube. However, they also love the outdoors, where they roller-skate and skateboard with their groups.
- They dream about travelling abroad, preferably in a luxury hotel with an aqua park, good food and lots of attractions for children.
- They consider good grades and praise from teachers and parents as success. However, the most important thing for them is the appreciation of their friends, so for every birthday or holiday, they ask their parents and grandparents for tickets to concerts of their favourite bands, the latest games or stylish clothes to show off to their friends.
- The family is proud of them because they are curious about the world, eager to engage in extracurricular activities and learn new skills. Parents and grandparents do not always understand their online creativity, but they appreciate their efforts and the fact that they are confident.

Consumer Insights

'I like school outings because I don't have to attend lessons'.

'Most often, the biggest attraction is the journey itself. In museums/open-air museums, it is quite boring'.

'I would like to experience something interesting and cool'.



Photo public domain.

Generation Z

- Research on how representatives of many generations spend their leisure time, conducted on an international scale, showed features specific to the generation, which include the highest interest in music and sports compared with all generations. Reading (also using multimedia and mobile devices) ranked high (higher than watching TV).
- By contrast, **the top five leisure activities for Gen Zs did not include travelling**, which was mentioned by all older generations.
- In the Gen Z's responses, travel (12%) ranked 10th, behind online gaming (17%), social media (17%), video games (16%) and playing sports (13%). Online shopping (11%) was mentioned almost as often as travel (12%), followed by cooking (8%) and gardening (2%).

The Concept of Regional History (in General) as Viewed by Teachers in Primary and Lower Secondary Schools

'Is regional history part of the curriculum at the school where you work?' For this question, 88% answered in the affirmative. Examples included organising trips, getting to know the neighbourhood, their 'little homelands', learning about the monuments, culture and customs of their own regions,

protecting the environment, shaping patriotic attitudes, knowledge of and attachment to the local environment, learning about and respecting nature, ceremonial celebration of national holidays and learning about geographic regions.

Up to 36% of the respondents answered in the affirmative to the question, 'Are there any extracurricular activities organised at your school dedicated to the history of the region, archaeology, etc. (e.g. science club, associations and so on)?', mentioning a nature club, sightseeing club, and also indirectly, scouting.

Teachers are aware of the importance of sightseeing in the educational process because when they were asked, 'What, in your opinion, is the role of sightseeing in the educational process of youth and children?', 72% said that it was important and 28% considered it very important. Answers stating that it was of little or no importance were not given.

The Concept of Regional History (in General) as Viewed by Pupils (10–12 Years Old) in Primary Schools

The following are the definition of pupils' perceptions of regional tourism, including archaeotourism:

- going on trips;
- getting to know countries and their culture;
- gaining knowledge of different countries;

- knowing one's own country and getting to know the country;
 - taking an interest in other countries;
 - visiting the world;
 - taking an interest in nature and knowing landscapes; and
 - getting to know different areas.
-
- When explaining regional tourism including archaeotourism, pupils most frequently chose learning about nature (38%) and learning about their homeland (28%). The other answers that were selected were learning about monuments (10%), a way of seeing the world (8%), protecting the environment (7%), learning about culture (3%), one of the forms of tourism (3%), patriotism (2%) and a social movement (1%).
 - When asked about archaeological tourism and archaeology in the region, they replied that they had not studied the subject. They associate archaeology with films such as Indiana Jones.
 - The observed trends of decreasing travel or outdoor activity observed in Generation Z are also confirmed by other researchers of intergenerational differences. M. Törőcsik et al. pointed out an increase in the popularity of social media use among young people, which may mean less recreational activity outside the home in outdoor settings.

- Generation Z, with unlimited access to information, including a wide range of different lifestyles, adopts selected behavioural patterns from older generations. However, the most trustworthy and emulated are peers who have achieved significant success.
- The socialisation process during this period is just as important as the acquisition of education and knowledge. It is characteristic that for 'Z' virtual communities, presenting an attractive behavioural style may be more important than a real group of friends.
- Their habits of using the virtual world of the Internet lead them to expect fast, up-to-date multimedia information. Furthermore, 'Z' often use multiple media simultaneously (e.g. watching TV, browsing the Internet). One of the characteristics attributed to this generation is dispersed attention and short concentration.
- Two of the characteristics attributed to this generation are distracted attention and short concentration. When communicating, 'Z' expect quick feedback and immediate gratification for their efforts. The effectiveness of information targeted at this generation is greater when applying the principles of 'kik' (short and specific) as well as 'less is more'.

- The attempt to recognise the historical and archaeological knowledge of junior and senior high school students about their region is part of a series of studies related to the form of tourism trips undertaken by young people.
- The questionnaire survey was conducted between 2020 and 2021 in lower and upper secondary schools in selected European countries (49 institutions in total) and covered a sample of 12,650 students.
- Interest in sightseeing, history and tourism are formed during school classes, including various extracurricular clubs. However, the research carried out on a sample of $n = 12,650$ students showed that tourism clubs operate in very few schools, as only 23% of the respondents confirmed their existence. Even lower was the involvement in the activities of school sightseeing, tourism and history clubs. A small group (6%) declared that they are members of such circles, 93% of the respondents answered definitely that they do not belong to them, while 1% did not give any answer.

