



Co-funded by the COSME programme of the European Union



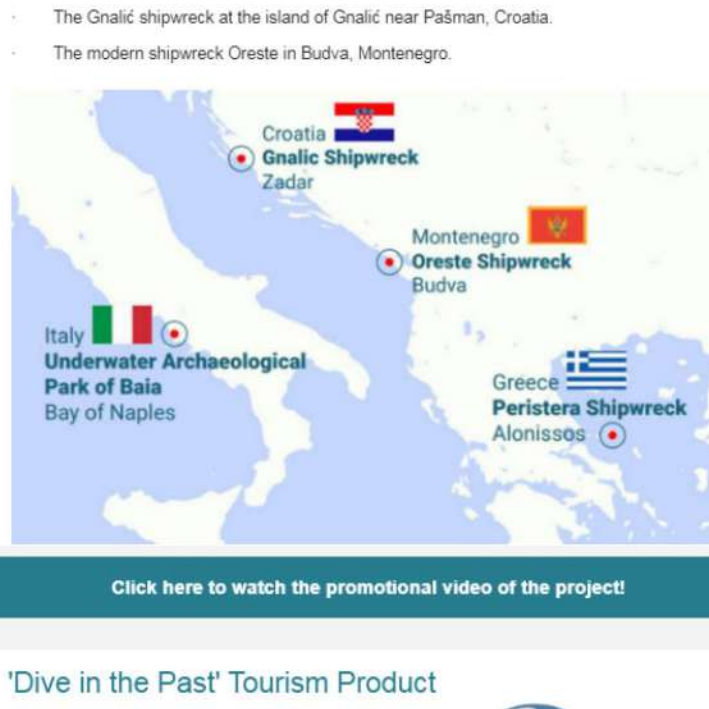
Developed in partnership with the experience of the Association of Mediterranean and Aegean Underwater Cultural Heritage Sites

MeDryDive - Creating personalized dry drive experiences for the promotion of Mediterranean Underwater Cultural Heritage sites as distinctive tourism destinations.

MeDryDive Project

MeDryDive is an EU co-financed project under **COSME Programme**, which works on the design of a new transnational thematic tourism product named **Dive in the Past** with Underwater Cultural Heritage (UCH) as main tourism attraction. **MeDryDive** innovates as it integrates Cultural and Creative Industry (CCI) applications into the tourism products. Digital content and CCI apps created within the project enrich the experience of tourists and stimulate their interest on MED Underwater Cultural Heritage and diving.

The main outputs of MeDryDive EU Project are:



MeDryDive Locations

The four **selected locations** of MeDryDive are:

- The ancient shipwreck of Peristera in Alonissos, Greece.
- The Underwater Archaeological Park of Baiae in the bay of Naples, Italy.
- The Gnalčić shipwreck at the island of Gnalčić near Pašman, Croatia.
- The modern shipwreck Oreste in Budva, Montenegro.



[Click here to watch the promotional video of the project!](#)

'Dive in the Past' Tourism Product



Development of the tourist product concept

Through MeDryDive project we created a transnational thematic tourism product named "Dive in the Past", with a focus on Underwater Cultural Heritage assets, offering diving and non-diving activities and integrating personalized Cultural and Creative applications. These all-inclusive products can stand in the market, be enjoyable and successful through their experiential nature. The product development process differs from sector to sector and from product to product. It was the term "tourism products" that we started from and then we emphasized to their specifications and characteristics. In our case, Underwater Cultural Heritage, ICT (Information & Communication Technology) applications and the natural environment are the main attributes of the "Dive in the Past" product. If we describe the methodology of design process of the "Dive in the Past" tourism product, we can identify 6 main steps we followed for this process to be completed. These steps are: 1. Idea generation, 2. Setting specific purpose and objectives, 3. Mapping and screening, 4. Development, 5. Testing and 6. Evaluating and redesigning.

Dive in the Past is a transnational thematic tourist product concept, designed to attract people from all over the world to:

- Visit Mediterranean Underwater Cultural Heritage sites.
- Enjoy underwater natural landscapes.
- Explore natural terrestrial beauties.
- Experience diving, snorkeling and other sea activities.
- Discover culture through digital activities and applications.

[Watch the 'Dive in the Past' tourism product video](#)

Visitors can select between **4 destinations** (in combination packages of 2) and choose between **4 thematic packages**.

