DIGITAL TECHNOLOGIES AND TOURISM
WORKSHOP ON CULTURAL ROUTES

Résumé des bonnes pratiques des itinéraires culturels

Nom de l'Itinéraire Culturel du Conseil de l'Europe
Chemin de Saint-Jacques-de-Compostelle
Titre de la pratique proposée
Accessibilité du chemin de St Jacques – Via Podiensis pour les publics handicapés déficients visuels grâce aux NTCI
Bref résumé de la pratique (lieu, année, outils utilisés, propos, public impliqué,…)
2013- 2014 (3 tronçons) en 2015 -2016. Projet d'aménagement d'outils NTCI de médiation culturelle, patrimoniale, paysagère du chemin de St Jacques entre Le Puy-en-Velay et Conques – 10 étapes -208 km. Partenariat avec l'association Braille&Culture. Création d'une application smartphone/Iphone intégrant des descriptifs **audio-descriptifs** spécifique au public déficient visuel. Création de pupitres d'interprétation et de médiation – intégrant des **QE Codes spécifiques au public déficient visuel.** Géolocalisation Trace GPS pour handicapés visuels.
Points forts et difficultés dans la conception, la mise en œuvre et le développement de l'action.
Point forts Accessibilité du chemin aux handicapés visuels. 208 km – 3 régions administratives. Subvention 70 % - Plan Massif Central (Feder- Etat- Régions).

Nom de l'Itinéraire Culturel du Conseil de l'Europe
Association Européenne Via Francigena
Titre de la pratique proposée
Portail Web Visit Francigena Festival Revue Merchandising

Bref résumé de la pratique (lieu, année, outils utilisés, propos, public impliqué,…)

1. **PORTAIL WEB** www.viefrancigene.org
   Le portail web des Vie Francigene est un instrument moderne de communication au service des randonneurs et des collectivités territoriales. Chaque membre associé pourra demander à l'équipe de rédaction de publier les actualités, les communiqués de presse ainsi que les informations concernant les initiatives visant à promouvoir et mettre en valeur la Via Francigena, le tourisme culturel et le tourisme lent. La rédaction est à disposition pour des actions de support tout en garantissant une visibilité ciblée sur le site web (en 2014 plus de 400.000 visites), sur la page Facebook, dans les lettres d'info et sur les profils Twitter et Instragram.

2. **VISIT FRANCIGENA.**
   La *platform web* de l'AEVF consacrée aux professionnels du tourisme et de la culture
   www.visit.viefrancigene.org/en/
   A travers la collaboration avec ItinerAria - l'entreprise partenaire d'AEVF pour la mise en œuvre de cette activité et spécialisée dans la mise en valeur du « tourisme lent » grâce aux nouvelles technologies - des tarifs avantageux sont réservés aux membres associés de l'AEVF pour tracer des parcours GPS et promouvoir des nouveaux itinéraires en lien avec la Via Francigena.

3. **FESTIVAL EUROPEEN *FRANCIGENA COLLECTIVE PROJECT 2015***
   Le projet, réalisé en collaboration avec l'association CIVITA, arrive à sa cinquième édition en 2015 et promeut gratuitement plus de 350 événements qui ont lieu sur le parcours de la Via Francigena en Angleterre, en France, en Suisse et en Italie.

4. **REVUE "VIA FRANCIGENA"**
   "Via Francigena and the European Cultural Routes" est l'instrument officiel de divulgation du projet de mise en valeur de la Via Francigena. Chaque numéro est présenté dans un cadre institutionnel prestigieux (Rome, Canterbury, Paris, Luxembourg, Bruxelles, Strasbourg, Saint-Jacques de Compostelle) ce qui contribue énormément à la visibilité du projet. Ce semestriel trilingue italien-anglais-français permet aux membres de l'association de bénéficier d'une vitrine internationale de promotion grâce à des insertions spéciales et des articles institutionnels. Pour les membres associés il est possible de réaliser des packs promo-rédactionnels sur les régions et de fournir des exemplaires de la revue. Il est possible de profiter de cette opportunité grâce à l'AEVF et les Editeurs de la Revue de manière à satisfaire chaque demande individuelle. La revue est également consultable et téléchargeable sur le site web www.rivistaviafrancigena.it.

5. **MERCHANDISING VIA FRANCIGENA**
   Le merchandising de la Via Francigena contribue à accroître la visibilité de l'itinéraire tout en offrant aux randonneurs, aux touristes et visiteurs la possibilité d'acheter des objets-souvenirs labellisés AEVF. Ces objets sont disponibles dans des points de vente et en ligne (par le site web) et ils sont offerts aux Membres associés AEVF à des prix réduits.