Promotion Strategy Addressed to the Group 'I Deserve Everything'

Promotional activities targeted at schools should have a motivational and educational function. Above all, they should encourage pupils to return to the archaeological site, no longer as part of the school day but with their families.

To this end, the following can be helpful:

- Educational board games in each archaeological site (cardboard); the games will also be promoted at international fairs;
- Online games, with the possibility of gaining higher levels;
- Educational games for schools (for common rooms, history classes and science clubs);
- Project mobile app, including online materials such as leaflets, brochures, guidebooks and maps;
- Website and social media: fan page on Facebook, films and webinars on YouTube, stories on TikTok and Instagram (involvement of well-known young people, such as jeleniewska and cookimint).

When asked whether they had come across the term 'archaeotourism', the vast majority (89.5%) replied in the affirmative, noting that secondary school students were more likely to be familiar with the term.

Definitions of the Term 'Archaeotourism' by Representatives of Generation Z

Another open-ended question clarified what is meant by archaeotourism. Three main categories of definition emerged among the answers given. The most frequently given explanation of the term was 'visiting historically interesting sites and monuments', followed just as often by 'learning about the ways of life in the areas visited' or 'visiting archaeological sites and viewing exhibits'.



6.3.

YOUNG AND FREE AGED 20–29: GENERATION Y

Born from the early 80s through to the turn of the millennium, this is a cohort who largely came of age at the outset of a global financial crisis but also amid a vast acceleration in digital technology.

Incidentally the following generation, those born since the millennium, has been dubbed Generation Z or ‘digital natives’ who have no recollection of a world without smart devices and broadband Internet.

- They travel for various reasons (they want to visit cities, participate in cultural events, visit family and friends or for business purposes).
- Work gives them room for development, along with their hobbies.
- They love being outdoors, away from the hustle and bustle. They usually spend their free time with a group of good friends. On nicer days, they spend their time actively by cycling, walking, etc. They also visit various cultural institutions, museums, cinemas, theatres, etc.
- They are open to any kind of music, treating it as a carrier of history.
- They dream of travelling and discovering a new, little-known culture. They do not buy holidays in a tourist office; they prepare the itinerary themselves and choose places that are interesting and worth seeing. They are always eager to learn and are active.
- They go on holiday to places of high historical value and connected with cultural heritage.
- They watch programmes on historical and scientific topics to broaden their knowledge and horizons.
- They are always looking for culinary experiences, like to experiment in the kitchen and are eager to try different cuisines. When travelling, they try regional dishes.

- They are interested in history, culture and archaeology in a broad sense. They appreciate good books and films. They like solving various types of puzzles and playing board games but also spending their time actively outside the house.
- They are inspired by people whose passion do not remain only in the realm of dreams but translate their dreams into actions. Such people include famous travellers. In addition, they use certain historical figures as role models. On the other hand, they also draw strength for action from nature.
- They have a positive attitude in life, are not afraid to make changes, like things to happen and are guided by the principle that 'life is a daring adventure or nothing'.
- They are independent, stick to rules and are creative, intelligent and funny.
- They don't compare themselves to others. They just try to be their best selves.
- They are inspired by travellers who combine the life of a traveller with family life.

Consumer Insights

'When visiting a new place, I want to learn about its culture and history'.

'I want to see something interesting and take souvenir photos to remember nice moments'.



Photo public domain.

Leisure

- They enjoy meeting friends and spending active leisure time with friends.
- They are annoyed by overtime at work, deadlines and lack of time to meet friends and pursue hobbies.
- They are progressively climbing the corporate ladder.
- They try to live a healthy, 'clean' lifestyle without stimulants or junk food.
- They start the day with a strong coffee. Sometimes, they force themselves to go for a morning run.
- After work, they browse Instagram or the Internet, watch movies on Netflix, listen to podcasts and look for casual partners on Tinder.
- They rarely read books but would like to reduce their idle time online and spend it catching up on friends' book recommendations.
- They like to spend weekends with friends. They organise house parties together, they go out for dinner together, they spend their time actively and they rarely spend weekends alone. They often rent a house with friends and organise trips out of town. They travel by car because it is more convenient. They do not like to be dependent on public transport.

- Their physical activity is limited. Occasionally, they sign up at the gym but rarely use it. They like to go on small bike rides or rollerblades. They run occasionally.
- They like to go on organised trips to warm countries, ski/snowboard in winter or rent a house outside the city in a quiet place.
- They use all social media, most often Instagram, YouTube, Tinder and Netflix.
- Their favourite websites are news portals about the country and city they live in. They also like sales/ auction portals like Zalando, Allegro and Vinted.
- They spend a lot of time on the Internet. Social media are a source of inspiration, knowledge and show business news. It is a place for advice, opinions and meeting potential partners.

