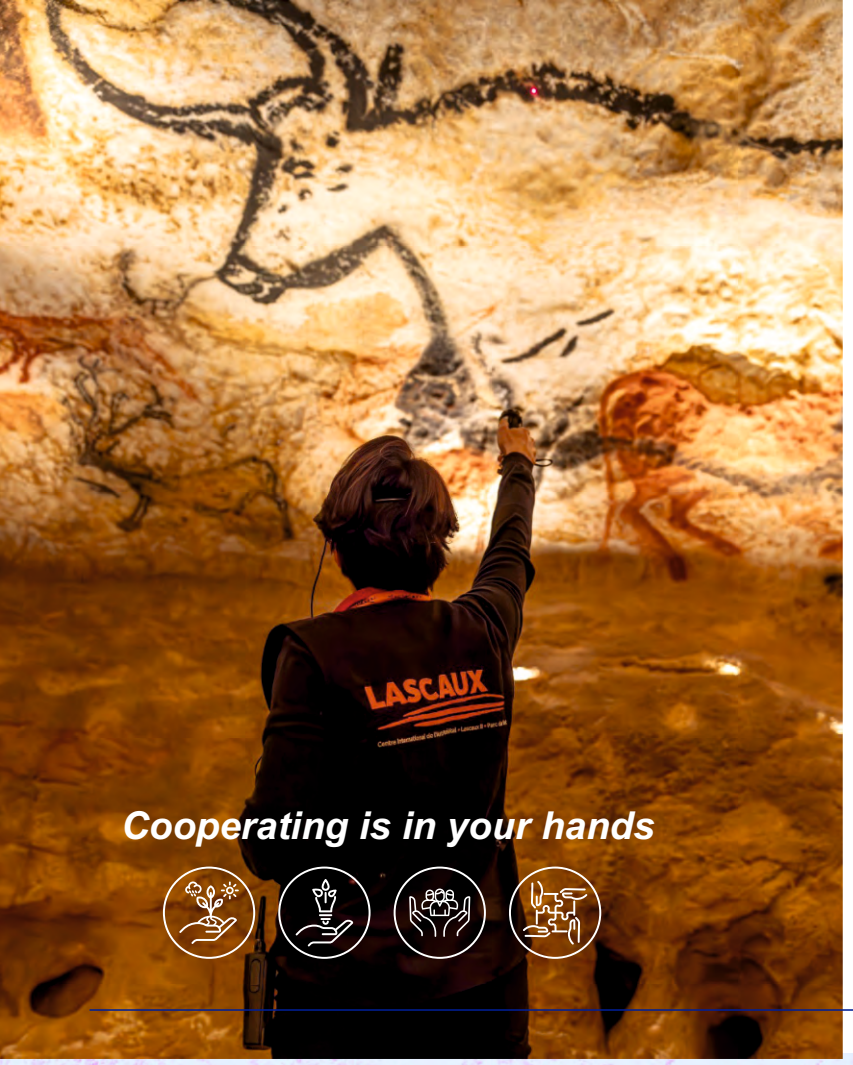

Interreg Sudoe

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TupART

Territorios unidos por el primer ARTe
Territoires unis par le premier ART
Territórios unidos pela primeira ARTe
Territories united by the first ART

INTERNACIONAL TRAINING SEMINAR:

"Showcasing rock art through new technologies and full accessibility"

10 - 11 - 12 NOVEMBER 2026

Cabeza del Buey (Badajoz, Extremadura)

JUNTA DE EXTREMADURA
Consejería de Cultura, Turismo y Deportes

CISE CENTRO INTERNACIONAL SANTANDER EMPRENDIMIENTO UCEIF

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PRESENTATION

"Showcasing Rock Art through New Technologies and Full Accessibility" is the title of this latest edition of the Council of Europe's international seminars for visitor services staff at rock art sites – the first to be held in Extremadura since the inaugural edition took place in 2006 in the Asturian town of Cangas de Onís. Subsequently, Alquézar (Aragón), Ciudad Rodrigo (Castile and León), Morella (Valencian Community) and Puente Viesgo (Cantabria) have hosted this important event, which brings together – approximately every three years – professionals working to ensure that the public can access the fragile rock art of European prehistory under the best possible conditions.

On this occasion, the event is being organised by the Extremadura Regional Ministry of Culture, Tourism and Sport and Cabeza del Buey Town Council, as part of the Interreg SUDOE TupART Project, of which the Extremadura Regional Ministry is a beneficiary, alongside other institutions from France, Spain and Portugal.

The main aim of the technical conference, which will take place in Cabeza del Buey from 10 to 12 November 2026, is to provide a range of theoretical content, as well as various examples of best practice (regarding how to display rock art), to the various stakeholders responsible for the delegated management of sites open to the public within the scope of the South-West European Territorial Cooperation Programme (SUDOE), as well as the Council of Europe's Cultural Route known as the 'Prehistoric Rock Art Trails'. This should, on the one hand, enable the testing of the methodologies (and their quality) currently being developed at sites open to the public within the region; and, on the other, improve the capabilities of the teams responsible for presenting rock art to the public.

