



# MONTENEGRO

DRIVING THE TRANSITION  
TO TOURISM INDUSTRY 4.0  
POWERED BY DIGITAL  
TECHNOLOGIES

TAKING YOU AND YOUR  
INDUSTRY TO THE  
NEXT LEVEL



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# PROJECT AT A GLANCE

Supporting the transition to Tourism Industry 4.0. in Montenegro driven by digital technologies

**Donor:**

Slovenia

**Coordinating Agency:** Ministry of Economic  
Development and Tourism of  
Montenegro





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# PROJECT OBJECTIVE



Strengthen digital skills in Montenegro, through pilot application in tourism, cultural and related economy sectors by introducing technologies and innovation processes to boost competitiveness, production of higher added value products, employment and sustainable economic growth.



# Join the Training Programme

on Digital Innovation of Cultural Heritage!

As part of the project “Provision of Digital Technologies Fostering Tourism 4.0 and Technological Learning in Montenegro”, we are pleased to invite you to participate in a **Training Programme** focused on digital storytelling and 3D technologies for cultural heritage and tourism. The programme consists of **five interactive workshops**, combining theory and practice:

- **Introduction to 3D and Digital Storytelling (online)**  
10 November 2025, 11:00–12:00 (Registration until 7 November)
- **3D Digital Capture and Data Processing (online)**  
17 November 2025, 11:00–12:00
- **Principles of Digital Storytelling with 3D Assets (hybrid)**  
27 November 2025, 11:00–12:00 TBC
- **3D Data Management (online)**  
1 December 2025, 11:00–12:00
- **Hands-on Workshop (on-site)**  
Planned for June 2026

**Register HERE**

or scan the QR code



Participants will gain both **conceptual understanding and practical experience** with digital tools and workflows that enable innovative storytelling and digital preservation of cultural heritage. We warmly invite **professionals, students, researchers, and cultural heritage practitioners** to join us and enhance their skills in digital innovation for Tourism 4.0.

The project is coordinated by Arctur, a Slovenian high-tech company known for its award-winning initiatives in the field of digital cultural tourism, and is implemented under the mandate of the United Nations Industrial Development Organization (UNIDO) (UNIDO Project SAP ID 230074).

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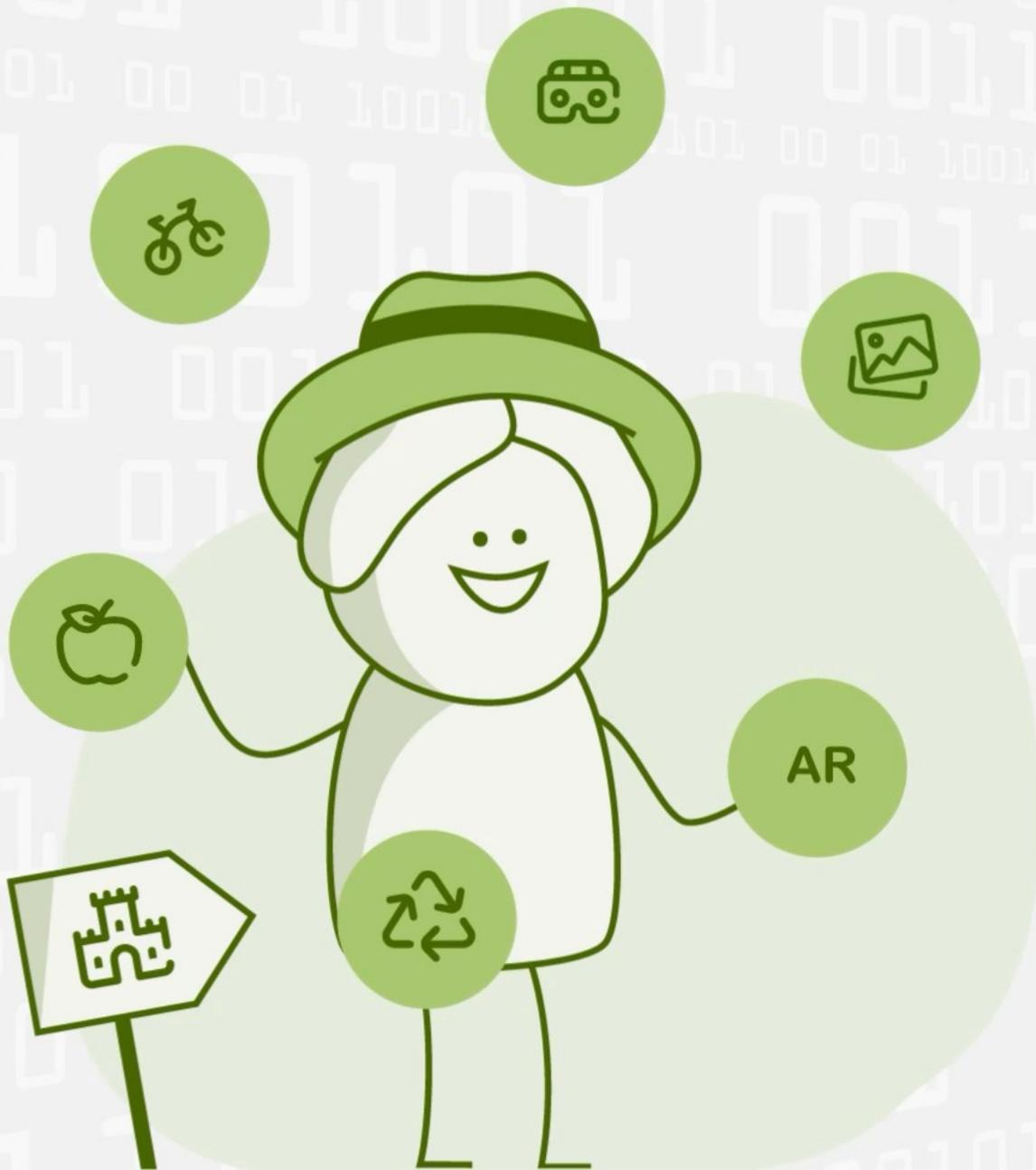
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# Digital Technologies Fostering Tourism 4.0 in Montenegro

Dr. Urška Starc-Peceny & Matevž Straus





# Enriched Tourist Experience

# Tourism 4.0 Ecosystem



“

Tourism can only be sustainable, when it improves quality of life of the local community.

changing the perception of tourism

# Projects

**Tourism 4.0 TRL3-6**  
(2018 - 2021)

**Demo Pilot Tourism 4.0**  
(2019 - 2022)

**Tourism 4.0 for the Black Sea**  
(2019 - 2021)

**Amazing AoE**  
(2020 - 2022)

**DICH projects**  
(2020 - 2022)

**Insites**  
(2021 - 2022)

**Weave**  
(2021 - 2022)

**SD4TIM**  
(2022 - 2023)

**Dates**  
(2022 - 2023)

**T4.0 Alpine Flows**  
(2022 - 2023)

**Web3 Accelerator**  
(2022 - 2023)

**Tourbit**  
(2022 - 2024)

**Blockchain for agri-food educators**  
(2022 - 2024)

**5Dculture**  
(2023 - 2024)

**DIGI-SI (DIH)**  
(2022 - 2026)

**BeyondSnow**  
(2022 - 2025)

**CulturalDeTour**  
(2023 - 2024)

**Cross Retour**  
(2023 - 2026)

**Tems**  
(2023 - 2026)

**Meds**  
(2023 - 2024)

**Enact**  
(2024 - 2026)

**SecreTour**  
(2024 - 2026)

**D3Hub**  
(2023 - 2026)

**Web3Tour**  
(2024 - 2026)

**CRP - FOV**  
(2023 - 2025)

**CRP - FU**  
(2023 - 2025)

**Inclusive Border Cycling**  
(2024 - 2027)

**Seismec**  
(2024 - 2027)

**CRP-FRI**  
(2024 - 2026)

**TREADS**  
(2024 - 2026)

**DEPLOYTOUR**  
(2024 - 2027)

**THRIVE**  
(2024 - 2027)

**PHOENIX 4.0**  
(2024 - 2027)

**XRCulture**  
(2025 - 2026)

**3D-4CH**  
(2025 - 2028)



# Digital Innovation of Cultural Heritage

A blueprint for the transformation



# Digitally Enriched Experiences of Cultural Heritage

Enriching cultural heritage with engaging, interactive and educational digital layer (AR/VR/xR, 3D models and visualisations, mobile and web apps...)

# Slovenia

In 2019, Slovenia set a **mission** to become one of the leading countries with the **most digitally enriched tourist experiences** of cultural heritage.

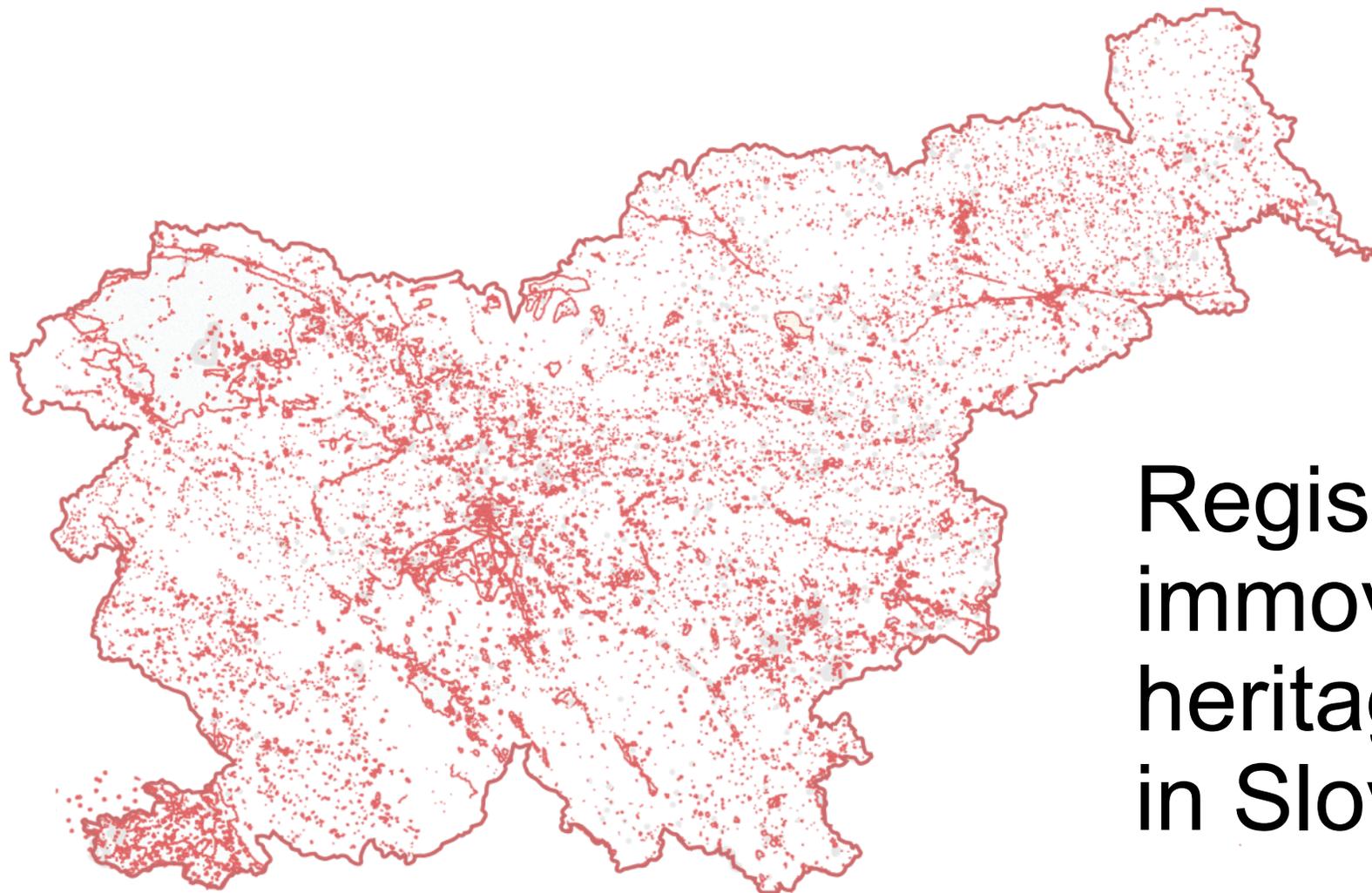


# Slovenia

A call from Ministry of Economic Development and Technology

- **Purpose:** create new digitally enriched tourist experiences, develop skills and anti-COVID19 measures
- **Eligible applicants:** Tourist destination management organisations
- **Total budget:** 5.480.000 EUR
- **Required actions:** at least 3x 3D digitized immovable cultural heritage + 1 tourist experience ("Unique Slovenia Experiences" label)
- **Duration:** in 1.5 year