Points forts et difficultés dans la conception, la mise en œuvre et le développement de l'action.

Point fort : visibilité à niveau international ; dialogue entre institutions, associations et professionnels du tourisme ; engagement des PME dans le cadre du projet ;
Difficultés : approche « commerciale» sur le terroir

Nom de l'Itinéraire Culturel du Conseil de l'Europe ou membre de la FFICE

La Via Francigena

Titre de la pratique proposée

Chemin de Pèlerinage - Randonnée - Tourisme culturel et spirituel

Bref résumé de la pratique (lieu, année, outils utilisés, propos, public impliqué,…)
Toute l'année entre Calais et les Fourgs à la frontière Suisse. Guides papier et cartes, le GR 145. Application « triangle d'or » dans le Pas-de-Calais. Pour tout public international de pèlerins, de randonneurs et de cyclistes, même de public motorisé.

Points forts et difficultés dans la conception, la mise en œuvre et le développement de l'action.
Recherche de l'itinéraire historique de Sigéric. Balisage de ce chemin. Confection des guides. Entretien du chemin. Promotion de l'itinéraire. Reconnaissance du chemin par les autorités locales.

Membres de l'Itinéraire Culturel impliqués dans la pratique
Association Via Francigena France (AVFF) Association Européenne Via Francigena (AEVF)

Nom de l'Itinéraire Culturel du Conseil de l'Europe
Itinéraire européen des villes thermales historiques
Titre de la pratique proposée
L'utilisation, à des fins touristiques, des nouvelles technologies par les membres de l'itinéraire culturel européen des villes thermales historiques.
Bref résumé de la pratique (lieu, année, outils utilisés, propos, public impliqué,…)

1. **Les sites web interactifs et géolocalisés :**
   Festival européen des villes d'eaux européennes « Festivents ».
   Un temps fort de communication "Celebration@Sources".
   Le circuit e-tinerance.
   Les visites virtuelles sur la plateforme Cirkwi.
   Une visite touristique « sur les pas de Valery Larbaud et de ses contemporains célèbres à Vichy ».

2. **Les applications mobiles :**
   Une application pour découvrir le patrimoine touristique d'Enghien-les-Bains.
   L'application Sity Tour pour découvrir les ressources touristiques de spa.

3. **Les expériences augmentées :**
   Le film « Spa Expérience », un film de promotion de la destination Spadoise.

4. **Les démarches transmédia :**
   Le roman interactif « Aux sources de l'Europe », point de départ d'un voyage virtuel en villes thermales.
   Un webdocumentaire, au service d'une stratégie de web marketing éditorial.

5. **Les opérations numériques participatives :**
   Le concours photo « I love villes d'eaux ».
   Opération instant villes d'eaux.
   Le Geocaching.

6. Les actions de prospectives :
Une commission communication au sein du réseau européen EHTTA.
Une stratégie éditoriale de web marketing pour les villes d'eaux du massif central.

Nom de l'Itinéraire Culturel du Conseil de l'Europe

Sur les pas des Huguenots – tronçon français

Titre de la pratique proposée

Site web et topo-fiches par étape

Bref résumé de la pratique (lieu, année, outils utilisés, propos, public impliqué,…)

Un site web accessible par ordinateur, tablette et mobile a été mis en place pour le projet dès 2011.
www.surlespasdeshuguenots.eu

L'ensemble des rubriques permet de renseigner l'internaute sur le contenu historique et culturel du projet global. Les téléchargements des topo-fiches et des fichiers *.gpx permettent une grande autonomie aux randonneurs. Le lien avec la base de données SITRA (Région Rhône-Alpes permet une mise à jour journalière des informations concernant les hébergeurs.

Le site web fait appel à la cartographie Google maps et un forum et des newsletters pour les randonneurs et sympathisants ont été mis en place.

Points forts et difficultés dans la conception, la mise en œuvre et le développement de l'action.

Le webmaster reconnu pour son expertise sur le sujet a géré parfaitement le cahier des charges. D'ailleurs ce fut le cahier des charges qui a été le plus difficile à rédigé.

Nom de l'Itinéraire Culturel du Conseil de l'Europe ou membre de la FFICE

Ordre de Tiron

Titre de la pratique proposée

Web application du réseau de l'Ordre de Tiron

Bref résumé de la pratique (lieu, année, outils utilisés, propos, public impliqué,…)

Site WEB : www.ordre-tiron.com (2014)
Web application : www.unjoura.com/tiron (2015)

Toutes les anciennes dépendances de l'Ordre de Tiron devraient y figurer en images, textes et vidéos, ainsi que certains sites touristiques environnants.