Promotion Strategy Addressed to the Group 'Young and Free'

They should be provided with attractive leisure activities. To this end, it is necessary to create a dedicated 'archaeological' offer, enabling activation (active tourism) and involvement in getting to know one's roots.

This activation can take place by:

- Letting them map their own historical trails, participate in the creation of promotional and information materials (competitions) and make maps of archaeological sites. These people are willing to participate in local cultural events. A large part of this group adheres to zero-waste principles and live in a sustainable way.
- Providing a unique offer both to visit onsite and online.
- Provision of attractive points where tourists can take souvenir photos.
- Information and promotional activities focused on arousing curiosity.
- Collecting 'trophies', such as stamps/maps that will form a whole (e.g. visiting all archaeological sites of the ArchaeoBalt project).
- Leveraging the role of bloggers in social media.
- Conducting short webinars for archaeology enthusiasts on YouTube.



6.4.

DIGITAL FAMILY AGED 30–54: GENERATION X

Gen Xers are self-sufficient, resourceful and individualistic since they have been accustomed to caring for themselves since before reaching adulthood. They value freedom and responsibility and try to overcome challenges on their own. They value a healthy balance between time spent at work and personal time and want to pursue their own aspirations. Because they lived through difficult economic times in the 1980s, they are less committed to employers than their baby boomer parents. They tend to have a strong entrepreneurial

spirit. Gen Xers adapt well to change and value an informal environment. They have a 'work hard, play hard' mentality, appreciate humour and value diversity.

- They are the most numerous and internally diverse group. They are mostly urban residents aged 30–54, with children of different ages.
- They are educated mainly by the media and the social environment they belong to.
- They opt for active leisure time.
- They participate in events they can boast about.
- They are highly influenced by children.
- They are highly influenced by opinion leaders.
- They are actively looking for new places and new ways to spend their time.
- This group usually follows in the footsteps of the seekers of otherness, the trend-setting leaders of tourist opinion.
- They are interested in the surrounding world, especially history and culture.
- They always devote their free time to each other, usually by being active outdoors or playing board games.

- Parents teach their children to explore the world through play, so they can learn about the past and its influence on the present. They focus on children's development and encourage them to explore the world and discover new places.
- They usually spend weekends together. After a whole week of work/school, they are thirsty for each other's presence—cooking together, going for walks, playing board games and going on a trip out of town every now and then.
- They like to go to places with lots of sun, water and animals.
- They spend their holidays mainly in the country but occasionally going abroad. They love to explore little-known domestic tourist attractions.
- During their travels, they want to experience authentic local life and culture and meet hospitable people.
- They are inspired by travel blogs, YouTube and travel and history programmes.
- Social media play a significant role in their lives, and they find a lot of inspiration in them, e.g. for food, fashion, cosmetics, travel or technology.
- They are satisfied with their standard of living and income.
- They are definitely influenced by the latest trends.

Consumer Insights

'My child's smile is important to me'.

'I want to feel that time spent with my family is interesting and valuable'.



Photo public domain.

Leisure

- They spend their free weekends in a garden plot or out of town. They explore local attractions. They travel by train or car.
- Physical activity is at a medium level. They can be called a moderately active group. They prefer hiking at the seaside and on mountain trails.
- They spend their vacations in small towns and villages, such as agritourism farms hidden among meadows or forests.
- Their children all use social media (TikTok). The parents do too but to a more limited extent (Facebook and Twitter).
- Parents look at online sites and choose online forums, sales and auction portals, small boutiques, music stores, handicraft stores and slow-life portals.
- Social media is a source of inspiration and advice for parents, but for children, it is mainly for entertainment.

Promotion Strategy Addressed to the Group 'Digital Family'

For this group, easy access to the archaeological-educational offer (convenient parking, catering facilities, information about accommodation possibilities) is extremely important. Active

forms of spending time outdoors (together with children or children by themselves with the supervision of an animator) are crucial. They expect full and clear information. They look for good, harmonious rest as an alternative to the big city rush and progressing globalisation.

Key Values:

- The dominant educational value. The entertainment value is also important.
- Information and promotional activities focused on building the image of a place you have to be!
- Organisation of activities and care for the youngest children, while parents rest during this time.



6.5.

ARCHAEOLOVERS AGED 55+: BABY BOOMERS

Baby boomers value relationships. As they grew up, there was a growing belief in the value of spending time with family and friends. This belief was in part due to economic growth and increasing labour laws that led to more free time.

Baby boomers are goal centric, self-assured and resourceful. This generation has confidence in themselves and their abilities. They influenced the culture of the nation greatly, and they believe that hard work makes a difference.

