



# JOINT STRATEGY FOR POPULARIZATION OF THE ROMAN HERITAGE IN THE CROSS-BORDER AREA BETWEEN ROMANIA AND BULGARIA

THIS DOCUMENT WAS ELABORATED AS  
PARTIAL FULFILMENT OF

PROJECT 15.2.1.038  
“ANCIENT ROMAN CULTURAL HERITAGE  
INTERACTIVE VISUALIZATION  
ENVIRONMENT FOR THE CROSS BORDER  
AREA BETWEEN BULGARIA AND ROMANIA”  
(ARCHIVE)

AUTHORS:

FOR THE LEAD BENEFICIARY  
UNIVERSITY OF RUSE “ANGEL KANCHEV”



PLAMEN ZAHARIEV, GEORGI HRISTOV,  
MIHAIL ILIEV, NINA BENCHEVA,  
YOANA RUSEVA, DIYANA KINANEVA,  
JORDAN RAYCHEV, IVANKA TSVETKOVA,  
SVILEN BORISOV AND IVAN BELOEV

FOR THE SECOND BENEFICIARY  
ROUSSE REGIONAL MUSEUM OF HISTORY



NIKOLAY NENOV, VARBIN VARBANOV,  
NIKOLA RUSEV AND DEYAN DRAGOEV

FOR THE THIRD BENEFICIARY  
MUSEUM OF NATIONAL HISTORY AND  
ARCHAEOLOGY CONSTANTA



GABRIEL CUSTUREA, GABRIEL TALMATCHI,  
IRINA SODOLEANU AND ANDREEA ANDREI

2017



# JOINT STRATEGY FOR POPULARIZATION OF THE ROMAN HERITAGE IN THE CROSS-BORDER AREA BETWEEN ROMANIA AND BULGARIA

RUSE, BULGARIA  
CONSTANTA, ROMANIA  
2017



THE CONTENT OF THIS MATERIAL DOES NOT NECESSARILY REPRESENTS THE OFFICIAL POSITION OF THE EUROPEAN UNION.

This document has been prepared as  
partial fulfilment of  
Project 15.2.1.038  
“ANCIENT ROMAN CULTURAL HERITAGE  
INTERACTIVE VISUALIZATION  
ENVIRONMENT FOR THE CROSS BORDER  
AREA BETWEEN BULGARIA AND  
ROMANIA” (ARCHIVE)

All rights reserved. No part of this  
document may be reproduced,  
distributed or transmitted in any form  
or by any means, including by  
photocopying, recording or other  
electronic or mechanical methods,  
without the prior written permission of  
the publisher.

Copyright © 2017 Project ARCHIVE  
All rights reserved.

University of Ruse “Angel Kanchev”, Studentska str. 8, Ruse 7017, Bulgaria  
[www.archiverobg.eu](http://www.archiverobg.eu)



## CONTENTS

PREFACE.....	5
CHAPTER 1. INTRODUCTION.....	9
CHAPTER 2. MISSION AND GOALS OF THIS STRATEGY.....	13
CHAPTER 3. ANALYSIS OF THE SELECTED ANCIENT ROMAN SITES .....	17
<b>SEXAGINTA PRISTA .....</b>	<b>19</b>
<b>IATRUS .....</b>	<b>21</b>
<b>CHERVEN .....</b>	<b>23</b>
<b>ABRITTUS.....</b>	<b>25</b>
<b>NOVAE .....</b>	<b>27</b>
<b>DUROSTORUM .....</b>	<b>29</b>
<b>DIMUM .....</b>	<b>31</b>
<b>TRIMAMMIUM.....</b>	<b>33</b>
<b>TOMIS.....</b>	<b>35</b>
<b>HISTRIA.....</b>	<b>37</b>
<b>CALLATIS.....</b>	<b>39</b>
<b>CAPIDAVA.....</b>	<b>41</b>
<b>TROPAEUM TRAIANI .....</b>	<b>43</b>
<b>ULMETUM .....</b>	<b>45</b>
<b>SACIDAVA.....</b>	<b>47</b>
<b>CARSIMUM .....</b>	<b>49</b>
CHAPTER 4. METHODS FOR POPULARIZATION OF THE ROMAN HERITAGE IN THE CROSS-BORDER AREA BETWEEN ROMANIA AND BULGARIA.....	51
<b>POPULARIZATION OF THE ROMAN HERITAGE THROUGH MUSEUM EXHIBITIONS.....</b>	<b>53</b>
<b>PROMOTION OF THE ROMAN HERITAGE THROUGH TOURISM AGENCIES AND SERVICES.....</b>	<b>55</b>
<b>INVOLVEMENT OF NATIONAL AND LOCAL AUTHORITIES AND NON-GOVERNMENTAL ORGANIZATIONS     IN THE POPULARIZATION OF THE ROMAN HERITAGE.....</b>	<b>57</b>
<b>UTILIZATION OF THE MASS MEDIA FOR THE POPULARIZATION OF THE ROMAN HERITAGE .....</b>	<b>59</b>

<b>USE OF ONLINE PLATFORMS AND SOCIAL NETWORKS FOR POPULARIZATION OF THE ROMAN HERITAGE .....</b>	<b>61</b>
<b>PROMOTION OF THE ROMAN HERITAGE THROUGH SCIENTIFIC EVENTS AND PUBLICATIONS .....</b>	<b>63</b>
<b>PROMOTION OF THE ROMAN HERITAGE THROUGH PUBLIC EVENTS AND FESTIVALS .....</b>	<b>65</b>
<b>IMPLEMENTATION OF MODERN INFORMATION TECHNOLOGIES FOR VISUALIZATION AND POPULARIZATION OF THE ROMAN HERITAGE .....</b>	<b>67</b>
<b>EDUCATIONAL ACTIVITIES AS MEANS FOR POPULARIZATION OF THE ROMAN HERITAGE .....</b>	<b>71</b>
<b>SUMMARY AND CONCLUSIONS .....</b>	<b>73</b>





## PREFACE







This document provides general guidelines and recommendations for improvement of the popularization mechanisms, which are currently used for the promotion and for the advertisement of the roman heritage in the cross-border area between Romania and Bulgaria.

The document is organized in several chapters. It starts with a short introduction on the topic, followed by a detailed presentation of sixteen ancient roman locations and a SWOT analysis for each of them. In the next chapter, we present our general recommendations for improvement of the popularization activities and for promotion of the locations. These recommendations are combined in several categories and are in alignment with the modern digital technologies and the requirements of the new generation of visitors.

This document was elaborated by a joint team of archaeologists, museum workers, historians, university lecturers and IT experts from the University of

Ruse “Angel Kanchev”, the Regional Museum of History in Ruse and the Museum of National History and Archaeology in Constanta. All presented materials are copyright of the authors.

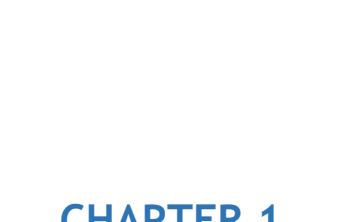
This Strategy was produced as partial fulfilment of Project 15.2.1.038 “Ancient Roman Cultural Heritage Interactive Visualization Environment for the Cross border area between Bulgaria and Romania” (ARCHIVE), co-financed by the European Union through the European Regional Development Fund under the INTERREG V-A Romania-Bulgaria Programme.

The authors would like to thank the Managing Authority and the Joint Secretariat of the INTERREG V-A Romania-Bulgaria programme, the anonymous reviewers of the project proposal and all third parties, which were directly or indirectly involved in the work under the project.

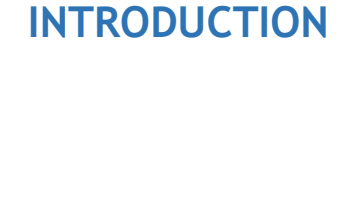
We would like to present our gratitude and to thank our families and friends for their patience and support.







## CHAPTER 1. INTRODUCTION





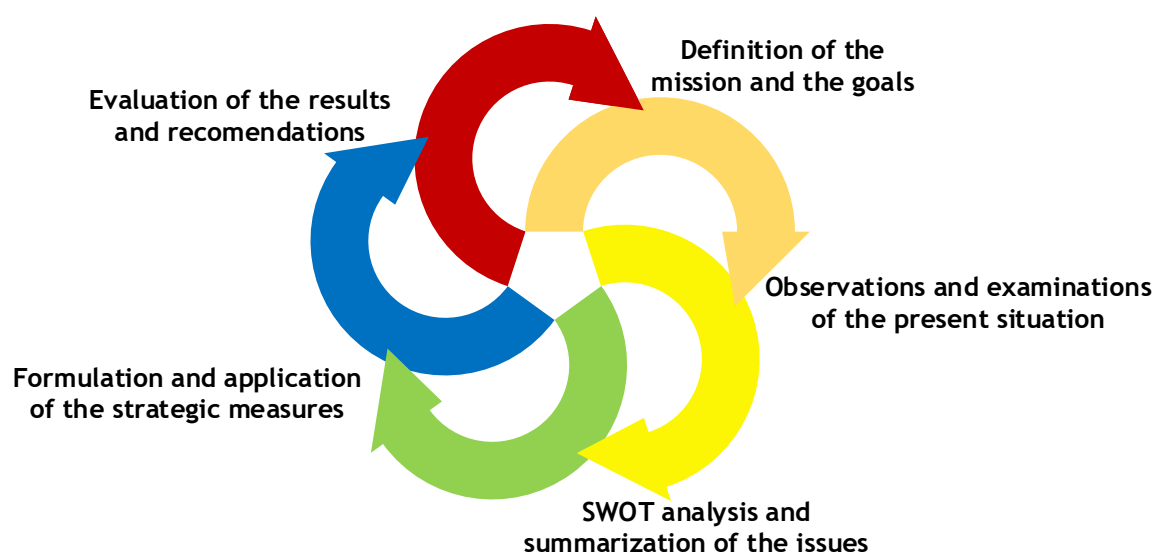


The developed strategy for popularization of the ancient Roman heritage addresses the period of the next 6 years (2017-2023). It is made based on a widely accepted and time-approved approach, which is presented in the figure below.

The selected cross-border area, around the Danube, features numerous tourism and heritage sites. Updated

measures should secure the long-term competitiveness and sustainability of the tourism sector by exploring the possibilities for cooperation and by new regional development policies and investments.

In this way, the unique natural and cultural heritage of the Region will be marketed more prominently and sustainably.



This strategy is not an isolated document. It corresponds with the UNESCO policies for preservation of the Roman heritage, as well as with the Europeans policies for the Roman heritage, the Romanian and Bulgarian National policies and the local policies of the regions.

UNESCO policies about the Roman heritage and the sites on the lower Danube limes

UNESCO seeks to encourage the protection and preservation of cultural and natural heritage around the world. Romania (in 1990) and Bulgaria (in 1974) signed the UNESCO World Heritage Convention. According to UNESCO World Heritage Centre portal the ‘Roman Limes’ represents the border line of the Roman Empire at its greatest extent in the 2nd century AD. It stretched over 5,000 km from the Atlantic coast of northern Britain, through Europe to the Black Sea, and from there to the Red Sea

and across North Africa to the Atlantic coast. The remains of the Limes today consist of vestiges of built walls, ditches, forts, fortresses, watchtowers and civilian settlements. Certain elements of the line have been excavated, some reconstructed and a few destroyed.

Substantial remains survive in the UK, The Netherlands, Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Bulgaria, Romania, Turkey, Syria, Jordan, Israel, Iraq, Egypt, Libya, Tunisia, Algeria, and Morocco.

The Roman sites in the lower Danube limes situated in Romania and Bulgaria are important part of the Roman remains.

#### Europeans policies for the Roman heritage

Every EU Member State is responsible for their own cultural heritage policy. In this way, the European cultural heritage benefits from a range of supportive measures (policies, programmes and funding schemes) aimed at preserving (art. 3, The Treaty of European Union) and promoting it (art 167, The Treaty of the Functioning of the European Union). The strategy is aligned with the following EU policies and documents:

- The EU strategy for the Danube Region.
- European Convention for the Protection of the Archaeological

Heritage was sign from both countries Romania (1997) and Bulgaria (1993).

