



## **Annex 2: Evaluation dossier for HERA Visitor Centre**

## EVALUATION DOSSIER FOR HERA VISITOR CENTRE

<b>Date of receipt of the application</b>	
<b>Dossier number (N°/ year)</b>	
<b>Name of evaluated Visitor Centre</b>	<b>IAT Teramo Virtual Visitors' Centre</b>
<b>Implementing partners (if any)</b>	<b>Europe Point Consortium</b>

<b>Medium Visitor Centres (from 50 to 200 square meters)</b>		
	<b>Yes / No</b>	<b>Comment</b>
<p>Medium Visitor Centres may contain multipurpose hall as the central area where all the main functions could be unified, but they can be arranged in separate areas as the entrance lobby with the information facilities and restrooms, exhibition and educational halls, as well as catering and sales facilities.</p>	YES	<p>“IAT Teramo” Visitors’ Centre is arranged in three multipurposes areas encapsulating equipment and facilities with the vision to unify through a common graphical concept, 3 different halls composing altogether a single environment and thematism: a roman city suspended between sea and mountain.</p> <p>The first hall (entrance hall – decorated as mountain), is set up as a front office. Here visitors can have “classical” P2P assistance by staff members which are providing information on events, mobility and relevant info and distributing cultural specific promotional materials (brochure, flyers and guides) to help visitors discover local heritage and points of interests.</p> <p>The second and larger area (middle hall – decorated as a roman city) is deputied to the immersive and virtual navigation of the information on the territory. It displays various devices (Tablets, Touch Monitor, Portable VR glasses and specific VR headsets) which enable visitors to enjoy an immersive “wow” emotional experience through an interactive and multimedia virtual reality visit guide approach.</p> <p>The third area (eastern hall - decorated as a seashore) is an educational and multi-purpose area that can be specifically used for meetings, school lessons, conferences, laboratory activities</p>

		<p>etc., being equipped with interactive monitors and multimedia equipment.</p> <p>Here's the list of multimedia equipment of the Visitors' centre evaluated</p> <table border="1" data-bbox="790 517 1385 1317"> <thead> <tr> <th data-bbox="790 517 975 595">Hall/Type of equipment</th> <th data-bbox="975 517 1385 595">Multimedia</th> </tr> </thead> <tbody> <tr> <td data-bbox="790 595 975 853"><b>IAT</b></td> <td data-bbox="975 595 1385 853">           1 operator pc station            1 QNAP server for multimedia management            1 Samsung SmartTv 65"            1 LG Smarttv 55"            1 router-wi-fi repeater         </td> </tr> <tr> <td data-bbox="790 853 975 1182"><b>Virtual Visitor Centre</b></td> <td data-bbox="975 853 1385 1182">           1 virtual mapping software in 360° full immersive VR technology            2 Htc Vive PRO headsets            2 PC dedicated to Vive usability            3 Oculus Go headsets            3 all-in-one pc + screens            1 LG 65" SmartTV touchscreen         </td> </tr> <tr> <td data-bbox="790 1182 975 1317"><b>Conference Hall</b></td> <td data-bbox="975 1182 1385 1317">           1 LG Smart Tv 75"            2 LG SmartTv 65"            1 Audiosystem + subwoofer         </td> </tr> </tbody> </table>	Hall/Type of equipment	Multimedia	<b>IAT</b>	1 operator pc station 1 QNAP server for multimedia management 1 Samsung SmartTv 65" 1 LG Smarttv 55" 1 router-wi-fi repeater	<b>Virtual Visitor Centre</b>	1 virtual mapping software in 360° full immersive VR technology 2 Htc Vive PRO headsets 2 PC dedicated to Vive usability 3 Oculus Go headsets 3 all-in-one pc + screens 1 LG 65" SmartTV touchscreen	<b>Conference Hall</b>	1 LG Smart Tv 75" 2 LG SmartTv 65" 1 Audiosystem + subwoofer
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Information facilities and restrooms	YES	<p>In the first hall visitors can find information on Teramo territory via desk operators and specialized assisting staff. Shelves and drawers are specifically aiming at showing local products and distributing printed publications and material.</p> <p>A large Monitor is showing off infoservices on events and places to be visited</p> <p>The restroom is in a separated, but easily accessible area.</p>								
Exhibition and educational halls	YES	<p>The exhibition hall, created as a Centre for Virtual Reality fruition has been designed as an innovative space aiming at endowing the territory of Teramo with a brand new information provision experience which creates a friendly and autonomous environment, open to public's and to</p>								

