

Survey - Roman Trails (ATCZ00143)

Empirical basis for Strategy Development on Roman Heritage North of the Danube

Project & Regional Background

- Conducted within the Interreg AT-CZ project Roman Trails.
- Objective: Unlock underused Roman heritage in Weinviertel (AT) and South Moravia (CZ) for sustainable, cross-border cultural & nature-based tourism.
- Project area lies north of the Danube, outside the Roman Empire, yet historically a contact zone between Romans and local tribes, mainly along Danube and River Morava (March).
- Region today: ecologically sensitive, high recreational value (vineyards, agriculture, river landscapes, rural heritage).
- Major potential through combination of archaeological significance, landscape experience and sustainable mobility (cycling/hiking).

Objectives of the Survey

Results inform the strategy for sustainable tourism valorisation of Roman heritage north of the Danube.

Key aims:

- ✓ Assess awareness & perception of Roman heritage
- ✓ Analyse interest in tourism utilisation & preferred development directions
- ✓ Identify possible offering formats
- ✓ Detect challenges & barriers to sustainable heritage development
- ✓ Evaluate infrastructure, digital mediation tools & available information
- ✓ Measure willingness for cross-border cooperation & joint marketing (AT–CZ)

Relevance for Sustainable & Cross-Border Tourism

- Region sits at a historical intersection with Roman relevance, today characterised by intensive cooperation between AT & CZ.
- Heritage activation supports:
 - Stronger regional identity
 - Cultural-historical tourism
 - Climate-friendly mobility via cycling & hiking routes
 - Development of a shared European narrative

Also supports wider goals:

heritage preservation • awareness raising • sustainable spatial development • local stakeholder engagement • EU cultural-tourism alignment.

Survey Structure

17 content questions + optional comments (German & English & Czech)

Topic	Key Areas
A. Sociodemographics	Origin, age, regional ties
B. Awareness	Sites, museums, events
C. Perception	Cultural value of Roman heritage
D. Tourism	Interest, formats, quality
E. Infrastructure	Routes, signage, information
F. Digital tools	AR, apps, online resources
G. Cross-border	Cooperation & European perspective
H. Open-ended	Ideas & suggestions

Included single/multiple choice, rating scales & open responses.

Data Collection

Region	2024	2025	Total
South Moravia (CZ)	118	459	577
Weinviertel (AT)	156	15	171
Total	Hard Car		748 persons

Collected mainly on-site (events, museums, tourist spots) + limited online survey links.

Target Groups Reached

- √ Local residents
- √ Visitors & tourists
- ✓ Municipal, cultural & tourism stakeholders
- ✓ Experts (archaeology, history, regional development)



FACTSHEET: Descriptive Evaluation – Austria (Weinviertel Region)

Sociodemographic Profile

- 60-70% from Weinviertel / Lower Austria
- ~20% from other Austrian regions
- ~10% international visitors
- Main age group: 35–65 years (culturally interested, active, frequent regional users)
- Many respondents live in or regularly visit the region
 - Represents ideal target group for future cultural & nature-based Roman Trails offers

a Awareness of Roman Heritage

Insight	Interpretation
General awareness low	Topic not identity-defining yet
Carnuntum frequently mentioned	Flagship on the Danube, not project area
55–60%: "Interesting but hardly visible"	Low visibility
Only 10–15% know about Roman Trails	Communication needed

High cultural relevance – but visibility is very limited

Strong potential for storytelling & innovative interpretation

Tourism Potential

✓ Over **70% support** Roman-themed cycling and hiking trails

- ☆ Preferred formats:
 - | Signposted loops
 - Interactive maps & short info texts
 - 🕠 Audio guides
 - >50% show interest in digital solutions: AR, virtual reconstructions
 - Frequent suggestion: integrate nature, wine & regional gastronomy
- 👉 Low-thresh<mark>old, la</mark>ndscape-based and digitally supported touris<mark>m</mark> preferred



Infrastructure & Information

Strength	Weakness
Good cycling/hiking infrastructure	Lack of thematic signage
Existing museums	Not networked
General accessibility	No consistent narrative
Digital willingness	Limited current digital integration

Infrastructure exists → content & storytelling need enhancement

Use digital tools (QR, AR, apps) instead of large-scale construction

Cross-Border Considerations

- 65% recognise shared historical connection with Moravia
- 80% support joint promotion (e.g. "Romans North of the Danube")
- Tourists more supportive than residents
- "Experience along historical routes" highly appreciated
- Develop integrated cross-border routes, not isolated projects
- **Cooperation with CZ increases impact and authenticity**

★ Key Findings – Austria

Observation	Relevance
Low awareness, high interest	Targeted communication strategy needed
Good basic infrastructure	Add historical interpretation modules
Digital tools favoured	Strengthen Roman Trails digitally
Strong openness to CZ cooperation	Use joint marketing
Combination of culture + nature + wine	High visitor appeal



FACTSHEET: Descriptive Evaluation – Czech Republic (South Moravia)

Sociodemographic Profile

- 65–70% of respondents originate from South Moravia
- ~20% from other regions of Czechia
- 10–15% are international visitors (mainly DE, AT, SK).
- Age focus: predominantly 30–60 years
- Very high share of event visitors and leisure tourists, especially from Roman-themed events in Mušov

The survey reached culturally engaged leisure visitors and locally rooted individuals. The high response rate demonstrates strong regional interest and confirms existing visitor flows already show significant potential for Roman heritage tourism—especially associated with public events.