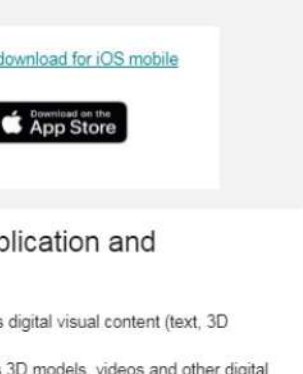
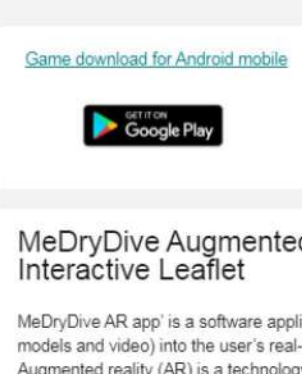
Combination Packages

Northern Aegean and Naples
Croatia and Montenegro
Croatia and Naples
Naples and Montenegro

Thematic Packages

For scuba diving enthusiasts
For non-divers
For culture lovers
For adventurers

Some of our itineraries



[See all 16 itineraries of "Dive in the Past"](#)

Digital Applications

The project partners **3D Research Srl** and **Novena Ltd** with technological experience in applications of Augmented Reality (AR), Virtual Reality (VR) and Extended Reality (XR) technologies for tourism and culture, have been involved in the development of Cultural & Creative Industry (CCI) products.

Serious game 'Dive in the Past'

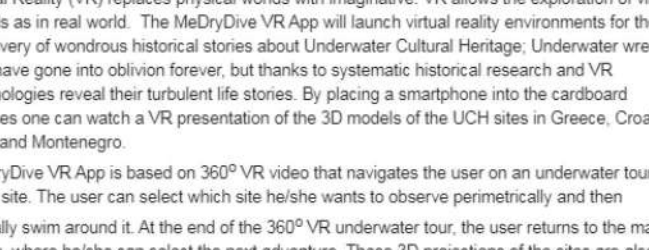


The aim of the serious game is to raise people's knowledge and cultural awareness on Mediterranean EU Underwater Cultural Heritage (UCH) sites and Underwater archaeology. It provides immersive technologies to increase interaction time in an underwater archaeological site, both for the public, as well as, for researchers and scholars. The game allows the player to dive into some of the most appealing UCH sites of the Mediterranean, enjoying the experience to swim among the remains of ancient civilizations. The gaming elements include storytelling, puzzles and quests to stimulate the player's attention and interest, while accomplishing the various missions for each site.

The game is designed using a User-Centered Design (UCD) approach, to ensure that it is mainly educational, while still motivating and engaging. The player can explore, in first or third-person view, the underwater sites, while trying to achieve various goals (e.g., get all the related information, solve a puzzle, find a treasure, etc.) while unveiling the narrative stories behind the game.

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The game is available for the main mobile platforms, (Android and iOS) and it support the use of the most recent VR technologies (e.g., Oculus Quest).



[Watch the 'Dive in the Past' Serious Game video](#)

[Game download for Android mobile](#)



[Game download for iOS mobile](#)



MeDryDive Augmented Reality application and Interactive Leaflet

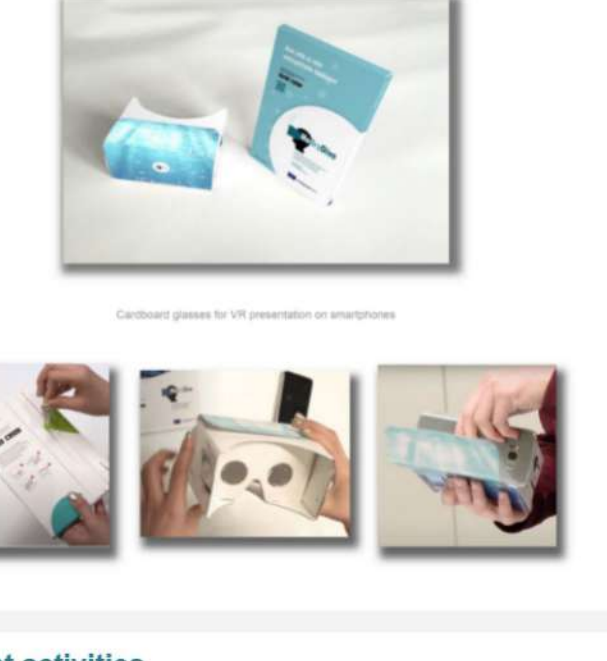
MeDryDive AR app' is a software application that integrates digital visual content (text, 3D models and video) into the user's real-world environment.

Augmented reality (AR) is a technology that virtually places 3D models, videos and other digital media into a "real-world" experience, augmenting reality around us, meaning that additional information can be given to an object. The user can see this additional information in the form of 3D models, images, audio, or video on the screen of the mobile device, when placed on certain selected objects in real world.

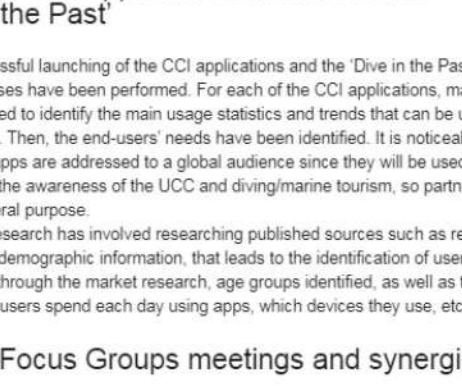
AR software runs by using the AR Interactive Leaflet -of 8 pages, which describes the MeDryDive project and the four selected UCH sites. On the front page of the leaflet, a QR code is placed in a distinctive position for downloading the app that can be scanned with Android and iOS devices. If QR code is scanned with Android device it will open Google Play Store, but if it is scanned with iPhone, it will open Apple Store.

