



The 2nd International Conference
Dive in Blue Growth
on the Promotion of Accessible Underwater Cultural Heritage Sites
Acropolis Museum, Athens, Greece, 13th – 14th May 2021

Aim & Topics

The 2nd International Conference *Dive in Blue Growth* focuses on raising public awareness on the value of Underwater Cultural Heritage and the enhancement of responsible accessibility for both divers and non-divers. The Conference draws attention to the operation of Accessible Underwater Cultural Heritage Sites (AUCHS) and their promotion as a means for their sustainable protection.

The Conference aims to present the latest advancements in innovative technologies and the best practices for the promotion of the Accessible Underwater Cultural Heritage Sites (AUCHS) and examines the response of both the diving community and the general public to such initiatives. Focus is on physical and virtual accessibility at the sites as an upgraded experience with contextual information. Policy recommendations and management strategies in terms of sustainable operation of the sites and blue growth are also among the topics.

The sessions of the Conference will focus on the following **topics**:

1. Technologies and approaches for *in situ* promotion of Accessible Underwater Cultural Heritage Sites (AUCHS).

Diving in Underwater Cultural Heritage sites is an exciting experience that can be enriched with both technological and non-technological solutions addressed to provide to the divers a better understanding of the remains that they visit. The learning experience associated to the dives in the Accessible Underwater Cultural Heritage Sites (AUCHS) is usually related to the information that the diving guides provide to their customers before and after the visit. This means that divers usually don't have contextual information while they are underwater. Many approaches and technologies are being developed to overcome this issue, both using simple informative panels located around the area and more sophisticated solutions based on electronic devices able to provide contents depending on the diver's position. This session includes both researches and case-studies about the implementation of innovative solutions, technologies and approaches addressed to improve the learning experience in AUCHS.



2. Dry dive technologies: dematerializing Underwater Cultural Heritage to make them accessible to everybody.

The development of underwater photogrammetry has led to a wide adoption of this technique to document and monitor underwater cultural heritage. The 3D models of the underwater cultural assets can also be employed for promotional and dissemination purposes by implementing virtual environments that realistically represent the marine scenario. This session presents the latest advancements in the development of technologies and applications that allow the large public to discover the underwater cultural heritage through different digital media (e.g.: Web, mobile app, VR/AR, etc.). The goals of such kind of applications can range from the touristic promotion up to education/edutainment and awareness raising.

3. Examples of promotion and protection of Accessible Underwater Cultural Heritage Sites (AUCHS) and relevant proposals.

This session aims to highlight the means and ways of promotion and protection of the Accessible Underwater Cultural Heritage Sites (AUCHS). More particularly, it will present efforts and projects, completed or ongoing, as well as concrete ideas for future initiatives that promote responsible accessibility at the sites. These may include guided dive trails, snorkeling, boat tours, use of submarines or underwater structures as well as events or visits to underwater or on land maritime museums. The session can further include examples of monitoring methods of the sites, possibilities for accessibility from a distance for non-divers, as well as policy recommendations and other relevant management or promotional strategies. Researchers and stakeholders are also invited to share ideas and experiences on how the protection and promotion of the AUCHS can benefit the local communities, for example in terms of sustainable growth.

4. The response of the public to the opening of the Accessible Underwater Cultural Heritage Sites (AUCHS) and to the promotion of digital applications through the use of new technologies.

This section aims at registering: a) the reactions of the diving community on the operation of Accessible Underwater Cultural Heritage Sites for recreational diving and b) the response of the public in general (divers and non-divers) to the possibilities offered by new cutting-edge technologies (not exclusively designed for the promotion of the Underwater Cultural Heritage). The presentation may also include results from public opinion researches.