

Common Future for Baltic Tourism II
14-15 September 2011

Baltic Museums - eGuides in Tourism Innovation

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OVERVIEW

- 1. INTRODUCTION**
- 2. PROJECT STATUS**
- 3. eGUIDES IN RURAL AREAS**
- 4. MARKETING/PR**



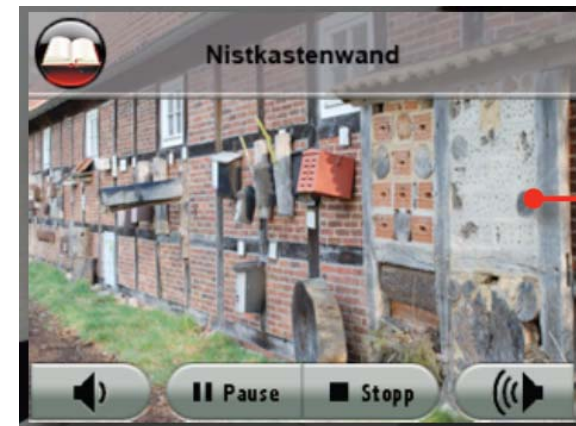
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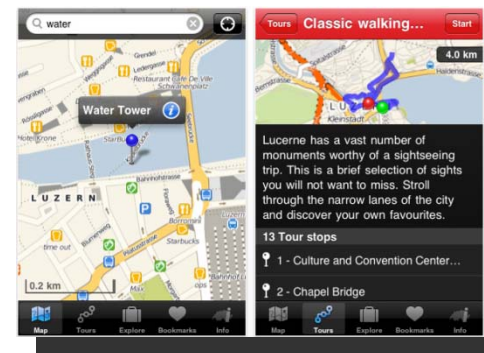
Definition: eGuide

- eGuide = digital, mobile information system, that
 - uses different media (text, speech, pictures, videos, animation, sounds, music, graphics...)
 - offers possibilities of location based visitor guidance and orientation services by integrated localisation technologies (Bluetooth, GPS, RFID, WLAN, Infrared etc.)



Overview of appliances

- Special systems: e.g. CRUSO
- (modified) standard PDA/XDA-systems or navigation systems: e.g. iTour, Garmin
- Applications for smartphones: e.g. iOS (iPhone), Android, Windows Mobile, Symbian...



BalticMuseums 2.0

BalticMuseums 2.0

2008-2012

Joint development of cross-border tourism information products by South Baltic Oceanographic Museums

- **Online Information Portal**
- **Online Ticketing Tool**
- **Prototype of a Visitor Guidance System**

BalticMuseums 2.0 Plus

2010-2013

Implementation of eGuides with cross-border shared content for South Baltic Oceanographic Museums

- **Development of eGuide content**
- **Implementation of eGuide systems**
- **Evaluation, Adaptation, Embedment**



Projects in short

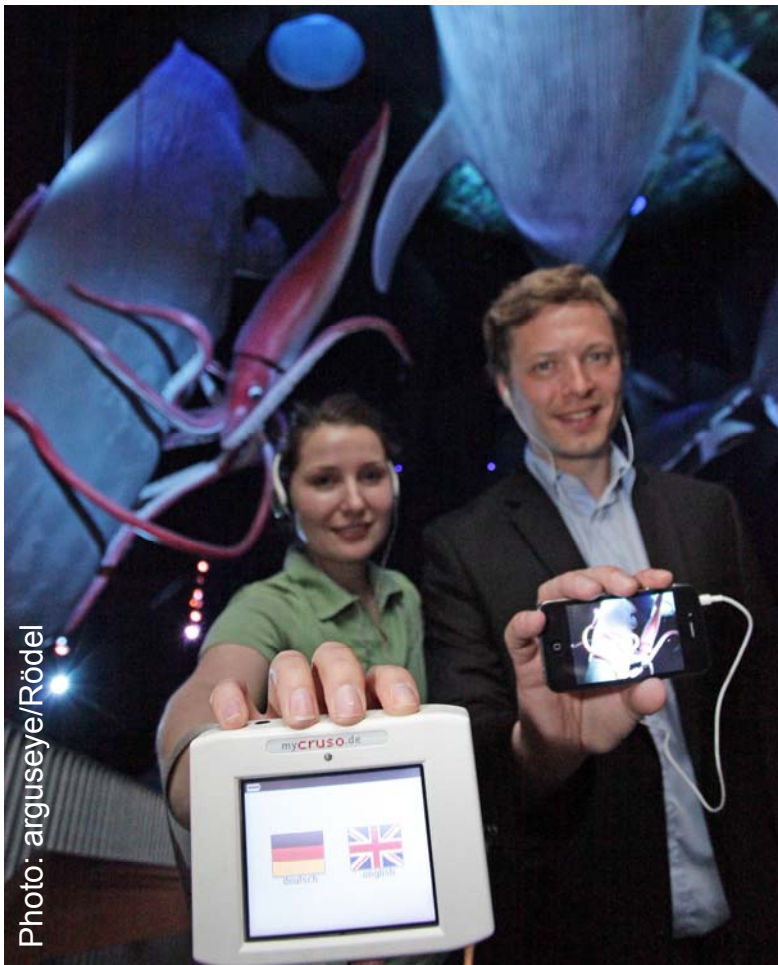
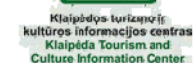