Registered  
immovable cultural  
heritage  
in Slovenia

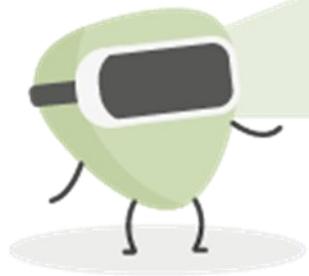
# Digital technologies can be of help



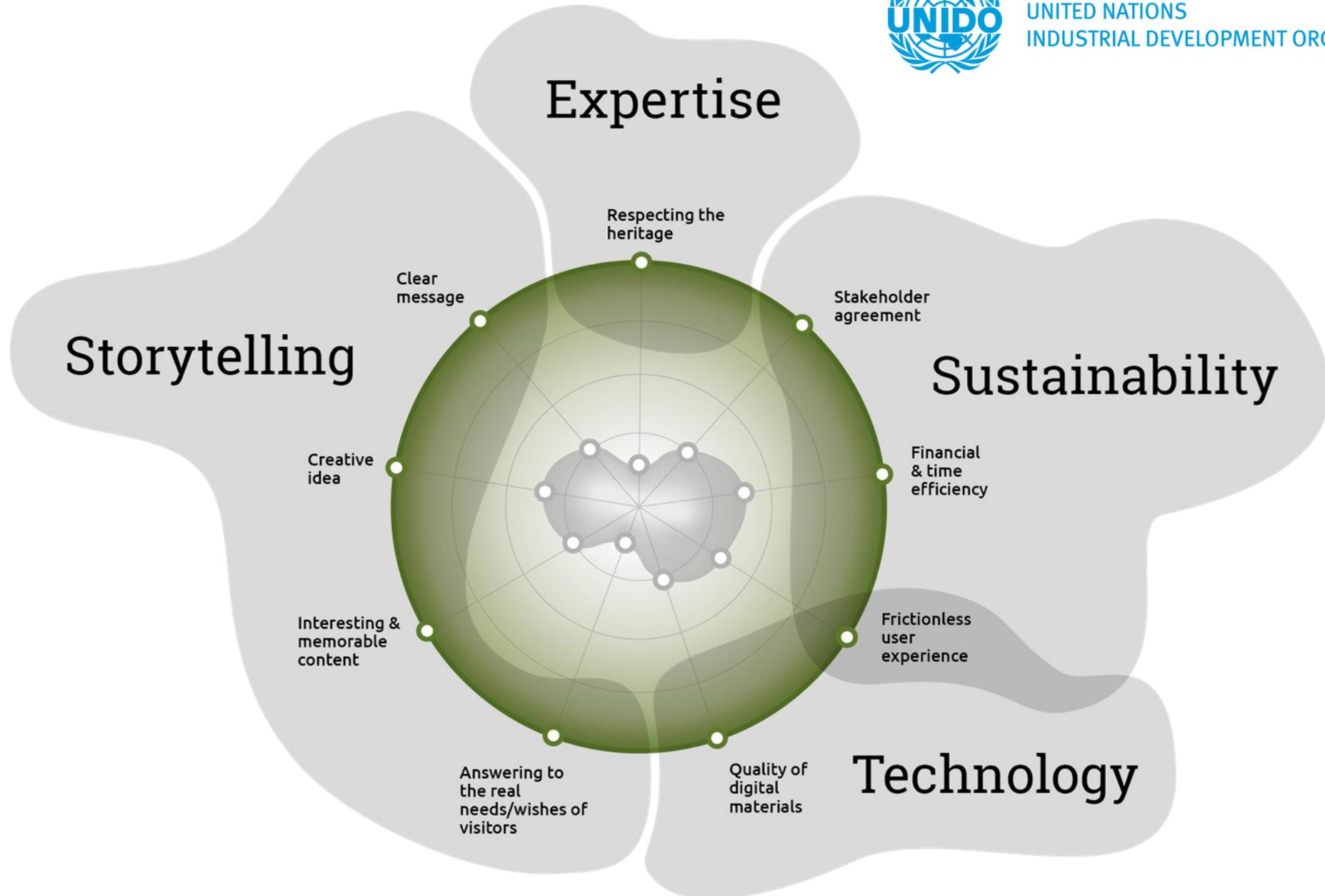
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Digital layer of audio-visual information can contribute to the immersive, inclusive and engaging narrative and storytelling



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**Digital storytelling** uses technology and all of its advantages to share your story with a wide audience.

Instead of traditional methods like books or oral tales, digital storytelling **combines words, images, sounds, and videos to create a more engaging and interactive digital story.**



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Augmented reality applications



Virtual tours with 3D objects



VR games



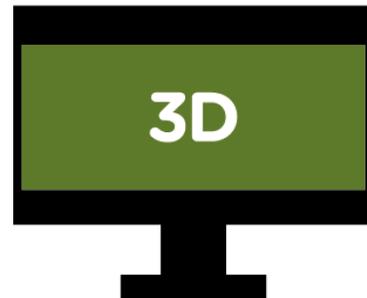
Holograms



Interactive table with 3D objects



3D print of souvenirs



Film with 3D objects



VR-360° film with 3D objects



3D film



Virtual souvenirs



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# Digital Innovation of Cultural Heritage

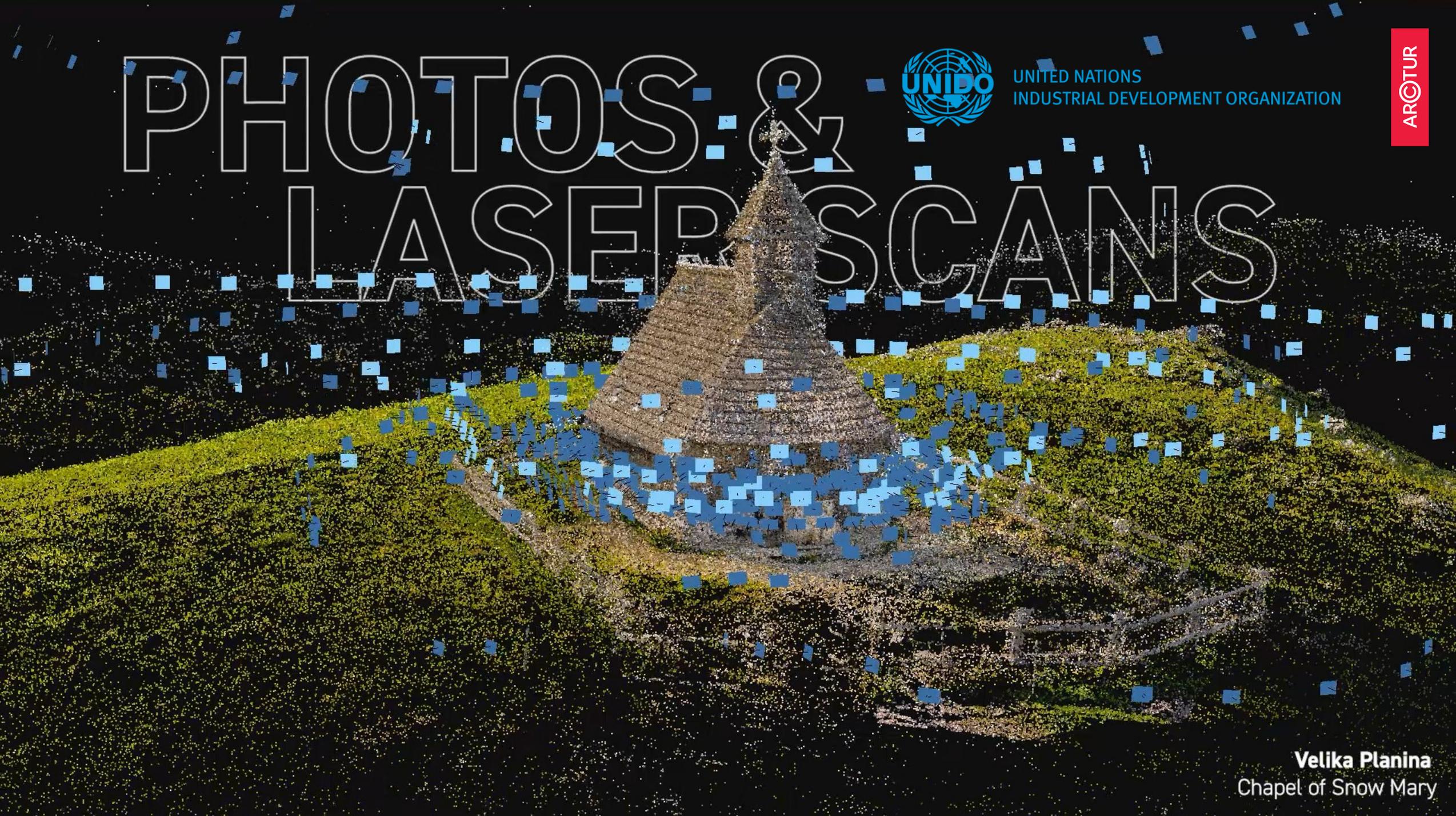
Guidelines for transformation

In Slovenian and in English

# PHOTOS & LASER SCANS



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**Velika Planina**  
Chapel of Snow Mary



# Awards



Digital Innovation of Cultural Heritage in Slovenia (Ministry of Economic Development and Technology) – 2021 (2<sup>nd</sup> place)



Digital Innovation of Plečnik Heritage (Tourism Ljubljana) – 2022 (3<sup>rd</sup> heritage)



Fly into the tannery of Europe (Šalek Valley Tourist Board)



Mysteries of submerged villages (Šalek Valley Tourist Board)



Master Plečnik (Tourism Ljubljana)



Fly into the tannery of Europe (Šalek Valley Tourist Board)



Mysteries of submerged villages (Šalek Valley Tourist Board)



Digital innovation of Plečnik's heritage project (Tourism Ljubljana)

# More than visible



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**114+ 3D models of Slovenian cultural heritage** (+ 360° photos and videos, photos, videos, animations ...)

**31+ new tourist products**

**200+ new digital contents** about Slovenian cultural heritage

**31+ re-discovered stories and legends**

**Presentation at conferences and fairs** (EXPO 2020 Dubaj, WTM London, Conventa, Alpe-Adria Fair, ...)

**70+ representatives of destinations and museums for the first time involved in digital innovation**

**50+ SME** involved in implementation of the projects

**30+ creative and cultural industries** involved in implementation, cooperation and consulting

**New collaborations and partnerships**

**Bridging the divide** between culture and tourism



## KULTURNA DEDIŠČINA ZA PRIHODNJE RODOVE

Slovenija postaja ena od vodilnih držav v Evropi pri vključevanju inovativnih rešitev na področju digitalizacije kulturne dediščine v obogatene turistične izkušnje.

Med letoma 2019 in 2022 je 31 vodilnih turističnih destinacij digitiziralo vsaj tri primere registrirane kulturne dediščine in iz njih razvilo vsaj eno novo turistično doživetje.

S ponosom predstavljamo rezultate!

### CERKEV MARIJE SEDEM ŽALOSTI





# Project Summary

- **Project Goal:** To foster **Tourism 4.0** and **Technological Learning** in Montenegro by transferring best practices from the Slovenian initiative.
- **Implementer:** **Arctur d.o.o.**, the initiator of the Tourism 4.0 initiative, under a **UNIDO Project** (SAP ID 230074).
- **Core Focus:** Utilizing **3D Digitization** (Photogrammetry, Laser Scanning) and **Immersive Storytelling** (VR/AR/XR) to innovate cultural heritage and tourism products.
- September 1<sup>st</sup> 2025 – August 31<sup>st</sup> 2026



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# Digital Technologies Fostering Tourism 4.0 and Technological Learning in Montenegro



## Upitnik o digitalnim tehnologijama u kulturnom turizmu u Crnoj Gori: Gdje smo?

Cilj ovog upitnika je da se utvrdi trenutno stanje i potrebe crnogorskog sektora kulturnog naslijeđa i turizma. Dobljeni rezultati će se koristiti za usmjeravanje razvoja inovativnih hibridnih turističkih proizvoda koji kombinuju posjetilačka iskustva sa naprednom interpretacijom naslijeđa, korišćenjem digitalnih i 3D tehnologija.

Ovaj upitnik je jedan od prvih koraka u dužem procesu koji će dovesti do razvoja specifičnih obuka i edukativnih resursa, kao i do transfera dobrih praksi iz slovenačke inicijative „Turizam 4.0“ u Crnu Goru.

Projekat koordiniše Arctur, slovenačka visokotehnološka kompanija poznata po nagrađivanim projektima u oblasti digitalnog kulturnog turizma, a realizuje se po nalogu Organizacije Ujedinjenih nacija za industrijski razvoj (UNIDO) (UNIDO projekat SAP ID 230074).