		<p>operators' consulting, valorising the local cultural and natural heritage.</p> <p>The core of the VC is a multimedia exhibition hall equipped in order to grant an immersive solution through Virtual Reality devices, displays and software that guide users and solicitate tourists' curiosity in the discovery of cultural and natural assets of the territory using a 3D VR mapping of Videos and pictures, enriched with audio, text guides and Hyperlinks.</p> <p>Through VR headsets, glasses, laptops, multitouch interactive monitor and the dedicated 3D VR mapping software developed, visitors can deepen the knowledge of the territory autonomously setting their own paths and journey through Teramo monuments and relevant places to be visited in the province territory.</p> <p>The integrated multi-purpose room, adjacent to the exhibition hall, has been designed as a versatile and multi-functional environment, addressed to operators' and stakeholders' meeting needs, and especially with educational purposes for pupils and students and as a recreational play area.</p>
Catering and sales facilities	YES	<p>Visitors can rely on a large amount of restaurants – bars and sales facilities easy and fastly reachable, being the VC adjacent to the main street of city center.</p> <p>In the first 5 years of activity, IAT personnel will distribute tourism and cultural targeted promotional materials (brochure, flyers and guides) to valorise and discover Teramo heritage and its province territory. After 5 years, it will also manage the possibility to sell manufactured products and/or services inside the VC.</p>
Minimum number of permanent employees - one	YES	1 permanent employee (DMC Gran Sasso Laga) plus 1 part-time employee (REAL START Community Cooperative).

All Visitor Centres		
	Yes / No	Comment
Must have Internet connection, Wi-Fi, computer equipment and multimedia	YES	Internet connection, computer equipment and multimedia available.
Visitor Centre must create a fruitful learning environment with key objectives of preserving heritage and its adequate promotion through education of the target groups of the local community and tourists	YES	The Visitor Centre is designed to improve visitors' involvement and create a cultural environment through total 360° immersive guides and information.  Multimedia technologies inform and raise public awareness about province heritage, hidden treasures, thus combining an emerging urge of valorisation and preservation through public and stakeholders.
<p><b>Management and sustainability of the Visitor centre</b> (at least one of the below plans need to be developed):</p> <ul style="list-style-type: none"> <li>➤ There is a clear sustainability plan</li> <li>➤ There is a management plan</li> </ul>	YES	<p>The sustainability of the Visitors' Centre is directly granted by the Municipality of Teramo, which is hosting the structure and financing the direct management of the centre in the framework of municipality administrative budget.</p> <p>Moreover, Region Abruzzo and Municipality of Teramo have subscribed a management and sustainability plan for the management of the Visitors' Centre (see attachment n°1): firstly, with the specific goal to standardize and respect, with reference to the national and regional legislations and "Carta dei Servizi degli uffici I.A.T." the overall sets of Information and tourism assistance services provided by the employed Centre staff to visitors (timetable, type and modality of information provided, informative tools enabled and to be managed) working under the regional IAT logo;</p> <p>secondly, in order to guarantee, by the financial contribution of Abruzzo Region, its economical sustainability with specific funds</p>

		allocated in regional budget for the next 5 (renewable) years.
<p><b>Capacity building requirements:</b> at least one officially trained/certified heritage interpreter on staff/available in partner organizations</p>	YES	<p>The Entity which is working in the VC, DMC Gran Sasso Laga, is legally officially regionally endorsed to manage tourism promotion and marketing valorisation of the cultural and natural heritage of the territory, being explicitly educated in heritage interpretation and in the organisation of cultural events and festivals, participation to national and international tourism fairs and managing european projects and private investements in the tourism sector.</p> <p>Furthermore, the employees working in the Visitors' Centre have been trained by Europe Point Consortium of Teramo staff accordingly to HERA educational program on heritage interpretation standards of quality and to the Heritage Interpretation Training Manual developed in the framework of Hercultour project implementation by Zadar County.</p> <p>Finally, Europe Point consortium, partner of Hercultour Project, signed an agreement with Municipality of Teramo in order to grant, for the next 5 years, its mentorship and assistance on capacity building to the VC staff employed in the Centre.</p>

## EVALUATION REPORT

### Indicate name and type of the evaluated visitor centre

- *Small (up to 50 m<sup>2</sup>).*
- *Medium (from 50 to 200 m<sup>2</sup>)*
- *Big (200 m<sup>2</sup> and above).*

IAT Teramo Virtual Visitors' Centre

Viale Carducci 13-17, 64100 Teramo – Tel. 0861/219032

[www.comune.teramo.it](http://www.comune.teramo.it)

*Medium size (118 sqm)*

### Management and sustainability

- *List existing management and sustainability documents of evaluated visitor centre. If possible indicate how this documents are available for consultation and where.*
- *Indicate name of interviewed responsible person/staff of visitor centre*

The main management and sustainability documents are:

