

Cultways

CULtural Tourism WAys

through mobile Applications and Services



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CULTURAL TOURISM AND MOBILE TECHNOLOGIES

Cultways Consortium

Project coordinator



European Network of Clusters for Satellite Applications Development. Main activities: satellite communication, satellite navigation and earth observation market segments.



Cluster in Space, Aerospace and Satellite Navigation, mandated by the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology



INNOVA is a private company specialised in Technology Transfer services and R&D project financing.



FTS is a non-profit organisation aiming at bridging technology with social challenges

Cultways

is an European project funded by **DG Enterprise and Industry** within the **EMMIA platform (European Mobile and Mobility Industries Alliance)** having the following **objectives**:

- to enlarge the market for both **tourist** and **ICT industries**
- to highlight the potential of **mobile technologies** in cutting-edge service and as a key driver of **innovation**
- to test **scalable and transferable** solutions to be used in the future by other **Europe's Cultural Routes**

What is a Cultural Route?

In tourism terms a Cultural Route can be seen as a **defined path of historical significance** or a “themed route that has a **cultural value** or an element of cultural heritage as its focus and that assigns a key role to cultural attractions”

(Puczo and Ratz, 2007)

Cultways is a **large-scale demonstrator** for **European Cultural routes**

During the project it has been tested on:

- **Via Claudia Augusta**
running from Northern Italy through to Bavaria
- **Way of St. James**
leading to Santiago de Compostela (Galicia)
The oldest cultural route and first certified by the
European Institute of Cultural Route

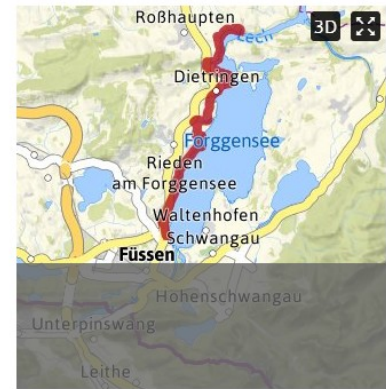


Local tourism enhancement through 'Cultural Route' brand



23 January 2013

TOP Fernwanderweg Via Claudia Augusta: Forggensee-Etappe



<p>TOUR DATA</p> <p>LONG DISTANCE HIKING TRAIL</p> <p>DISTANCE ↔ 13,1 km</p> <p>DURATION ⌚ 3:42 h</p> <p>ASCENT ▲ 193 m</p> <p>DESCENT ▼ 194 m</p> <p>DIFFICULTY moderate</p> <p>STAMINA ■■■■■</p> <p>TECHNIQUE ■■■■■</p> <p>LEVEL</p> <p>807 m</p> <p>780 m</p> <p>Alle Tourdaten anzeigen</p>	<p>BEST TIME OF YEAR</p> <table border="1"> <tr> <td>JAN</td> <td>FEB</td> <td>MAR</td> </tr> <tr> <td>APR</td> <td>MAY</td> <td>JUN</td> </tr> <tr> <td>JUL</td> <td>AUG</td> <td>SEP</td> </tr> <tr> <td>OCT</td> <td>NOV</td> <td>DEC</td> </tr> </table>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	<p>RATINGS</p> <p>AUTHORS</p> <p>EXPERIENCE</p> <p>LANDSCAPE</p> <p>COMMUNITY</p> <p>Tour (0) ★★★★★</p>	<p>COMMUNITY</p> <p>SERVICE</p> <p>DOWNLOADS</p> <p>PRINT</p> <p>GPX KML</p>
JAN	FEB	MAR													
APR	MAY	JUN													
JUL	AUG	SEP													
OCT	NOV	DEC													



Table 2. Use of ICT in the Cultural Routes network

Website	25 Routes	Few of the 29 Routes with websites had developed consumer-oriented sites. Many were not available in English, often limited to the primary language used along the Route.
Facebook	12 Routes Average number of fans: 311	Little more than 30% of the Routes were using Facebook, with few actively using the social network as a marketing tool. Those networks using Facebook more prominently were primarily doing so as an informal means of communication to share ideas and experiences.
Twitter	6 Routes Average number of followers: 33	Half of the 6 Routes using Twitter were using the microblogging tool to promote product and activities directly to consumers, yet with limited success in acquiring followers.
Wikipedia	6 Routes	A number of Routes had subject-related material on Wikipedia owing to the historical importance of the theme, but few had pages dedicated to the modern-day Route/network.
Wikitravel	1 Route	Only the French part of the Santiago de Compostela Pilgrim Routes had its own dedicated page on Wikitravel, containing information related to French locations along the Route. None of the other Routes were found on Wikitravel.