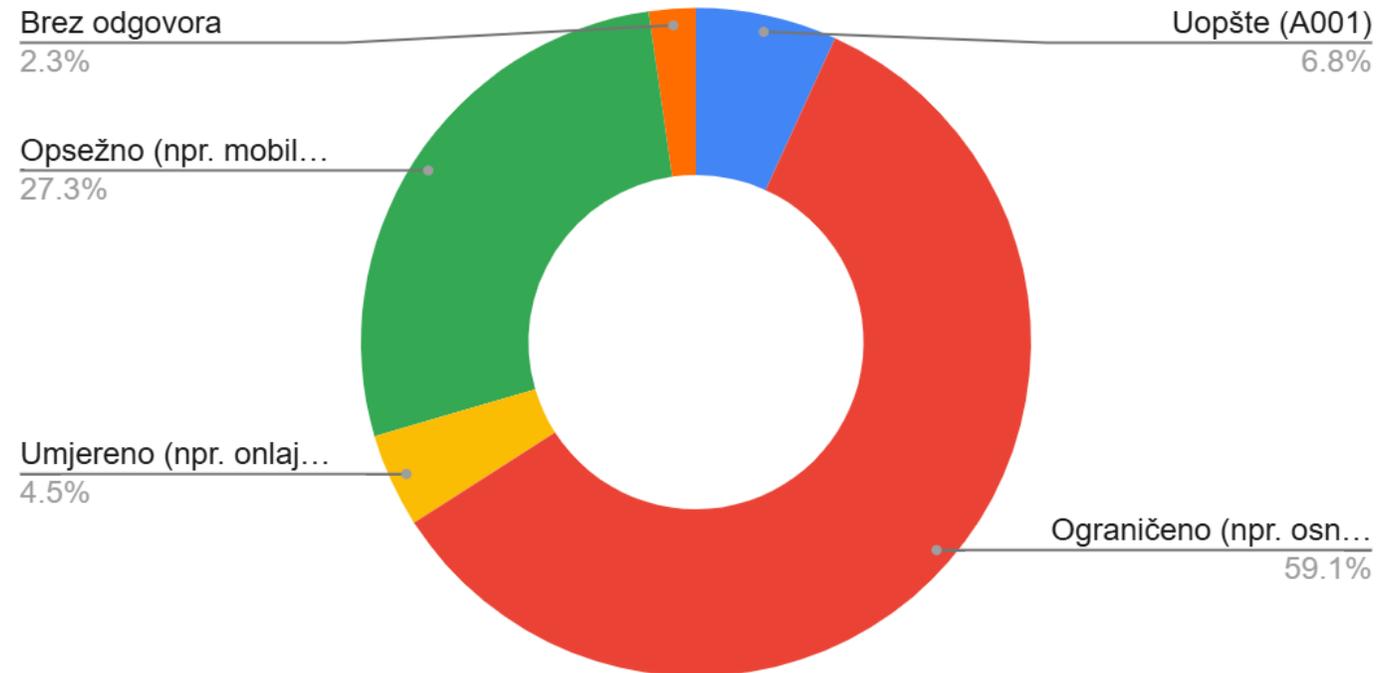
Next

## Survey among the stakeholders in Montenegro

1. Upitnik o digitalnim tehnologijama u kulturnom turizmu u Crnoj Gori: Gdje smo?
2. 44 full respondents
3. Still open – submit your answers

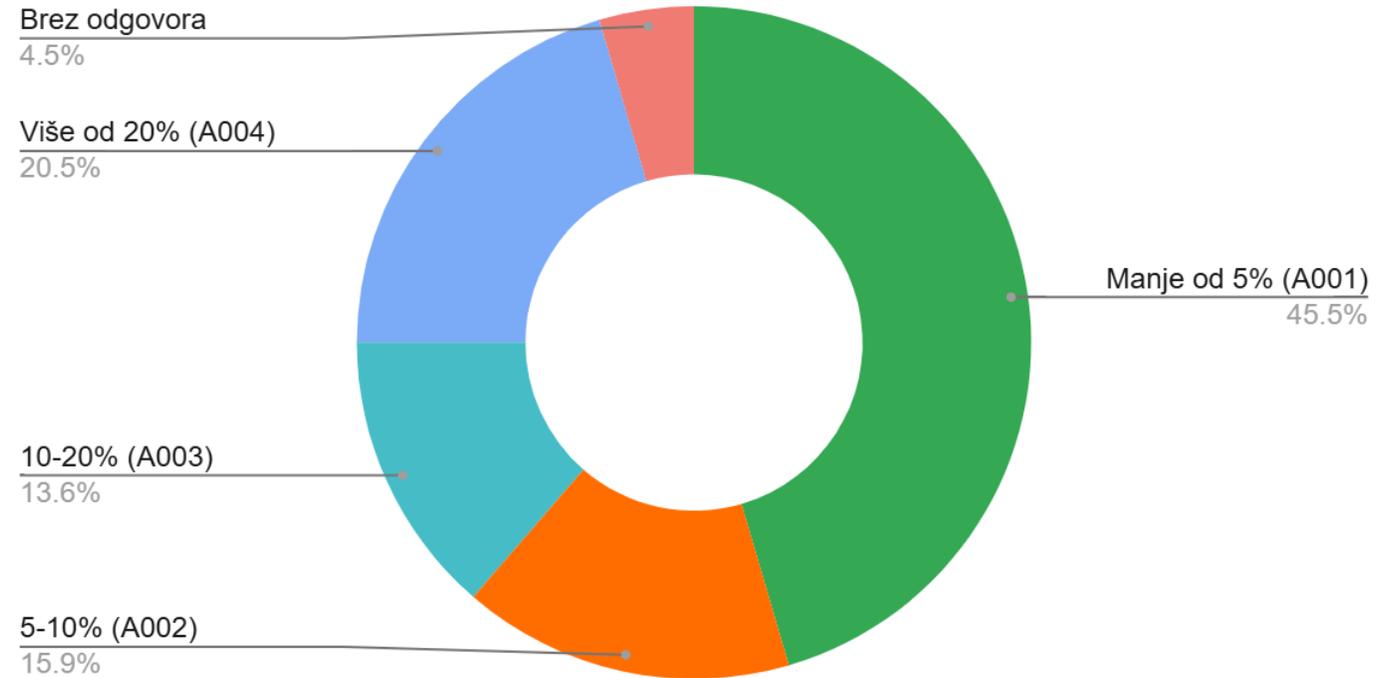


## 6. U kojoj mjeri Vaša organizacija trenutno koristi digitalne tehnologije za upravljanje ili promociju kulturnog nasljeđa?



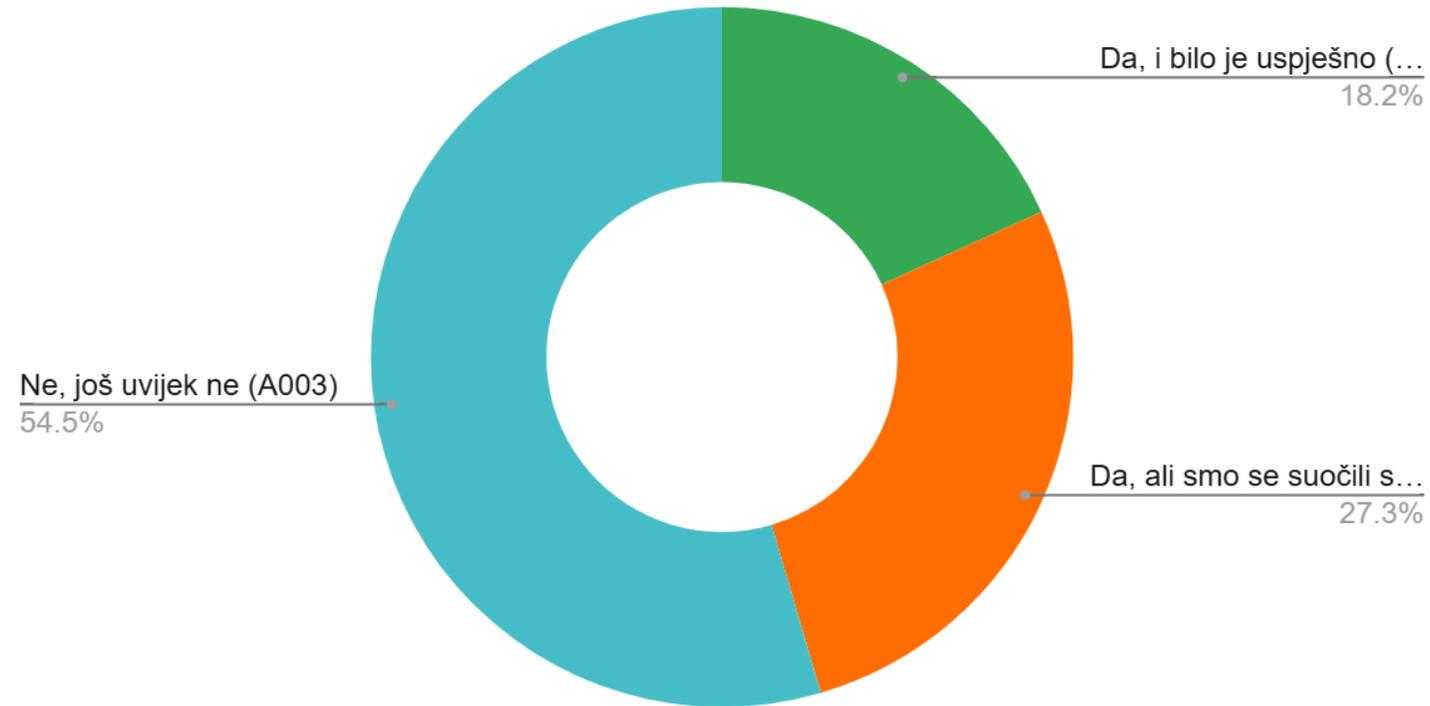


## 7. Ukoliko koristite digitalne tehnologije, koji procenat Vašeg godišnjeg budžeta je obično namijenjen za digitalne projekte?



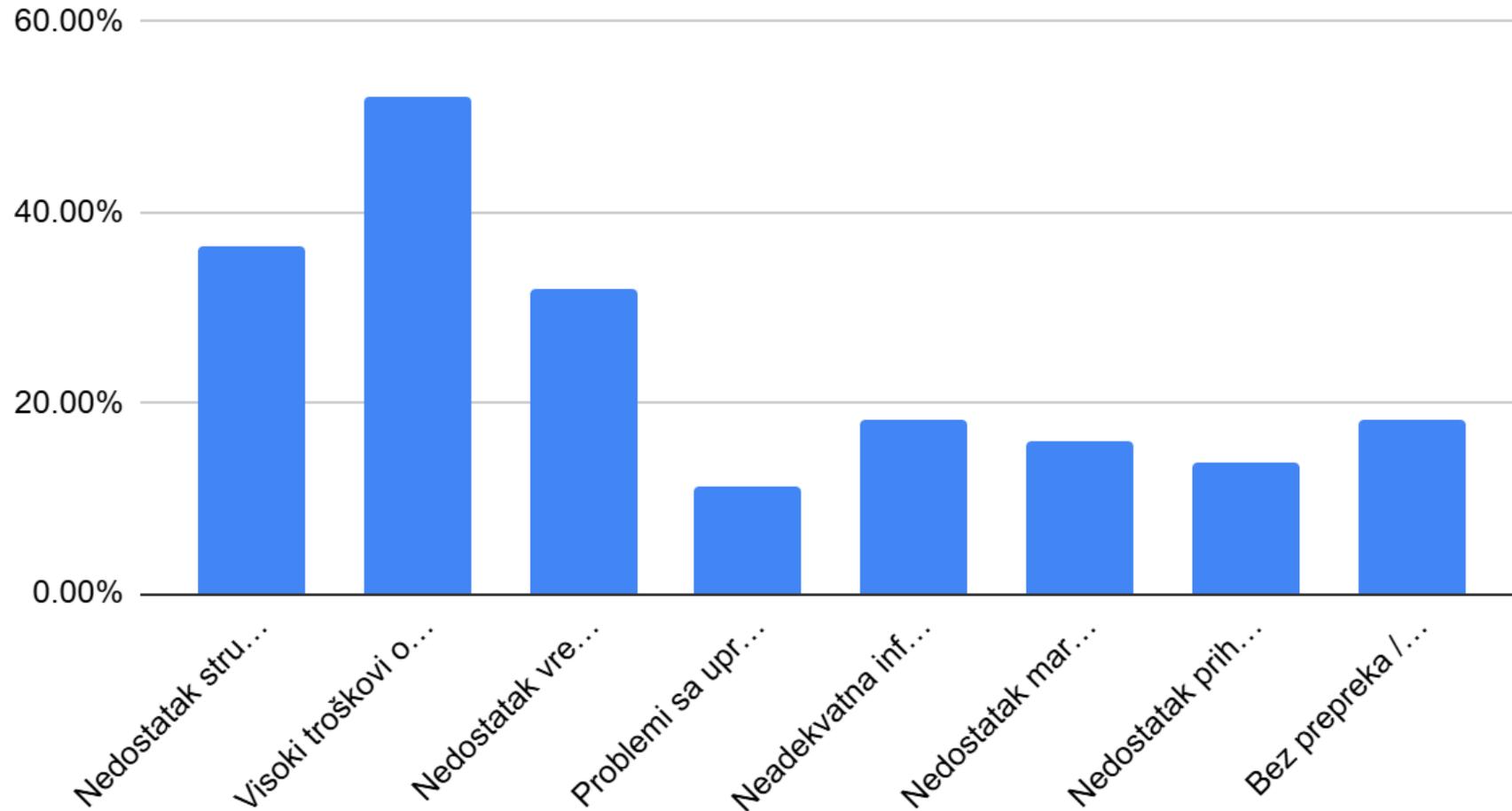


## 8. Da li ste Vi ili Vaša organizacija ranije pokušavali da primijenite digitalno pripovijedanje ili 3D tehnologije u kulturn...