- Joint Action Plan (JAP);
- Sustainability Action Plan and Thematic Action Guidelines (TAG)
- Hercultour Heritage training manual

The principal local management and sustainability documents are:

- Region Abruzzo + Municipality of Teramo agreement on VC sustainability
- Region Abruzzo + DMC Gran Sasso Laga agreement on VC management

Both documents are available on request: [info@copeteramo.it](mailto:info@copeteramo.it)

*Responsible person/staff:*

**Claudio Ucci**

Destination Management Company Gran Sasso Laga

DIRECTOR

Contrada Piana dell'Addolorata, snc - Tossicia

Tel. +39 342 713 0621

e-mail : [info@dmcgransassolaga.it](mailto:info@dmcgransassolaga.it)

### Theme interpreted in the visitor centre

- Please describe the theme of the evaluated visitor centre in short.
- Indicate technical and multimedia solutions used for presentation of the theme
- Indicate how a fruitful learning environment is created within the visitor centre?
- Indicate main target groups to whom the visitor centre is oriented
- Annex list of HERA certified heritage interpreter cooperating with staff of visitor centre
- Annex photos of evaluated visitor centre (interior and exterior)

### Description

Teramo province unifies many relevant elements that needs to be valorised for the effectiveness of a diversified tourism strategy development aiming at the deseasonalisation of tourism through the improvement of the attractiveness of tourism destinations which enables the transition from the traditional 3S model ("sun, sea and sand") towards the 3E model ("excitement, education, entertainment"), thus, producing multiple benefits, among which are as follows:

- *the reduction of the environmental, economic, social impact and pressure caused by concentrating tourism into a few weeks/months of the year;*
- *the creation of new activities/projects idea collection supporting the preservation and development of the area's natural and cultural heritage.*
- *the relink of the coastline with its natural hinterland, mainly whereas are located protected natural areas and/or towns and settlements, which had historically performed cultural, economic and social cohesion function, in order to re-shape the identity and distinctiveness of the area.*

Aside from the leisure tourism compartment - due to the proximity of Adriatic sea locations which are well renown and from the environmental values – due to the highest Apennines mountain peak with the perfect union of uncontaminated mountains, rivers and valleys the VC aims at fostering other aspects of tourism assets which can be founded fundamentally in:

#### a) History:

- very important presence of roman and prehistorical Neolithic relics;
- Vestiges of Picens and pre-Roman populations;
- proximity to historical relevant locations (one of the most famous Italian military fortresses in Civitella).

c) Unique religious and civil architecture: Palaces from Acquaviva feudal family; Roman theatres, amphiteaters, villas, mosaics, cisterns and necropolis; unique style churches architectures and internationally renown sanctuary for pilgrims; hermits' grottoes.

d) Culinary traditions: the rich and famous traditional gastronomy with food and wines which are acknowledged at national level.



In order to give a central role to the Visitor Centre, forecasting the perspective to evolve into a real Entity operating as a Hub of tourism with the involvement of all relevant stakeholders, the architects decided to recall the geographical centrality of the roman city of Teramo in the theme developed which has been graphically enhanced by the setting up of interiors.

The Virtual visitor center, with the Teramo Virtual Reality mapping softwares and structure, is then geographically located inbetween the hall representing the Adriatic sea and the one which represents the highest Apennines mountain peak of Gran Sasso d'Italia.

### **Target groups**

Target group addressed by the VC are various.

Being, primarily, an information office, with exhibition areas, it works as a linked forum open to different visitor's needs and providing informative services via innovative communication tools enabling visitors to interact on their own or with the assistance of formed operators, in order to get the maximum level of information needed.

The interactive areas created and the multipurpose spaces for conferences and conventions can relate to other different target groups than tourists, with didactical scopes and opportunities for children and pupils, but operating also as a centre for ideas development with the involvement of a multilevel set of public stakeholders and tourism operators.

### **Public and Private stakeholder involved:**

Mauro Febbo – Councillors of Culture and Tourism of Abruzzo Region

Gianguido D'alberto – Mayor of Municipality of Teramo

Maria Cristina Marrone – Vice Mayor of Municipality of Teramo

Antonio Filippini – Councillor of Tourism of Municipality of Teramo

Furio Cugnini – Director of Cultural Sector of Municipality of Teramo

Roberto Angelini – Director of infrastructures of Municipality of Teramo

Stefania di Padova – Councillor of Urban management and development of Municipality of Teramo

Andrea Core – Councillor of Culture of Municipality of Teramo

Mons. Leuzzi - Curia Vescovile di Teramo and Atri

Gianfranco Mancini – Fondazione Cassa Risparmio di Teramo

Vincenzo Torrieri - Soprintendenza archeologia, belle arti e paesaggio dell'Abruzzo

Miriam Tullii – University of Study of Teramo

Diego di Bonaventura – President of Teramo Province

Paolo Rapagnani – Province of Teramo

Community Cooperative for tourism development REAL start

### **Qualified guides to the tourist guide profession:**

In the VC, the tourism information is provided by DMC with the assistance of another Subject: the Community Cooperative for tourism development named REAL start composed by 20 young people belonging to the territory which have been specifically formed on the Tourism Enterprises and service management.