Source: Council of Europe, *“Impact of European Cultural Routes on SMEs’ innovation and competitiveness”*

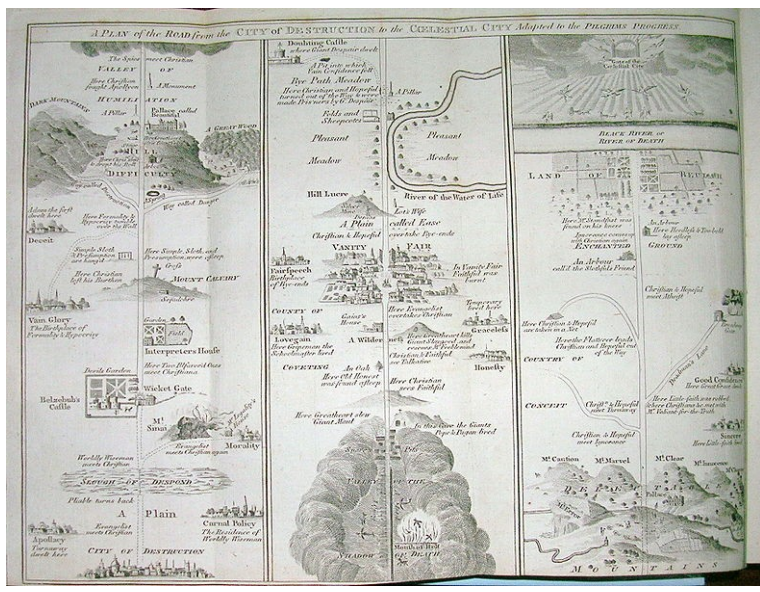
The demonstrator provides:

- **'tailored' services** combining tourists' location and preferences
- a **common tool** (App) for a **direct access** to different European Cultural Routes
- Specific way of getting information concerning a chosen cultural route. **Different approach from typical tourist guide information**

Pilgrim Equipment

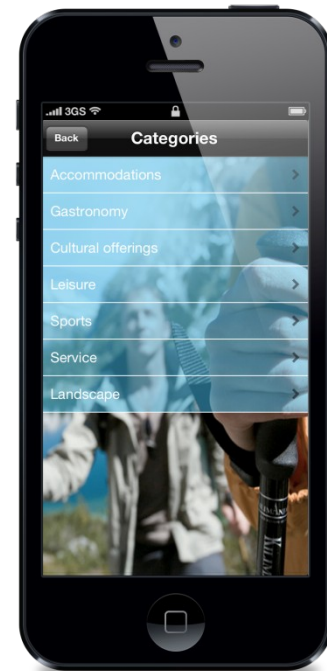


Pilgrim Passport



Progress Map

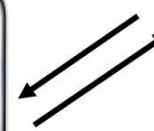
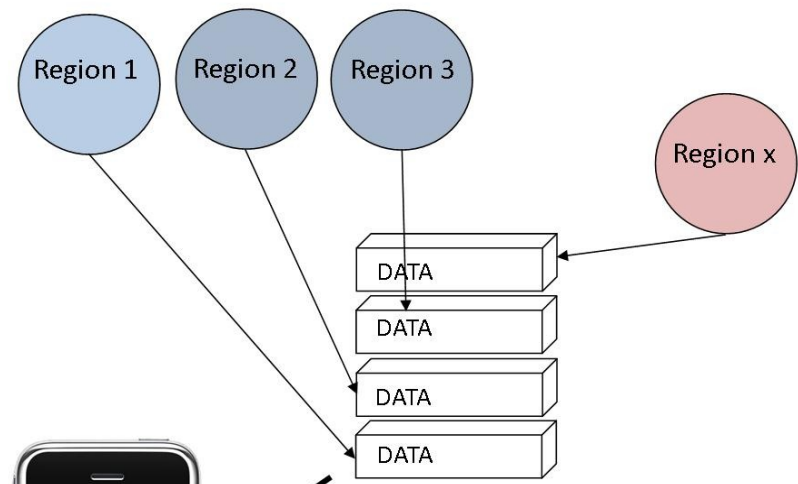
The Digital Pilgrim: a different toolkit!