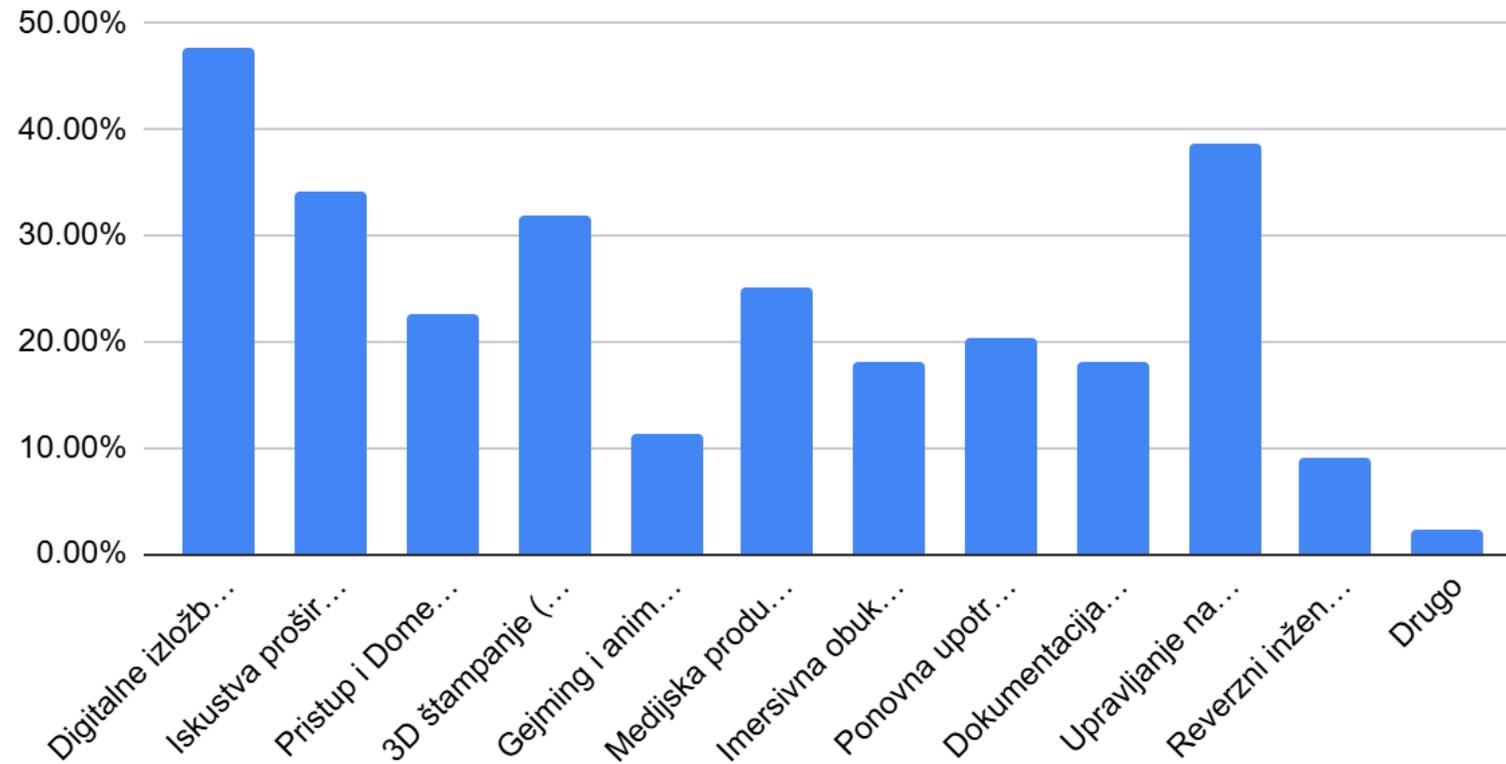


## 9. Koje su bile glavne prepreke? (Izaberite sve što važi)





## 10. Koji su Vaši glavni ciljevi korišćenja digitalnog pripovijedanja i 3D tehnologija ili praksi? (Izaberite sve što važi)





#### DELIVERABLE 1

- A1.1. In-depth Needs Assessment
- A1.2. Technology Introduction and On-site Data Acquisition Demonstration
- A1.3. On-site Data Acquisition Demonstration
- A1.4. Initial Data Processing & 3D Model Generation
- A1.5. Pilot Concept Document Submission
- A2.1. Curriculum Development
- A2.2. Trainer Identification and Preparation
- A2.3. Workshop Series Planning & Logistics
- A5.1. Stakeholder Engagement
- A5.2. Expert Team Assembly & Management
- A5.3. Work Plan Monitoring & Adjustment
- A5.4. Quality Assurance & Risk Management
- A5.5. Travel and Site Visits

#### DELIVERABLE 2

- A3.1. Tourism Product Ideation and Mentoring
- A3.2. Workshops and Feasibility Studies
- A3.3. Preparation of Technical Specifications
- A3.4. DCH Platform Design
- A3.5. Operator Capacitation Plan for Platform
- A3.6. Tourism 4.0 Concept Delivery
- A4.1. Stakeholder Mapping
- A4.2. Innovative Technology Research
- A4.3. Knowledge Transfer Workshops
- A4.4. Programme Delivery and Outlines

#### DELIVERABLE 3

- A2.4. Workshop Delivery
- A2.5. Post-Training Support and Reporting
- A4.5. Virtual Reconstruction for Storytelling
- A4.6. Site Re-creation Report & Activity Report
- A5.1. Stakeholder Engagement
- A5.2. Expert Team Assembly & Management
- A5.3. Work Plan Monitoring & Adjustment
- A5.4. Quality Assurance & Risk Management
- A5.5. Travel and Site Visits
- A5.6. Preliminary Reporting

#### DELIVERABLE 4

- A5.1. Stakeholder Engagement
- A5.2. Expert Team Assembly & Management
- A5.3. Work Plan Monitoring & Adjustment
- A5.4. Quality Assurance & Risk Management
- A5.5. Travel and Site Visits
- A5.7. Final Reporting and Project Closure

# Work plan

1. 2x 3D digital capture showcase
2. 1x digital storytelling showcase
3. Trainings and workshops
4. Network of stakeholders



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# Upcoming trainings

- **5 workshops**
- First today at 11.00 – 13.00
- Upcoming – 4 workshops (3 online, 1 on-site)
- **Hands-on Training:** Learn the fundamentals of 3D digitization (photogrammetry, laser scanning) and how to transform data into compelling narratives and **immersive experiences for cultural tourists**.
- **Knowledge Transfer:** Benefit from proven methods and success stories from a country that has successfully integrated technology with cultural tourism to create **sustainable and economically viable attractions**.
- **Apply:**  
<https://surveys.arctur.si/index.php/744166?lang=cnr>

SCAN ME



# Join us!



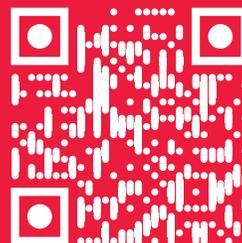
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## Become a member of **Tourism 4.0 Partnership**

Join:

[joinus.tourism4-0.org](http://joinus.tourism4-0.org)



200+ members





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# Introduction to 3D and digital storytelling

Dr. Urška Starc-Peceny & Matevž Straus





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# Context



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## (Recent) challenges of cultural tourism

- Over-tourism and under-tourism
- Visitors want to “experience” not only “observe” (“transformational experiences”)
- Search for “edu-tainment”
- Digital content (360° and 3D) are becoming the essence of destination marketing

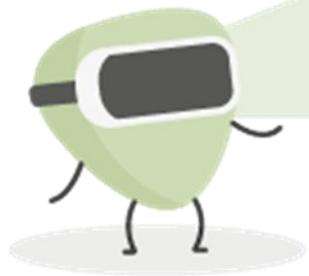
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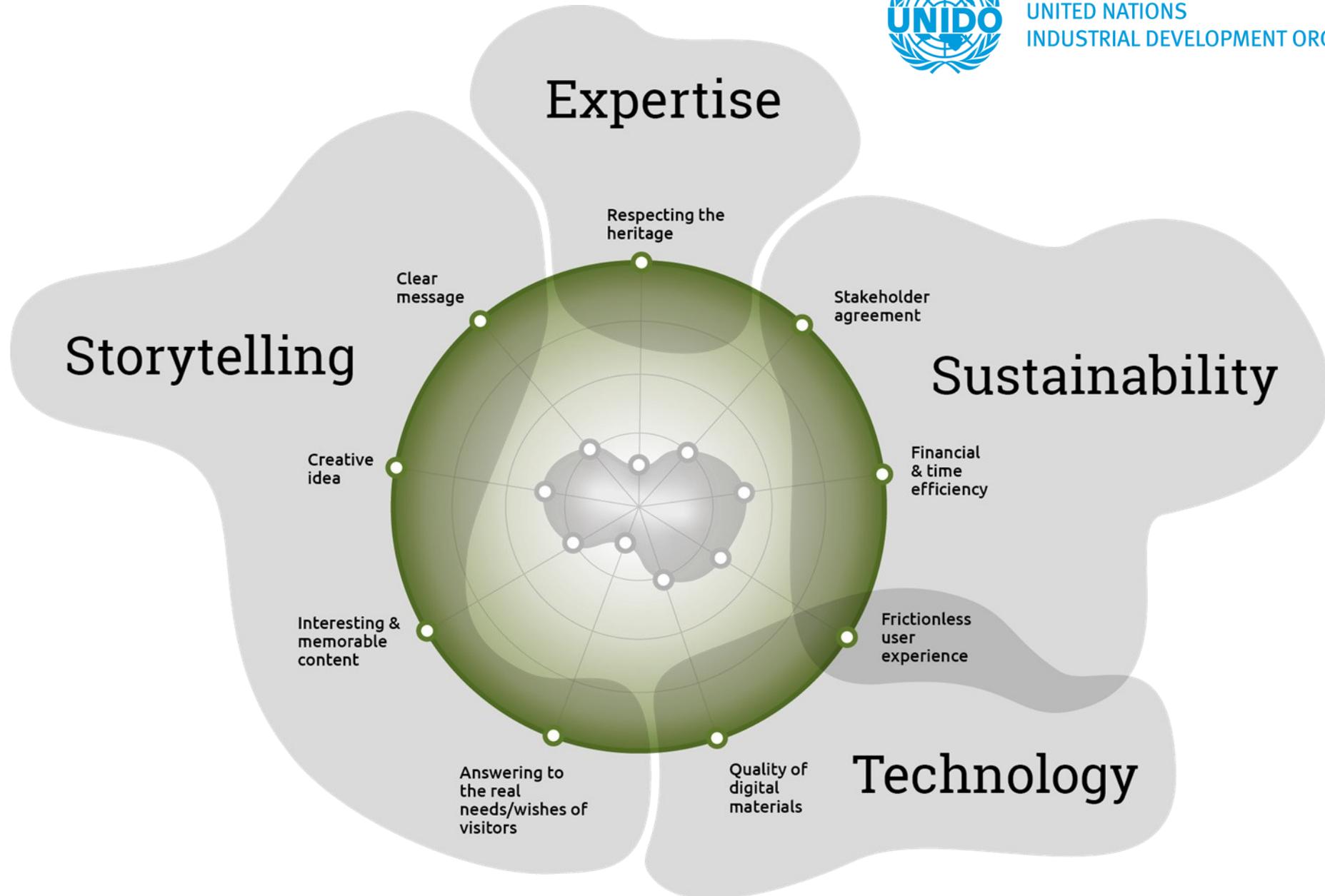
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Digital layer of audio-visual information can contribute to the immersive, inclusive and engaging narrative and storytelling



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**Digital storytelling** uses technology and all of its advantages to share your story with a wide audience.

Instead of traditional methods like books or oral tales, digital storytelling **combines words, images, sounds, and videos to create a more engaging and interactive digital story.**



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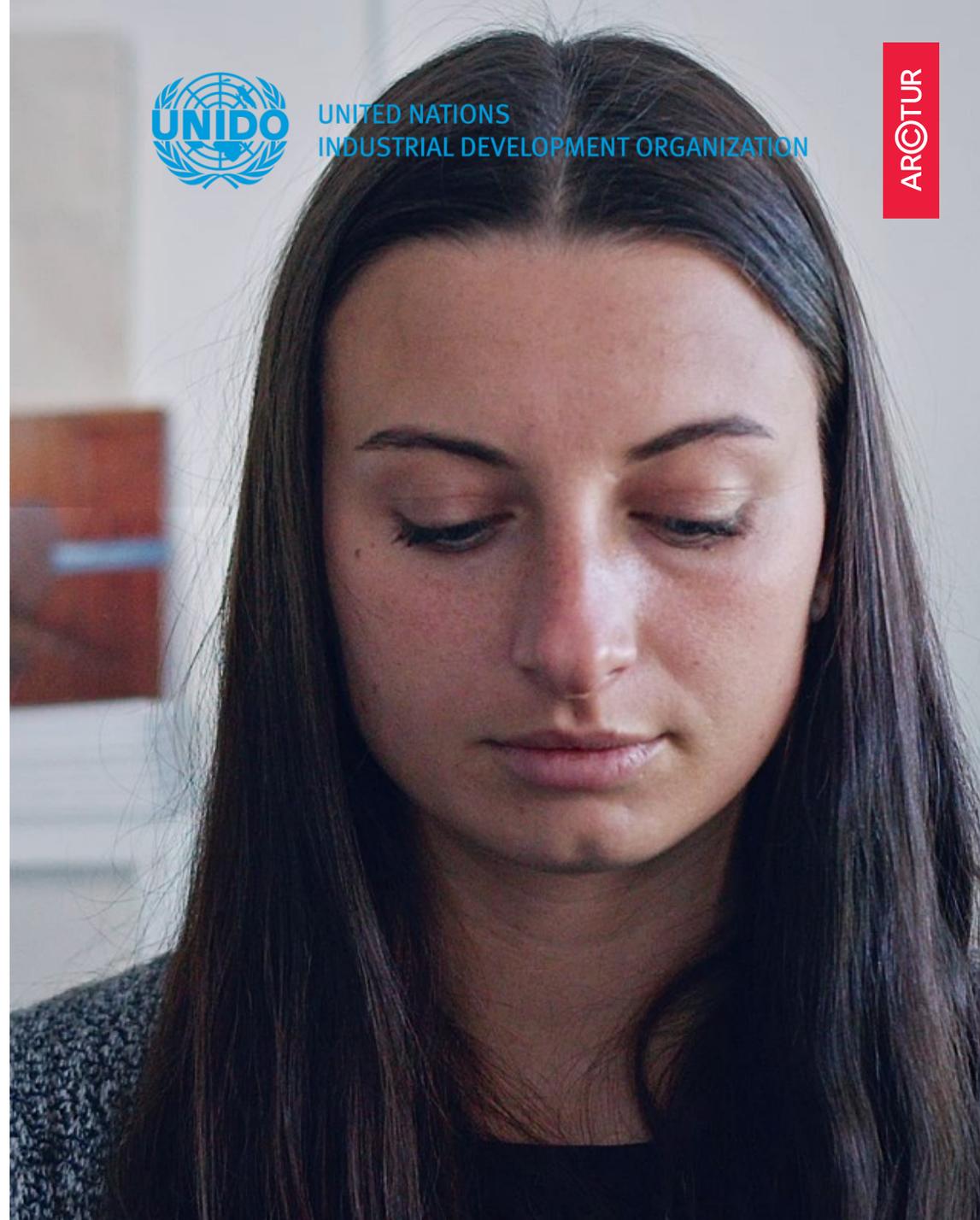
# Why digital storytelling?