During their lifetime, members of the baby boomer generation have witnessed some of the greatest technological advances in history, and they have learned to use the resources available to them.

- They have free time that they like to spend actively with their friends and grandchildren.
- Despite their mature age, they are curious about the world.
- They are looking for interesting places but do not shy away from modernity.
- The main tourist trend is to get to know the region and its mysteriousness.
- They prefer going to places that are not very popular. When choosing a place to go, they are guided by their passions and interests.
- They go to new places where they can experience something new.
- They return to particularly interesting places they have already been to get to know them better many years later.
- They are interested in local history.
- They spend their weekends reading history books or going on local sightseeing tours with their friends or family.
- They actively use the television, newspapers, radio and Internet.

- They are inspired by people such as Aleksander Doba (a Polish adventurer who kayaked alone across the Atlantic at the age of 70 while subsisting on his wife's fortifying plum jam), who has repeatedly shown that despite old age, it is possible not to fall into apathy, to live actively and to achieve one's goals.
- They like discovering new places and learning the secrets hidden in history.
- They have a positive attitude towards people and life. They feel fulfilled. They believe that there is too much waiting for them in life to worry.
- They are fashionable and follow trends in technology and gadgets.



Consumer Insights

'I value good-quality time'.

'I finally have time to develop my interests and be in interesting but not mass places'.

Promotion Strategy Addressed to the Group 'Archaeolovers'

This group, like no other, appreciates the value of cultural heritage (relaxation and leisure in a slow style). They expect full and professional information available through traditional media and by telephone. They visit museums looking for ways to spend their free time and seeking to deepen their knowledge. Promotional activities focused on presenting facts they already know are also useful.

- Information and promotional activities focused on building the image of the place ('I visited this place in primary school', 'I learned about this place in school', 'My aunt lived here nearby', etc.)
- Media: Radio and local television (spots, interviews, broadcasts, series of programmes, reports)
- Press: interviews, series of articles, reports

A stylized number 7 in a dark blue serif font, positioned on the right side of the page. It is partially overlaid by a large yellow circle and a white wavy line that extends from the left edge of the page.

7.

ARCHAEO TOURISM IN SBR AS A TOURISM BRAND

The term 'tourist brand' should be identified with the concept of 'brand tourist product'. The former more fully reflects the specificity of this problem under conditions of the tourism market, as it is not directly associated with the term 'brand product' widely used in other markets, but is utilised rather narrowly. Similar to the tourist product, the tourist brand can be described from a narrow perspective:

- Narrow: treated in a similar way as in the case of brands used in other sectors of the economy (industrial and service sectors); and
- Broad: referring to tourist areas and attractions; a complex of activities directed towards a regional tourist product (Meyer, 2006).

Thus, **a tourism brand in a narrow perspective** should be associated with service offerings of particular entities of the tourism market.

In broad terms, it refers to regions, localities and individual tourist attractions. In the case of tourist attractions, it is necessary to include elements of tourism development.

For the sake of fairness, it should be added that tourism services being brands in the narrow perspective may influence the development of brands in the broad perspective.

Marketing activities related to **tourism brands in the narrow sense** are directed at consumers of tourism services provided by hoteliers, travel agencies, tour operators, restaurateurs and so on.

These consumers become tourists when they arrive at their destination and use the other elements shaping the so-called **broad tourism brand**.

Based on the marketing theory, it can be concluded that the tourism brand, in broad terms, takes on a form similar to combined brands; in this case, it is shaped by the regional government, organisations and trade associations in tourism and tourism service providers.

Local/Regional Partnerships

Partners jointly set the directions of development by creating local development strategies. The leading role in the creation of these groups belongs to local authorities due to the information resources on the structure, organisation, financing, accounting and evaluation of better contacts with the local government and preparation for the implementation of partnership procedures.

Some of the positive effects of the activities in this type of cooperation are network building, exchange of contacts and experiences, support of social capital expressed through involvement in community life and initiatives taken, strengthening of commitment and responsibility, building and

stabilising mutual trust of local partners and establishing cooperation with groups in other countries (Guzal-Dec, 2014).

Cooperation With Local/Regional Authorities

Cooperation with local authorities should follow a two-pronged approach:

- establishing contact with city and municipal offices, among others (tourism or development departments); and
- establishing contact with local tourist organisations.

Among the various entities influencing the development of tourism in the local system, the local government has a leading function.

Strategy for the Development of Cooperation With Institutions of Local and Governmental Authorities in the SBR Area

To integrate archaeotourism into tourism as efficiently as possible, the strategy assumes cooperation with the organisations and institutions involved in tourism promotion and development in the SBR area. The Ministry of Sports and Tourism, through the PTO, is responsible for coordinating activities for tourism development in Poland. To carry out the tasks

entrusted to the PTO, regional and local tourist organisations were established, which cooperate with local authorities, cities, travel agencies, hotels, private companies and individuals.