● **European Cultural routes are by definition cross-border routes.** This imply some challenges:

- Many and unstructured data
- Collection of Large scale database
- Different data models
- No standard formats and interfaces
-

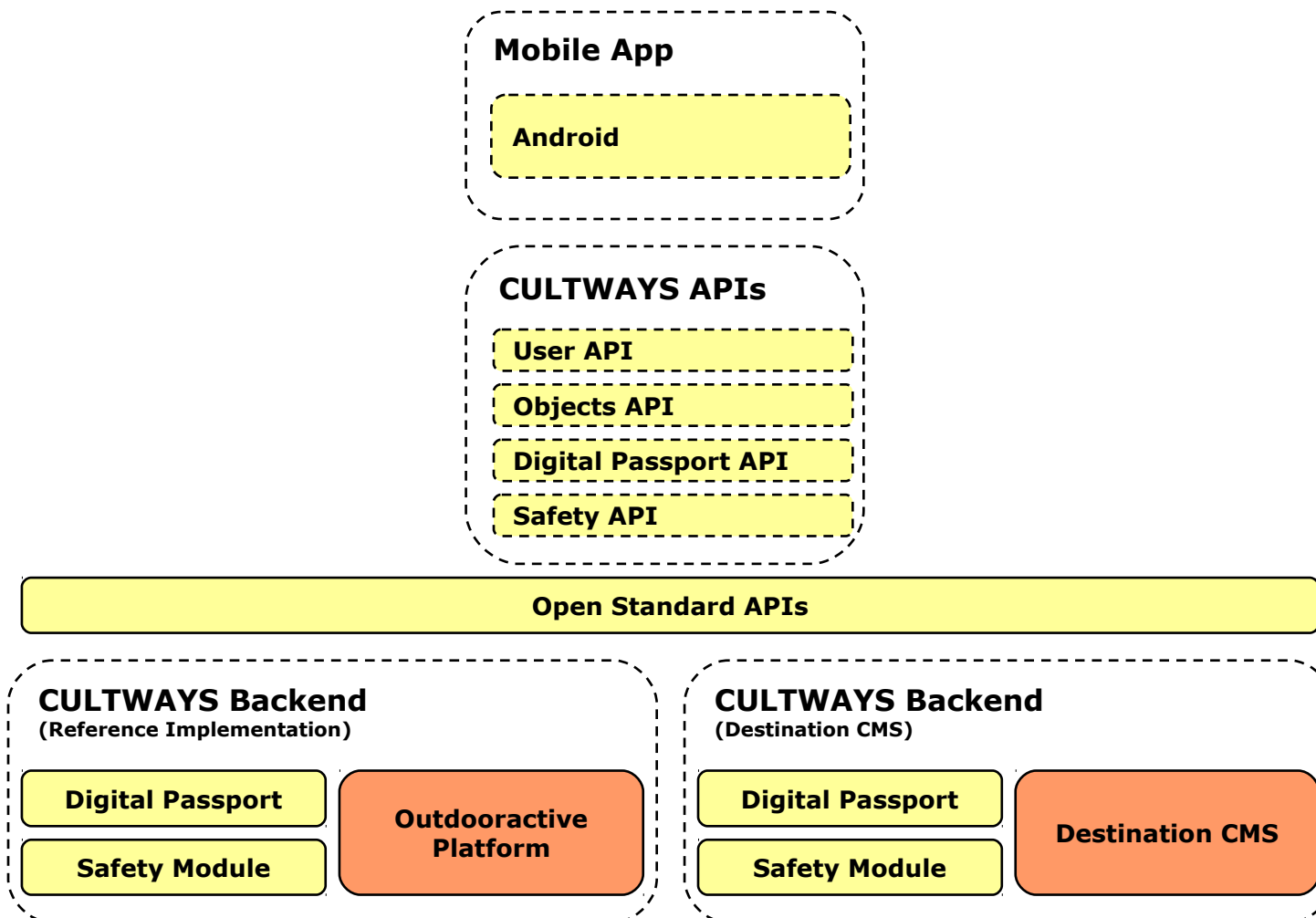
Input



Output



CULTWAYS Architecture



● Demonstrator Features

- **Pol Categories** (sort by alphabet, map, distance)
- **Tours and Sections** (sort by distance from the user, Cultural route – i.e. VCA and Way of S. James)
- **Map** (including several layers)
- **Online** (currently only on line mode)
- **Emergency Call** (including easy visualization of position)
- **Digital Pilgrim passports**
- **Crowd sourcing** (safety information)
- **Position tracking on demand** (last position is stored on backend)

● Demonstrator Database

- **4 tours of VCA Valsugana (Trentino)**
 - Green tour
 - Cycle lane
 - Other trails
- **1 tour of VCA Bavaria**
- **33 tours of Way of S. James (French Way)**
- **A few unique Pol's (archeological, data collected in projects carried out by schools,...)**

ifit Cultways added-value

- **open data formats** for touristic data along Cultural Routes that support **interoperability** and **exchange** of data
- **standardization** of the application programming interface (API)
- proposal for a **common interface** for accessing cultural routes data among different EU regions.