Photo: arguseye/Rödel

- Consortium of 5 partners from 4 countries
- 3 oceanographic museums and 2 research partners plus 2 associated partners
- in the South Baltic Region
- European co-financing of almost one million Euro for each project



Stralsund University of Applied Sciences

- Lead Partner and one of the scientific partners within the consortium
- Practice-oriented teaching and research in computer science, engineering, tourism and business
- Especially committed to the Baltic and Eastern European regions
- Projects are realised by the Stralsund Information Management Team (SIMAT)



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Online Information Platform

- Multi-lingual website for tourists realised in English, German, Polish, Russian, Lithuanian, Chinese
- Museums helped each other with translations
- Broad information basis about the museums and many extras: virtual galleries, joint promotion, kids section



www.balticmuseums.net

www.kids.balticmuseums.net



Oceanarium

Odkryj tajemnice podwodnego świata!

Spotkasz tu ponad tysiąc okazów morskich i wodno-łądowych pochodzących z różnych rejonów świata.

DOWIEDZ SIĘ WIĘCEJ

Czy wiesz, że... żółw zielony może mierzyć półtora metra i ważyć nawet 400 kg.



Quizy

Sprawdź swoją wiedzę. Zaczniemy dobrą zabawą i świeżego wiatru. Jeśli chcesz znaleźć się na liście liderów, przed przystąpieniem do rozwiązywania quizu **zaloguj się**.

1. Stwórz globin morskich i oceanicznych
2. Wody w mierzach i oceanach
3. Żółtą, odkryj i odkryj dalekich łabów.

Sprawdź swoją wiedzę na temat stworów głębin morskich i oceanicznych.

1. Żółtacz ludojad to:

- a) rekina
- b) pirania, która żywi się tylko ludźmi
- c) waleń

2. Ryby oddychają:

- a) wypływając co 3 minuty na powierzchnię wody, by zaczerpnąć powietrza

- TOP 5**
1. Janek Walczewski 100% poprawnych odpowiedzi
 2. Maria Kozłowska



Kolorowanki

Uł wiesz czym są misioni wariacji, jakie metody wariacji i jak kolorować nunc nobis vobiscum planum clau, fiant sollemus in futurum.



KOLORUJ

DRUKUJ



Menu **Highscore 60** **Score 0** **Time 120**

Kolorowanki

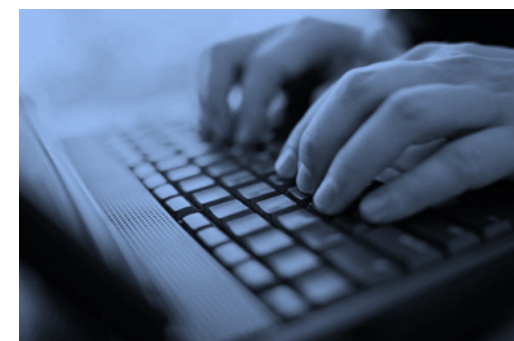
LOREM IPSUM DOLOR TIN UNT UT LAOREET

Prezenty

LOREM IPSUM DOLOR TIN UNT UT LAOREET

Online Ticketing Tool

- Make the museums more accessible locally and abroad
- Visitors, hotels and travel agencies can book online and skip the line
- Multi-lingual



Visitor Guidance System

- Development of a prototype:
 - Indoor tour in Gdynia Aquarium
 - Outdoor tour in Lithuanian Sea Museum
 - Benchmark visits
 - Research and studies of best practices, technical options for both appliances and content (e.g. comparative tests of text-to-speech versus speaker)
- Content is key.
- Opportunities to share the resources amongst the museums!
- BalticMuseums 2.0 Plus



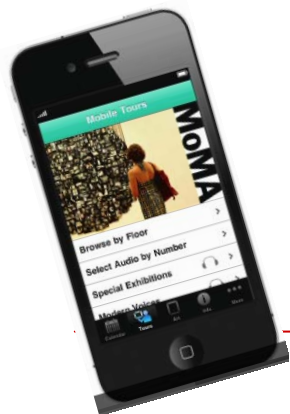
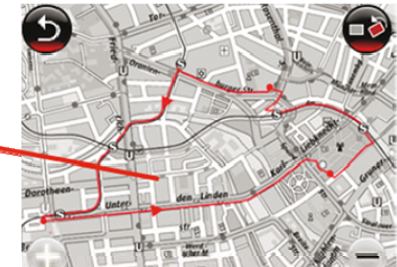
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Application cases of eGuides