- Framework Convention on the Value of Cultural Heritage for Society - Signed from Bulgaria in 2005.

#### Bulgarian and Romanian policies and laws about the Roman heritage and local policies of the regions

Besides the EU and the UNESCO policies, the developed strategy is aligned with several country wide laws and acts for Romania and Bulgaria. They are:

- Bulgarian Cultural Heritage Act (2009). Art.17 states that mayors should organize and coordinate the implementation of policies for protection of cultural heritage on the territory of the municipality.
- Bulgarian Law on Cultural Monuments and Museums;
- National strategy for the development of the tourism in Bulgaria (2014-2030).
- Romanian Law on protection of archaeological heritage;
- Romanian Law on the protection of historical monuments;
- The strategy for the development of the tourism in the Ruse municipality 2014-2020;
- The strategy for the development of the tourism in the Silistra municipality 2014-2020;
- A long term marketing program for promoting the tourist site “Novae”.





## CHAPTER 2. MISSION AND GOALS OF THIS STRATEGY





The main mission of this strategy is to provide an overview of the possibilities for implementation of present day methods for visualisation,

popularisation and advertisement of the ancient Roman cultural heritage in the cross-border region between Romania and Bulgaria.



In order to successfully complete the mission of this strategy, we have defined several goals:

- To conduct analysis on the defined in the project 16 ancient Roman fortresses and to prepare a SWOT analysis with their strengths and weaknesses.
- To analyse the available popularization mechanisms and to investigate the possibilities for introduction of newer solutions, which will have deeper impact and will reach more people and institutions.
- To investigate the means of promoting the Roman heritage through local museum exhibitions and to seek how to improve the impact.
- To analyse how the Roman heritage is popularised through the tourist agencies and to provide new guidelines for improvement.
- To analyse the level of penetration made by the social media and to see how the Roman heritage can be advertised and promoted through the use of the modern social media and networks.



- To enhance the role of the Local Councils and NGOs in the care and promotion of the Roman heritage.
- To recommend how the local media can be used for better popularisation of the Roman heritage.
- To provide guidelines for improvement of the available events and publications about the Roman heritage and to recommend the development of newer activities.
- To analyse how different web platforms and mobile applications can be used as tools for promotion of the Roman heritage.
- To provide guidelines for better visualisation and promotion of the Roman heritage through the introduction of modern information kiosks with interactive or holographic content.
- To provide guidelines and recommendations for popularisation of the Roman heritage through in-person events with participants from different age groups.
- To develop a Management plan for preservation of these roman cultural and archaeological locations.

To develop a Management plan for raising the awareness about the roman cultural and archaeological locations in the cross-border area between Romania and Bulgaria.

The goals this document are defined as recommendations and guidelines only and are not mandatory for implementation by any of the organizations in the region in any way. However, we believe that they will significantly help to improve the popularisation of the ancient Roman cultural and historical heritage sites in the cross-border area between Bulgaria and Romania.

The presented analyses of the 16 Ancient Roman sites, in combination with the management plans, can be used to further develop the infrastructure and the exhibitions at the locations, so that they can become more visitors oriented and user friendly.

This strategy is an open document, which can and should be improved and upgraded in the future. The implementation of the strategy requires permanent involvement of all interested parties and suggests good management and coordination of its implementation.





### CHAPTER 3. ANALYSIS OF THE SELECTED ANCIENT ROMAN SITES











The Late Antiquity fort of Sexaginta Prista is located in the central part of the modern town of Ruse. It was situated on a natural hill along the right bank of the river Danube. A naval base with name Sexaginta Prista (translated as “Harbour of the sixty ships from the Pristis type”) was established near the hill around the 45-46 AD. The earliest military camp was situated 1.5 km southern from hill. The II Mattiacorum Cohort and the II Flavia Brittonum Cohort were stationed there during 2<sup>nd</sup>-3<sup>rd</sup> century AD.

The first archaeological excavations of the site (rescue excavations) were conducted in the period 1976-1978 (directed by Dr. D. Stanchev). They were made in a section of the hill along the river Danube. Around 50 meters of the north-western fortification wall were revealed during these excavations. The north-western

corner tower of Sexaginta Prista was also revealed, as well as the remains of four buildings (around 1000 sq. m. were examined).



In the period from 2005 till 2015, the Regional Museum of History in Ruse conducted rescue archaeological excavations at the fort of Sexaginta Prista (directed by V. Varbanov, D. Dragoev and recently N. Rusev). Around 1200 sq. m. of the central and southern part of the fortress were examined. The site has a complex stratification with the

later chronological layers violating and destroying the earlier ones.

The earliest level of the investigated area is from the Late Hellenistic Age (2<sup>nd</sup> to 1<sup>st</sup> century BC - 1<sup>st</sup> century AD) and is presented by hundreds of pits. At this stage of investigation, the site is identified as the “Pit Sanctuary”.



The second chronological level is Roman (2<sup>nd</sup>-3<sup>rd</sup> century AD). Immediately over the Thracian level, were revealed the remains of a building with an apse, identified as a sanctuary of the Thracian Horseman and Apollo. The sanctuary was built in the first half of the 2<sup>nd</sup> century AD and destroyed in the middle of the 3<sup>rd</sup> century AD. Around the sanctuary 17 pits were found and investigated. Some of them contained fragments of votive plates.

In the beginning of the 4<sup>th</sup> century AD the Late Roman fort of Sexaginta Prista was constructed on the hill. Its Principia (headquarter building), sections of the Eastern and Southeastern walls and the facade of a U-shaped tower were discovered and unearthed. A small sector of the inner part of the gate and

the tower flanking it from the north were also discovered. Different late antiquity structures were also unearthed, including sections of three buildings, nineteen pits, two fireplaces and one lime pit. The fort was abandoned in the end of 6<sup>th</sup> century AD.

The area, where Sexaginta Prista was situated, provides traces of human establishments from the late centuries as well. They can be dated around the 10<sup>th</sup>-11<sup>th</sup> century. In the 16<sup>th</sup>-17<sup>th</sup> century the area was used as Christian cemetery. The remains of some houses and 31 pits from the 19<sup>th</sup> century AD were also found. More than one thousand coins (1069 coins) were recovered during the excavations. They are dated from the 5<sup>th</sup> century BC till the 20<sup>th</sup> century AD.

## SWOT Analysis

- The remains of the fortress are visible and accessible.
- Parts of the north-western and southeast fortress walls, as well as few buildings inside the fortress, are preserved and restored.
- The discovered findings are displayed in the exhibitions of the Regional Historical Museum in Ruse, which is located near the fortress.
- The fortification system is partially excavated.
- Large parts of the fortress are under modern private or government owned buildings.
- Archaeological excavations are organized every year, resulting in the discovery of new structures and artefacts from antiquity.
- Different events are organized at the fortress or in the Museum.
- The ruins, which are discovered and unearthed are not entirely preserved and restored.





The Roman Castle of Iatrus is located 40 km to the west from Ruse and to the west of the village of Krivina. It is situated on a hill that rises on the right bank of the river Yantra, at its mouth. The northern and western parts of the castle are destroyed by the waters of Yantra and Danube. The preserved area is around 2.5 ha.

Karel Skorpil was the first to identify the remains near the village of Krivina as the ones of the castle of Iatrus. He did this based on the distances marked in the itineraries. In 1958 a joint Bulgarian-German team started working at the site and the final excavations were made in the year 2000.

The chronology of the castle is very well documented and is presented in six volumes of the Iatrus-Krivina series. According to them, the initial period, period “A” of the castle, falls in

the chronological frame between the years 310 and 320-350 AD.

The “B/C” period cover the third quarter of the 4<sup>th</sup> century and end around the second quarter of the 5<sup>th</sup> century.

The “D1” period was during the reign of emperor Anastasius I and lasted till the second decade of the 6<sup>th</sup> century. The subsequent “D2” period was during the rule of Justinian I and ended with the final destruction of the castle somewhere around the end of the 6<sup>th</sup> or the beginning of the 7<sup>th</sup> century.



Given the specifics of the terrain, the fortification had an irregular elongated shape with approximate size of 300 x 100 m. A total of eleven towers have been localized, but entirely examined were only three of them. The access to the castle was provided through a tower-gate made in a slump of the eastern fortification wall.

During the first construction period, the organization of the buildings inside the castle walls follows the principles of the late roman military construction methods. A straight street with colonnades on both sides was leading from the gate to the principia, the main administrative building of the fort. To the north of the main street were constructed the tabernae and the shops. On the southern side were located buildings with similar functions, as well as the praetorium. The barracks were to the west of the principia. This planning was changed during the second construction period. The principia, the praetorium and the barracks were abandoned and smaller residential, storage and production buildings were erected on their place. They were used by the civilian population, which sought shelter inside the fort. Despite the civilian buildings, latrus primary executed military tasks related to the security of the border of the Roman Empire. This is confirmed by the two excavated warehouses for storing food for the needs of the local garrison and the passing military detachments. The

construction of a basilica testifies for the spread of the Christian religion. The end of the “B/C” period was caused by a large fire, which destroyed the fort and is related to the invasion of the Huns in the 440s AD.

During the reign of Anastasius I (491-518), the Goths withdrew from the Province of Second Moesia and over the remains of the old demolished buildings new ones were erected. Towards the end of the period, around the year 520 AD, the entire fort was destroyed again by fire. New restorations were made during the reign of Emperor Justinian I.

Thousands of findings originate from the territory of latrus - coins, armament, plastics, inscriptions and various everyday-life items.

## SWOT Analysis

- After many years of archaeological research, the principia was restored and preserved.
- Many of the discovered findings are displayed in the Regional Historical Museum in Ruse.
- Many of the unearthed and studied structures, including the gate and the walls of the castle are not preserved.
- The site is insufficiently advertised and there are just few signs notifying its existence.
- As a significant part of the latrus is excavated, the possibilities for conservation, restoration and socialization of the site are large.
- Since the last archaeological expeditions, in 2000, the site is abandoned.
- The site is not maintained on a regular basis, which makes it unreachable in the spring and in the summer due to the dense vegetation.
- All facilities, including the archaeological base, are slowly deteriorating.





## CHERVEN

The ruins of Cherven, a large Late Antiquity fortress and Medieval Bulgarian town, are located to the north of the present-day village of Cherven and 30 km to the south of Ruse. They are situated on the top of a high rocky plateau in a meander of the river Cherni Lom.



The fortification was constructed approximately in the end of the 5<sup>th</sup> and the beginning of the 6<sup>th</sup> century, during the reign of Emperor Anastasius I. The Late Antiquity fortification ceased to exist in the very beginning of the 7<sup>th</sup> century.

The site became known in the end of the 19<sup>th</sup> century, when it was visited by the Hungarian traveller Felix Kanitz. Systematic archaeological excavations were conducted on the site between 1961 and 1975. They resulted mainly in the restoration and conservation of the citadel of the Medieval town. Apart from the research on the Medieval Bulgarian citadel, the fortification system, of Late Antiquity fortress beneath it, was also revealed. It had an irregular plan, entirely predetermined by the configuration of the terrain.

The size of the fortress was estimated at approximately 2.4 hectares. Due to the topographic features of the area, defensive walls have been constructed only to the east and west. This is because of the vertical rocks to the north and south, which are reaching up to 100 m in height and appeared to be an insuperable obstacle.

The Eastern fortification wall appears to be straight for almost its entire length and was built from northwest to southeast, without any towers being constructed in front of the defence line. The height of the preserved wall goes up to 3 m. Two gates were located at the opposite ends of the wall and they both have been excavated.

The Western fortification wall has a length of 96 m. Its opposite ends are reaching the vertical slopes of the plateau. The wall is preserved up to 5 m in height. In front of the defence line, a single tower with one tower-gate has been preserved. It is 10 m in width and protrudes 9 m in front of the curtain. The tower has the shape of a trapezium with a rounded angle at its southern base.

The last compositional element of the fortifications is the registered in the western direction deep ditch, partially dug into the rocks.