Points forts et difficultés dans la conception, la mise en œuvre et le développement de l'action.

La vidéo permet de découvrir des sites privés.
La géolocalisation des sites permet de les localiser.
Mise à jour et nous n'avons aujourd'hui pas terminé de faire le tour de tous les propriétaires d'anciennes dépendances, ce qui fait que l'application est en perpétuelle mise à jour.

Membres de l'Itinéraire Culturel impliqués dans la pratique
Prochainement, réunion avec les différents sites majeurs ouverts au public : abbaye d'Hambye, abbaye d'Asnières, abbaye St Michel du Bois Aubry, voire d'autres.

Summary of good practices

Name of the cultural route of the Council of Europe
Gudbrandsdalsleden – pilgrims route from Oslo Trondheim

Name of the practice proposed
Heritage Here, Norway

Brief summary of the practice (place, year, tools used, aims, public involved…)
Heritage Here (or "Kultur- og naturreise" as it is known in its native Norwegian) is a national project which has been running since 2012 and has two main objectives; Firstly, to work towards increasing access to and use of public information and local knowledge about culture and nature, and secondly, to promote the use of better quality open data. The aim being that anyone with a smartphone or a tablet can gain instant access to relevant facts and stories about their local area wherever they might be in the country. This project is the result of cross-agency cooperation under the following governmental bodies; the Ministry of Local Government and Modernization, the Ministry of Climate and Environment and the Ministry of Culture. Project partners include the Norwegian Mapping Authority, the Arts Council Norway, the Directorate of Cultural Heritage, the National Archives and (until December 2014) the Norwegian Environment Agency. Together in Heritage Here the data from these partners has been made digitally accessible; it has been enriched, geo-tagged and disseminated in new ways. Content includes information about animal and plant life, cultural heritage and historical events, and varies from factual data to personal stories. This content is collected into Norway's national digital infrastructure 'Norvegiana' and from there it can be used and developed by others to create new services for business, tourism, education or exported into the international arena, such as Europeana.eu. There has been ongoing work with local partners in two pilot areas, one of which is "Gudbrandsdalsleden", the pilgrims route from Oslo to Trondheim. This pilot is an arena to test out the use of these different national datasets together. Competence building activities for relevant volunteers and experts have been organised, along with initiatives to produce new, relevant and interesting content related this pilgrims route. The pilot areas have also been an opportunity to see Heritage Here's work in a larger context and its potential interplay with other projects on a national and international level. See also this short video: http://youtu.be/y207yqaxOlU

Strong points and difficulties in the design, implementation and development of the action.
Strengths and challenges, some examples: - Cooperation project with numerous large public national bodies, local institutions, volunteer sector   - Technical infrastructures and approaches – variations in quality, usability, flexibility, network coverage   - Common solutions and open data so that third parties (cultural institutions, developers, researchers, tourist industry to name but a few).

Members of the Cultural Route involved in the practice
Norwegian Mapping Authority, the Arts Council Norway, the Directorate of Cultural Heritage, the National Archives and the Norwegian Environment Agency (until December 2014), together with local partners, the National Pilgrim Center and Dovre Municipality.

Name of the cultural route of the Council of Europe
Transromanica
Name of the practice proposed
Halberstadt App
Brief summary of the practice (place, year, tools used, aims, public involved,…)
The Halberstadt App is an integrated city app that supplies tourists as well as inhabitants, entrepreneurs and investors with information focussing on tourism, business and public services. It portrays the special characteristics and the uniqueness of the city and helps to improve its image as an innovative and modern municipality.
Strong points and difficulties in the design, implementation and development of the action.
Benefits for users Extensive supply of information (integrated offer of information), especially for the target groups: tourist, inhabitants, entrepreneurs and investors. **Overall aim of the good practice** Strengthening of the tourism and investment location Halberstadt. Improvement of public services to the citizens. Addressing new target groups. Enhancement of closeness to citizens and transparency of the local government. **Specific aims of the good practice** Portraying the special characteristics and uniqueness (especially tourism-related) of the city of Halberstadt connected with the additional goal of acquiring and getting more tourists and investors interested in the city. Image campaign and image profit for the city of Halberstadt as an innovative and modern community/municipality with regards to a more effective use of ICT and enhancement of the cooperation within local governmental structures. **Background** Present demands of tourists, investors and citizens for mobile information services led to the thought of combining already existing internet information offers of the community and new ICT (mobile service). In order to avoid unnecessary new editorial efforts, all information where united in a city-app. Therefore, all target groups can be provided with an integrated mobile information service, no matter what device they are using. **Timescale** 2011 - 2014 **Host/executive organisation** Entrepreneur Office/ new media. Tourist information office (permanent contact to other relevant departments). Executive service provider brain-SCC GmbH. **Main elements of the good practice** Mobile version for all mobile devices. App for iPhone and iPad. Android-App. Remark: Implementation and use of state-wide IT-solutions, e.g. system for reservations system (accommodation, city tours, package holidays etc. (direct online reservation), event calendar, public services, location database).