The cooperation should take place within the scope of the basic tasks of regional self-government authorities for tourism development, such as the following:

- preparation, elaboration, opinion-making, and implementation of projects concerning the development of archaeological tourism in SBR;
- cooperation with government administration bodies, local self-government units, NGOs and other institutions in the field of archaeological tourism of the SBR;
- organisation of open competitions for the realisation of public tasks in the field of popularisation of archaeological tourism;
- supporting the development of archaeological tourism and culture and heritage protection, as well as significant events promoting the region on this subject; and
- promotion of products and tourist attractions of the region during domestic and foreign fairs, events and fairs, as well as cooperation with tourist organisations in this area.

The main direction of the strategy for the development of cooperation with regional self-government authorities should be the joint promotion of tourist attractions and archaeological tourist objects located in the SBR area.

Strategy for Developing Cooperation With Accommodation and Restaurant Providers

To guarantee comprehensive tourist services, it is necessary to create a strategy for the development of cooperation with entities providing accommodation and restaurant facilities. The strategy assumes cooperation with hotels and other accommodation facilities. It is necessary to create a database of accommodation and restaurant facilities willing to cooperate within the framework of archaeotourism. The coordinator of archaeotourism will be responsible for creating this database. Entities wishing to cooperate on a regular basis should have the opportunity to promote their services on websites dedicated to the topic. Joint promotional activities on the occasion of tourism fairs and promotional events should also be considered.

Development Strategy With Other Baltic Sea Regions

The development of cooperation requires staging and should be based primarily on contacts between individuals and representatives of tourist organisations.

The first stage is reaching the appropriate people in a given region to present the ideas and objectives of archaeotourism. It should end with an invitation to participate in the project. The second stage is presenting the strategy for the development of archaeotourism and making necessary materials available. The third stage is providing substantive support and advice in creating an information base in a given region on four basic issues (i.e. archaeological sites, accommodation, attractions, archaeological routes). The fourth stage is creating joint projects and their implementation and joining the cooperation with other regions taking part in archaeotourism. It should end with an attempt to establish cooperation with other regions.

Archaeotourism in SBR As a Tourism Brand

Broadly, a tourist brand can be understood as a complex tourist product that is easily identifiable by potential tourists and stands out from the market offer of competitive areas, representing a constantly high level of quality. It is created with the involvement of representatives of self-government units, tourist organisations and the tourism industry, supported to a considerable extent by marketing activities, and simultaneously meeting tourist needs and shaping the satisfaction of tourists.

Depending on the scope of influence, tourist brands can be distinguished as domestic and operating in the international tourist market. The greater the scope of market influence, the higher the potential position and market power of a specific tourist brand.

The Role of Brand Creators

The activities included in tourist brand development require the involvement of all participants of the supply side of the tourist market (**brand creators**). These actions are directed through quality and marketing activities (mainly promotional) to the brand structure (elements of the tourism product). Consumers (tourists) play the role of both consumers and market verifiers of the tourist brand. The tourist brand, distinguished by the marketing concept and supported by identification activities (identity and image), favours the achievement of specific economic and social objectives by tourist reception areas. Moreover, it creates opportunities to satisfy tourists' needs at a high-quality level.

Partners (Potential Brand Creators)

Public Sector	Social Sector	Economic Sector
Communes and poviats, as well as public universities, research and development units, independent public health care centres, state or local government cultural institutions and state or local government legal persons established on the basis of separate regulations to perform public tasks, excluding entrepreneurs	Non-governmental organisations, including foundations and associations, Social Integration Centres, churches and religious associations, if their statutory objectives include conducting public-benefit activities, and other voluntary associations and civic movements (Rural Housewives' Associations, Village Councils, Parish Councils, etc.)	Economic operators, including social enterprises, farmers and fishermen

Promotion Strategy

In the past decade, we have seen massive social changes in Europe and around the world, which seemed dramatic during the initial stages, with the closure of many traditional community spaces and the increase in the time people are spending online.

From *The Guardian* pondering if the traditional pub had been 'killed off by millennials' to *MarketWatch*'s realisation that many of us spent more time online than sleeping in 2018, many sources have hailed this dramatic change as the death of socialising forever, assuming customers would simply spend their leisure time at home instead.

However, the pandemic made everyone more socially connected than ever.

Today, we are connected through the Internet, able to find people with similar interests all over the world and able to travel and enjoy our leisure time in a way that would seem unbelievable to people from a few short generations ago.

This new level of connectedness brings a wealth of opportunities to attract new archaeovisitors from all walks of life, with vast interests and varying social needs.

Although many traditional high streets have given way to online shopping, and austerity has closed many community

centres, libraries and drop-in centres, people will always need physical gathering spaces.

- The first step in developing any comprehensive marketing plan is to look introspectively and analytically at your own excavations.
- When taking digital marketing into account, gather all the key information on your digital marketing activities, like which social media channels the excavations are active on, the number of followers, the best-performing content, click-throughs, website referrers and paid media.