A water-supply facility from the period of the Second Bulgarian kingdom has been excavated in the northern foot of the Cherven hill. The water source and the lowest, and respectively the most vulnerable part of the overarched passage of the water-supply facility, are placed within one polygonal, septangular solid tower, which was constructed during the Late Antiquity period. The tower steps over a semicircular base of one row of stones. Its superstruction is built of large rustic stone blocks. The width of the tower in the east-west direction is 13.50 m. Its frontal edge stands at 19 m above the rock crown. The north-western wall is better preserved and reaches up to 5.20 m in height. This tower is typologically equal to a Late Antiquity burgus or turris, which primary served as an observation point for control and security of the road and the bridge over the Cherni Lom River. Traces of the bridge are still preserved at the “Moskov dol” area on the opposite riverbank.

Many coins, pottery and everyday items, which originated from the Late Antiquity fortification, have been found.

## SWOT Analysis

- The early Roman (Byzantine) fortress and the citadel of the medieval town are completely excavated.
- All buildings are preserved and the site is suitable for tourists and visitors.
- Many of the discovered findings are displayed in the Regional Historical Museum in Ruse.
- Due to the increasing number of visitors the site needs to be modernized and maintained on a regular basis.
- The site has huge potential for development.
- Due to the specific placement of the site it is accessible by a steep path with many stairs. No facilities for disabled people are available.





The Late Roman fort and Early Byzantine town of Abrittus is situated in the Hisarlika locality, which is 2 km to the east-southeast of the present day town of Razgrad and 68 km away from Ruse. It was built on a levelled terrain at the left bank of the Beli Lom river. In close vicinity, along the right bank of the same river, there was an unfortified settlement (vicus).

Abrittus was built in the beginning of the 4<sup>th</sup> century, during the rule of Emperor Constantine I. Life in the fort continued until the end of 6<sup>th</sup> century when the town was destroyed by the Avars. In the 10<sup>th</sup> and the 11<sup>th</sup> century, a small medieval settlement emerged over the ruins of the Roman fort.

The name of the site is registered in Latin inscriptions carved on several stone monuments - an altar and a milestone pillar. The letter A is written as well in nine locations on the exterior

stone blocks of the northern and eastern walls. Abrittus is also mentioned in numerous historical sources.

The archaeological survey of the area started in the end of the 19<sup>th</sup> century and continues until now. The first sketch plan was published by Karel Škorpil in 1914 and excavations were led by A. Yavashov, T. Ivanov, S. Stoyanov, P. Georgiev and G. Radoslavova.



As result of the archaeological excavations, part of the settlement structure was entirely revealed. This

includes a stronghold, three necropolises and an unfortified settlement. The Late Roman castellum occupies an area of 15 hectares and the total length of the fortification walls is 1400 m. Until this point of time, 4 main gates, 9 secondary doors (posterns) and 35 towers of different shape are identified.



During the excavations in the inner section of Abrittus the remains of about 15 cult, public and residential buildings were unearthed. Among these, it is worth to mention the big warehouse (horreum), one peristyle edifice, an early Christian three-aisle single-apse basilica and several private buildings.

Outside of the fortified territory are situated three necropolises, located to the north, east and south of the town. Numerous flat and tumulus graves have been identified at these locations. The southern necropolis is the largest one and it is considered as the main graveyard of Abrittus.

The different needs of the population were met by the development of important branches, such as agriculture, crafts and arts. A large

number of objects related to the livelihoods (tools and weapons) have been found, along with a multitude of construction and household pottery, architectural monuments, votive reliefs, tombstones, metal vessels, bronze everyday items, statuettes, matrices for forging the images of various deities, jewellery, coins and coin hoards, etc.



## SWOT Analysis

- The ruins of the fortress are visible and accessible.
- The fortification system is fully excavated and is partially accessible.
- The northern, eastern, southern and part of the western fortress walls, as well as several buildings inside the fort, have been restored and conserved.
- Many of the discovered findings are shown in the exhibitions of the Regional Museum of History in Razgrad and the Interactive Museum of Abrittus, located near the fortress.
- It is necessary to conserve, restore and display the newly discovered artefacts, objects and archaeological structures.
- The site is near a main road and just outside of the town of Razgrad, which makes it suitable for both visitors and large tourist groups.
- Additional advertisement and promotional materials for the site have to be developed.





The legionary camp and Late Roman town of Novae is situated in the northern part of Bulgaria, just 4 km to the east of the modern day town of Svishtov and 83 km to the west of Ruse.

The area of Novae is around 18 hectares. Legio VIII Augusta was stationed here from the middle of the 1<sup>st</sup> century AD till its replacement in 69 AD by Legio I Italica, which stayed in Novae at least till the middle of the 5<sup>th</sup> century.



The archaeological excavations in Novae started in the year 1960 and with

some temporary interruptions continue until the present time.



These excavations are the result of an agreement between the Bulgarian Archaeological Institute at BAS and the University of Warsaw, Poland. Large number of scientists have taken part in the excavations. Among them are D. P. Dimitrov, M. Chichikova, P. Vladkova, B. Sultov, V. Valov, A. Milcheva, P. Donevski, E. Gencheva from Bulgaria, and K. Majewski, T. Sarnowski, P. Dyczek, A. Biernacki, E. Klenina, A. Tomas from the Polish side. As a result,



large part of the fortification walls and towers were revealed (dating from different periods), as well as numerous other buildings, like the scamnum tribunorum, the soldier barracks, the Principia, a military hospital - valetudinarium, a legionary bath, Roman civilian houses, an Episcopal residence, a vila extra muros, the necropolis of Novae, a temple of Mithras and others.



Large number of findings were also discovered and part of them (around 900 coins) have been publicly presented.



The Late Roman town was abandoned during the invasions at the end of the 6<sup>th</sup> century. Later, an unfortified settlement, from the period of the First Bulgarian kingdom, emerged on its territory.

## SWOT Analysis

- A significant part of the Roman legionary camp and the late Roman city was explored through archaeological excavations.
- The principia, the thermae and the early Christian basilica are restored and accessible.
- Many of the discovered findings are shown in the exhibitions of the Historical Museum in Svishtov and in the visitors centre next to the archaeological site.
- Several of the discovered buildings have to be socialized and made publically accessible.
- Archaeological excavations are being organized every year, resulting in the discovery of new structures and artefacts from antiquity.
- The “Eagle of the Danube” festival and other local events are organized throughout the year and have the potential to attract new tourists.
- The site is well developed, but like many other is poorly funded and not well maintained.







# DUROSTORUM

Durostorum is situated at the furthestmost point of the Bulgarian section of the Danube River within the boundaries of the modern town of Silistra and 125 km to the east of Ruse. The Roman settlement was established around 104 AD on a terrace slightly sloped from south to north. Durostorum was military camp of the 11<sup>th</sup> Claudian legion (Legio XI Claudia) and was its permanent base until the beginning of the 7<sup>th</sup> century, when the invasion of the Avars led to the end of its existence.



Excavations on the site were carried out by P. Donevski, S. Angelova and G. Atanasov. Until now it is clear that the settlement structure of Durostorum includes a legionary camp, a canabae, a vicus, a Late Roman and Medieval fortress and necropolises.

The garrison building of the 11<sup>th</sup> Claudian legion had rectangular shape and was situated 800-900 m away to the south from the Danube riverbank. The walled area covers 21.93 hectares. The earliest stone fortifications were probably built during the reign of Emperor Traian. The remains of several destroyed building, which were constructed inside the fort, were studied and it is considered that they were the residence of the legionary officers (centurions) and parts from the barracks of the soldiers (contubernia).

The canabae was also discovered and is located to the northeast, north

and northwest of the legionary camp (castrum). The area uncovered so far is 25-30 ha, although it is considered that the actual size of the site is larger. A large private building with hypocaust was also revealed, as well as two baths (thermae) in the immediate vicinity and also other dwellings.



The vicus is placed near the village of Ostrov, Romania and it is believed that exactly this settlement was developed into a municipium. On the territory are excavated many ancient remains of inhabitation and pottery workshops.



Another stronghold was also studied along the river bank. The fortification was used in the Late Roman and the medieval periods and has covered a polygonal area. The fortified area is approximately 2.5 ha. The

defensive system consists of stone walls, big pentagonal and small triangular towers, two main gates and a postern.

The necropolises cover large area to the south, southeast and southwest of the legion camp. Only one tomb and several graves are identified to the north (in the zone of canabae) and to the west of the Late Roman fortress. The burial installations are presented by regular graves, sarcophaguses, brick graves and stone tombs.



## SWOT Analysis

- The ruins of the Late Roman and Medieval fortress walls are visible and accessible.
- Several buildings inside the fortress are preserved and restored.
- The majority of the findings are displayed in the exhibitions of the Regional Museum of History - Silistra and some of the monuments are exhibited in the lapidarium of the museum.
- Parts of the fortress fall within the territory of the city park and are being regularly sprayed with paint or used as playgrounds.
- Parts of the site are with open access and can be used for the organization of open-air events.
- Modern buildings were erected on the territory of the National Architectural and Archaeological Park „Durostorum-Drustar-Silistra.
- The site requires regular maintenance of the grass areas.





DIMUM

The Roman fortress of Dimum is located in the Northern part of the town of Belene, on a natural hill along the right bank of the river Danube (111 km to the west of Ruse). The fortress was localized following local construction works from the beginning of the 20<sup>th</sup> century. The vexillatio of Legio I Italica was stationed here.

section of the southern fortification wall and its southern tower. The southern tower of the western fortress gate was also discovered, unearthed and restored.

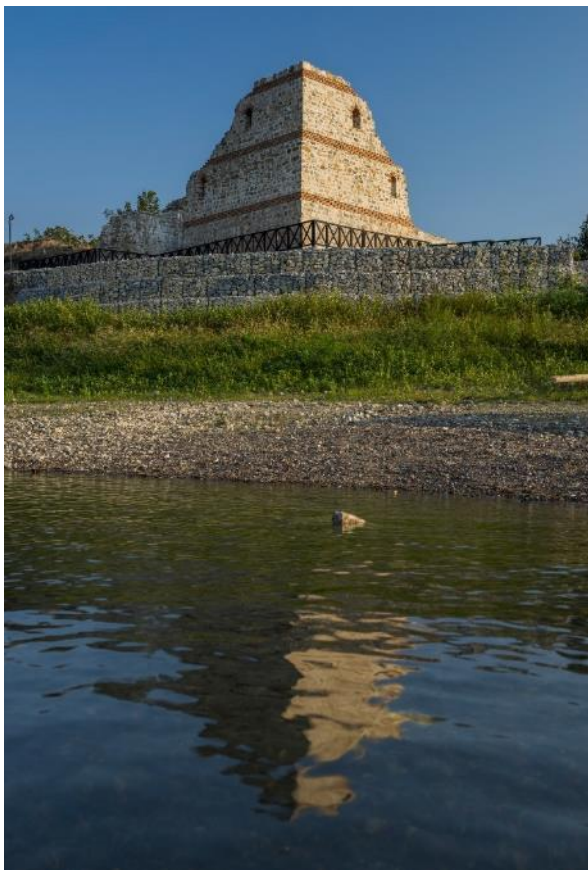


In 1989-1990 D. Mitova-Dzonova conducted rescue archaeological excavations at the fortress. They have resulted in the revealing of a 60 m long





Excavation works started again in the year 2007 and have been carried out till the present day (led by S. Lazarova, G. Kabakchieva, V. Naidenov, N. Rusev and V. Ivanov). As a result, a big Late Antiquity building, interpreted as the Principia, was unearthed. According to researchers, the earliest fortress of Dimum was built in the 1<sup>st</sup> century. It was repaired in the second half of 3<sup>rd</sup> century or (more probably) in the beginning of 4<sup>th</sup> century.