Description of the execution-process

Project phase 1 has been developed under the lead of the enterprise office/new media and the city's tourist information office together with the service provider and other relevant departments. From March to September 2011 it has been put to practice via a concept, implementation and test phase.

Project phase 2: expansion of the content etc.

Legal framework

A supplier cooperation is existing with the service provider, who in the meantime started to market the product nationwide.

Evaluation instruments

Ratings of the app in the respective stores show the high quality of content and programming as well as design. Very positive response to the app at national tourism fairs.

Significant cross-border image improvement of the municipality, especially in the tourism sector

Possible success factors

Active advertisement of information concerning the app on social media platforms (facebook, twitter, google+, xing)

Members of the Cultural Route involved in the practice
The project was initiated and carried out by the Municipality of Halberstadt with its impressive cathedral belonging to the Romanesque Road in Saxony-Anhalt. Name of the organisation: Municipality City of Halberstadt City, ZIP: 38820, Halberstadt Country: Germany Website: www.halberstadt.de Contact persons: Name: Andreas Henke – Lord Major Name: Thomas Rimpler – Head of the Entrepreneur Office E-Mail: rimpler@halberstadt.de Phone: +49 3941 551230 Mobile: +49 171 8093731 Fax: +49 3941 551230 IT Partner: Name of the organisation: brain-SCC GmbH Address: Fritz-Haber-Str. 9 City, ZIP: 06217 Merseburg Contact person: Sirko Scheffler - Managing Director Phone: +49 3461 2 59 95 10 Fax: +49 3461 2 59 95 11 E-Mail: info@brain-scc.de

Name of the cultural route of the Council of Europe
Transromanica
Name of the practice proposed
Interactive Stores of Tourism

Brief summary of the practice (place, year, tools used, aims, public involved,…)

The technological infrastructure in the Interactive Stores of Tourism helps to provide visitors with well-refurbished information on tourism products and services. Based on the existence of a network of tourism offices, modern technologies are used to create more quality and efficiency in the promotion of information on a regional level.

By using new technologies to promote the region as a whole, synnergies are created among entrepreneurs and the region's tourism sector is boosted.

Strong points and difficulties in the design, implementation and development of the action.

Benefits for users
Promotional network, using technology, aimed at various groups, tourists and other visitors, local people, entrepreneurs, investors and municipalities.

Overall aim of the good practice
Boosting the region's tourism business sector, introducing new communication technologies in the service of tourist information.

Specific aims of the good practice
Creating more quality and efficiency of the information provided, as well as promoting the tourism products of relevance to the tourist region.

Background
Existence of a network of tourism offices, mostly run directly by municipalities, by some entity, without connection between them, without common strategies.

Timescale
2012 - 2013

Host/executive organisation
The role of the Turismo do Porto e Norte de Portugal, integrating its General Assembly in the municipalities and the business representative bodies, is to promote a tourist territory of North of Portugal, investing in skills and product improvement and creating synergies between public and private entities.

Main elements of the good practice
The focus on the promotion of tourism products provided for in the National Strategic Plan for Tourism (PENT) and integrating the resources in the technological infrastructure to support network Stores Interactive Tourism, creating inter-dynamics, promoting the region as a whole and creating synergies among entrepreneurs.

Description of the execution-process
Creation of e-commerce, database and e-marketing system to integrate the network of stores interactive tourism, integrating all the tourist attractions of North and promoting marketing of local and regional tourism is in stores, through e-commerce.

Possible success factors
Creating a network under municipalities; synergies between public authorities and entrepreneurs, the creation of interactive stores privileged relationship of tourism and tourists.