 **Key words**

 Openness/Standardization

 Customization

 Replicability

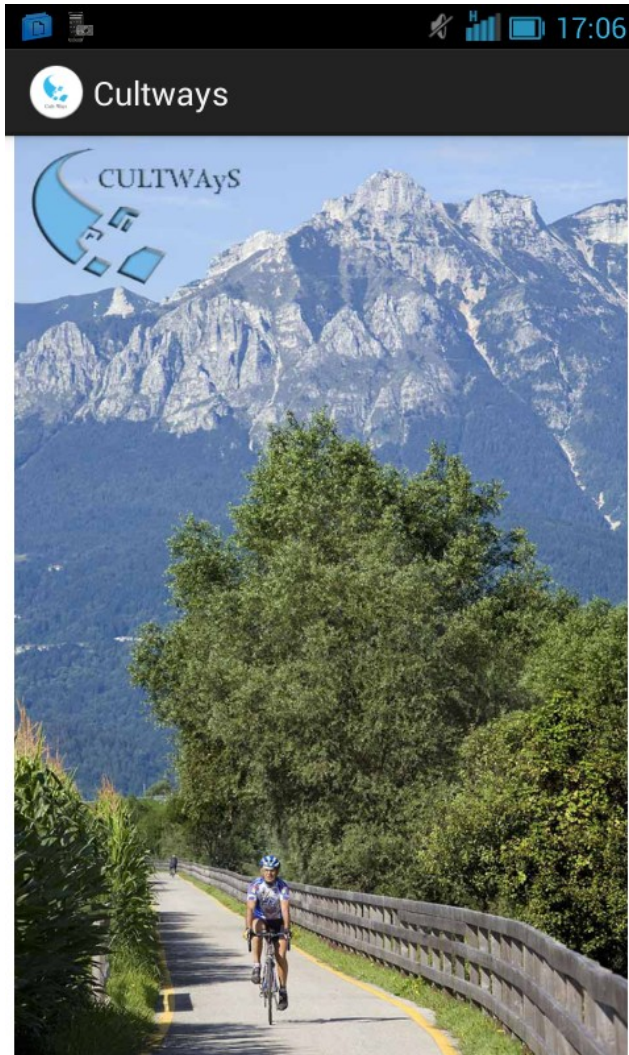


CULTWAYs Heritage

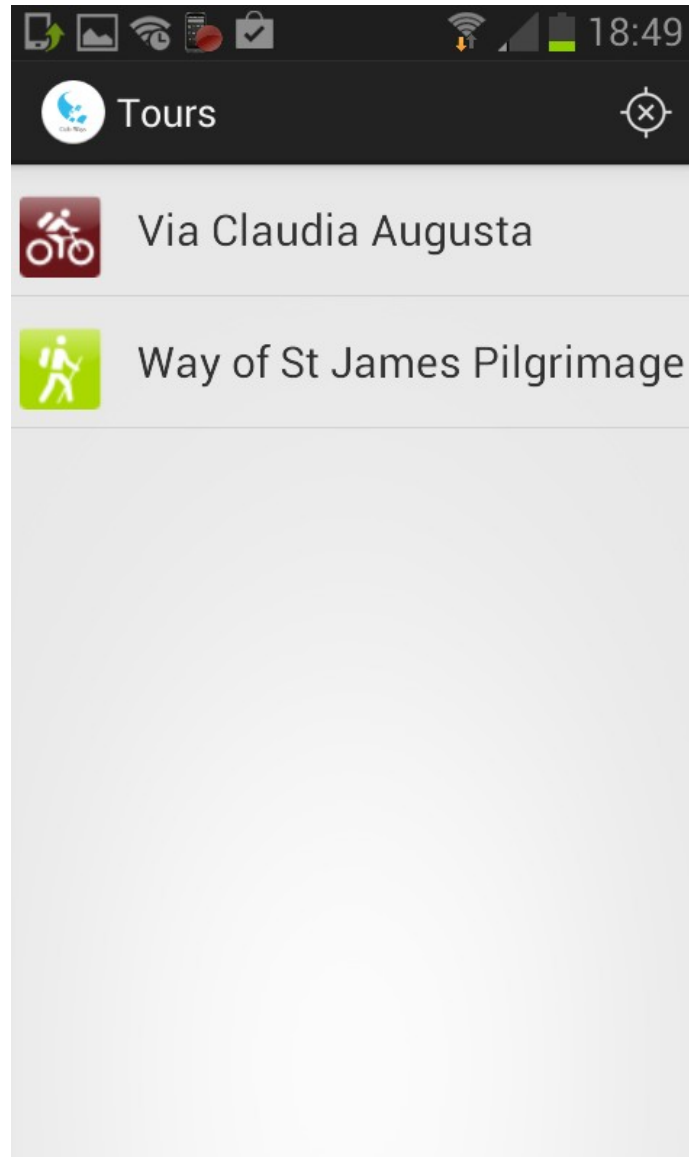
- Release of App Code (open)
- Open CULTWAYs API
- Possibility of use of CULTWAYs framework to build up new Apps
- Relationships with local stakeholders for further development of CULTWAYs concepts
- Networking with European Group of Economic Interest managing the Via Claudia Augusta