1. Emotional connection
2. Personalisation
3. Interactivity
4. Data-driven



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Augmented reality applications



Virtual tours with 3D objects



VR games



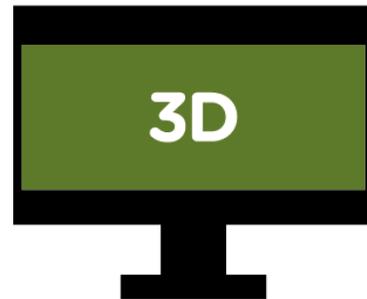
Holograms



Interactive table with 3D objects



3D print of souvenirs



Film with 3D objects



VR-360° film with 3D objects



3D film



Virtual souvenirs



new media matrix for museums  New Media Tools in Comparison	on-site								off-site				combined				
	portable audio guides	mobile applications	visual information displays (e.g. touchscreens)	smart objects	audio and video	augmented reality	holographic imagery	3d elements (e.g. printing, movies, interactive)	4d elements (e.g. sensoramas)	robots	online reviews	blogs	podcasts	museum websites	social media & social media platforms	SMS/MMS, Whatsapp, Viber & other messaging services	virtual reality
<b>suitability by type of visitor</b>																	
children (0-12 years)																	
teenagers (12-18 years)																	
young adults (19-30 years)																	
adults (31-60 years)																	
senior citizens (61+)																	
school classes																	
handicapped (mobility-impaired)																	
handicapped (blind or sight-impaired)																	
<b>suitability by type of visitor (Falk &amp; Dierking)</b>																	
explorers																	
facilitators																	
professionals/hobbyists																	
experience seekers																	
rechargers																	
<b>suitability by type of exhibition</b>																	
permanent exhibition																	
special exhibition																	
travelling (multi-stop) exhibition																	
<b>suitability by objective(s)</b>																	
creating a "wow" effect																	
educational purposes																	
attracting (additional) visitors																	
enhancing the experience																	
<b>overall conclusion (suitability by period)</b>																	
now																	
in five years																	





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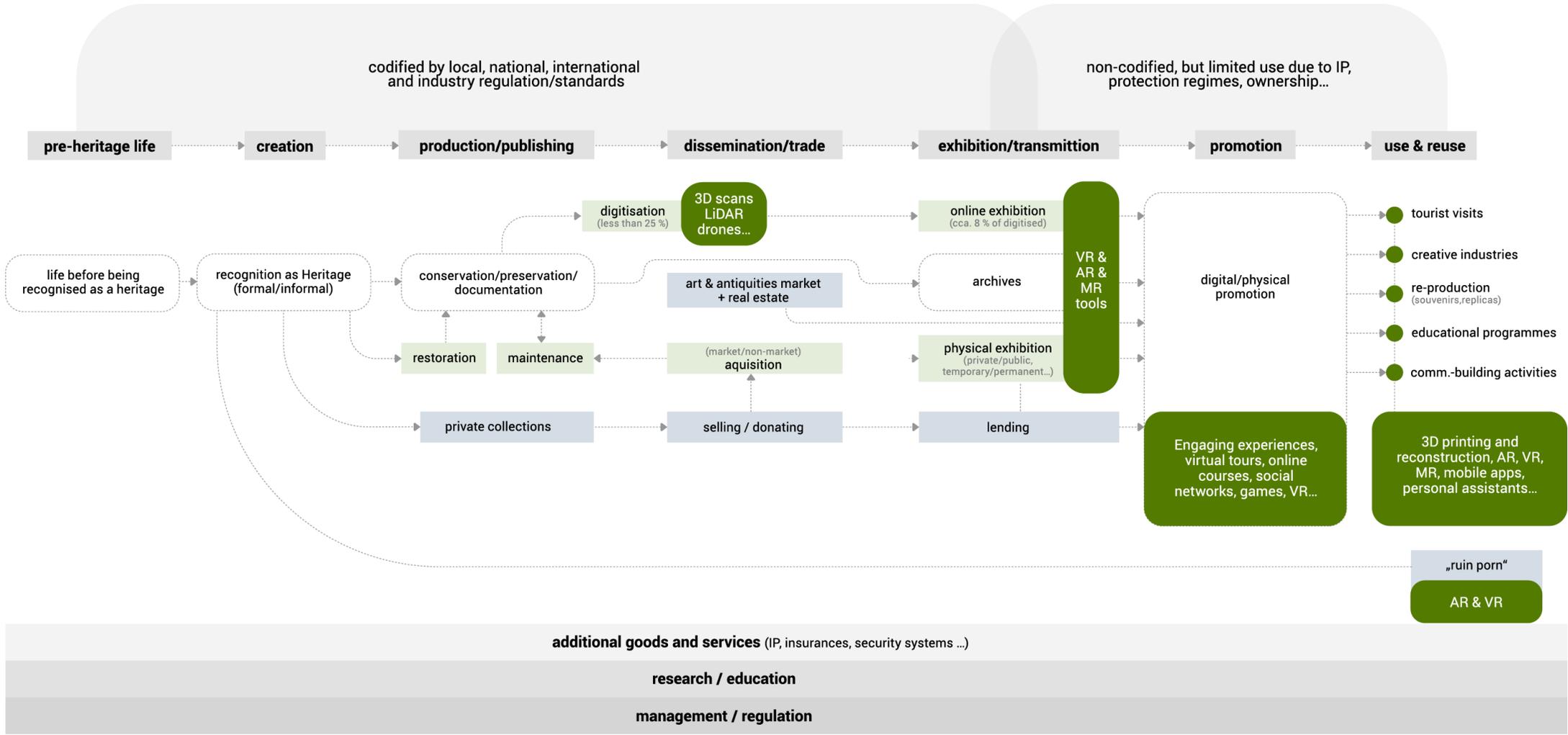
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# Digital Innovation of Cultural Heritage

Guidelines for transformation

In Slovenian and in English





# Roadmap to **tourism 4.0** HERITAGE+

Museum as a collection-holder and presenter

Museum as a learning hub & a community-builder

The end of museum – as we know it

## Analog

Cultural heritage as-it-is + additional information

## Digitisation

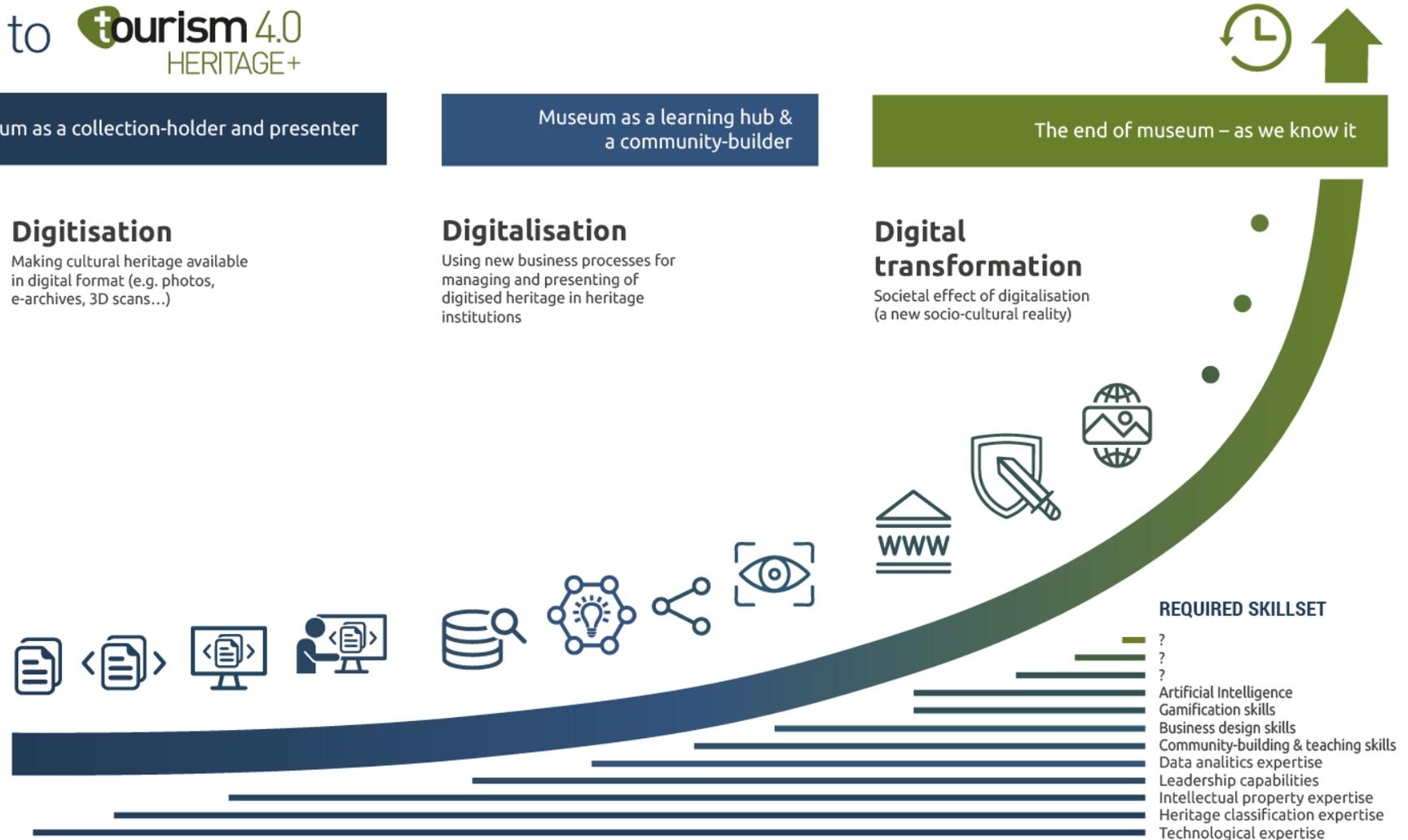
Making cultural heritage available in digital format (e.g. photos, e-archives, 3D scans...)

## Digitalisation

Using new business processes for managing and presenting of digitised heritage in heritage institutions

## Digital transformation

Societal effect of digitalisation (a new socio-cultural reality)





# COMMISSION RECOMMENDATION of 10.11.2021 on a **common European data space for cultural heritage**

*“...a **comprehensive and forward-looking digital strategy** for cultural heritage at the relevant national or regional level to accelerate the sector’s digital transformation...”*

*“...cultural heritage institutions should take **a holistic approach**...”*

*“...support **partnerships between the cultural heritage sector and other sectors**, such as higher education and vocational education and training, creative industries and sustainable cultural tourism...”*

*“...taking up advanced technologies, such as **3D, artificial intelligence, extended reality, cloud computing, data technologies and blockchain**...”*





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**HERITAGE+**  
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**HERITAGE+**  
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# AS SHOT