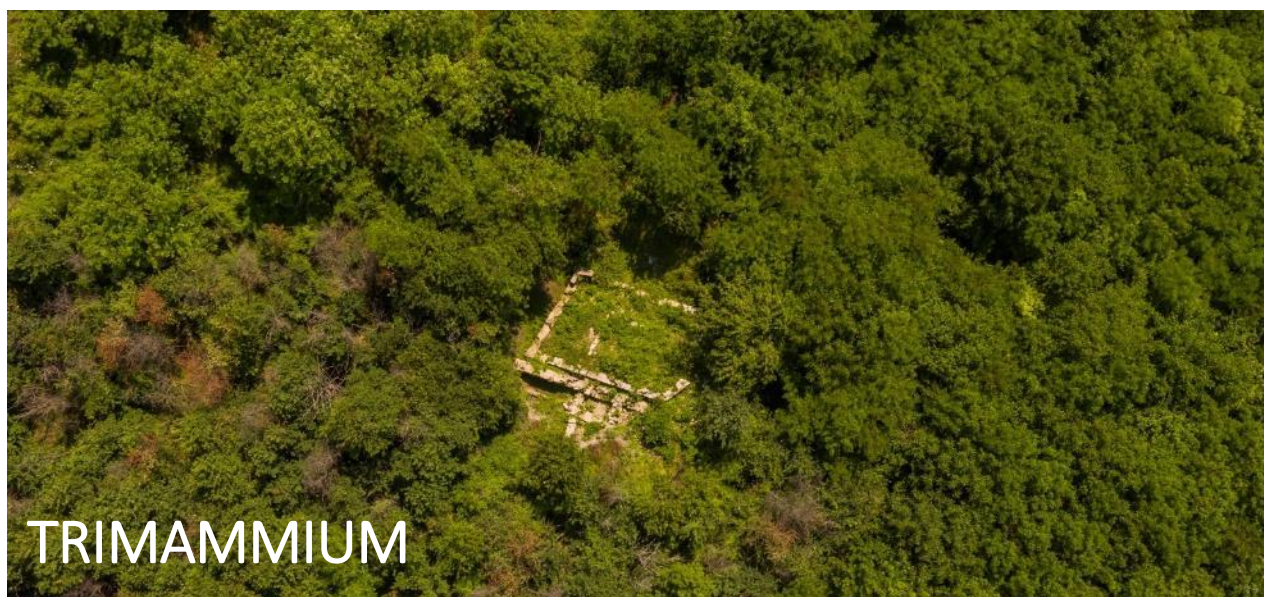
The revealed building (Principia) functioned between the 4<sup>th</sup> and the 6<sup>th</sup> century. Evidences for life at the site in the period between the 10<sup>th</sup> and the 14<sup>th</sup> century have also been discovered.



## SWOT Analysis

- Large parts of the western fortress wall, along with the southern tower of the western gate, part of the southern wall, along with a U-shaped tower and a building in the interior have been restored and are accessible.
- The site is located right next to the building of the Nature Park "Persina", where the local flora and fauna is presented.
- Only a part of the fortification system was discovered and socialized.
- Many findings were made at the site, but they are hosted and exhibited in different museums.
- Archaeological excavations are being organized every year, resulting in the discovery of new structures and artefacts from antiquity.
- The site can be developed at tourist attraction in combination with the nearby Persin Island.
- The site is well developed, but lacks sufficient advertisement. The development of new popularisation materials will improve its popularity.





## TRIMAMMIUM

The Roman fortress of Trimammium is located on the Danube riverbank, in the region of the Stalpishte area, which stands 3 km to the west-northwest of the village of Mechka, and about 22 km to the southeast of Ruse. Its area is around 24 dca.



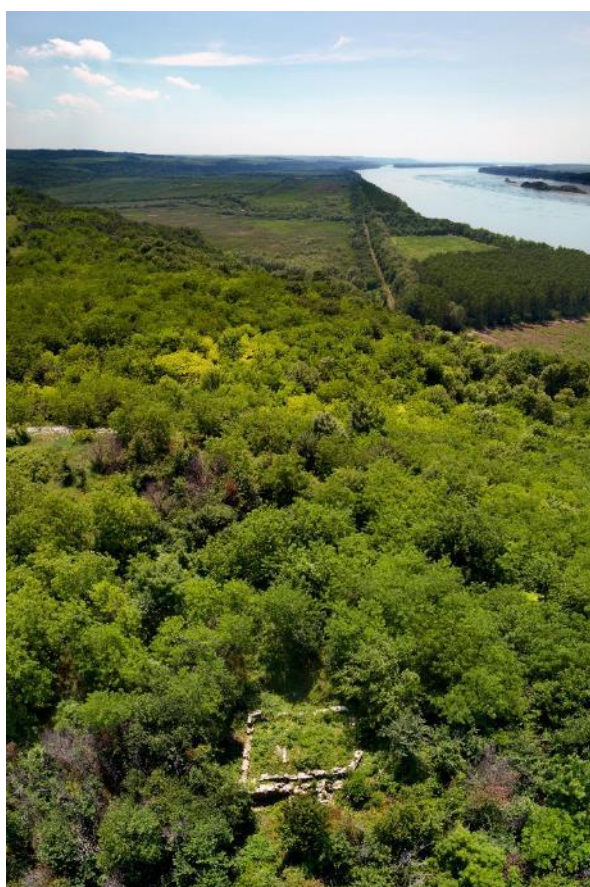
In the period between 2006 and 2009, the Regional Museum of History in Ruse conducted rescue archaeological excavations at the fortress of Trimammium (directed by V. Varbanov and D. Dragoev). Around 270 sq. m. of the Southern part of the fortress have

been examined. During the excavations, small sections of three different in chronology fortification walls have been discovered. The last one falls into the chronological frame between the 11<sup>th</sup> - 12<sup>th</sup> centuries. A certain terminus post quem for the second fortification wall construction is presented by the discovered numismatic material, according to which these are the years after 585 AD. The third and stratigraphically earlier fortification wall is preserved up to 2 m in height.





Probably this is the first fortress wall (from 1<sup>st</sup> or beginning of the 2<sup>nd</sup> century AD). Two buildings, from 4<sup>th</sup> century and from the 12<sup>th</sup> century, have been entirely examined, as well as parts of four other buildings. The earliest one is dated back to 2<sup>nd</sup> century AD. In 2009 the apse of a Medieval church was unearthed. It is dated to the beginning of the first half of the 13<sup>th</sup> century.



The I Bracarorum civium Romanorum cohort was stationed in Trimammium between the 2<sup>nd</sup> and the 3<sup>rd</sup> century AD.

The stratigraphic picture, revealed through the course of the

archaeological excavations, is too complex. This is partially due to the large number of violations in the cultural layer in more recent time, but mainly due to the intensive habitation of the terrain which continued up to the end of the 14<sup>th</sup> century (with a possible long interruption between the 7<sup>th</sup> and the 9<sup>th</sup> century). In the excavations from 2006 till 2009, a total number of 468 coins were discovered. They are dated between the 2<sup>nd</sup> and the 13<sup>th</sup> century. It has been determined that during the Roman and the Late Antiquity periods, the fortifications at Trimammium were rebuilt several times.

### SWOT Analysis

- Many of the discovered findings are displayed in the Regional Historical Museum in Ruse.
- The fortification system is only partially unearthed.
- The discovered ruins are not preserved or restored in any way.
- The site lack tourist infrastructure - no visitor information centre was built.
- The site is located within a dense forest area, which makes it hard to reach.
- The site has the potential to be developed as tourist attraction, but requires investments in infrastructure and advertisement.
- Since the last archaeological expeditions, the site has been subject to illegal excavations by fortune diggers and smugglers.
- The site is within a forest and away from a populated area. This make is difficult to combine this location with other tourist attractions in the nearby area.
- Current access to the site is limited and requires an off-road car.



Tomis, the ancient Greek colony established on the western coast of the Black Sea in the 6<sup>th</sup> century BC, gradually took over the features specific to a Roman city. The Greek traditions continued to exist at material, cultural, administrative and linguistic level. Tomis used to have a sinuous history. The city reached moments of economic and political apogee and became the most important metropolis at the Left Pont, but it also had periods of strong decline. Although the modern city is totally overlapping with the ancient one, the available epigraphic, numismatic, scientific and archaeological information presents an image coherent enough with the city evolution in the past. A complex stratigraphic analysis was elaborated after the archaeological research in the Cathedral Park. This research is supported and completed by different other archaeological interventions in

various areas around the modern city. Twelve archaeological stages were defined, which correspond to the period between the 6<sup>th</sup> century BC and the 7<sup>th</sup> century AD.

The ancient monuments, preserved in the present city of Constanta, do not overrun the entire period from the end of the 6<sup>th</sup> century BC till the beginning of the 7<sup>th</sup> century AD. The Roman-Byzantine patrimony includes precinct walls from the 3<sup>rd</sup> century AD, preserved along the north side of the Archaeological Park. A basilica from the 5<sup>th</sup>-7<sup>th</sup> century AD is preserved in the basement of the actual Ibis hotel. A crypt with painting traces, which belonged to a basilica situated on the upper terrace of Constanta southwestern coast and a basilica in front of the gate no. 1 of the modern port are also unearthed and preserved. An area of the residential district, inhabited in the



above mentioned period, was systematically researched in the 1970's and can be visited today in the Cathedral Park. The mosaic edifice, which functioned from the 4<sup>th</sup> century AD up to the 7<sup>th</sup> century AD, on the south-west coast of Tomis, is also preserved. It was a complex trade building, where the imported goods were sheltered in storehouses and vaulted rooms. The Roman baths are situated to the east of the mosaic edifice and were constructed in the very same style. The Roman-Byzantine precinct wall, preserved today in the archaeological park, is dated in the 3<sup>rd</sup> century AD. A curtain was added to this wall, in the 5<sup>th</sup>-6<sup>th</sup> century AD, and extended the defended area to include the western district of the city. The wall was also extended between the two coasts of the Tomitan peninsula, defending the continent side of the city.



Three entrances to the fortification are preserved - the south-west gate, defended by two rectangular towers, the north-east gate, defended by «the butchers' tower» and the gate with aperture to the north-west, guarded by two semi-circular towers. This precinct

wall functioned until the end of the 6<sup>th</sup> or the beginning of the 7<sup>th</sup> century AD.

The ruins, although situated among the modern buildings of Constanta, have preserved the rich history of Tomis and its architecture. The Museum of National History and Archaeology in Constanta holds numerous artefacts and monuments from the Ancient Roman town, including the treasure of sculptures discovered in 1962, Byzantine amphorae, iron anchors and richly decorated marble plaques, jewellery pieces, earrings, necklaces, rings, glass items, oil lamps, coins etc. The architectural elements, that used to decorate the Greek, Roman or Byzantine buildings of Tomis, are also preserved and on display.

## SWOT Analysis

- Tomis was one of the most important roman-byzantine centres in ancient region and also bears traces of Greek and Ottoman history.
- Several imposing ancient structures are preserved in Constanta and are socialized.
- Numerous collections of artefacts and monuments are available to the visitors of the Museum of National History and Archaeology.
- The ruins are not completely restored.
- Tourists can benefit from the versatile cultural life and the many attractions (six museums, dolphinarium, aquarium, planetarium, many cultural activities, exhibitions and festivals).
- Some historical landmarks are not properly marked across the city. Lack of modern advertisement materials and tourist maps withholds the foreign tourist flow.
- Historical explanations, written in foreign languages, are not provided at all locations.



# HISTRIA



Histria was founded by Greek colonists from Miletus, in the 7<sup>th</sup> century BC. The propitious location, which provided a safe mooring place, a productive rural territory, access to the nearby River Istros and an easy to defend promontory, determined the quite rapid social, cultural, economic and military development of the settlement.

Before the raise of Tomis, in early Roman times, Histria was the main Greek colony on the Dobroudjan shore of the Black Sea. It has a rich history, which spans on almost fourteen centuries and is filled with moments of grandeur and decadence.

In the 7<sup>th</sup> century AD Histria was abandoned by its inhabitants and ceased to exist on the historical maps of the region. For twelve centuries the city was lost, until it was rediscovered by Ernest Desjardins and excavated for the first time by Vasile Pârvan in 1914.

The Late Roman fortification built its urban structures upon the earlier ones, arranging them along the earlier main streets, which continued to function, with rather small modifications and improvements. There were also early monuments that were kept inside the fortified area, without being dismantled, and that were later reconstructed and improved. For instance a bath complex (generically called *Thermae I*) situated in the south-western part of the city, built in the 1<sup>st</sup> century AD, continued to function, with several restoration works and even with a different utility. The main gate of the city was open towards a large plaza (25 x 14.50 m) with a civil basilica, built in the 3<sup>rd</sup> century AD, considered to have been one of the administrative buildings of the city, along with other two, which are situated on the eastern side of the alley that relates the plaza to *Thermae I*.