- City: tour with information about single POIs, restaurants, events, hotels, shops, tickets...
- Single-POIs: museums, churches, castles, parks, ...
- Rural areas: guidance of visitors in a special terrain



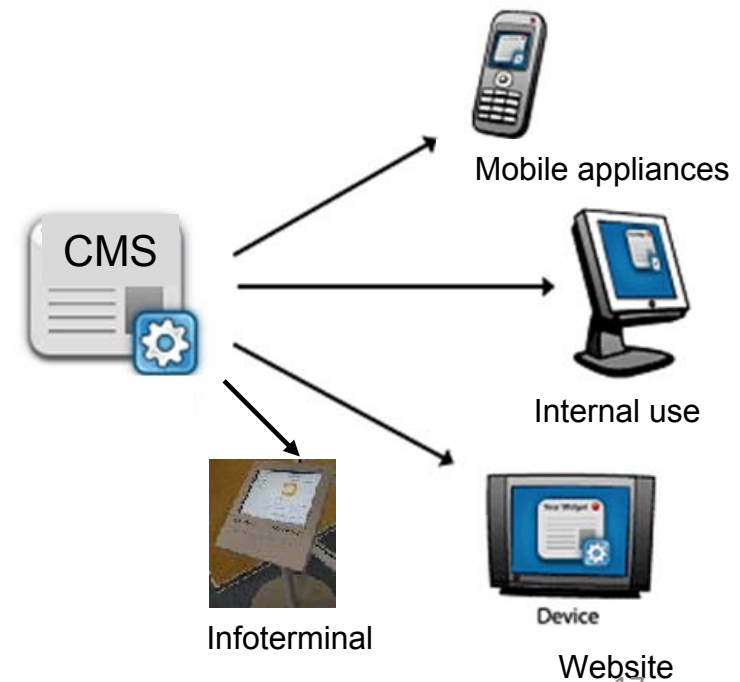
Options for eGuides outdoors

- In general, all mentioned appliances can potentially be used outdoors if they:
 - Have an integrated localisation technology
 - Are qualified for outdoor application e.g. battery lifetime, robustness, water protection
- Essential is: how to best reach the target group
 - Smartphone-Users ca. 20-25% (differs per country)
 - Rental appliances enable all visitors to use an eGuide.
-  Solution: integrated systems for all appliances
(Multiplatform)



Options for eGuides outdoors

- Multiple use of content
- Content-Management-System (CMS) as a database for:
 - Different mobile appliances (eGuides + Smartphones)
 - Website
 - Information terminals
 - Intranet
 - Printing materials
 - Share with partners
 - ...



(Best) Practice: eGuides for a nature park

HUGO - Der Heide Guide – Visitor guidance and information system for the nature park Luneburg Heath



Protection of nature:

- Protection of sensible areas by guiding the visitors
- Visitor information and environmental education

Technology:

- Application of GPS for information and navigation
- Flexible for different platforms of technology (CRUSO, Smartphone-App, Navigation systems)