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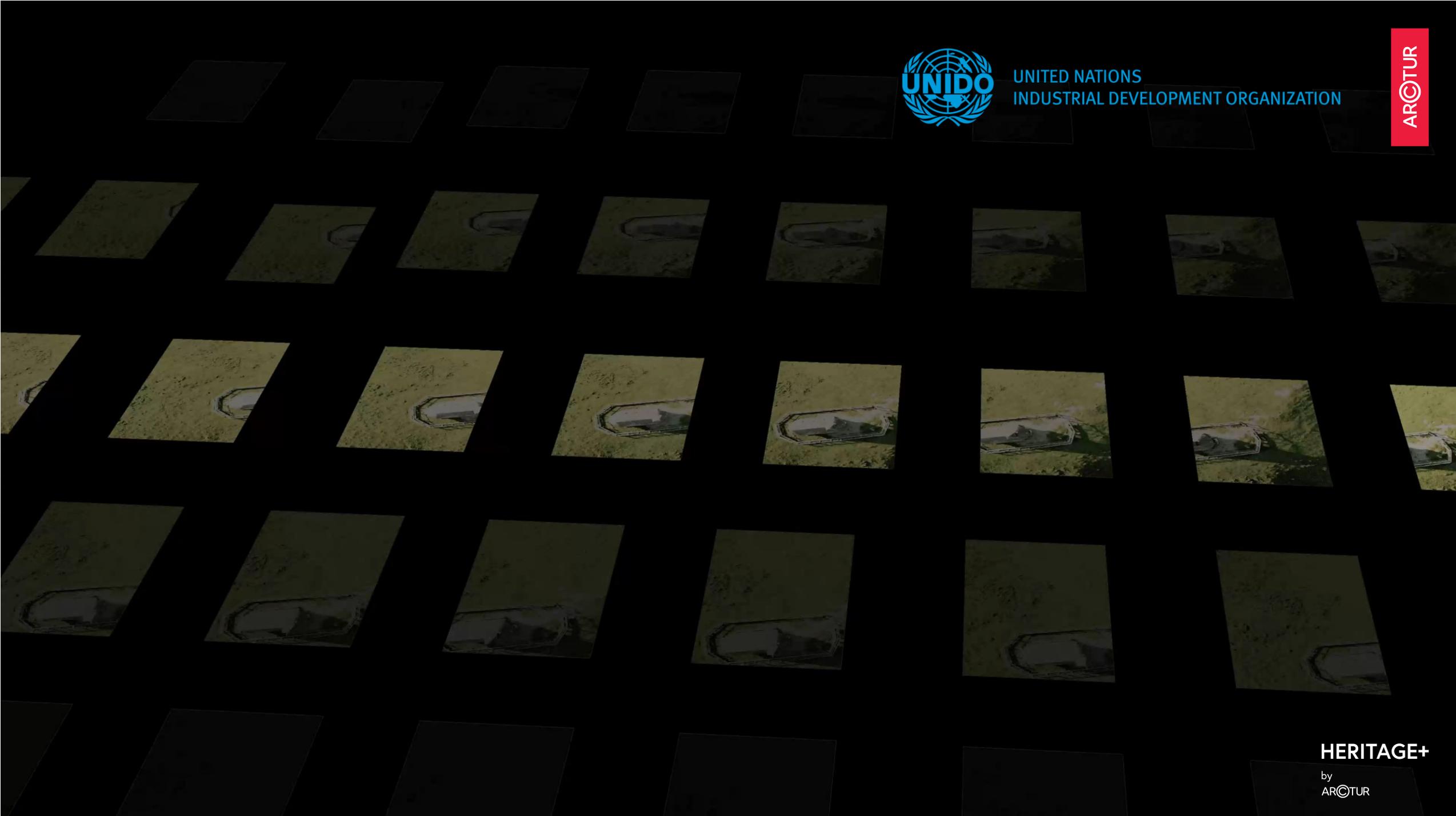


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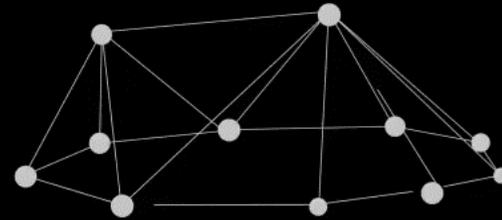


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Point cloud with 23.165.012 points

HERITAGE+

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Point cloud with 18.050 000 points

HERITAGE+

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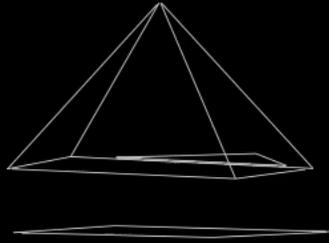


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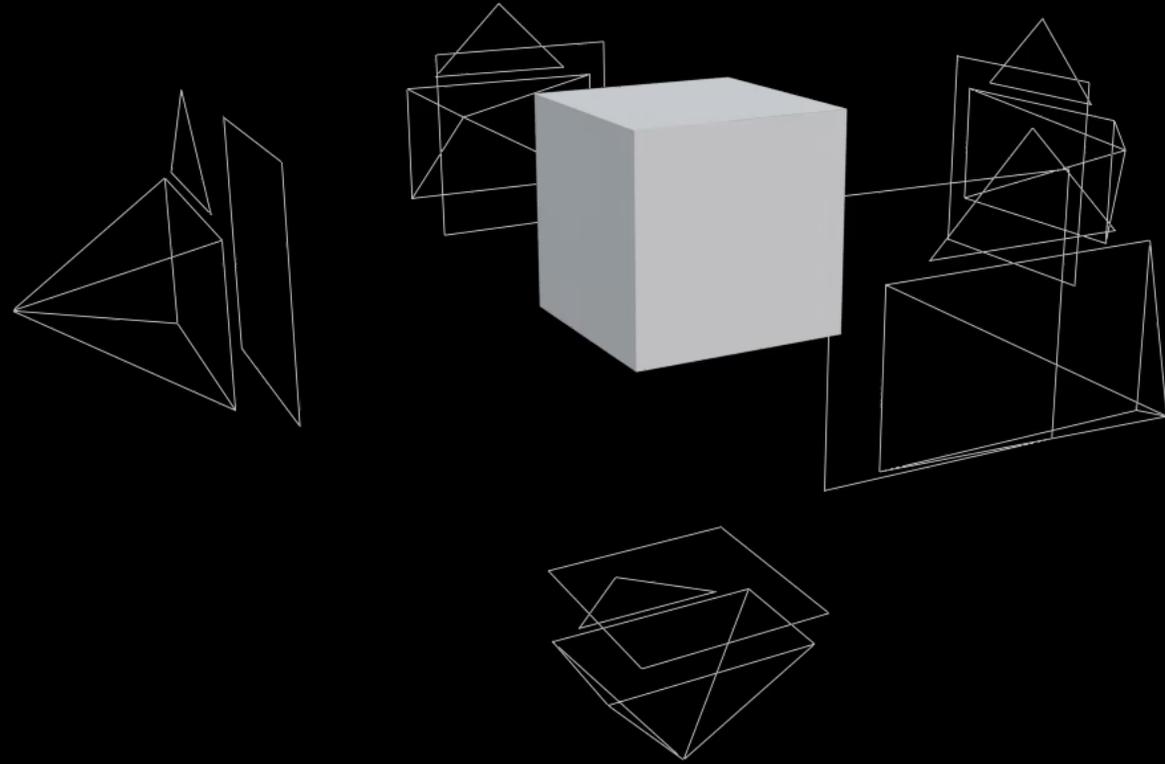


**HERITAGE+**  
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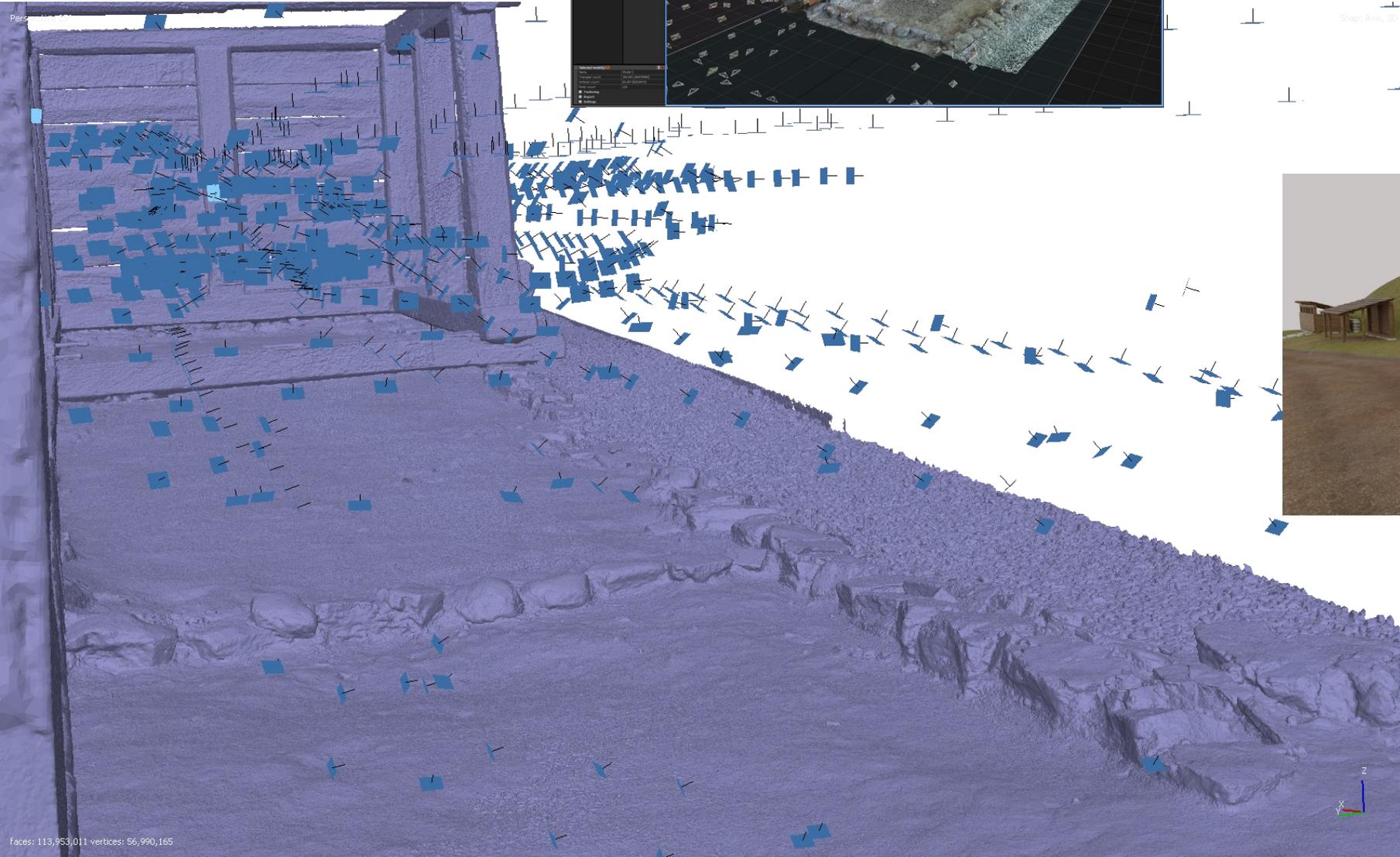
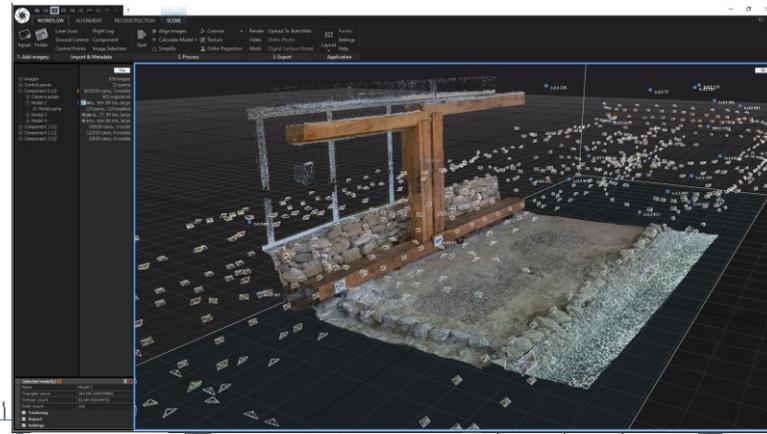


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3D models



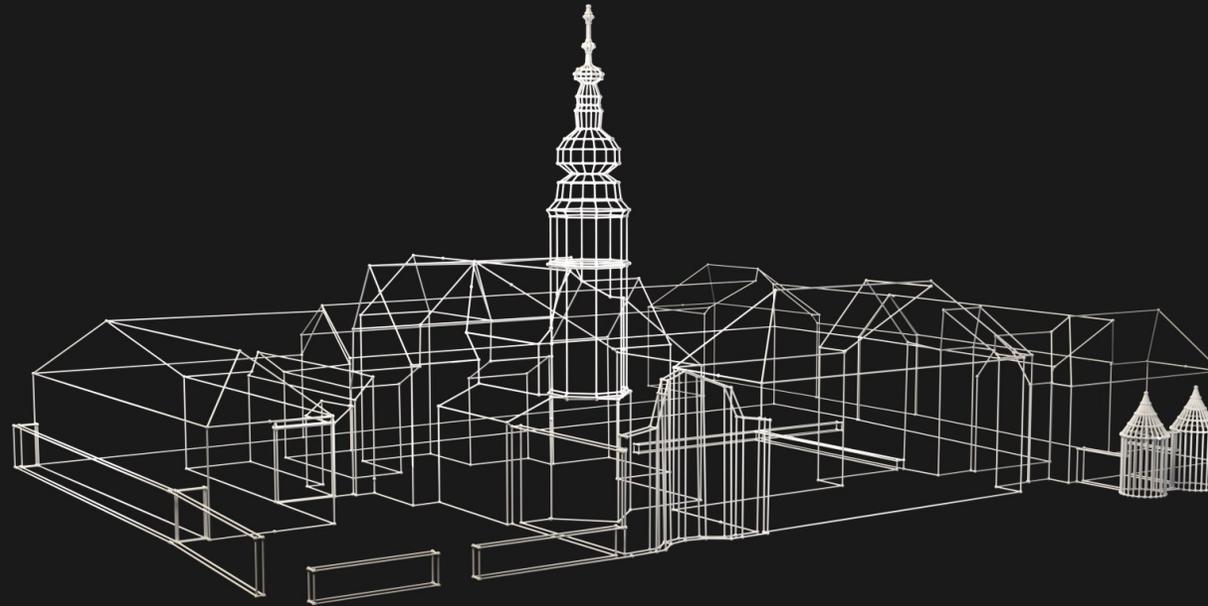
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“Digital is a replacement for physical experiences.”