Towards east, a Paleochristian basilica (5<sup>th</sup>-6<sup>th</sup> century AD) can be seen. The official district of the city, situated south from the main gate, includes a rectangular basilica dated to the second half of the 3<sup>rd</sup> century AD (reconstructed in the 4<sup>th</sup> century AD), a commercial building (tabernae), where luxury products were sold and another plaza, surrounded by columns. All these buildings, were dated mostly from the 4<sup>th</sup> century AD and have overlapped with the late constructions. Unfortunately, these buildings were destroyed and removed between 1921 and 1942.



The most important building of Late Roman Histria is the bishopric basilica situated in the central part of the city (5<sup>th</sup> century AD). Entering the fort through the narrow gate, situated in the southern part of the western wall, one can also see the economic district, on the right side, as well as another basilica, at the end of the street. One of the residential areas is situated east from the bishopric basilica. Four large villas, having a similar typology, were discovered there.



As Histria became a cultural attraction for Romanians and especially for foreign tourists, a new museum was built in the 1980's. Nowadays, the site consists of an open air museum (Ancient Histria itself), an indoors exhibition, an accommodation area for archaeologists and museum workers, storage areas, a restaurant and a parking lot.

Some of the artefacts, available on-site, include architectural fragments, roman amphorae, funerary stellae, stone sundial, stamped pottery, coins etc.

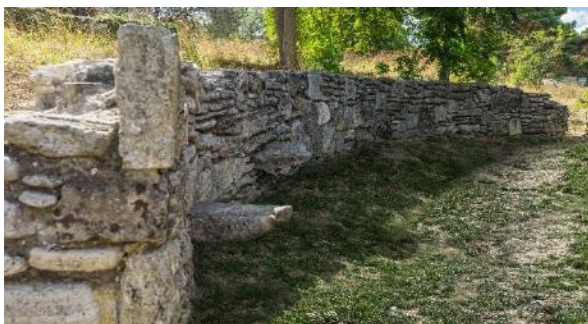
## SWOT Analysis

- The site benefits from several facilities, suitable for both groups and individual visitors.
- Large parts of the roman and roman-byzantine fortification walls are visible, as well as the Christian and civil basilicas, plazas, etc.
- Many of the discovered artefacts have been displayed off-site in Bucharest and Constanta.
- The exhibition at the museum in Histria needs to be modernized and improved.
- Histria is important archaeological site and is the most visited site in Constanta County.
- Modern interactive and VR systems and 3D reconstructions will attract more visitors.
- Histria is home of different reptile species.
- The main road to Histria needs repairs.





Callatis reassembles the structure of a typical Dorian colony from its very establishment in the 6<sup>th</sup> century BC. Little is known about the initial years of the city. Beginning with the Hellenistic period, Callatis appears to be known with a well-organized rural territory, which neighboured the area around Tomis to the north and the Dionysopolis territory to the south. In the Greek period, the city was temporary under Macedonian control until a rebellion in 313. The Roman rule was restored at the end of the 1<sup>st</sup> century BC, by Marcus Licinius Crassus, proconsul of Makedonia.



Under Diocletian and Constantine a rich building activity started in Callatis. As in the case of Tomis and partly the case of Histria, the Early Roman strata (street structures) were levelled in order to allow newer structures to be raised.

Only few of the ancient ruins have been discovered, because of the fact that Callatis overlaps by the larger modern city of Mangalia. Therefore, the archaeological investigations of the old city are only possible when foundations for new buildings are being dug on empty spaces. This is how parts of the ancient fortifications were brought to light, and are now preserved in open areas or are protected within modern buildings.

A richly decorated basilica from the 5<sup>th</sup> century, with rectangular shape, provided with atrium and baptisterium was discovered. The building has been subject to several restorations in the 6<sup>th</sup> century and traces from the different



construction techniques can be noted on its walls. The building is considered to belong to the Syrian basilica type.

Different housing areas have been discovered, as well as paved areas belonging either to open public areas or to the street network of Callatis. A building from the 5<sup>th</sup>-6<sup>th</sup> century AD was unearthed on one side of the main city street. Its basement was with a central pillar and contained at least four dolia. In the southern part of the city, an opus mixtum thermae complex was also discovered. Parts of its drainage system, as well as the city's water sources, aqueducts and several public wells have been identified. The water for the inhabitants of the city was delivered via canalis structilis or tubuli aqueducts, originating from the northern slopes of the nowadays Mangalia Lake, as well as from two different other sources situated about 8 km to the north of the city.



The Roman-Byzantine necropolis was partly researched. It was situated

relatively far from the walls of the late city, probably due to the fact that the extra muros suburbs continued to exist until the last period of the city. The most interesting discovery from Callatis is a hypogeum structure, provided with dromos and vaulted funerary chamber. Two Christian inscriptions, as well as Christian symbols were scratched on its walls.

The modern city of Mangalia is situated on the western coast of the Black Sea and is highly visited by tourists. Some of the ancient artefacts from Callatis are displayed in the local museum or in the Museum of National History and Archaeology in Constanta. They include sets of Tanagra statuettes, statuettes molds, the Centauromachia frieze, coins and remains of the rich inventory, owned by “the Lady of Callatis”, discovered in the Roman necropolis in the 1970s.

## SWOT Analysis

- The site is benefiting from the infrastructure available to the citizens and the visitors of Mangalia - hotels, restaurants, shops, etc.
- The remains of Callatis are neglected and the area around them is not regularly maintained.
- Many of the discovered artefacts have been displayed off-site in Constanta.
- The modern town overlaps with the ancient.
- The site has huge potential due to its location within a touristic city with many attractions.
- Lack of modern advertisement materials and tourist maps withholds the foreign tourist flow.
- Historical explanations, written in foreign languages, are not provided at the remains.



## CAPIDAVA

Capidava is located on the right bank of the Danube, half way between Hârșova and Cernavodă. The road, which links these localities, passes just outside of the city walls.



The initial castrum, built in the time of Emperor Traian, was destroyed by the attacks of the Carps and the Goths and was entirely rebuilt in the late 3<sup>rd</sup> century, emphasizing the defensive capacity of the fortress. The fortification had a quadrilateral shape of 105 x 127 m. Its walls were over 2 m thick and more than 5-6 m high. The castle was guarded

by 8 towers, among which three rectangular towers, two towers shaped as quarter-circle and three intermediate horseshoe-shaped towers. Access was provided through a 2.5 m wide gate on the south-eastern wall and using a strategic exit in the south-western wall within the tower to the Danube, where the harbour used to be.

The *Getae toponym of Capidava* - meaning the city from the turning-point - confirms its pre-Roman habitation. Among the important monuments in the city are tower no. 1 (to the north-west), an edifice of Christian worship, the ancient pavement of the main street (via principalis), the military headquarters, the thermae (built outside of the city walls) and the harbour. Its quay was 61 m long and 2.5 m width and had storage rooms and annexes. It was used by the Roman Navy (*Classis Flavia Moesica*) and by various commercial ships.





Until the 5<sup>th</sup> century AD, the city was subject to two huge reconstructions. In the late 6<sup>th</sup> century, after the partial destruction of the city by Avars and Slavs, a small, quadrilateral fort was built, with sides of 60 m each, which occupied only the southern quarter of the precinct.



In the 7<sup>th</sup> century, following further attacks by Avars and Slavs, the city was completely destroyed and abandoned.

The fortress was re-inhabited again in the medieval period (9<sup>th</sup>-11<sup>th</sup> century). The city was rebuilt and reintegrated in the Byzantine defensive system and became home of a community of Byzantine peasants and border guards, whose dwellings overlapped with the Roman-Byzantine constructions.



## SWOT Analysis

- The archaeological site is largely excavated and is very well preserved.
- The site has a parking lot, a tourist information point (under construction) and a tourist route inside the city (under construction).
- The site does not have a museum (the building exists, but no exhibitions are arranged).
- There are no tourist facilities available, only small shops in the nearby village.
- A small pier can connect Capidava with the archaeological sites located on the Danube.
- The site is on a major international road.
- The site is being reconstructed under a project, but all activities are stopped for the moment.





## TROPAEUM TRAIANI

The remains of Tropaeum Traiani are located at about 600 m south-west of the village of Adamclisi and 62 km away from Constanta. The town was built during the time of Emperor Traian for the families of the veterans who fought in the Dacian wars. Even before 170 AD, it has become a flourishing urban centre, ranked as municipium during the time of emperor Marcus Aurelius.



First archaeological researches at the site were conducted by Gr. Tocilescu

between 1891-1909, succeeded over the time by G. Murnu, P. Nicorescu, I. Barnea and today by Al. Barnea.



In the early 4<sup>th</sup> century AD, the city was rebuilt from scratch by Emperor Constantine the Great (as shown by an inscription dated in 316 AD), following its destruction by the Goths. The precinct wall, which follows the irregular shape of the plateau, went through several phases of reconstruction - one prior to the time of Constantine the Great, in the late 3<sup>rd</sup> century, and one during his time.



All gates (north, south, west and east) were connected to the imperial road that crossed Roman Dobrudja from north to south. Via principalis, oriented east-west, was paved with large stone slabs, having porticoes on each side for pedestrians. A sewer system, which was used for draining rainwater, was placed in the middle of the street. A tile pipe, which was used to supply the town with drinkable water, is still preserved inside.



The last period of prosperity for Tropaeum Traiani was from the late 5<sup>th</sup> century until the late 6<sup>th</sup> century AD, when the city became also an important religious bishopric centre. Several basilicas were built in the city in this

time frame. Five of them are inside the city limits. They are the *marble basilica*, *basilica reservoir*, *basilica forensis*, *basilica with transept* and the *simple basilica* (basilica A). Two cemetery basilicas were also discovered outside of the city walls.

After almost six centuries of thriving existence, in the early 7<sup>th</sup> century, the city was razed by Avars and Slavs and many buildings and living quarters were permanently destroyed. The once prosperous city lost its urban characters and became a small village with rural features, proven by evidences of the modest every-day items used by its last inhabitants. Weak traces of re-settlement attempts during the 9<sup>th</sup>-11<sup>th</sup> century AD were discovered, both inside and outside the premises of the former fortress, especially in its south-western part.

## SWOT Analysis

- All urban structures revealed by the archaeological excavations are accessible.
- The local museum in Adamclisi contains many artefacts and monuments.
- A parking lot is available on-site.
- The Tropaeum Traiani Monument and its surrounding area are socialized and accessible.
- The exhibition in the museum requires adaptation to the 21<sup>st</sup> century trends.
- The site is suitable for open-air activities and 3D mapping events.
- The site needs information boards in foreign languages and a well-developed touristic route.
- Lack of promotion materials is preventing the wider popularization of the site.





## ULMETUM

Ulmetum is located to the north-west of the village of Pantelimon and is approximately 65 km to the north-west of Constanta. It was identified in the late 19<sup>th</sup> century, due to an inscription dated from the 140 AD. It contains the names of the settlement and of its inhabitants - *cives Romani et Bessi consistentes vico Ulmeto*.



The archaeological excavations at Ulmetum have started in 1911 and were carried on until the outbreak of World War I in 1914. They were conducted by

Vasile Pârvan and were aimed to reveal the precinct walls and to gather epigraphic or sculptural pieces, which were reused as building materials. The city covers an area of approximately 2 hectares and was built in a triangular shape with a curved hypotenuse. It was defended by six quadrilateral towers, three circular corner towers and four semi-circular towers. Access was provided by two main gates (south and north).





The archaeological excavations at Ulmetum were resumed in 2004, on the initiative of the renowned specialist Adrian Rădulescu, and were carried out by numerous archaeologists from Constanta (subsequently by Gh. Papuc and in the last half decade by G. Talmațchi). According to the most recent archaeological evidences, acquired in the last decade, the fortress was built between the late 4<sup>th</sup> century and the early 5<sup>th</sup> century, most likely by initiative of emperor Theodosius I or emperor Arcadius.