Next, it is prudent to conduct a SWOT analysis. If you are not familiar with the term, a SWOT analysis involves taking a careful look at your organisation and identifying the strengths, weaknesses, opportunities and threats. Let us break it down a bit further.

A strategy is nothing more than a documented set of guidelines for project partners. It says:

- How do we see the concept of archaeotourism in 3, 5 and 10 years?
- What steps do we need to take to make this happen?
- Who commits themselves to what?
- How will we check it?

Competitors

- Let us assume that you have a good idea of who your competitors are. They could be museums, but they are just as likely to be other leisure activities, such as shopping, going to the movies, playing sports or even staying in and watching Netflix.
- You should have a basic idea of who you are up against in terms of drawing in and captivating your target groups. Take a look at the current and previous marketing campaigns of your competitors. What are they posting on social media? Do their blog posts have a lot of hits? Write down some aspects of their marketing that you think are working and some that you can clearly see are not.

Marketing Goals

Marketing is all about goals. Having set targets will provide some much-needed guidance about what kind of marketing your organisation should pursue and help set realistic expectations and outcomes.

All of your campaigns and marketing efforts should be tied to these goals. Your project is essentially wasting time, money and shooting in the dark if such is not the case.

Marketing goals should be based on how you can support your mission. For example, the mission of Tate is *‘to increase the public’s enjoyment and understanding of British art from the 16th century to the present day and of international modern and contemporary art’*.

Marketing Goals and SWOT

Refer to your SWOT analysis in this instance, and make sure that your marketing goals are aligned with your strengths and opportunities sections while keeping in mind the weaknesses within and threats to your organisation. It is not singularly the job of the marketing person/department to define these business goals, liaise with other departments and make sure that your organisation is aligned on these business goals. Next, you can form the marketing goal(s) from how the business goals will be achieved.

Business Goals	Marketing Goals
Increase brand awareness	Increase website traffic
Bring in new visitors	Diversify online and physical audiences
Expand international audience	Increase the number of international social media followers and website users
Secure funding	Demonstrate a concrete value of the organisation
Engage younger audiences	Experiment with and infiltrate millennial-dominated digital platforms
Expand educational programming	Dedicated and targeted educational – programme awareness campaigns
Increase beneficial partnerships	Raise the sector profile by increasing PR and social media interactions

Target Audience

- It is important to speak to your audience as people and relate to them, valuing their opinions and prioritising the creation and sustainment of a dialogue with them. Purely viewing them as a market, a particular demographic that you are marketing your programmes and events to, will not build a lasting relationship that results in authentic and loyal followers.
- Your audience strategy should clearly and succinctly identify how your organisation will reach the target audience(s), which we will define later this week. What differentiates your organisation from other similar ones? What can YOU offer your target audience that no one else can? If you are working within a collections-based organisation, this is a good time to look at how your collections and mission are relevant to the target audience(s) you are looking to bring into your organisation. How will your target audience see themselves within the context of your institution?

- If your target audience is not engaging with your organisation currently or it is but only within a very limited capacity, now is the time to figure out why this might be and come up with a strategy to remove the roadblock. It is not always easy to complete this step, but it is necessary to take a hard look introspectively to identify the reason you need to employ these marketing strategies to bring your target audience(s) closer into the fold.

The image of Pomerania as a part of SBR in the eyes of tourists: Results of a survey

A survey on the current image of Pomerania in the eyes of visitors was conducted in July 2021. A total of 165 questionnaires were collected from tourists in Tricity and 62 questionnaires from visitors in other places in Pomerania. The survey was supplemented by 32 responses obtained electronically.

The respondents were mainly in the younger middle-aged group: 35–45 years with 31% of respondents and 26–35 years with 21% of respondents. Both men (44%) and women (56%) were equally likely to respond. The largest group of visitors (over 40%) this year (due to pandemic restrictions) are tourists from Poland.

Among the questions were those that allowed for the creation of personality profiles for visitors. It turned out that tourists visiting Pomerania spend their free time here with friends (about 20%) or family (more than 60%). The main purpose of their arrival is the desire to relax (over 60%), which the respondents understood mainly in two ways: either as time organised on their own (over 30%) or as recreation with elements of sports activities (30%).

Among all the localities in the municipality, tourists most often choose Tricity (94%). They come here mainly in the summer (69%) and stay for about a week (54%). From a marketing point of view, it seems important to note that 70% of the respondents are those who visit Tricity at least three times.

Connotations

When asked about the first thing they associate with the SBR region, the respondents most often (41%) indicated beautiful views, proximity to the sea (23%) and tourist trails. In addition, they associated this part of the region with conditions conducive to recreation, namely, peace and quiet (28%). As many as 24% of the respondents admitted that they chose SBR because it is much more interesting here (more attractions) than in other regions.