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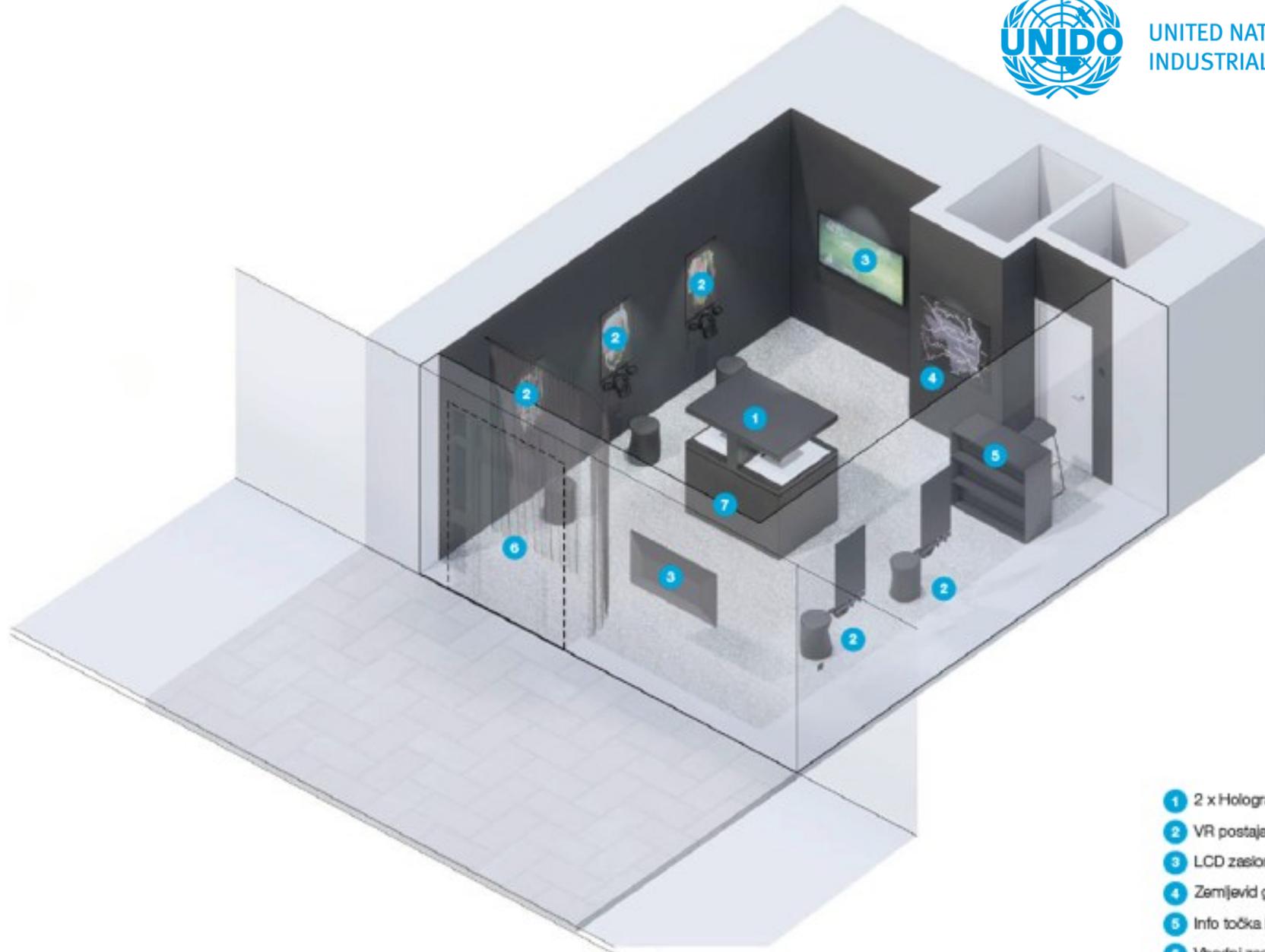
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## e-Castles of Posavje

RRA Posavje

Digital Room in Čatež Spa Resort



- 1 2 x Hologramski predvajalnik
- 2 VR postaja (VR očala in premičen stol)
- 3 LCD zaslon
- 4 Zemljevid gradov
- 5 Info točka in prostor za zaposlenega + računalnik
- 6 Vhodni zastor (pomične zavese)
- 7 Prostor za shranjevanje



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MĚSTĚNÁ KOSTNĚVIZČA NA KŘKĚ



GRAD RÄTHENBURG



GRAD BREŽICE

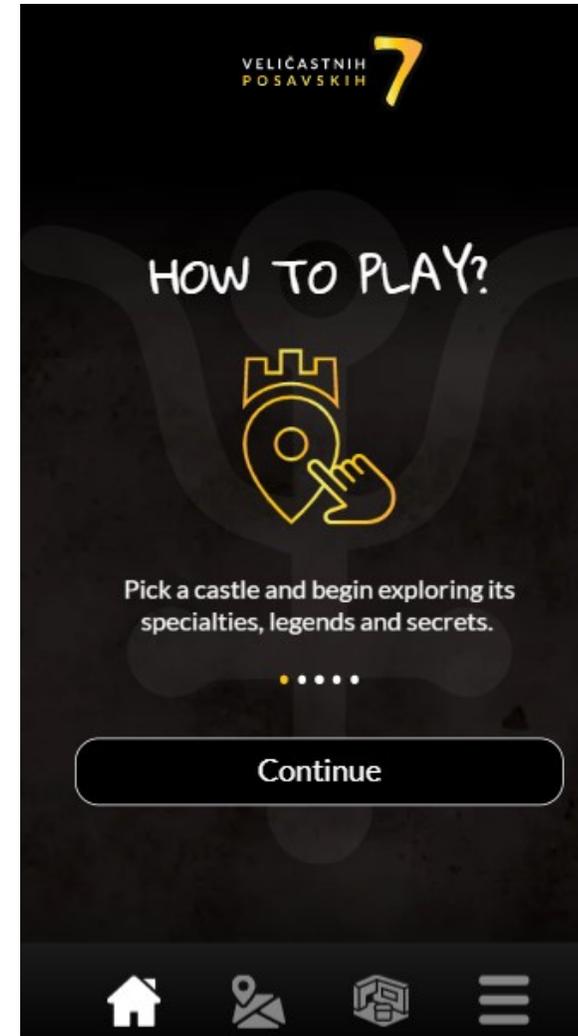
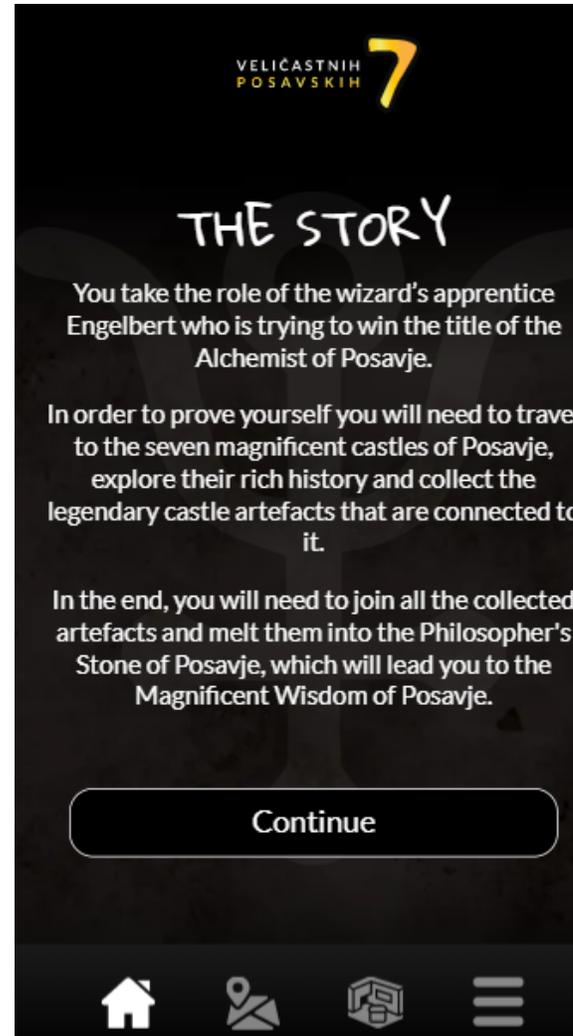
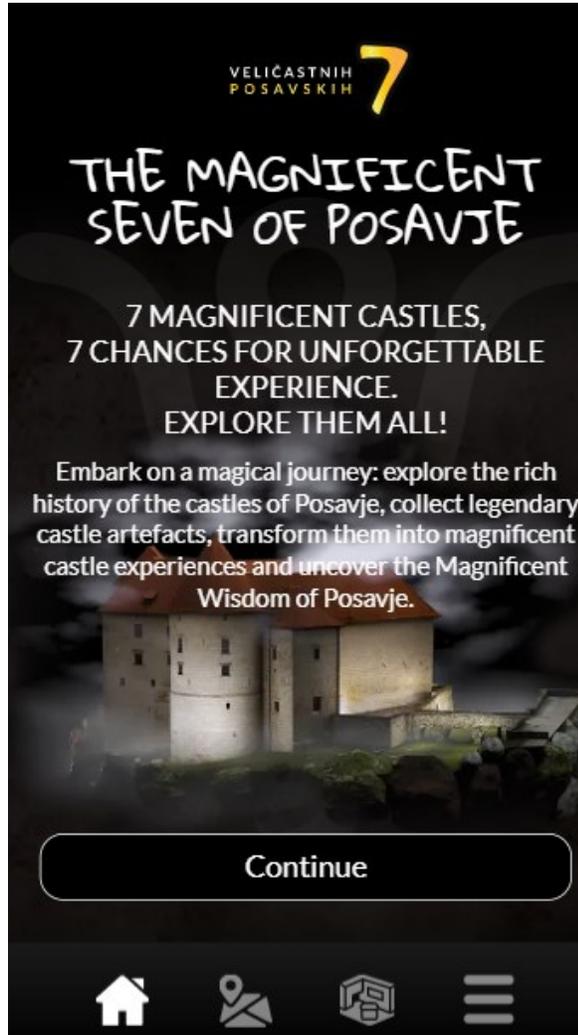
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“Hardware is so expensive!”





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**IDRIJA  
MONUMENTS  
IN 3D**

Create your own 3D heritage hologram.



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(01) The "Kendi" is a large water-powered pumping device, set to pump the pit water from the Sirisa Mercury Mine. Built in 1790, operational for 158 years, it is famous for a 12.9-metre wooden



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THIS ACTIVITY IS PART OF 5DCULTURE  
- DEPLOYING AND DEMONSTRATING A  
3D CULTURAL HERITAGE SPACE -  
PROJECT AND IS FUNDED BY THE  
EUROPEAN UNION.

  
Government of the Republic of Serbia  
Ministry of Economic Development

**TWIN IT!**  
SUPPORTER

  
MESTNI MUZEJ JADRINA

  
Co-funded by  
the European Union



(12) P  
true  
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cinabar  
tonnes of ore p



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## Largest Wooden Water Wheel

The "Kamšt" is a large water-powered pumping device, which was used to pump the pit water from the Idrija Mercury Mine.

GET STARTED



### Hologram of Kamšt on your phone

1. Fold the pyramid. If needed, follow [these instructions](#).
2. Attach the hologram pyramid on your smart phone.
3. Play the video in full screen. Enjoy!

Kamšt pumped water from the depths of the mine and was water-powered itself.



### Idrija - Kamšt z vodnim kanalom in jezom

Kamšt is a device for carrying water from the Idrija Mercury Mine built in 1790 and operational for 158 years. Water from the Idrija River arrived at the 13.6-metre wooden power wheel along water canals (zoke) and powered the pump, which drained water from the mine via a pumping mechanism. The mercury heritage of Idrija and that of the Spanish Almadén is on the UNESCO World Heritage List.

LEARN MORE

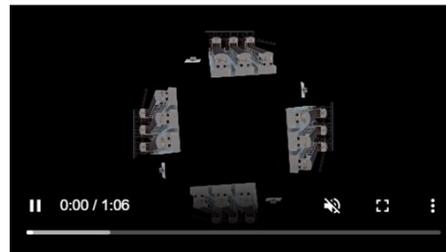
"Kamšt" was built in 1790 and operated for 158 years. It consists of a wooden drive wheel, a wooden-steel horizontal drive bars, a vertical pumping bars and water pumps. The special feature of the "Kamšt" is its huge driving wheel with a diameter of 13.6m. Water from the Idrija River arrived at wheel along water channels called zoke and powered the pump, which drained water from the mine via a pumping mechanism. The name comes from the German words Wasserkunst and means "water art".



## Technical Marvel

Back in the twilight of the last century, the Idrija Mercury Mine unveiled a true marvel – three colossal rotary kilns for smelting cinnabar ore.

GET STARTED



## Hologram of Rotary Kiln on your phone

1. Fold the pyramid. If needed, follow [these instructions](#).
2. Attach the hologram pyramid on your smart phone.
3. Play the video in full screen. Enjoy!



## Klavže - "Slovenian Pyramids"!

Klavže, also known as water barriers, are situated amidst the Idrija forests within the Zgornja Idrija Landscape Park and hold significant historical value.

GET STARTED



## Hologram of Klavže on your phone

1. Fold the plastic pyramid. If needed, follow [these instructions](#).
2. Attach the hologram pyramid on your smart phone.
3. Play the video in full screen. Enjoy!

Klavže, also known as water barriers, hold significant historical value as one of the well-preserved structures of the Idrija Mercury Mine.

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“I don’t like VR glasses, they make me feel sick.”



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Mysterious of submerged villages

Zavod za turizem Šaleške doline

Tourist experience above and below ground



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“Digitalisation is banalising our cultural heritage.”