Members of the Cultural Route involved in the practice

Turismo do Porto e Norte de Portugal, E.R. (Oporto and North of Portugal Tourism)
Address: Castelo de Santiago da Barra
City, ZIP: Viana do Castelo, 4900-360
Country: Portugal
Website: www.portoenorte.pt

HEritage and Cultural Tourism Open Resource
for innovative training schemes related to the Cultural Routes of the Council of Europe

Contact person:
Name: Isabel Castro
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Name of the cultural route of the Council of Europe
Transromanica
Name of the practice proposed
Naturfreude-App («Love of Nature» App)
Brief summary of the practice (place, year, tools used, aims, public involved,…)

The «Naturfreude App» is a route app that serves as a planning tool for activity holidays that provides holidaymakers with information about trails, routes and points of interest. Users can find and save up-to-date information and download tours as gpx-tracks directly to their smartphones. It encourages tourists to engage in active holidays, to spend them in the region and to come back for a second and third time.
Among others, the «Naturfreude App» contains 20 hiking tours along the Romanesque Road in Saxony-Anhalt.

Unique landscapes and a well-developed route network for hikers, cyclists, water sportsmen and riders make Saxony-Anhalt a prime address for active holiday makers and friends of nature:

Along with more than 18 transregional cycling routes and almost 3,000 kilometers of regional routes cyclists run through Saxony-Anhalt on their wheels.
Hikers particularly enjoy the Harz Mountains.
The near-natural courses of the rivers Elbe, Saale, Unstrut and Havel are patches for those travelling by canoe or kayak.
With its 1,600 kilometres of sign-posted bridle paths and its good services for horse and rider the Altmark in northern Saxony-Anhalt is a popular destination with horse enthusiasts.
The new Naturfreude-App ("Love of Nature" App) offers a range of fully elaborated cycling and hiking tours as well as bridle paths. A detailed description containing information on sights along the routes (POI), travel distances, difficulty levels and specialities is available for every presented route. Additionally, there are literature and map suggestions, important addresses for inquiries on site as well as travel advice. An altitude profile displays the ascents to be climbed. Aerial images and hybrid pictures convey impressions of the landscape. The navigation is easy to use. Search functions allow choosing from trip suggestions according to length, difficulty level and region. Topographic maps can be generated for a better orientation. The available routes are transferred from online to offline mode.

Strong points and difficulties in the design, implementation and development of the action.

Benefits for users

The target group has the opportunity to inform itself up-to-the-minute about traits, routes and points of interest which are registered on the webpage www.naturfreude-erleben.de
This information can be saved and/or downloaded as gpx-tracks. Furthermore, contact data of service providers from different sectors (hotels, restaurants, ferries, etc.) are available.

Overall aim of the good practice
Increasing the operating numbers of the federal state Saxony-Anhalt.
Motivating tourists to perform active holidays and to spend them in Saxony-Anhalt.

Encouraging tourists to experience their second and third holiday actively.

Specific aims of the good practice
Broadly displaying different offers around the theme active tourism in Saxony-Anhalt.
Establishing the federal state Saxony-Anhalt as a tourist destination for active tourism.

Background
Basically, one has already thought about implementing an app more than 2 years ago. Based on the development of the active / nature theme in Saxony-Anhalt the company AlpStein has been chosen to become cooperation partner. AlpStein is not only responsible for providing the topographic base and the editorial content for tours, POI etc. on the website www.naturfreude-erleben.de but also for supplying the frame for the application in AppStores and the AndroidMarket Place.

Timescale
Approximately 2 years

Host/executive organisation
Main contracting authority:
Investment and Marketing Cooperation Saxony-Anhalt (IMG) as main contracting authority

Subauthorities:
Genese Werbeagentur (Genese ad agency on behalf of the Rothehorngruppe)
AlpStein / AlpRegio

Main elements of the good practice
The app obtains all its content online from a Saxony-Anhalt/AlpRegio web. Changes in the Saxony-Anhalt/AlpRegio web arrive at the app with a certain delay. This concerns e.g. POI, new tours or a modified category tree.

Usage rights of geological data
Different interfaces, among others Reservation System of Saxony-Anhalt
Offline mode during tours
Download possibilities / routing

Legal framework
The content of this offer has been prepared with the highest possible diligence. However, no liability can be assumed concerning immediacy, textual accuracy, completeness as well as constant availability of the offer. As far as services of third parties are involved (e.g. in the field of cartography / siting) the respective providers carry the responsibility.

At all times it is to bear in mind that outdoor activities can involve danger. Following assessments based on personal capabilities and on objective circumstances which can change unexpectedly (e.g. due to treacherous weather, way prohibitions) every person is responsible for him-/herself. Information on duration of hiking tours, difficulty levels, routes etc. can therefore only be non-binding statements.

Evaluation instruments
Ratings of the app in the respective stores show the high quality of content and programming as well as design.
Very positive response to the app at national tourism fairs.
Significant cross-border image improvement of the municipality, especially in the tourism sector

Possible success factors
Measurable downloads from AppStores and the AndroidMarket Place
Functionality on mobile devices
Benchmark