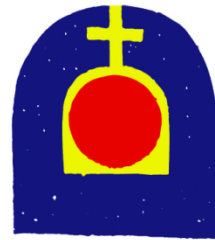


FOLLOWING
THE FOOTSTEPS
OF THE PILGRIMS
WWW.PILGERN.INFO



AUF DEN
SPUREN
DER PILGER
UND WALLFAHRER

Innovative mobile applications for
planning, orientation and promotion of
cultural heritage and pilgrimage routes

CERTESS- Study visit Salzburg, 4th of July 2013

Mag. Martina M. Linzer

New ideas for historical sights

- THETRIS- Central Europe



*THEmatic Transnational
church Route development
with the Involvement of
local Society*

- Pilgrimage Europe- ETC
- Background and Motivation
- Main objectives and added value
- Realisation steps, challenges
- Next steps and transferability

THETRIS

General objectives

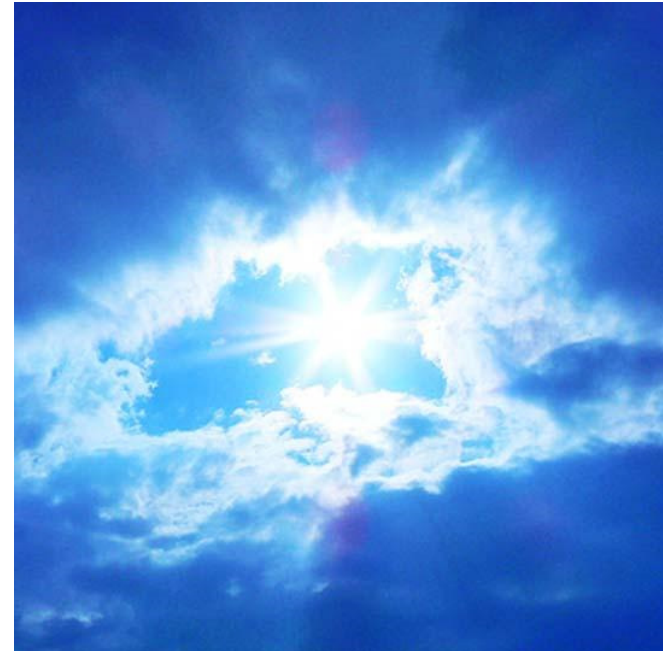
- preservation and the sustainable exploitation of cultural heritage by developing long-term strategies to raise awareness of local actors.

Specific objectives

- to explore the partners' cultural heritage sites and develop and test different tools to preserve them
- to help partners to better manage heritage sites, generate income for local communities and create stronger regional identities
- **Pilote Action** of DGS: Cherish your parish! e-Platform Parish A-Live! interactive eventcalender and topic-related inputs by the regional stakeholders of Murtal/ Styria.
- Focus on young generation and schools (14+ years): “Spiricache” and Treasurehunt-Quiz to discover regional treasures by solving questions on tangible and intangible cultural heritage (3D- technology and augmented reality)

Pilgrimage Europe SI-AT

- Project is coming to an end in 2014
- Sustainable access to results and maintainance of quality of information
- Initiative „Pilgern800“ from 2015-2018, need for pilgrimage guides
- Synergies between church, tourism and pilgrims on the way
- Technical challenges and updating of information



Background and Motivation

1.) Common tool for church, tourism and public interest

- Higher number of people who get attracted by pilgrimage and cultural heritage
- Exchange of information becomes easier between the stakeholders

2.) More transparency, structure and sustainability in (barrierfree) tourism:

- Know-How and background information on special cultural, spiritual and touristic highlights along the pilgrimage route (with contact persons)
- Available in 3 languages (german, english, slovenian)
- App also available after the end of the project and maintenance outside project- mechanism

3.) Navigation, Innovation and Community:

- Smartphone- App can be used for navigation and route planning
- For networkers: possibility to do a quiz along the way, connect to other people that were on the route and/ or give feedback/ ratings

Mission „in short“

- Easier contact making
- Insight for public into cultural heritage of churches (science to public)
- 360° Panorama Videos (if churches are closed)
- Spiritual texts and meditations
- Support along the route, planing and preparation possible from at home



Pilgrimage 2.0 with „Kirche unterwegs“ added value



ANGEBOTE

... haben eine
... haben ein
... haben einen
... berühren die
und bieten

**HERAUSFORDERUNG
ZIEL
WEG
SEELE
BEGLEITUNG**

Video und Audio

Spirituality & cultural heritage (CH)

- Pilgrimage in a modern context
- Service/ Liturgy live and on demand
- Spiritual impulse and reflection on CH