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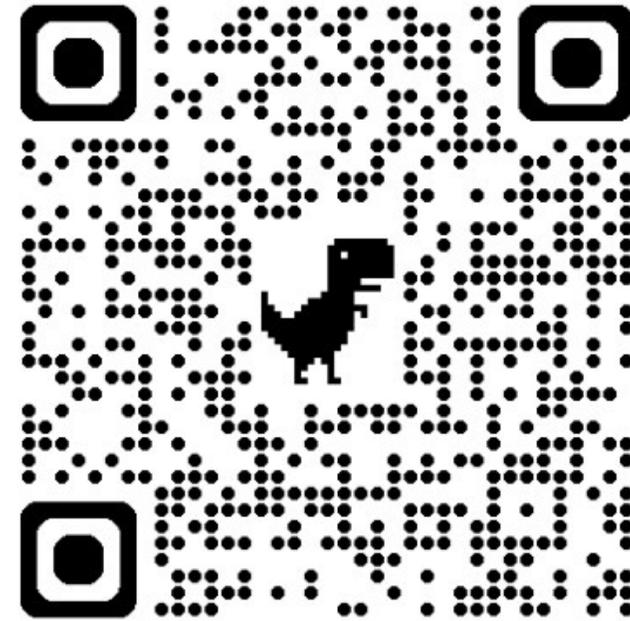
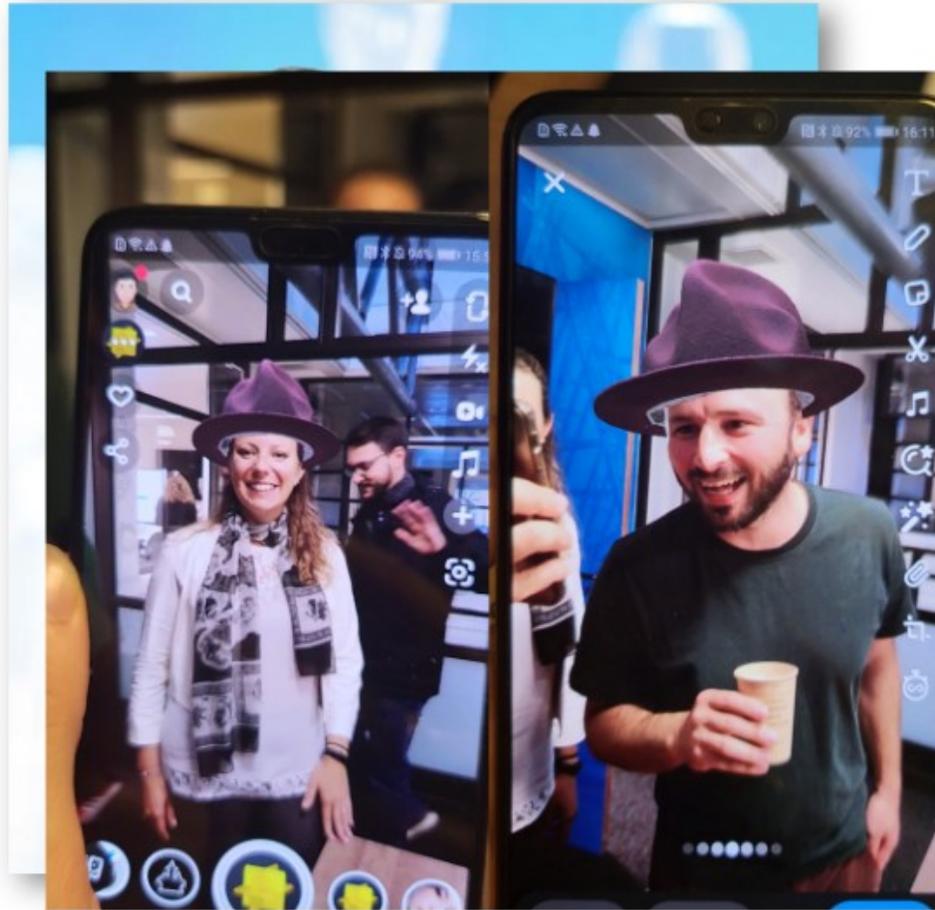
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“Heritage is not fun.”



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Scan the QR code to  
try the app or go to  
[tryonculture.fashionheritage.eu](https://tryonculture.fashionheritage.eu)



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Mountain Hat / Buffalo Hat (2014)



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# AR Hairdressers Mirror

Municipality of Sevnica

Augmented Reality “Mirror”



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“Digitalisation is anti-social.”



# The museums collaborating diverse pieces



Corset 1700/  
1799  
*Zaans Museum*



Corset 1830  
*Centraal Museum  
Utrecht*



Crinoline 1825/  
1875  
*Centraal Museum  
Utrecht*



Green gown 1870/  
1873  
*Kunstmuseum  
Den Haag*



Reform dress 1912  
*Centraal Museum  
Utrecht*





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More examples.



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Izola's "Kanočal"

Tourist Board Izola

Videomapping of the history of Izola



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3D model kot projekcijska površina

Izola

Videomapping of town's history



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Welcome at Velika Planina

Javni zavod za turizem in šport Kamnik

Interactive screen and non-interactive VR experience

# Dobrodošli na Veliki planini



## Mala planina

Mala planina je eno od tradicionalnih pastirskih naselij na Veliki planini. Vremenske razmere, oblika površja in sosedski odnosi so vplivali na obliko pastirskih stanov ali naselij.



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Kozlov rob

Občina Tolmin

Interaktivna VR izkušnja



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Štauharija, Ravne na Koroškem





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Sv. Pankracij

23.5°

23.5°

Sv. Jurij

Sv. Martin



# 3D HERITAGE

by ARCTUR

HOME SPARKS ABOUT

CATEGORIES +

PERIOD +

COUNTRY +



SARCOPHAGUS COVER

Belgium



CHURCH OF ST MICHAEL

Črna vas



FRIEDRICHSTEIN CASTLE

Kočevje



RAJHENBURG CASTLE

Brestanica



OLD CASTLE

Vuzenica



MONASTERY

Jurklošter



MONUMENT DEDICATED TO ARNOLD RIKLI

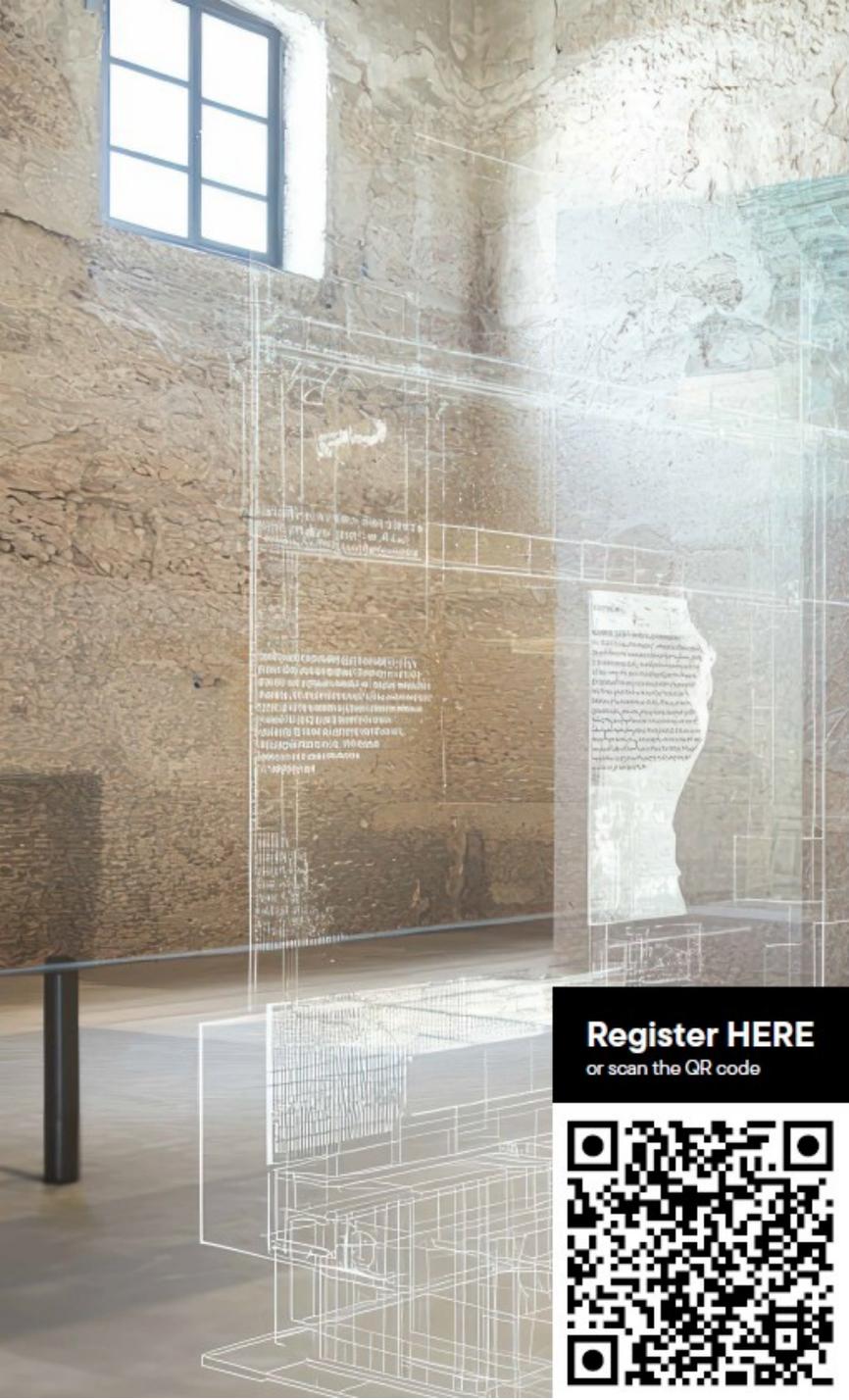
Bled



SAINT LUCIA ARCHAEOLOGICAL SITE - ROMAN HOUSE

Most na Soči





# Join the Training Programme

on Digital Innovation of Cultural Heritage!

As part of the project “Provision of Digital Technologies Fostering Tourism 4.0 and Technological Learning in Montenegro”, we are pleased to invite you to participate in a **Training Programme** focused on digital storytelling and 3D technologies for cultural heritage and tourism. The programme consists of **five interactive workshops**, combining theory and practice:

- **Introduction to 3D and Digital Storytelling (online)**  
10 November 2025, 11:00–12:00 (Registration until 7 November)
- **3D Digital Capture and Data Processing (online)**  
17 November 2025, 11:00–12:00
- **Principles of Digital Storytelling with 3D Assets (hybrid)**  
27 November 2025, 11:00–12:00 TBC
- **3D Data Management (online)**  
1 December 2025, 11:00–12:00
- **Hands-on Workshop (on-site)**  
Planned for June 2026

**Register HERE**

or scan the QR code



Participants will gain both **conceptual understanding and practical experience** with digital tools and workflows that enable innovative storytelling and digital preservation of cultural heritage. We warmly invite **professionals, students, researchers, and cultural heritage practitioners** to join us and enhance their skills in digital innovation for Tourism 4.0.

The project is coordinated by Arctur, a Slovenian high-tech company known for its award-winning initiatives in the field of digital cultural tourism, and is implemented under the mandate of the United Nations Industrial Development Organization (UNIDO) (UNIDO Project SAP ID 230074).

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# Pridruži se Programu obuke

o digitalnoj inovaciji kulturnog nasljeđa!

U okviru projekta „Obezbeđivanje digitalnih tehnologija koje podstiču Turizam 4.0 i tehnološko učenje u Crnoj Gori“, sa zadovoljstvom vas pozivamo da učestvujete u **Programu obuke** posvećenom digitalnom pripovijedanju i 3D tehnologijama u oblasti kulturnog nasljeđa i turizma.

Program se sastoji od **pet interaktivnih radionica** koje kombinuju teoriju i praksu:

- **Uvod u 3D i digitalno pripovijedanje (onlajn)**  
10. Novembar 2025, 11:00–12:00 (Prijave do 7. novembra)
- **3D digitalno snimanje i obrada podataka (onlajn)**  
17. Novembar 2025, 11:00–12:00
- **Principi digitalnog pripovijedanja uz 3D elemente (hibridno)**  
27. Novembar 2025, 11:00–12:00 (biće naknadno potvrđeno)
- **Upravljanje 3D podacima (onlajn)**  
1. Decembar 2025, 11:00–12:00
- **Praktična radionica (uživo)**  
Planirana za jun 2026. godine

Učesnici će steći **konceptualno razumijevanje i praktično iskustvo** u korišćenju digitalnih alata i procesa koji omogućavaju inovativno pripovijedanje i digitalnu zaštitu kulturnog nasljeđa. Pozivamo **profesionalce, studente, istraživače i stručnjake iz oblasti kulturnog nasljeđa** da nam se pridruže i unaprijede svoje vještine u oblasti digitalnih inovacija za Turizam 4.0.

Projekat koordinira Arotur, slovenačka visokotehnološka kompanija poznata po nagrađivanim inicijativama u oblasti digitalnog kulturnog turizma, a sprovodi se pod mandatom Organizacije Ujedinjenih nacija za industrijski razvoj (UNIDO) (UNIDO projekat SAP ID 230074).

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# Join us!



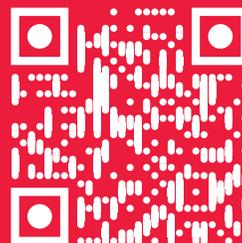
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## Become a member of **Tourism 4.0 Partnership**

Join:

[joinus.tourism4-0.org](http://joinus.tourism4-0.org)



200+ members