A red circle is positioned to the left of a red rectangular box. The text 'App Screenshots' is centered within the box.

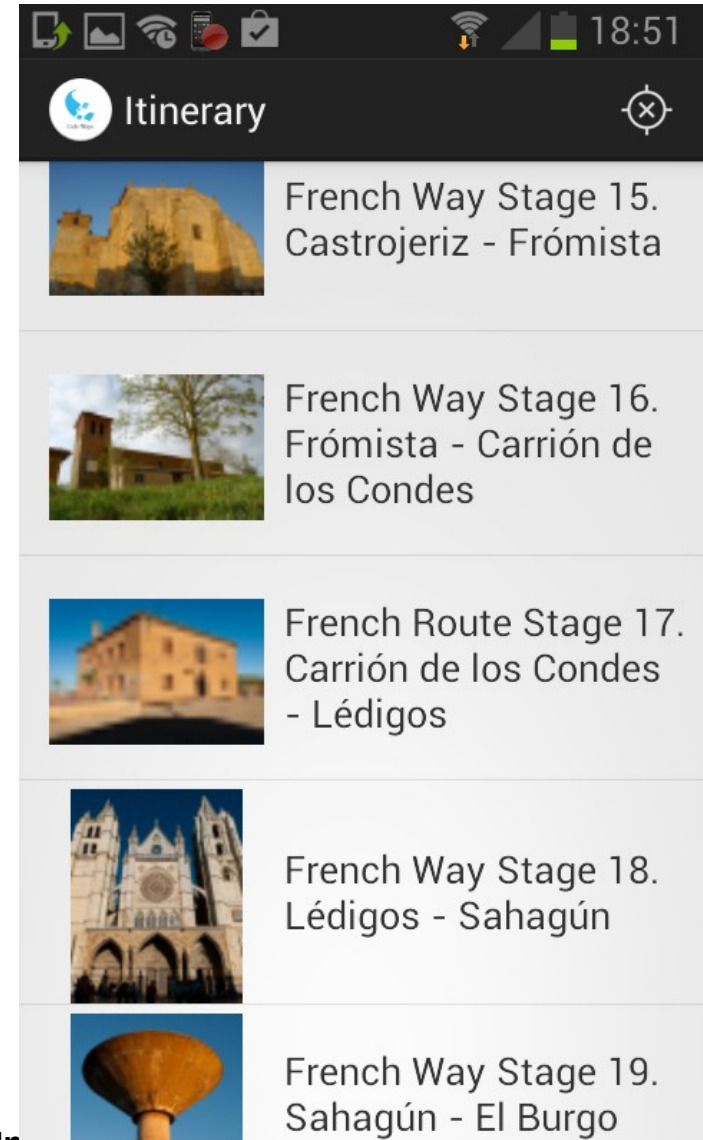
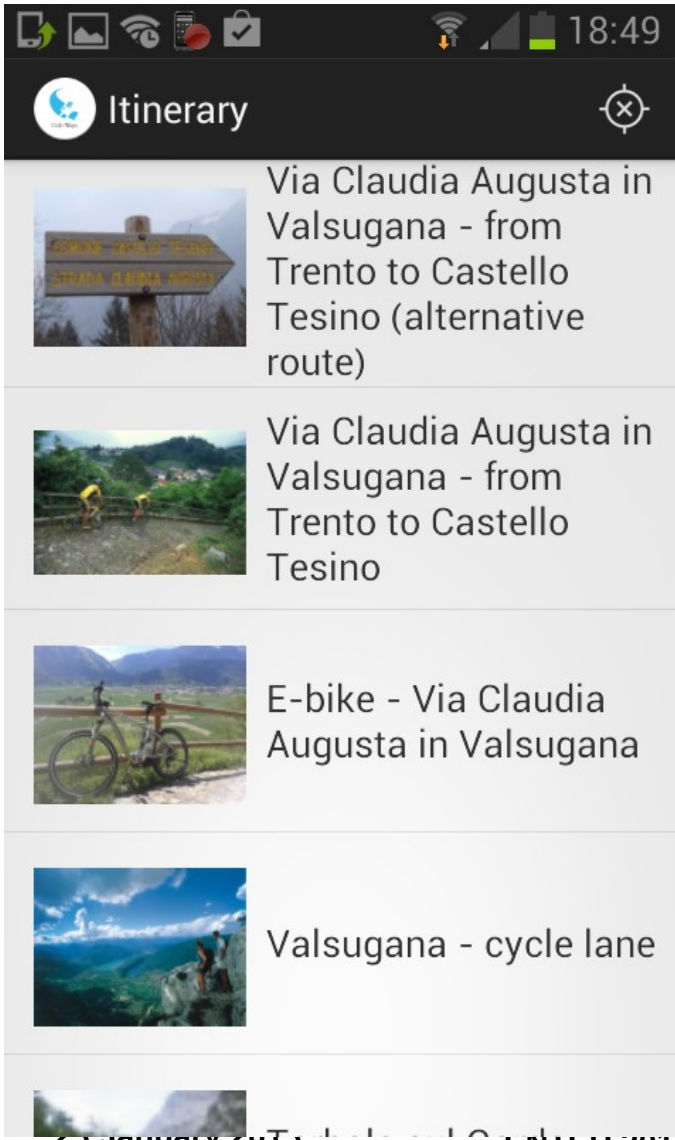
App Screenshots