The "TupART" project tackles the challenge of driving the cultural and economic revitalisation of rural areas within the SUDOE region through the conservation and management of their prehistoric rock art. This challenge also involves presenting this heritage to the public through a transition to a model of sustainable tourism in regions which, despite having caves and rock art designated as UNESCO World Heritage Sites, are affected by depopulation and its consequences, such as the rural districts of the Dordogne region (France), the Cantabrian Coast (Spain) and the Duero, Tagus and Guadiana valleys in the Spain–Portugal cross-border area.

USEFUL INFORMATION AND REGISTRATION

Event type: Training – Refresher course for professionals in the culture and tourism sectors in rural areas, particularly for staff working at rock art sites in south-western Europe. A certificate of attendance will be issued.

Target audience: Staff from companies and public administrations of all kinds working at rock art sites, museums, interpretation centres and archaeological parks (managers, guides, wardens, exhibition attendants, customer service staff, etc.). Staff working in outreach, workshops and educational/pedagogical programmes relating to rock art heritage; cultural and tourism facilitators working in rural areas where rock art constitutes a resource – or an asset – in the cultural and tourism management of the region, etc.

Teaching hours: 20 / Practical hours: 6.
Total number of students: 90
Enrolment: Free for all those accepted.
Deadline: 9 October. Places will be allocated strictly on a first-come, first-served basis until capacity is reached. A waiting list will be maintained in the event that capacity is reached, to fill any places that may become available.
Accommodation grants: The organisation has 70 grants available covering accommodation (overnight stays on 9, 10 and 11 November 2026) and meals on 10 and 11 November in the town of Cabeza del Buey. These grants will be awarded – as a priority – to workers at the sites of the partners in the Interreg SUDOE TupART project, particularly to those residing outside the Autonomous Community of Extremadura.

Registration: **https://forms.gle/1vDKmQfC7aL9zun49**

If you have any queries or require further clarification, please contact: seminariorupestre2026@prehistour.eu

PROGRAMME

Monday, 9 noviembre. Interpretation Centre of rock art paintings of Extremadura.
20:00. Informal welcome gathering.

Tuesday, 10. Cultural Centre "Vicente Serrano Naharro"
09:00. Reception and registration of participants.
09:30 Official opening of the seminar.
10:00. Session 1. The Interreg SUDOE project 'Territories United by Early Art' and its training module for staff responsible for rock art.
10.45. Coffee break
11.10. Session 2. New technologies for showcasing the inaccessible (geomatics, image processing and artificial intelligence in the service of digital twins, virtual reality and augmented reality)
12.20. Session 3. Ethical and digital accessibility applied to interpretative resources, websites and apps.

13h30. Lunch

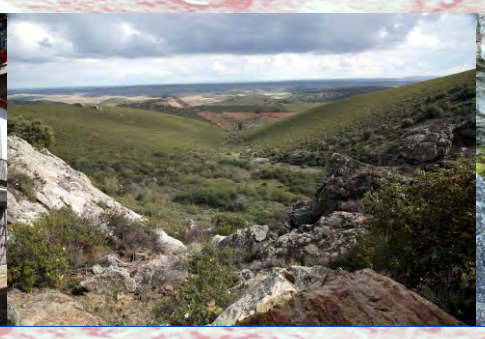
15:30. Workshop 1. Designing a fully accessible digital experience.
17:00. Break
17:15. Presentation and discussion of the experiences. Round-table discussion: What does a rock art site need from technology (and what doesn't it need)?

Wednesday, 11. Cultural Centre "Vicente Serrano Naharro"
09:00. Session 4. Full accessibility at rock art sites.
10.15. Session 5. Managing a site: the responsibility for the sustainable management of an archaeological tourist destination.
11.30. Coffee break
11.50. Session 6. KPIs, key performance indicators and a mini-dashboard to improve the tourist experience and support decision-making at archaeological sites.

13:30. Lunch

15:30. Session 7. Conservation and emergencies at rock art sites.
16:30. Workshop 2. Operational procedures for risk assessment and the drafting of action protocols at rock art sites.
17:30. Break
17:45. Round-table discussion: Do we recognise the risks to our rock art sites? Are we prepared for catastrophic events? How would we respond to a natural disaster?

Thursday, 12. Rock art sites in the municipality of Cabeza del Buey..
09:00–13:30. Workshop 3. Visits to rock art sites in natural settings of high ecological value.
14:00. Closing ceremony and presentation of certificates.



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Les grottes Isturitz Oxocelhaya Harpeak®
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Junta de Castilla y León — Consejería de Cultura Turismo y Deporte
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