



Tourism & Culture

New technologies to enhance and experience the local heritage.

The challenge

Demand in the tourism and cultural sector has shifted from “seeing and doing” to “living and feeling.” Tourists, like cultural asset users, are now protagonists of their own experience and travel planning, expecting timely and precise responses. In the cultural sphere, the main goal is to activate new models of heritage engagement enabled by digital technologies: fostering new relationships with visitors and, consequently, new business models.


The solution

Municipia offers territories a comprehensive solution tailored to specific needs. The software infrastructure is not just a data aggregator interoperable with national platforms—it delivers services. It allows third-party systems, including local ones, to use infrastructure services for destination management, flow control, and the creation of immersive and personalized itineraries that meet market demands.

We enhance cultural heritage through digitization, infrastructure, and platforms for preservation and access, enabling new digital content and services. The goal is to enrich personalized experiences through digital innovation—technologies that will radically transform travel experiences, bringing innovative content to cultural sites and engaging tourists in virtual visits.

Advantages

- + Shared management with public governance of the territory's tangible and intangible assets
- + Creation of immersive and/or personalized itineraries across the region
- + Setup or redesign of attractions with immersive and experiential approaches that engage and emotionally connect with users
- + Economic enhancement of cultural assets through new technologies and promotional-commercial activities
- + Integrated tourist services – Destination Management
- + Augmented access to cultural assets within itineraries and exhibition events
- + Event management and planning, supporting both internal administrative coordination and communication with organizers to ensure regulatory compliance.

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