When running the AR app, the user aims at an image of the AR leaflet with the screen of the mobile phone and as a result, AR content is shown on the image, following close movements of the object on the screen and thus giving the illusion that AR content (i.e., the selected image) is moving in reality.

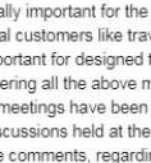
[Download](#) the MeDryDive Interactive Leaflet



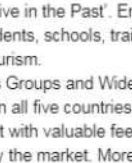
the AR application and leaflet works



[AR app download for Android mobile](#)



[AR app download for iOS mobile](#)



[Watch the 'MeDryDive AR app' video](#)

MeDryDive Virtual Reality Application

Virtual Reality (VR) replaces physical worlds with imaginative. VR allows the exploration of virtual worlds as in real world. The MeDryDive VR App will launch virtual reality environments for the discovery of wonderful historical stories about Underwater Cultural Heritage; Underwater wrecks that have gone into oblivion forever, but thanks to systematic historical research and VR technologies reveal their turbulent life stories. By placing a smartphone into the cardboard glasses one can watch a VR presentation of the 3D models of the UCH sites in Greece, Croatia, Italy, and Montenegro.

MeDryDive VR App is based on 360° VR video that navigates the user on an underwater tour for each site. The user can select which site he/she wants to observe perimetrically and then virtually swim around it. At the end of the 360° VR underwater tour, the user returns to the main menu, where he/she can select the next adventure. These 3D projections of the sites are also used in the Serious Game.

The Cardboard glasses have been developed as a complementary material for the use of the VR application on smartphones.

[VR app download for Android mobile](#)



[AR app download for iOS mobile](#)



[Watch the 'MeDryDive VR app' video](#)



Cardboard glasses for VR presentation on smartphones

Recent activities

Testing of CCI apps and Tourism Product 'Dive in the Past'

For the successful launching of the CCI applications and the "Dive in the Past" tourism product, several analyses have been performed. For each of the CCI applications, market research has been performed to identify the main usage statistics and trends that can be used to address the users' targets. Then, the end-users' needs have been identified. It is noticeable to point out that most of CCI apps are addressed to a global audience since they will be used as promotional tools to raise the awareness of the UCC and diving/marine tourism, so partners have designed them for general purpose.

The market research has involved researching published sources such as research reports, census data, demographic information, that leads to the identification of user's groups. For the applications, through the market research, age groups identified, as well as their habits (e.g., average time users spend each day using apps, which devices they use, etc.).

Special Focus Groups meetings and synergies creation

MeDryDive activities focus on specific target groups, which has been used to validate project products and objectives. Stakeholders, i.e., government authorities, local business and tour operators with the impact for responsible tourism development and underwater culture, are especially important for the validation of the tourist product "Dive in the Past". End-users, i.e., potential customers like travellers, divers and non-divers, students, schools, trainees, families, are important for designed technological solution for diving tourism.

Considering all the above mentioned, numerous Special Focus Groups and Wider Focus Groups virtual meetings have been organised by the project partners in all five countries. The discussions held at the meetings has provided the project with valuable feedback and positive comments, regarding the absorption of the product by the market. Moreover, the participants commented on the impact of the project's CCI apps as being an important competitive advantage that aid to the success of the product in the tourism market and stimulate the interest of the public on UCH sites of the Mediterranean.

Stakeholders also admitted that a tourism product of this kind, represents the future in the development of the UCH sites and the Tourism Industry as a whole. The contacts made on the event has laid the grounds for new synergies and has prepared the mutual acceptance of Memoranda of Understanding.

[Read the News page on our website](#)

Social Media Marketing Campaign

MeDryDive EU Project launched a Google and social media campaign since February 2021 to promote the activities and the results of the project. The campaign is undertaken by a [digital marketing agency](#) based in Thessaloniki Greece and the results are already visible. The MeDryDive EU Project is holding accounts on Facebook, Twitter, Instagram and YouTube and recently has initiated a Facebook Group named [Dive to Discover - Underwater Heritage & Culture](#) to enable community building in the area of the UCH and enhance visibility and communication among divers.

Preparation of the '2nd International Conference Dive in Blue Growth'

The project MeDryDive, co-funded by the Cosme Programme of the EU, will present the 2nd International Conference "Dive in Blue Growth" in the Promotion of Accessible Underwater Cultural Heritage Sites, that is organized under the auspices of the Hellenic Ministry of Culture and Sports and is going to be held virtually from Wednesday, 12 to Friday, 14 May 2021.

[You can learn more about the conference and register HERE](#)

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