Many discoveries provide evidence that the city was inhabited in an earlier period - between the 2<sup>nd</sup> and the 4<sup>th</sup> century AD, which can be related to *vicus Ulmetum* mentioned by many ancient sources. Initially, it was structured as a medium-sized military fort and then it

gradually became a fortified settlement, which was, in the 5<sup>th</sup> century AD, attacked and almost destroyed by successive raids of the Huns. Among the notable constructions, identified so far, are the military barracks, the Paleochristian basilica and what is considered to be the praetorium (military headquarters). The last rebuilding of the city seems to have been made in middle of the 6<sup>th</sup> century. At that time, out of urgent needs, all available stone fragments (tombstones, shaped stone fragments from the old monumental edifices, etc.) were reused to fortify the fort walls. Avar and Slavic attacks from the late 6<sup>th</sup> century led to the destruction of the city. The last evidences of activity in Ulmetum actually disappear in the beginning of the next century. Some evidence of repopulation of the area are present and dated at almost three centuries later between the 9<sup>th</sup> and the 11<sup>th</sup> century AD.

### SWOT Analysis

- The precinct walls and the towers are partially preserved and accessible by tourists or visitors.
- Annual excavations are conducted at the site, leading to the discovery of new artefacts.
- The site has no tourist facilities, local museum or even an information point.
- Many of the findings are displayed off-site (in Constanta).
- With a serious investment, the site can be restored and turned into a tourist attraction.
- The site needs information boards in foreign languages and a well-developed touristic route.



Sacidava was a Roman city with a rectangular shape and an area of approx. 4 hectares. It is located on the Muzait hill, on the right bank of the Danube River, just 5 km to the north-east of the village of Dunăreni (Aliman commune).



The ruins of the fortress were discovered in the late 19<sup>th</sup> century. They were identified as the ancient city Sacidava, based on the discovery of an inscription in 1958 and a milestone in 1964, which were mentioning this toponym.

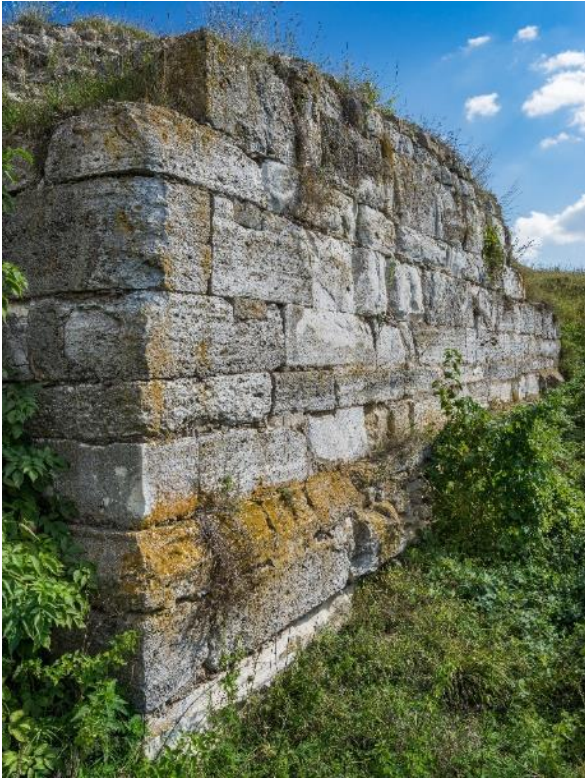
The name suggests a Geto-Dacian inhabitation prior to the building of the Roman castrum. On-site research, conducted between 1969 and 1980, led to the discovery of the 2 m thick west and north precinct walls and a tower. The western gate-tower, the east gate and five more towers (two corner towers) on the southern side were also identified.



All discovered artefacts (more than 20 inscriptions, shaped stones, coins, pottery etc.) prove the fact that



the city functioned between the 2<sup>nd</sup> and the 6<sup>th</sup> century, when various Roman military units were stationed there and the fortress went through several destructions and reconstructions.



The fortress disappeared in the early 7<sup>th</sup> century (614-619), due to the intensifying attacks by Avars and Slavs on the Danubian limes.



## SWOT Analysis

- The ruins of the fortification are visible and accessible.
- All recorded findings are displayed off-site in Cernavoda and Constanta.
- The unearthed remains require urgent conservations, as they are slowly deteriorating.
- No tourist facilities are available.
- The site is located in a very beautiful area and this can be used for its popularisation.
- A small pier can connect Sacidava with the archaeological sites located on the Danube.
- Since the last archaeological expeditions the site is abandoned.
- The site has no direct access by a road.







## CARSIMUM

The Roman city of Carsium was built in the second half of the 1<sup>st</sup> century AD, probably over an existing Getae fortification. During the Dacian wars, in 103 AD, Emperor Traian strengthen the fortification with stone walls. The name of the stationed unit, mentioned also in an inscription, *ala II Hispanorum*, appears on a milestone dated in 200 AD, which was discovered at Hârşova. The purpose of the fortification was to defend the nearby fort over the Danube, one of the most important in this part of the limes.

The city is frequently mentioned in all ancient sources, from the period between the 2<sup>nd</sup> century AD and the 7<sup>th</sup> century AD, being named Carsum, Carsio, Carso, Carsos. The toponym is most likely of Thracian origin and is related to the rocky nature of the area. The outline of the ancient fortification is unknown, even at this time.

Historical sources indicate that the city was repeatedly destructed and reconstructed during the rule of Emperor Constantine the Great and later under the rule of Emperor Justinian.



Several constructions were identified, including a Christian basilica, a thermae and various elements, specific to the military fortification architecture. Recent research has identified another Christian basilica within the city limits. Previous archaeological excavations have resulted in the discovery of several vessels with Christian symbols (fish, crosses) and oil lamps with cross-shaped handles. All of these lead to the conclusion, that in the 5<sup>th</sup> century, Carsium was one of the 14 cities that were bishopric centres in Scythia Minor. Just like the entire Danubian limes, the fortress in the modern town of Hârşova ceased to exist in the early 7<sup>th</sup> century.



In the 10<sup>th</sup> century Carsium was rebuilt by the Byzantines and after that by the Genoese. Between the 15<sup>th</sup> century and the early 19<sup>th</sup> century it was ruled by the Ottomans. The medieval fortress covered an area of about 24 hectares and is better investigated, due to the numerous historical monuments and the fact that remains of the precinct wall, which was used to defend the city, are still visible today in many places.

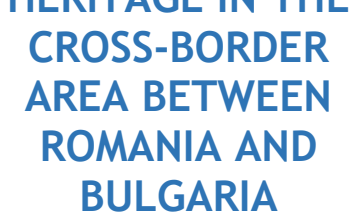
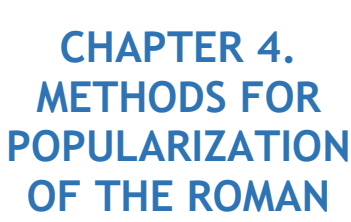
Near the city centre, the north gate of the Roman city was discovered. It is dated in the late 3<sup>rd</sup> century or the early 4<sup>th</sup> century. The fortifications built by emperor Justinian are located on the Fortress Hill. On the Danube bank, at the base of the medieval port, are the walls of the ancient port facilities.

Significant excavations and archaeological studies were conducted in the ancient necropolis between 1987 and 1989, and were resumed after 1993. The fortress in Hârşova is unique considering its lifetime of 19 centuries and the fact that several parts of it are still visible. Today, the preserved buildings include the port facilities, constructed in the 2<sup>nd</sup> or the 3<sup>rd</sup> century and used until the 19<sup>th</sup> century, parts of the medieval precincts, dating from the last period of the fortress existence (17<sup>th</sup>-19<sup>th</sup> century), the Commander tower, which dominates the entire fortification system, the north gate of the Roman-Byzantine city, the north-east and the north-west towers of the medieval fortress and the fortification from Belciug Hill.

## SWOT Analysis

- The site is located within the town of Harsova and can benefit from its facilities for tourists.
- The site has a local museum, which displays many artefacts from the Roman fortress.
- The ruins need to be restored and preserved.
- The port of Harsova can be used to connect Carsium with other Roman sites on the Danube.
- The site needs information boards in foreign languages and a well-developed touristic route.





## CHAPTER 4. METHODS FOR POPULARIZATION OF THE ROMAN HERITAGE IN THE CROSS-BORDER AREA BETWEEN ROMANIA AND BULGARIA







Many artefacts and objects, which are discovered and identified during the on-site excavation works at the Roman fortresses or cities, are usually preserved, processed and displayed in museum exhibitions. These exhibitions provide valuable information about the historical and the cultural heritage left by the Roman people and are usually made in large regional museums or in the local museum buildings of the sites.



All museum exhibitions should be as impressive as possible. In this way they can attract more tourists and

visitors and will result in a better income for the museums. The management teams of the museums and the institutions, which are responsible for the exhibitions, have to make changes in the way the artefacts or the objects are being presented and popularized.



The popularization of the Roman heritage through the organization of museum exhibitions might include, but is not limited to the following:

- Above all other things, the exhibitions have to be properly arranged and presented to the public.



- Various new technologies can significantly improve the look of the museum exhibitions. In order to be more attractive and profitable, the museums worldwide have begun to use digital media, multimedia and mobile applications. In this way the information can be presented in a more attractive way and to actually be educational for the visitors. Audio guides, personal digital assistants, handhelds and information kiosks, can enhance the educational role of modern museums. They will help the visitors with the interpretation and the understanding of the museum exhibits.
- The use of discovery rooms is also a new method for attraction of visitors and for popularization of museum exhibitions. These rooms offer open access to the public, presenting museum collections in a highly interactive way, where visitors can enjoy, touch and explore, study and even learn in a friendly environment.
- Another way to promote the available exhibitions is to organize different events, workshops and seminars in

the museums in order to present new discoveries or new artefacts, books, films or publications about the Roman heritage.



- Mobile museum exhibitions provide the possibility to present parts of the Roman artefacts from the museum exhibitions to a wider audience. Travelling exhibitions have already demonstrated their usefulness in many parts of the world. They bring to remote places the new attractions and knowledge. Larger museums can organize traveling exhibitions in the cross-border regions. These mobile exhibitions can present and promote to the audience only a small part of the real artefacts, while the rest can be promoted with a help of the modern information technologies (as video-clips, digital models, animations or 3D printed models).







## PROMOTION OF THE ROMAN HERITAGE THROUGH TOURISM AGENCIES AND SERVICES

The tourism industry is very complex and multi-tiered. It covers a wide range of services and activities and involves many different people and institutions - from those responsible for the promotion of the tourism products to those that provide them and serve the consumers directly or indirectly.

The main responsibility for the promotion of the tourism attractions, on a national level, lies on government-funded tourism organizations, such as the National tourism offices, or is provided directly by the corresponding ministry. Tour operators (outbound providers), tour agencies, and ground operators (in-country or inbound providers) are on the front line of this industry. For these reasons, the adequate promotion of the Roman cultural heritage, requires close contacts and cooperation with travel agencies and tour operators.

A strong partnership between the museums and the tourism operators must be developed, as one such cooperation will provide mutual benefits for both sides. The tourism agencies and the tour operators are the main financial beneficiaries of the flow of tourists, but without any attractions, they will quickly lose their customers. The museums, on the other hand, are interested in the popularization of their exhibitions and this can be easily achieved by presenting them in front of large dedicated groups of tourists.

In order to guarantee this symbiosis, the following actions must be completed:

- Permanent partnership agreements between the museums and the travel agencies in the cross-border area must be established. Their aim will be the promotion of the exhibitions and

the Roman sites with the aim to have the tourists visit them.

- The next step will be the inclusion of the available tourism oriented Roman sites and the exhibitions from the museums in different travel tours and packages. Despite the fact, that the on-line sales of tourism products are on the rise, the old fashioned way of booking a trip through a travel agency is still more preferred. The travel agencies, however, usually sell predefined tours from catalogues and brochures or use the computerized reservation systems of the major tour operators. Because of this, most of them are generally not prepared to offer information from outside of these predefined packages. Including the Roman sites in the core packages with tourism products will have a good impact on their popularity and will increase the number of visitors.
- Several major tourism and cultural routes were developed in the region within the last decade. They were completed with the financial support of the European Union, through funding from various programmes or other sources. These routes are used by both travel agencies and by individual or family tourists. Some of the Roman sites, like Sexaginta Prista in Ruse, Novae in Svishtov, Tomis in Constanta and Callatis in Mangalia are within the limits of large modern cities and could be easily included in

the different travel packages or these cultural routes. As a result of the activities of the tourism association Danube Competence Center (DCC), the Roman fortress of Sexaginta Prista was included in the “Roman Emperors and Danube Wine Route”. This is a major European tourism route and serves as a source for awareness raising about the forts of the Roman Limes. This opportunity should be further utilised and used to include other socialized Roman sites in this or in other similar routes.