Pictures, Indoor-Panorama

Planing and Tutoring

- Virtual Pilgrimage Guide or help for real pilgrimage guides
- Insight also into closed churches - 360° Panoramas
- Mobile route planning and advices

Communication and Know-How

Exchange of knowledge, Rating, Feedback

- List of contact persons from div. Areas of interest
- planned: Feedback and Rating, Pilgrimage Community

Realisation and challenges

- August 2012: First concept preparation, application check
- September 2012: search for cooperation partners (internal and external) and meetings to define interests
- October 2012: E-mails to several IT-companys for comparing the costs and offers
- October 2012: Meetings with 2 best IT-companies to define the content and the work load, money negotiations
- November 2012: Choosing of Fa. Codeflügel and start to collect the content material, definition of milestones
- December- April 2013: programming and collecting information (texts, translations, photos, 360° panoramas, audiofiles, speakers, permissions and contact persons, service times, pilgrimage guides information)

Realisation and challenges

- March 2013: first announcement to the press & media, preparation of the Pilgern 2.0 QR-Code exhibition
- April 2013: inauguration of the itinerant Pilgern 2.0 exhibition in Vorau (at the same time marketing for App)
- May 2013: testing and final editing
- June 2013: Finding a name and registering, press releases and journalist invitations, Peregrinari Mariazell
- July 2013: available for the public! Implementation of the youth- quiz and treasure hunt, Feedback from pilgrimage guides, etc...

Next steps and transferability

Successfactors:

- Project Designs and already available input/ content
- Partner organisations/ sustainable maintainance
- Costs and long-term finance (sponsors)
- Insure a a constant dialogue (different ways of thinking and talking)
- Time for Testing/ Updating
- How to reach the target group
- Press collaborations and Marketing
- Further questions?

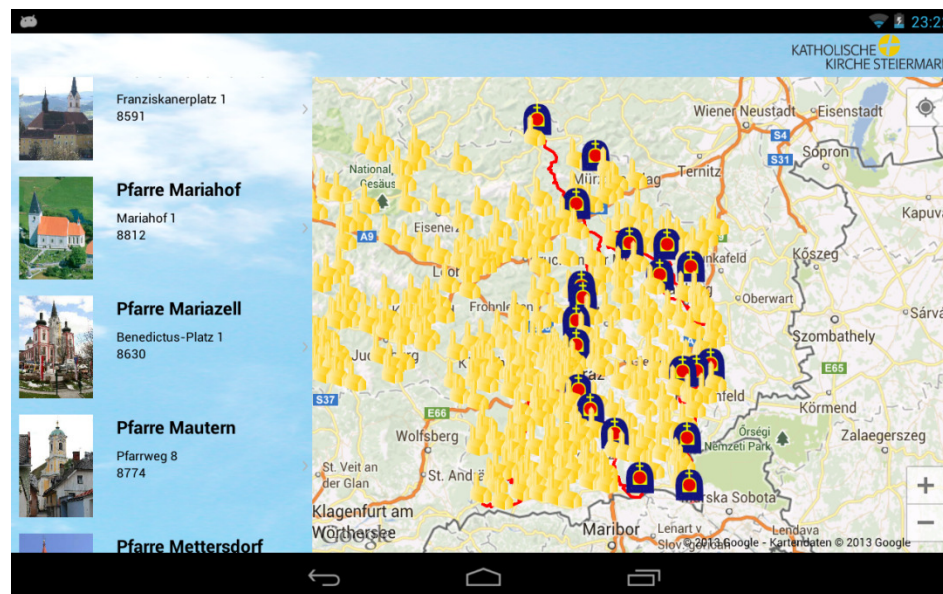
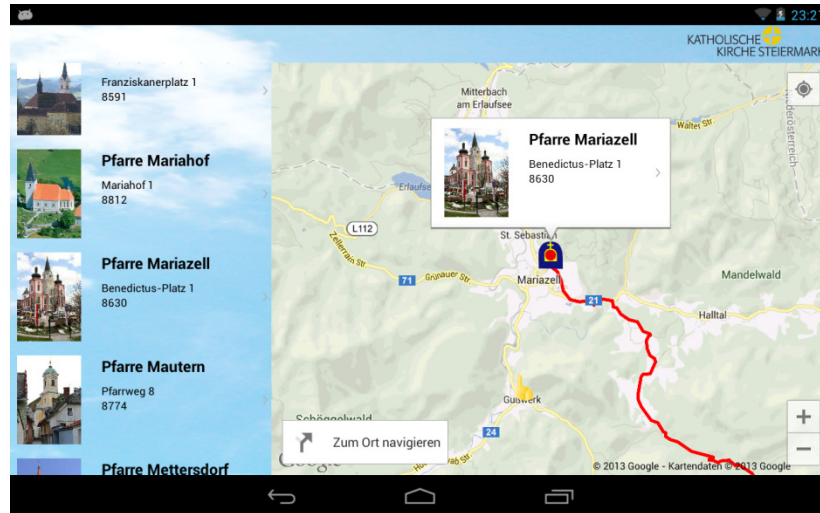
Turn ideas into practice!