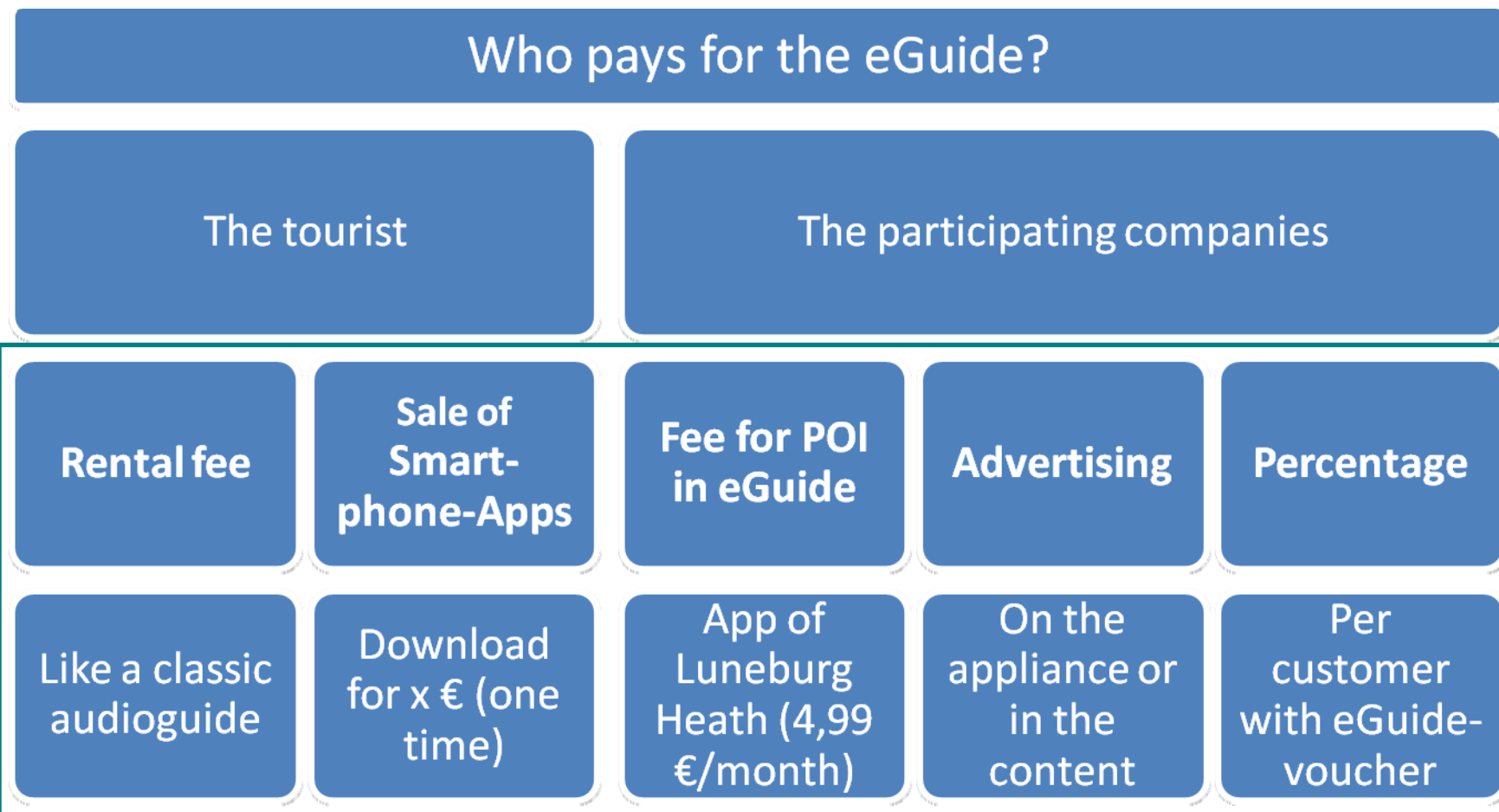
Tourism:

- Consideration of different target groups e.g. active, specialists
- Sustainability: participation of local citizens, positive effects for environmental protection, economic sustainability

Further benefits of eGuides

- **Integration of shop modules**
e.g. ticketing-systems of museums, public transport or other related online shops
- **Multi-lingual**
opportunity to offer more languages than with personal guides
- **Controlled standard**
high quality standards of the visitor information independent from staff
- **Customer orientation**
tailored information for different target groups e.g. level of activity, age, education, interests, time
- **Support the local value creation**
integration of touristic companies e.g. restaurants, hotels, souvenir shops
- **Shared investment:**
joint development of content by the different participating organisations

Financing options: running system



Financing options: initial investment

How do I introduce an eGuide system?

Buying the
eGuide-system
(own means,
aid
programmes)

Rental/Leasing
of the eGuide-
system

Outsourcing:
complete or
partly (e.g.
development of
contents)

Future developments

- More precise localisation technology
- Better indoor-navigation options
- Augmented Reality
- Interactivity: quiz, search games
- Feedback by integrating web-communities (e.g. twitter, facebook, flickr)
- ...



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Online Media & Promotion

- Website: www.balticmuseums.org
- Newsletter (electronic/printed)
- Social Media:
 - Twitter
 - Facebook
- Planned: Online Advertisements
- Joint promotion



Materials

- Flyers in 5 languages
- Free postcards
- posters
- roll-ups



Networking & Cooperation

- Conferences & presentations
- Advisory Board
- Cooperation SeaSide project

BalticMuseums 2.0

Inter-project cooperation: The BalticMuseums 2.0 project is in close contact with the colleague SEASIDE project to define additional potential for sharing experience and knowledge.

SeaSide – Developing excellent cultural destinations the Southern Baltic area

SeaSide sensibly aims at emphasizing and utilizing the great potential of the common Maritime Cultural Heritage of the South Baltic and binding the regions of the South Baltic together in order to build up one



Contact

BECOME AN
EXPERT OF THE
SEA AND GET
A BONUS!

www.balticmuseums.net - The museums portal

www.balticmuseums.org - The project

Register for the newsletter.

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