- It is also imperative to establish an open dialog with the institutions, which are responsible for the Roman sites in the Cross-border region. With their help, and with the contribution of the local municipalities, these locations will be included in the available tourism routes or might even be used to establish a new ones.
- All alternative means of tourism should also be investigated, especially in connection with the remote or less socialized Roman sites. These locations should be included in bicycle routes or in routes for off-road vehicles.
- The Danube River also provides many opportunities. The passengers of the cruise ships should be informed about the possibility to visit the Roman heritage sites as an additional service to their cruise on the river.





# INVOLVEMENT OF NATIONAL AND LOCAL AUTHORITIES AND NON-GOVERNMENTAL ORGANIZATIONS IN THE POPULARIZATION OF THE ROMAN HERITAGE

This part of the strategy presents an overview of the important role, which is played by the National and Local authorities and by NGOs, in terms of the actions they undertake and the support they provide for the proper management, preservation and popularization of the Ancient Roman sites and artefacts. The development of collaborations between the Local Councils, the National authorities and the organizations, which supervise the Roman sites, is an important strategic measure. It will significantly help for the preservation and the popularization of the Roman historical and cultural heritage and is a mandatory requirement for the sites sustainable development.

All Bulgarian and Romanian municipalities have their own strategies for preservation and promotion of the cultural heritage on their territory. These strategies are usually aimed at the

development of environments for collaborations with the local authorities in order to achieve better results in promoting the Roman cultural heritage.

One of the priorities of the Strategy for the regional development of the Bulgarian Nord-Central Region is exactly the popularization of the natural and cultural heritage and the development of a strong touristic sector based on that.

The strategy for development of the tourism in the Ruse municipality for the period 2014-2020 includes a vast range of cultural events. Many of them are aimed at the development of modern cultural initiatives, but there are also other, which are involving the Roman fortress of Sexaginta Prista. Example of this are the “Summer scene at Sexaginta Prista” series of events - a number of open-air cultural events at the remains of the Roman castle.

Another good example is the strategy for development of the tourism in the Silistra municipality for the period 2014-2020. This strategy includes numerous actions for the preservation, improvement, promotion and sharing of the cultural heritage - all factors for the economic and social development of Silistra.

Apart from the collaborations with the local authorities, a more general approach is also needed. A strong involvement of the governments of Romania and Bulgaria will provide long-term support and sustainability for the Roman Sites. Numerous efforts have been made in this direction. Example of this can be also given from the implementation of Project 15.2.1.038 ARCHIVE. The team of the project has invited the Minister of Education and Science of Bulgaria, Mr. Krassimir Valchev, and the Minister of Tourism, Mrs. Nikolina Angelkova, to visit the University of Ruse and to be introduced to the activities of the project. Following their visits, a Memorandum for cooperation between the University and the Ministry of Tourism was made.



Based on this, a team of experts from the University of Ruse was invited to present and to popularize the modern technologies for digitalization and visualization of the Roman cultural heritage in front of all visitors of the largest tourism exhibition in the world - the World Travel Market 2017 in London.



Last, but not least, the role of the NGOs for the preservation and for the popularisation of the Roman Heritage should be sought and utilized. These organizations are usually good at finding volunteers for the maintenance and the cleaning of the Roman sites. Another reason to form collaborations with the NGOs are their connections with experts, which can provide valuable advices for improvement of the popularization materials for the sites, as well as to conduct studies and researches.





Mass medias are often identified as the fourth power in the country (besides the legislative, the executive and the judicative powers) and this is not without a reason. The history of the world is full of examples of how journalists have changed the course of actions on a specific matter. There are also many such examples in the history of Romania and Bulgaria, especially in terms of the journalistic reports during the rebellions against the Ottoman Empire and the following great wars.



Modern mass medias can again be used as a weapon, but this time for the popularization of the Roman cultural heritage.

Nationwide mass medias, like television, radio, journals, magazines, newspapers, on-line medias and tourist channels, are extremely suitable for advertisement and popularization campaigns. The easiest way to reach them is through their local branches or through other local media channels. With a well-planned advertisement budget, these medias can be used for promotion of events, exhibitions, cultural routes, websites and other products for popularization of the Roman heritage. Regular publications in newspapers, specialized tourist magazines and on-line tourist sites can lead to a steady increase of the number of the visitors to the locations and to attract the attention of the tourism agencies and tour operators.



Local mass medias are usually very active in reflecting regional events, news, attractions and all sorts of activities. A well planned and fairly distributed schedule of events can provide a permanent presence in these medias, which will lead to the wider popularisation of the Roman sites and the exhibitions at the museums.

Another way to attract the attention of the local, regional and national medias is to organize info-tours for journalists. These tours can be made along a specifically selected route, which will include visits to the Roman sites with presentations about them and their important functions in the past and visits to the museums, which are showing on display the available artefacts, monuments and object of the Roman people.

Large media studios and nationwide television companies are extremely interested in events with many participants. Attracting these institutions, as media partners, for the organization of events is essential for the popularization of the Roman sites.



Regardless of the media coverage or its type, all journalist are interested in new and interesting things. The organization of travelling exhibitions, open-air festivals, historical recreations, 3D mapping events, etc., will constantly attract the medias to the Roman locations and this will unintentionally make them more popular among the people of Romania and Bulgaria.



## Gallery



Internet has become a powerful tool for promotion and advertisement of different products and services.

Several International information networks for the cultural heritage were developed and are currently available. They have become important and integral part of the modern communication processes and contribute to the preservation and the popularization of the cultural heritage and its socialization. Their development is stimulated by UNESCO and the Council of Europe and they are already part of many regional policies and information and cultural policies of large countries.

The World Heritage Information Network (WHIN) of UNESCO is one such network. It was established in 1995 by the World Heritage Committee of UNESCO in order to ensure the widest possible access to information about the Global Strategy of UNESCO to expand the

list of world heritage sites. The WHIN network includes various websites related to cultural heritage and support their development. The goal is to create a well-structured and functioning network of websites of cultural heritage, while seeking cooperation between different organizations, countries and people working in them. Application for inclusion of the Roman sites in this network will lead to their further popularisation and will provide means for establishment of contacts with specialists from different countries, which are working in this area or are renowned for their activities for popularisation of the cultural heritage.

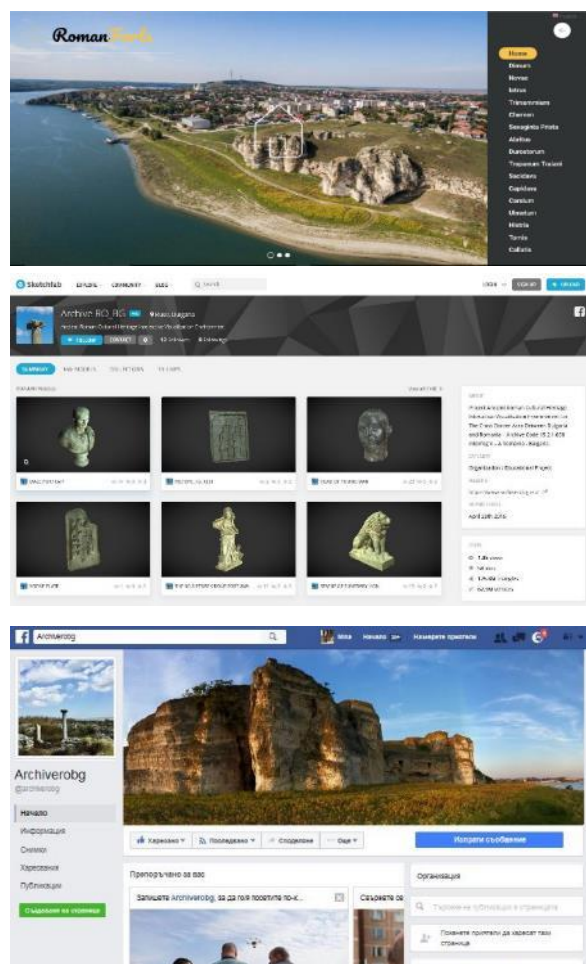


The European Cultural Heritage Information Network (HEREIN) is another large information network for cultural heritage. It was established in 2001 by the Council of Europe. HEREIN brings European public administrations in charge of national cultural heritage policies and strategies together. To date, the network has 44 members and it has the option for inclusion of new members. This network plays an important role in the exchange of information between its members and provides the most effective use of the communication technologies. The HEREIN network appears as a platform where everyone can search and find references of various government bodies, NGOs, professionals, researchers or people just interested in the cultural heritage.

The Network of European Museum Organisations was founded in 1992 as an independent organization. It is supported by the member states of the Council of Europe, and includes more than 30 000 museums across Europe.

The transfer of some information in the virtual world and the use of social networks has led to the creation and to the consolidation of significant online audiences. Museums began to invest time and finances in the modern methods for digitization and communication. Aware that the improvement of their on-site infrastructure will attract visitors who want to see artefacts in the real world, nowadays the museums also invest significantly in their online presence.

The development and maintaining of own web sites is a good practice, for promotion of the offered by the museums activities and services, and will have a stronger effect, compared to the submission of information in online portals. Social networks also have their strengths, as they are ideal for fast spreading of messages among many people. According to an investigation 93% from all the regional museums in Bulgaria and Romania have their own web sites and 83% have a profile page in the social network Facebook and this percentage continue to increase.







## PROMOTION OF THE ROMAN HERITAGE THROUGH SCIENTIFIC EVENTS AND PUBLICATIONS

Scientific conferences and workshops, regarding the Roman heritage, bring together specialists, museum workers and government official - all interested and involved in the preservation and the popularisation of the Ancient Roman cultural heritage.



Example of one such events is the organized by the Museum from Bistrița-Năsăud conference entitled „Colocviul Național - Frontierele Imperiului Roman: Dacia - Limes Forum III” (National Colloquium - The Frontiers of The Roman

Empire: Roman Dacia - Limes Forum III). The conference had a wide impact and contributed to the existent knowledge about the Roman limes.

The annual international forum “Museum Exhibition Fair” organizes a special section, entitled “Digitalization of cultural heritage”. During this forum specialist from Bulgaria, Romania and other countries present their achievements in the process of digitalization of the museum resources.





The 1<sup>st</sup> International Conference on “Roman and Late Antique Thrace” (RaLATH) was held in Bulgaria in 2016. The conference theme was focused on the cities of Thrace, their territories, and the expressions of local identity in Roman and Late Antiquity times.



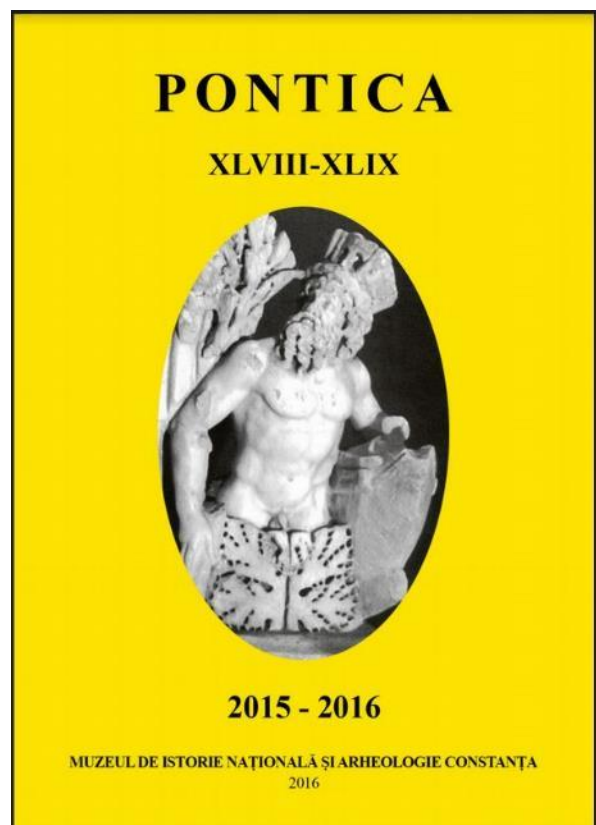
The 6<sup>th</sup> International Conference on Digital Presentation and Preservation of Cultural and Scientific Heritage - DiPP2016 was organised under the UNESCO patronage and aims to present innovative results, research projects and applications in the field of digitisation, documentation, visualisation, archiving and preservation of global and national tangible and intangible cultural and scientific heritage.