Some impressions of the app...



Let's experience the virtual pilgrimage route together!

Screenshots from the TEST-VERSION June 30.6. 2013



Screenshots from the TEST-VERSION June 30.6.
2013

KATHOLISCHE KIRCHE STEIERMARK

23:23

Franziskanerplatz 1
8591

Pfarre Mariahof
Mariahof 1
8812

Pfarre Mariazell
Benedictus-Platz 1
8630

Pfarre Mautern
Pfarrweg 8
8774

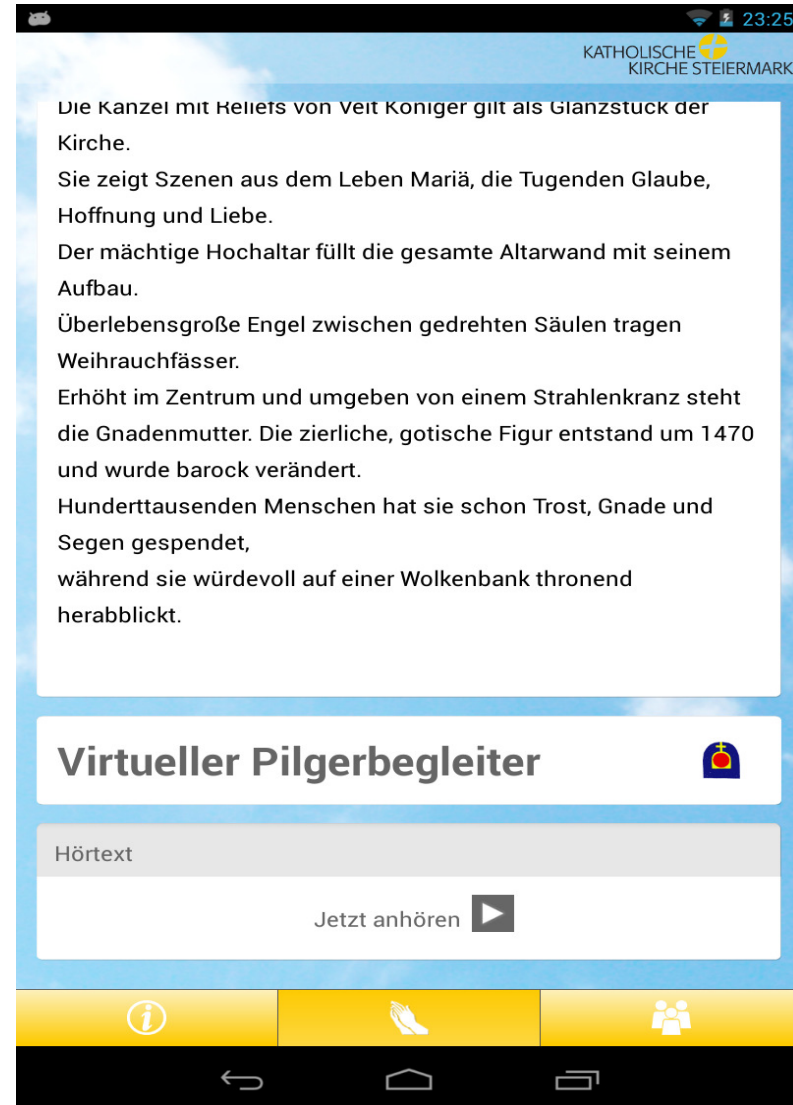
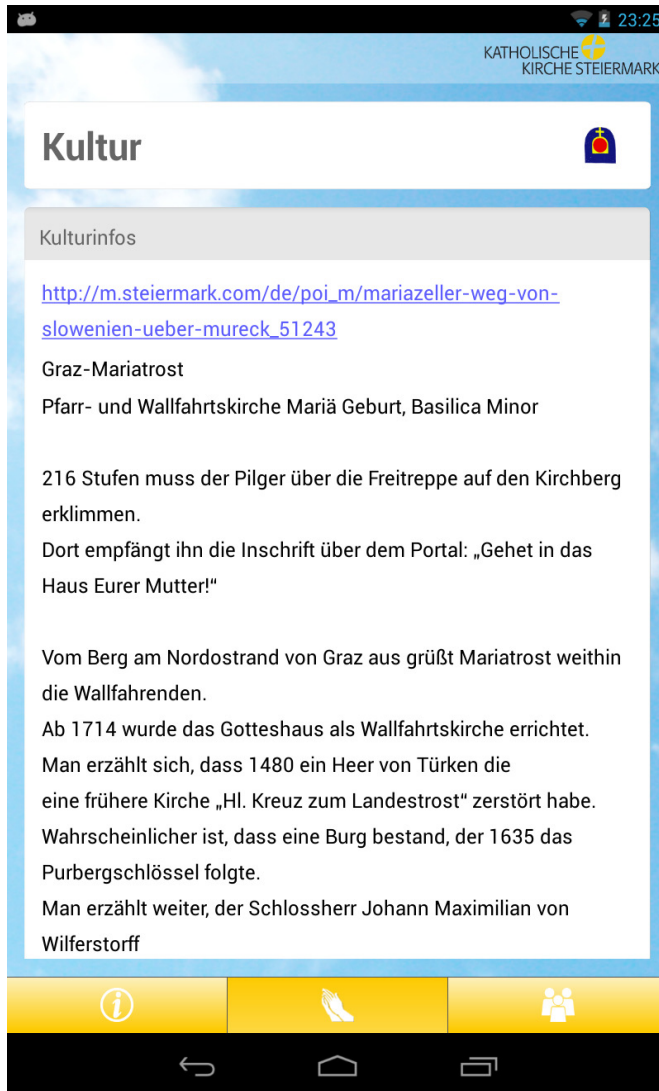
Pfarre Mettersdorf

