



Roman Houses of Celio Hill – Italy

Key Element	Description
Pilot Territory / Site	Roman Houses of Celio Hill archaeological complex.
Country / Geographical Context	Italy – urban archaeological heritage site located in Rome within a dense historic urban environment.
Territorial Typology	Urban archaeological heritage site embedded within a large metropolitan heritage network.
Governance Context	Multi-level governance structure involving national heritage authorities, municipal institutions, and cultural heritage management entities responsible for site preservation and visitor management.
Tourism Pressure Profile	Visitor dynamics influenced by Rome’s extensive urban tourism network, with fluctuating visitor flows connected to broader heritage tourism patterns across the historic city.
Environmental / Climate Exposure	Moderate environmental exposure typical of dense urban heritage environments, including conservation pressures related to urban conditions and visitor activity.
Key Challenges Identified	Need for strengthened digital interpretation tools, improved visitor engagement mechanisms, and better integration of monitoring systems within existing municipal heritage management frameworks.
Relevant Use Cases Implemented	Use Case 2 – XR/AR for Enhanced Visibility.
Operational Focus of the Pilot	Strengthening digital interpretation, immersive visitor engagement, and non-invasive access solutions through XR/AR applications that enhance cultural visibility, support accessibility, and contribute to the diversification of visitor experience within a dense urban heritage environment.
Strategic Insights for Transferability	Demonstrates how immersive and non-invasive XR/AR applications can enhance interpretation, accessibility, and visitor engagement in dense urban heritage environments, while supporting sustainable visitor distribution and the visibility of under-visited cultural assets.