Organization and participation in specialized workshops and round-tables, even if they are off-topic, will increase

the awareness about the Roman heritage and will present it in front of a new audience, including participants from industry and business.



Publication of research and overview papers in journals and proceedings will further popularize the Roman sites among the specific audience of the scientific societies.







## PROMOTION OF THE ROMAN HERITAGE THROUGH PUBLIC EVENTS AND FESTIVALS

Public events and festivals are a great opportunity for popularization of the Roman heritage.

The “Museums Night” is a Europe wide initiative, conducted in many cities in Romania and Bulgaria. Organization of joint activities, between the museums from the cross-border area, could provide diversification of the event programme and will attract more visitors. This event is with open-access and could be used for the distribution of brochures and flyers about the available exhibitions and the Roman fortresses.



Tomis Antiquity Festival is an event where the Roman cultural heritage is presented by the recreation of various scenes.



The Roman Festival Apulum is also another annual event, which is held in Alba Iulia. The organizers demonstrate

best practices in historical restorations, based on the highest European standards. The festival is a traditional event and involves also recreation groups, which are prepared in Rome, and can recreate in the best possible way the atmosphere of the ancient past.



The SunWaves festival in the resort Mamaia is a large festival that attracts many foreign visitors. The festival has a website, where the tourists can purchase their entrance tickets. Information for the museum exhibitions in Constanta and for the Roman sites can be offered to these tourists and to all participants in the event. Links to the web-platform of Project ARCHIVE will give the visitors of the festival access to the downloadable mobile applications and will further introduce them to the forgotten Roman heritage.

One of the main events in the Municipality of Svishtov is the annual international festival “Eagle on the Danube”, which is held at the Roman fortress Novae. This event recreates various scenes from the ancient past, like

gladiator fights and the marches of the Roman legions and combines them with modern attractions, like competitions and outdoor concerts. Each year the festival attracts around fifty thousand tourists from Romania, Poland, Italy and other countries and can be used as a medium for presentation of other Roman sites, especially those in close proximity, like Dimum in Belene. The festival can also be enched with the organization of small mobile exhibitions with Roman artefacts from the cross-border region.

The festivals “Roman Market on Sexaginta Prista” and “Abrittus” are also good examples of available events, which can be used for the popularization of the Roman Heritage, as they are already popular and included in the Bulgarian National calendar of events with historical re-enactments.

The European Heritage Days (EHDs) are held every September and provide the possibility to promote the Roman heritage and the Roman sites from the lower Danube limes to the people of Europe. During this event, the doors to the numerous monuments and sites are open and this allow the citizens of Europe to visit them for free. This encourages them to become more actively involved in the preservation of this heritage for the future generations. The EHDs web-based Communications Portal provides an equal opportunity to everyone to present their specific heritage and to celebrate it jointly as a common European Heritage.

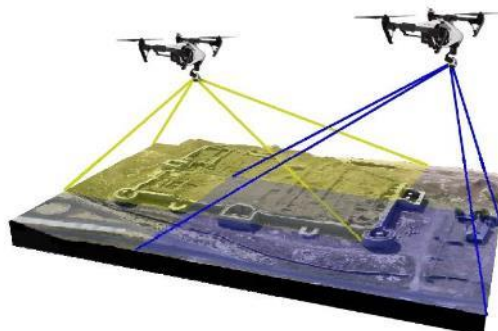




Many cultural institutions, especially museums, are responsible for large and voluminous collections. The objects in these collections are slowly being timeworn and with the decades passing they start to lose their good look and attraction. In a similar fashion, the Roman heritage locations are constantly being influenced either by the forces of nature or by improper human actions, which cause their slowly, but steadily destruction. To preserve this heritage for the future generations, the cultural institutions can implement the modern digitalization technologies.

With the help of the modern 3D scanners, the museums worldwide have slowly started to create digital versions of their artefacts and monuments.

Larger objects and even whole archaeological complexes can also be digitalized. One way to do this is to use modern unmanned aerial vehicles for the creation of multiple different, but overlapping, photographs. These photos can then be combined together to form a 2D ortho-map of the site or they can even be used to form point clouds, used for the creation of detailed 3D models.





Regardless of the method for the creation of the 3D models, they should be carefully prepared and processed for their future use.



One suitable application of this digital content is to distribute it openly through specialized online platforms for data sharing. In this way everyone interested in the Roman heritage will be able to obtain high resolution aerial ortho-photographs of the sites or to get high quality 3D models of both artefacts and Roman fortresses.

Another possible application of the digitalized content is for the development of dedicated applications. These applications can be created for personal computers, but a much larger impact will be achieved, if they are suitable for the most widely distributed mobile devices.



Besides just sharing the developed digital materials, these dedicated mobile apps can also provide information about the museums and the available cultural routes, which will make them complete tour guides for the Roman heritage.





For the modern museums it is also imperative to implement different ways for informing the visitors about what is available for them to see. The most promising and fit for this purpose systems are the information terminals based on sensor displays (a.k.a. kiosks). In the last decade, the museums in Bulgaria and Romania started to install such information kiosks, but they are still not so many, mainly due to their prices.



These information terminals can be used to provide general information about the museum, its working hours, ticket prices for all current and upcoming exhibitions, as well as the planned cultural events. They can also be used to display the layout of the museum halls or to show thematic information, images, photos and detailed information about the exhibits.

Besides their regular functions, these information terminals can be used for different entertainment purposes. They can display images of the Roman forts as puzzles, which the user should solve, or they can be used to entertain the guest by playing video clips or music.



Augmented Reality (AR) and Virtual Reality (VR) are two modern information technologies, which can provide interesting and highly attractive ways for popularization of the Roman heritage.



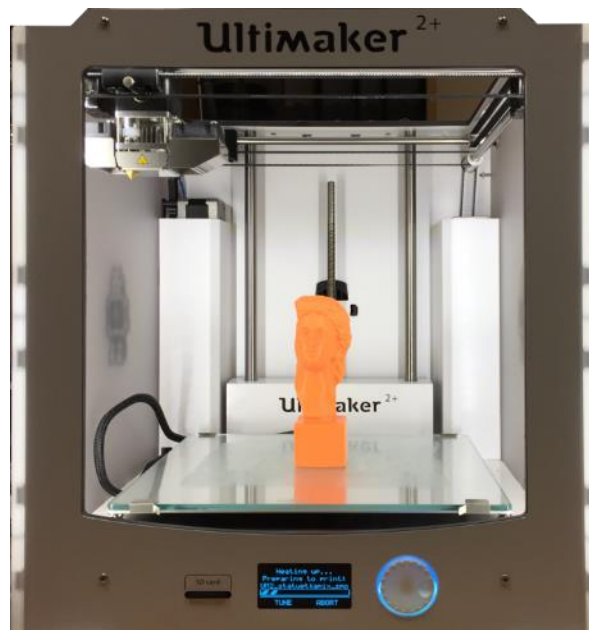
With their help, all visitors will be able to see how the Roman artefacts have looked like in the past. The visitors will also be able to walk on the streets of the ancient Roman towns and fortresses or to get dressed as an Roman citizen.



Another great opportunity for popularization of the digital content about the Roman heritage is to use it for the creation of computer games. Nowadays, complex 3D games can be created much easier with the help of the modern gaming engines, and this possibility should be utilized for the creation of thematic puzzle games and virtual museums.



Modern 3D printing technologies can also be used for the popularization of the Roman heritage. 3D printers can create exact or scaled replicas of the ancient artefacts. These newly created models can then be used in traveling exhibitions or they can be presented as gifts to important guests of the museums. The created 3D models can also be touched by the visually impaired people, providing them with the possibility to experience the Roman heritage.



All modern IT solutions, which were presented in this part of the strategy, are powerful tools. They could be used by the museums in the cross-border region between Bulgaria and Romania for their popularization goals.







## EDUCATIONAL ACTIVITIES AS MEANS FOR POPULARIZATION OF THE ROMAN HERITAGE

In the last twenty years, the museums in the EU have managed to successfully implement modern standards and innovative forms of educational activities.

In the light of the modern vision of the museums, as full-scope scientific, cultural and educational centres, they should focus on the development of opportunities for the visitors to realize and improve their creative potential. The visitors should also be provided with easy and entertaining ways for gaining of new knowledge and skills.



These new and innovative forms of learning can and should be used for the promotion of the Roman cultural heritage to audiences from different age groups and with different level of knowledge and expertise.

A popular example of such new learning initiative, is the organization of craft workshops or master classes for children and adults. The Regional Historical Museum in Ruse and the Museum for National History and Archaeology in Constanta have good



practices in this direction. A good example can be given by the "Summer at the Museum" programme in Ruse, where, with the help of a museum educator, children from various ages learn about curious historical facts, emblematic places and personalities, reveal different mysteries and get introduced to the archaeology. The program includes also creative activities, modern interactive games and puzzles. The aim of the museum is to provide to the children the opportunity to get acquainted with the museum spaces, to have fun and also to acquire new knowledge.



Another example can be given by the "Archaeology" department of the Regional Historical Museum in Varna, which has periodically organized open lectures during the last 3 years. They included presentations with scientific and popular character, intended for a wider audience (children, young people, high school students and adults). The presentations were led by non-specialists and lovers of archaeology and history.

The museums in the cross-border area should seek the help of different educational institutions, ministries and authorities, pre-school institutions, children charity funds, various clubs and craftsmanship organizations, family visitors and volunteers, so that these events get further popularized and supported.

The qualification of the museum staff, responsible for these educational activities, is also of a great importance for the promotion of the cultural heritage. Participation in professional events should be considered as extremely valuable for the development of the museum staff. These events can include international and regional seminars, trainings, conferences and round tables, etc.







## SUMMARY AND CONCLUSIONS







This document represents a Strategy for the popularization of the ancient Roman cultural heritage in the cross-border region between Romania and Bulgaria. The document was jointly developed by the University of Ruse “Angel Kanchev”, by the Ruse Regional Museum of History and by the Museum of National History and Archaeology in Constanta.

This strategy includes a detailed overview and a SWOT analysis of sixteen ancient roman fortresses and locations, which were specially selected during the implementation of Project 15.2.1.038 “Ancient Roman cultural heritage interactive visualization environment for the cross border area between Bulgaria and Romania” (ARCHIVE).

Besides the helpful information about the Roman heritage sites, this document contains also several strategic guidelines on the use of the possible modern means for popularization of the Roman cultural and historical heritage.

All activities and actions, which are described in this strategy, have an advisable character and are aimed only at the better popularization of the ancient Roman cultural and historical heritage. This strategy investigates the most widely available solutions for popularizations, but there are also other means, which could be used and implemented.

Project 15.2.1.038 “Ancient Roman Cultural Heritage Interactive Visualization Environment for the Cross Border Area between Bulgaria and Romania - ARCHIVE”, Co-financed by the European Union through the European Regional Development Fund under the INTERREG V-A Romania-Bulgaria Programme

Editor of the material: University of Ruse “Angel Kanchev”

Date of Publishing: September 2017

Copyright © 2017 Project ARCHIVE  
All rights reserved.

University of Ruse “Angel Kanchev”, Studentska str. 8, Ruse 7017, Bulgaria  
[www.archiverobg.eu](http://www.archiverobg.eu)



THE CONTENT OF THIS MATERIAL DOES NOT NECESSARILY REPRESENTS THE OFFICIAL POSITION OF THE EUROPEAN UNION.







# JOINT STRATEGY FOR POPULARIZATION OF THE ROMAN HERITAGE IN THE CROSS-BORDER AREA BETWEEN ROMANIA AND BULGARIA



[www.archiverobg.eu](http://www.archiverobg.eu)