It is worth noting that the indicated advantages are both external (not developed by the inhabitants, dealing with tourists) and internal (developed by tourist organisations and local authorities).

Word-of-Mouth Marketing

There are plenty of free marketing strategies that are not only popular and viable but also proven effective. Good word-of-mouth can be time-intensive but worth its weight in gold. It is impossible to control what people might say about your organisation and who they say it to, but if your organisation continues to produce clear, meaningful and relevant content, chances are that people will have nothing to say but positive things!

- Most visitors know Tricity either from stories told by friends (54%) or from the Internet (31%). Recommendations of friends include good places to stay, restaurants and places for recreation and fun (pubs, bars, nightclubs, attractions for children). The Internet is mainly a resource for finding accommodation (booking.com; tripadvisor.com) and a place to buy concert, show, zoo and museum tickets.
- It may also be crucial to launch other information channels (e.g. the so-called word-of-mouth marketing). In response to the question as to where they find knowledge about the commune's tourist offers, few people indicated guidebooks. It may be worth trying to get new editions of the guides and placing them on the web and in local tourist organisations.

Partnerships

Building meaningful partnerships with the marketing departments of other organisations can also be extremely valuable and can often result in free marketing and advertising. Offer to do a materials swap, where you display their materials at your organisation and they display yours. This can also work with social media sharing and reposting. If you offer goodwill and sector support, chances are, other organisations will be willing to do the same.

12 Tourism Attributes of Pomerania

- Location and scenic qualities
- Cultural and entertainment events
- Sports and leisure events
- Socio-cultural atmosphere
- Folk artists and regional products
- Activities of local authorities
- Regional ensembles
- Regional cuisine
- Popularity of the place to representatives of all generations
- Bike routes
- History and architecture
- Transport accessibility

Promotion Strategy

Generation Z is the current 'social generation', and its members are now entering the workforce, socialising as adults with disposable income and looking for physical spaces to inhabit. This new generation of adults is more politically active, community-focused and tech-savvy than previous generations.

They have matured to the point where they do not just want to look at interesting museum collections or dig finds. After all, they can do this from their smartphones.

They are looking for physical spaces they can invest in, communities they can engage with and social groups to belong to; herein, excavations have a huge opportunity to be the recipient of their time and money.

With this social shift and many related changes in mind, it is time to think about how excavations can use this to their advantage to attract new archaeotourists who are looking for different options for spending their leisure time.

Feed the Fear of Missing Out (FOMO)

According to research carried out by Statista, over 90% of all adults aged 16–54 years own a smartphone, along with more than half of all adults aged 55+ years. With such easy access to information from all over the world, it is easy to understand why our cultural institutions worry about attracting new museum visitors when there is so much content ready to be

explored in a virtual setting. However, we also know there are some experiences that are much more than what the virtual world can offer.

Excavations can offer a space for reflection, creativity and collaboration, and the exhibitions that you host and your collections can be a fantastic jumping-off point for activities to attract new visitors.

It is no secret that sharing on social media drives many people to visit places they may never have heard of. How many times have we seen a friend's online exploits and considered attending or travelling to somewhere they have visited? How often has following a celebrity's account given us a reason to visit a place, even if by seeing it online, you already know what the experience offers?

Using social media to show off the experiences you offer and how they affect people is the key here. By offering your spaces and collections to community groups, you may just find yourself on the receiving end of additional new visitors that they communicate with, some of whom may never have visited excavations.

For many people, the reason for visiting may be a video they see online that is completely unrelated to your excavations or online photos from an exhibition a friend visited or a celebrity visit. By making sure your online presence is available to everyone with interesting and relevant content, you reach out to new tourists across the world and give them reasons to visit your place in person.

For some potential visitors, the ability to preview a show, exhibition or collection can actually improve the chances that they will attend in real life.

Making your collections searchable online and giving clear descriptions of upcoming and current exhibitions, along with online previews, will not only help people understand what they will be engaging in but also allow them to imagine themselves in that environment.

- **Flexible Open Hours**

This is both enticing for those you want to attract and soothing for those who already have knowledge of your excavations but perhaps need additional detail to convince them to invest their time and money into a visit. If you are really interested in going the extra mile to attract new museum visitors, you may want to invest more time into when you open your doors as well as what is beyond them. For many open-air museums, the option of opening outside of traditional opening hours may seem absurd, but sometimes, it is worth it. Late-night event openings, early mornings for members and other nontraditional opening hours will allow you to attract new visitors.

- **Excavation for Everyone**

Relationships with community leaders can help you authentically attract new audiences and help spread the word about your new venture.

To be able to continually attract new audiences, you must strive to keep your excavations attractive, interesting and relevant as a social space and community resource. You will need to promote yourselves online, open your doors as and when people need you, and commit to relationships not just for your local community or collection enthusiasts but for everyone.

One of the main problems is a wrong understanding of promotion in the context of territorial marketing (information is considered promotion).