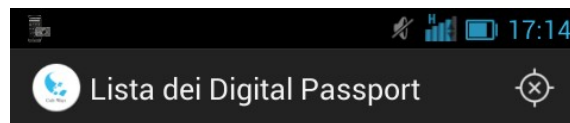
Cultural Routes



Route's tours



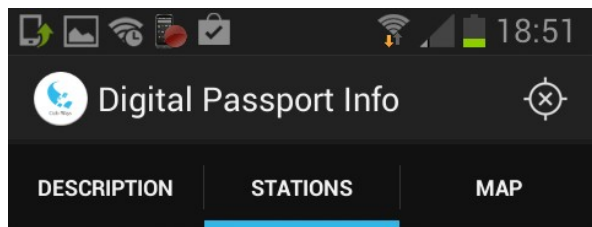
Digital passport



Via Claudia Augusta - Valsugana

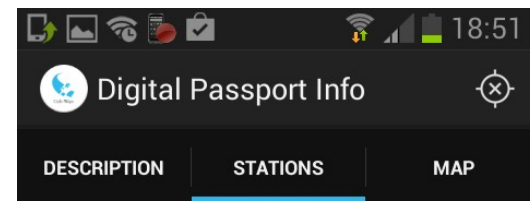


VCAB Zertifikat



- Carzano, memories of war in the midst of serenity
- The Sarcophagus: a necropolis from Roman times
- Tor Quadra: the sentinel of a bygone lake
- Ronchi, traces of history in untainted landscapes
- Bieno, suspended in time and on the slopes of the valley
- Spera
- Borgo Valsugana: the Mansio Ausuco
- Col di Brenta