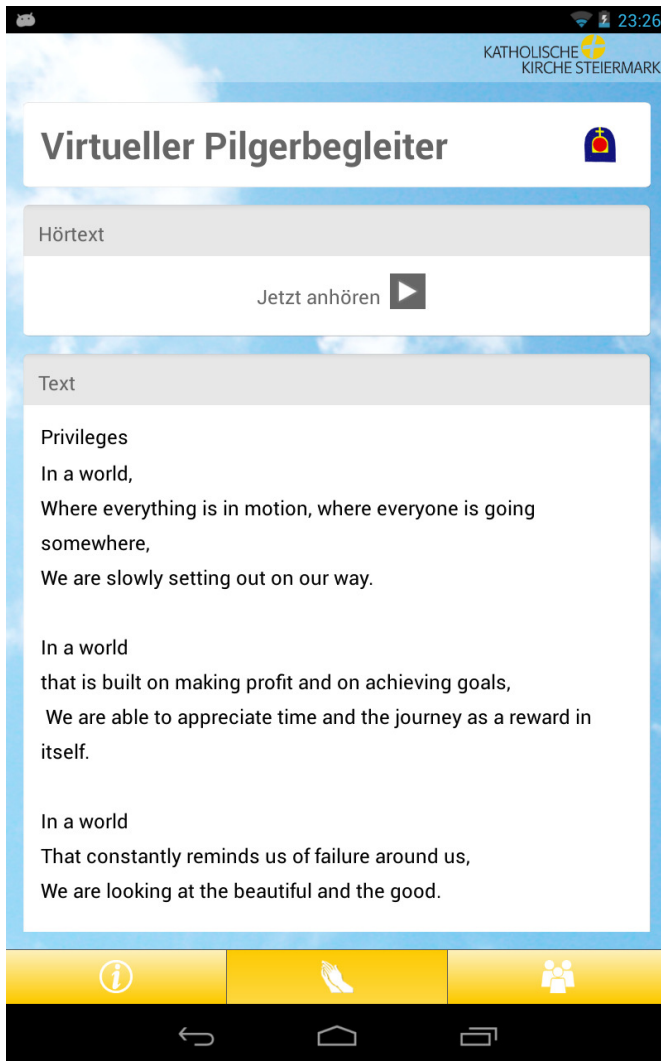
Pfarre Mureck
Kirchenplatz 1
8480

Zum Ort navigieren

© 2013 Google - Kartendaten © 2013 Google

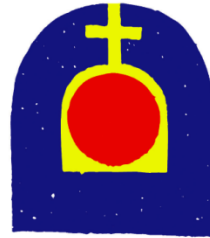
Screenshots from the TEST-VERSION June 30.6. 2013





<http://www.katholische-kirche-steiermark.at/dioezese/ordinariat/amt-fur-offentlichkeitsarbeit?d=pilgern-20-1#.Udqxbsp0myY>

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UND WALLFAHRER

Thank you very much for your attention!

For further inquiries:

www.katholische-kirche-steiermark.at/specials/app

www.graz-seckau.at/pilgern

www.thetris.eu

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