There is a noticeable lack of recognition of promotional activities as a common good of all entities operating on the market, which is directly linked to the low level of involvement of 'promoters'.

Promotional activities concerning the local cultural sphere are directed inward. They do not reach beyond the consciousness of the inhabitants of the commune.

- **Attractions for Children**

Based on the survey results, few people associate Pomerania with hiking and cycling routes, and almost no one knows its associations with culture, archaeology, Kashubian tradition, folklore or local events.

Offers of events and attractions for children are mainly addressed to locals; visitors usually do not know anything about them.

However, the weaknesses that tourists indicated are worth looking at. Up to 24% of respondents considered that the weakest point of Pomerania is its lack of attractions for children.

- **Storytelling in Social Media Posts**

At present, consumers (among them tourists) process more than 100,500 digital words a day. Every time they want to know something, they can ask Google and compare offers instantly in three clicks. It is not that everyone ignores your marketing messages, but given the large amount of information consumers are exposed to, it is inevitable that your efforts can get lost in the shuffle. Therefore, it is necessary to find new ways to communicate to get their attention and get them to interact with your brand.

When designing your marketing messages on social media, it is not effective to only describe the characteristics of the offer.

To effectively capture the attention of your target audience and generate more engagement, tell them why your service is made for them (take into account the characteristics of the different target groups) while also explaining what they will experience if they decide to visit your excavations.

In this sense, stories have enormous power. They generate empathy, transmit confidence, are easy to remember and,

most importantly, are easy to share. Storytelling is a technique that allows you to link your product or service with a concrete, symbolic and emotional experience through a story and take advantage of its full potential.





8.

BRAND PROMOTION STRATEGY

The activities include the following:

- development of new complex tourism products (based on partnership of many local and regional entities);
- supporting initiatives to build competitive tourist products on the basis of international or national cultural events taking place, which will contribute to increasing tourist traffic and strengthening the image;
- supporting the development of active and specialised tourism for all age groups;
- promoting the need for physical and mental activities among tourists, especially children and young people;
- supporting the development of ethnic tourism;
- development and modernisation of the tourist information system;
- use of IT in the development of tourist information and booking system; and
- support for non-governmental organisations operating for the benefit of tourism.

References

Franch, M., Martini, U., Buffa, F., & Parisi, G. (2008). 4L (landscape, leisure, learning and limit) tourism: Responding to new motivations and expectations of tourists to improve the competitiveness of Alpine destinations in a sustainable way. *Tourism Review*, 63(1), 4–14.

Guzal-Dec, D. (2014). Intersectoral partnerships: Local action groups as an instrument for the use of local resources in the process of sustainable development of naturally valuable areas in Lublin Province. *Scientific Yearbooks of the Association of Agricultural and Agribusiness Economists*, 16(4), 109–114.

Howe, N., & Strauss, W. (2000). *Millennials rising: The next great generation*. Vintage Books.

Kitrinou, E., & Rontos, K. (2010). *Development of Binary Logit (BL) discrete choice models for alternative types of tourism at Lesvos Island in Greece*. ResearchGate. https://www.researchgate.net/profile/Eleni_Kitrinou/publication/235651607_Modelling_the_choice_for_alternative_types_of_tourism_at_Lesvos_Island_doc/links/09e415124821fabb6a000000

Kolomytsev, A. (2010). Local action groups as a form of participation at the local level. *Constitutional Law Review*, 1, 103–114.

- Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2013). *Marketing* (9th ed.). Pearson Australia Group Pty Ltd.
- Meyer, B. (2006). The area tourism product as an effect of relations between interest groups. In S. Wodejko (Ed.), *Tourism economy and interest groups*. Warsaw School of Economics (SGH).
- Pantano, M., & Viassone, (2015). Engaging consumers on new integrated multichannel retail settings: Challenges for retailers. *Journal of Retailing and Consumer Services*, 25, 106–114.
- Raport z badania krajowego ruchu turystycznego w (2019). <http://www.pot.gov.pl/do-pobrania-/l/materialy-do-pobrania/badania-i-analizy>; 04.07.2021.
- Smith, V. L. (1997). *The four Hs of tribal tourism: Acoma – a Pueblo case study*. Cooper Ch
- Wanhill, S. (red.). *Tourism development: Environmental and community issues* (pp. 141–152). John Wiley & Sons.
- Williams, K. C., & Page, R. A. (2010). Marketing to the generations. *Journal of Behavioural Studies in Business*, 3, 1–17.

Yoon, H., Huber, L., & Kim, C. (2021). Sustainable aging and leisure behaviors: Do leisure activities matter in aging well? *Sustainability*.

Zomerdijk, E. L., & Voss, L. C. (2010). NSD processes and practices in experiential services. *Journal of Product Innovation Management*, 28(1), 63–80.

<https://www.weforum.org/agenda/2021/01/priority-workplaces-new-normal-wellbeing/>.