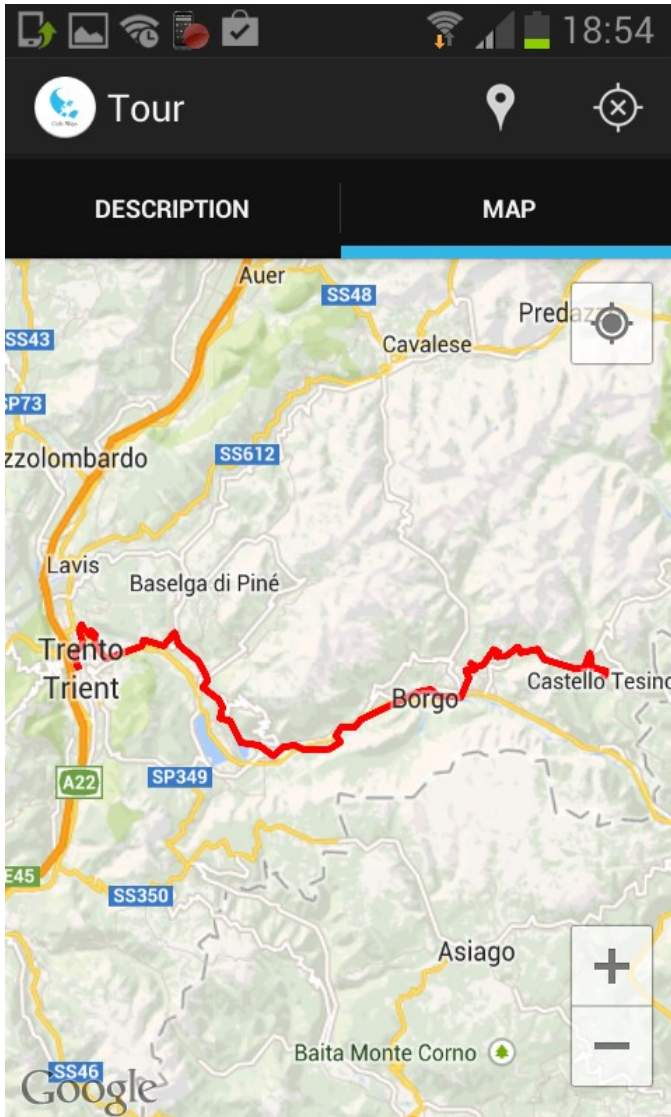
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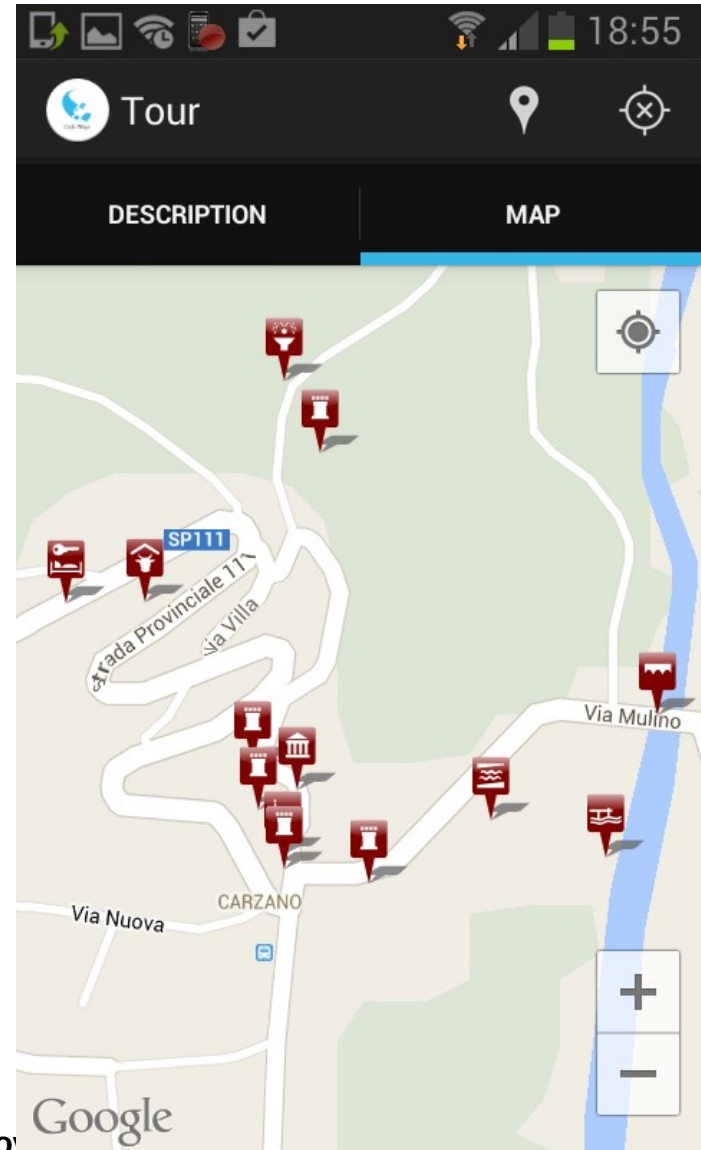
- Milestone Via Claudia Augusta
- The Roman Villa at the mountain Tegelberg
- Art Park Rosshaupten
- Via Claudia Monument
- Auerberg museum in Kiebelehaus
- Roman Museum Augsburg
- Roman trails in Damasia
- Local museum in the Pfannerhaus