During a 400 hours training course (see attachment n°2) led by University of Teramo professors, a specific module on Management of Tourism services have been designed on the basis of the two Hera + Hercultour heritage interpretation manuals, created by Zadar County.

The list of names as follows is composed of pupils that actively contribute to the management of VC, supporting the DMC staff in providing the services to visitors, having been trained on the basis of Hera and Hercultour heritage interpretation manuals, and got the official certification (with the qualification of “ACCOMPAGNATORE TURISTICO”), recognized by the Ministry of Economic Development with ISTAT codes: 3.4.1.5.1. – 3.4.1.5.1. – Guide ed accompagnatori naturalistici e sportivi – 3.4.1.5.2. – Guide turistiche.

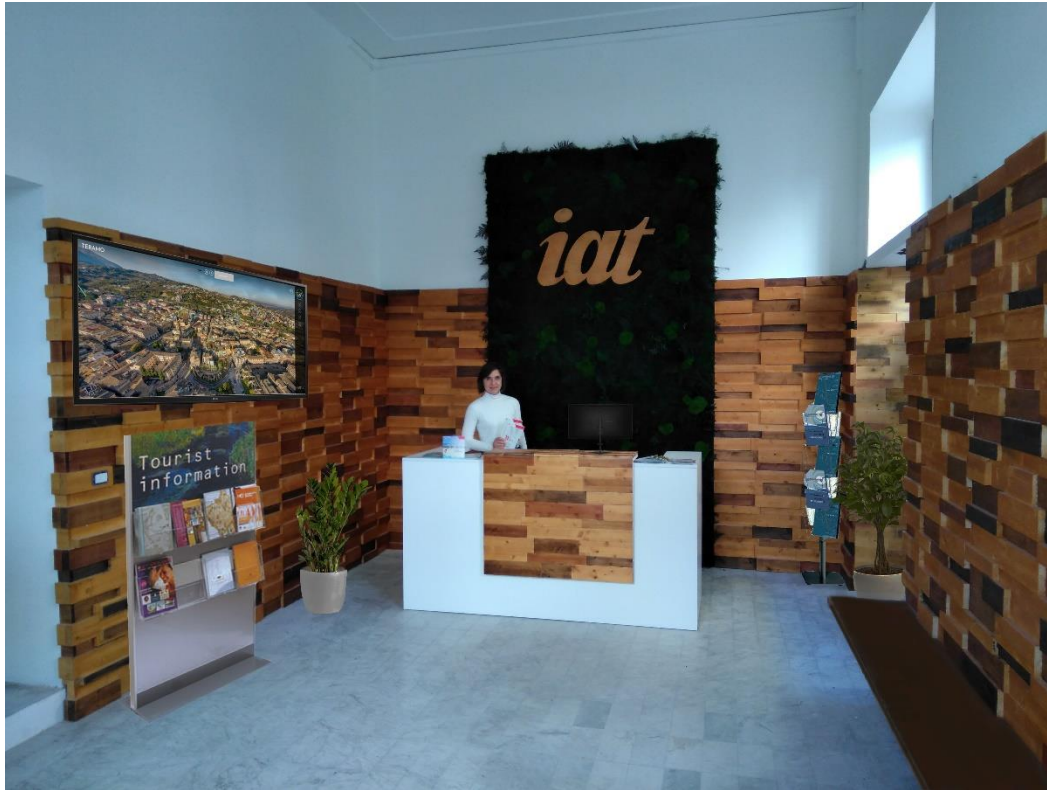
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**Pictures of the venues:**

**EXTERNAL VIEW**



### IAT FRONT OFFICE SERVICE



### MULTIMEDIA VIRTUAL REALITY EXHIBITION HALL



## EDUCATIONAL MULTIPURPOSES HALL





## RECOMMENDATION FOR HERA TM AWARD

<b>Is evaluated visitor centre recommended for awarding with HERA Trademark for Visitor Centres</b>
YES
<b>If no, please specify the reasons and give main recommendation for improvement</b>

<b>Evaluator:</b>	Gianluca Di Santo – Destination Management Company “Riviera dei Borghi di Acquaviva”
<b>Place and date of evaluation:</b>	Teramo, 10 <sup>th</sup> March 2020