

RURACTIVE OPEN CALL - CHALLENGE 6

Title of the challenge	Digital revitalisation of rural medieval heritage
Dynamo (pilot location)	Diputación de Zamora, Spain
RDD (Rural Development Driver) <i>addressed by the challenge</i>	Culture and cultural innovation
Overall context description and specific context to be addressed by the challenge	<p>The province of Zamora stands out for its geographical and cultural diversity, with historical monuments, many of them related to the Middle Ages. Local inhabitants are often unaware of their rich history and do not have access to more detailed information about them, particularly due to a lack of digitisation, especially the youth. Traditional cultural assets are not appealing or accessible to younger generations due to a lack of adaptation to contemporary technologies and media.</p> <p>Moreover, many of these monuments, such as the Templar Castle of "Castrotorafe", and others, are in ruins or not well preserved and have not been adapted to modern technologies. In addition, visits to these sites are accessed via dirt roads, which are not very accessible in adverse weather conditions (mainly in the winter), making access difficult for both residents and tourists.</p> <p>On the other hand, there is no exact measurement of visitors to these monuments. It would be important to know this data in order to analyse it and make decisions about the future of the monuments.</p> <p>This challenge seeks to revitalise and digitise these cultural heritages, creating more engaging and interactive experiences. In addition, the issue of accessibility and the impact of weather must be addressed, ensuring that these sites can be explored all year round through innovative digital solutions, while maintaining a balance between preservation and modernisation.</p>
Scope of the Challenge	<p>The challenge focuses on 2-5 municipalities of Zamora province (regardless of Zamora city) where medieval sites (castles, churches, monasteries...) are located.</p> <p>By developing digital tools to modernise and make these monuments more accessible, the aim is to overcome physical</p>

	<p>barriers (such as accessibility) and improve the cultural experience for all visitors (whether local or not), but especially with a focus on young people in order to preserve the historical and cultural identity of the region.</p> <p>In addition, the aim is to resolve the collection of real data on visitors/people interested in the monuments.</p>
Solution requirements	<p>We are looking for a solution that could use one or some of the following technologies:</p> <ul style="list-style-type: none"> ● Augmented Reality (AR): applications that allow users to overlay historical information on the real environment and scan ruined monuments to access 3D digital recreations of how they looked in the past. ● 360° Virtual Tours: virtual tours accessible through the web or mobile devices, with audio and visual guides to explore these sites, regardless of weather conditions. ● 3D recreations: construction in 3D printing of what these monuments and the customs of the inhabitants were like in different periods, to be exhibited in the municipalities of the province. <p>In addition, the solution should consider accessibility for all audiences and using technologies that can be maintained in the long term.</p>
Specific objectives and expected outcomes	<p>Specific objectives:</p> <ul style="list-style-type: none"> ● Modernising the accessibility and cultural experience of historic monuments through digital technologies. ● Improve year-round access to these sites, overcoming climatic and accessibility barriers. ● Increasing the interest of young people and tourists in cultural heritage, especially through interactive and digital media. <p>Expected Outcomes</p> <ul style="list-style-type: none"> ● Creation of digital applications, platforms or virtual tours to both increase the number of visitors and raise awareness about the medieval heritage of the province, especially among the younger generations. ● Monitoring and improvements to the digital accessibility of the sites throughout the year. ● Assuring that technological solutions are sustainable over time. Municipalities, together with other local stakeholders, could sustain the maintenance costs if the solutions have a positive impact on cultural tourism.

Available resources

- Infrastructure: The monuments are identified and available for digitisation.
- Local support: Availability of municipalities' staff and infrastructure to support implementation.
- Some maps or historical records could be used for the purpose.