Slide Number 1

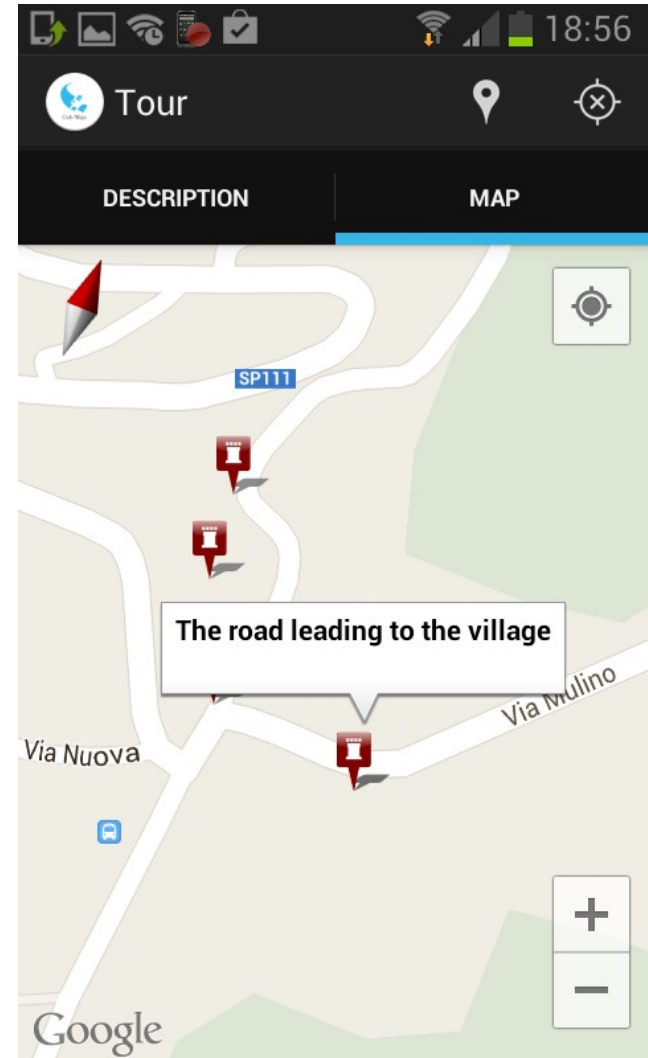
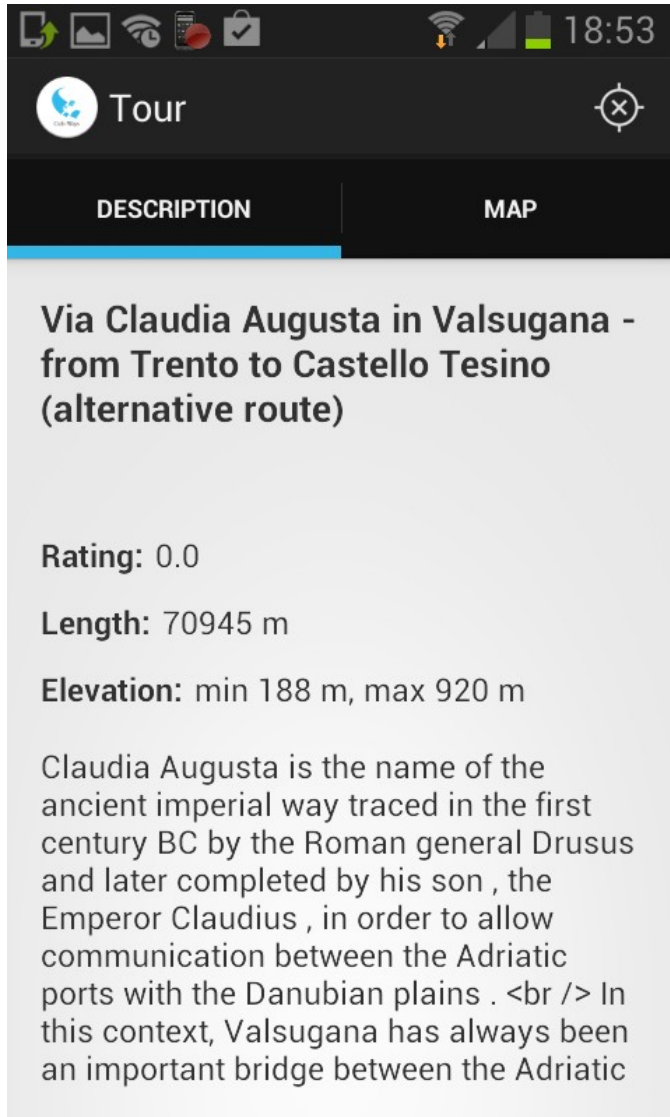
Tours On The Map, Poi's



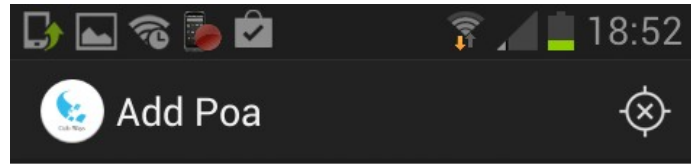
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Tours On The Map, Poi's



Point of Awareness



Point of Awareness

Title:

Enter title

Text:

Enter text

Weather:

To download Demonstrator

You need an Android 4.x smartphone/tablet

Download at:

<http://www.t-connect.it/cultways/download.html>

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