Awareness & Perception of Roman Heritage

Key drivers of awareness:

- Major archaeological site Mušov (Roman military camp)
- Historical/Roman-themed events and festivals
- Presence in the Novomlýnské lakes tourist region
- 🧩 "Well known, but not adequately visible in tourism."
- Need for better professional interpretation and presentation.

Attitude Towards Tourism Use

Preferred Offer Types	Support
Hiking & cycling trails (Roman theme)	> 75%
Interactive tours / reenactments	~60%
Digital tools (AR, apps, 3D)	~55%
Cultural events / festivals	~50%
Multi-day packages	~25%

High enthusiasm for interactive & performative formats (living history, reenactments).

Ocompared to Austria: stronger preference for active and immersive storytelling.



Infrastructure & Information

Observation	Implication
Existing trail network	Good, but lacks thematic use
Signage & interpretation	Insufficient
Digital guidance	Strongly requested
Museums	Present but not connected
Desire for visible archaeology	High

A Infrastructure is physically available, but "content-empty" from a historical perspective.

Priority should be on linking routes with storytelling, signage & digital media.

Cross-Border Cooperation

The survey reveals exceptionally strong support for cross-border collaboration:

- >80% welcome a joint Austrian–Czech tourism route
- >70% support shared marketing
- ~60% favour cross-border events
- ~55% endorse a joint digital platform
- ~40% back expert and institutional exchange
- The Romans did not recognise borders why should we?"
- Czech respondents view cooperation as natural and future-oriented, reinforcing the value of a joint approach to developing and communicating Roman heritage north of the Danube.

Key Findings – Czech Republic

Finding	Relevance	
Higher awareness than in Austria	Ideal for expert & identity-based approaches	
High openness to events & staging	Strong tourism potential	
Infrastructure available	Needs thematic enhancement	
Cross-border cooperation welcomed	Strong base for EU-level storytelling	
Digital tools expected	Should be integrated from project start	

FACTSHEET: Comparative Analysis: Lower Austria & South Moravia

General Overview

The survey highlights both distinct regional differences and strong cross-border synergies in how Roman heritage is perceived and should be developed for tourism. While interest is high in both regions, approaches differ — Austria favours quiet, nature-based interpretation, while Czechia prefers interactive, event-led engagement. Together, these differences create complementary strengths.

Key Differences

Aspect	Lower Austria	South Moravia
Awareness	Low visibility	Significantly higher
Regional identification	Rational/historical interest	Emotionally rooted
Preferred format	Calm, nature-based, informative	Interactive, experiential, staged
Digital tools	"Additional element"	"Expected standard"
Tourism expectations	Soft tourism	Event- and experience-driven
Cross-border awareness	Present but less strong	Highly emphasised ("Romans without borders")

- Austria: focus on reflection, landscape, and knowledge
- Czechia: focus on experience, activation, and public engagement

Commonalities & Synergies

- √ Roman heritage recognised as underused potential
- ✓ Links with landscape, physical activity, regional experiences valued (hiking, cycling, culinary offers)
- ✓ **Digital mediation tools** seen as innovative opportunity (AR, VR, interactive maps)
- ✓ Cross-border development viewed as logical and future-oriented
- √ Strong support for a joint tourism route "Romans North of the Danube"
- A modular approach should combine calm discovery with active historical experience.

Opportunities for Joint Positioning

- Blending interpretation styles: Austria's knowledge-based + Czechia's experience-led
- Green mobility: Use walking & cycling routes as core storytelling platform
- Cross-border branding improves international visibility
- **Digital tools (AR, QR, web platform)** as strategic connectors
- EU Strong European narrative: From former boundary to cultural contact zone

Risks & Challenges

- Risk of over- or under-staging depending on region
- Different engagement levels may lead to imbalance (CZ > AT)
- Missing cross-border coordination structure
- Fvent pressure may threaten sensitive landscapes

Strategic Recommendation: Dual-Pillar Model

Region	Strategic Focus
Austria	"Landscape, tranquillity, discovering history" – reflective, nature-based, soft
Czech Republic	"Experiencing history, activating culture" – dynamic, interactive, event-driven

Together: a comprehensive European visitor experience appealing to both quiet explorers & active experiencers.

Conclusion

Roman Trails can evolve into a model region for innovative, cross-border cultural tourism, combining:

- Landscape experience
- Mistorical storytelling
- Digital innovation

This strategy offers new perspectives for:

- Strengthening regional identity
- Promoting intercultural collaboration
- Enabling modern, engaging interpretation of heritage in rural border regions
- The complementarity of both regions is a unique opportunity if strategically harnessed.