



AM I *e-CREATivE?*

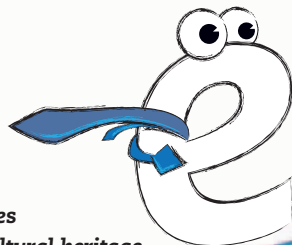


e-CREATE IS CO-FINANCED BY THE EUROPEAN REGIONAL DEVELOPMENT FUND AND MADE POSSIBLE BY THE INTERREG IVC PROGRAMME.



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Dear reader,

Every region has a unique identity - a history, language, heritage and other characteristics that are linked to a particular place. Strengthening and enhancing the diversity of regional identities is a challenge, which we especially face in light of globalization. One key factor is to improve the competitiveness of local tourism. Harmonization and distinctiveness is possible, it is only a matter of creativity.

Modern electronic media, such as smartphone applications and mobile web solutions, give us the opportunity to share regional identity with visitors in new ways. The next pages provide a glimpse of various European solutions to balance competitive disadvantages for entrepreneurs, communities and regions and to support local tourism. Intended as an inspiration, they should also provide an answer to the question: Am I e(lectronically)-creative?

Discover your own possibilities by simply following “easy” – the e-CREATE business developer – around Europe!



Thomas Webel
Minister of Regional
Development and
Transport
Saxony-Anhalt,
Germany

An integrated city app ...

... supplies tourists as well as inhabitants, entrepreneurs and investors with information focussing on tourism, business and public services.

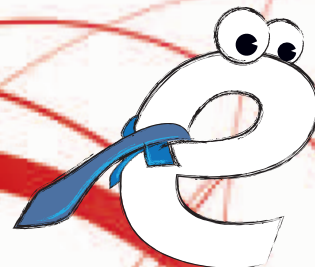
It portrays the special characteristics and the uniqueness of a city or town and helps to improve its image as an innovative and modern municipality.

Note:

- Use existing information from website!
- Start supplier cooperation with ICT service provider!
- Create interface with CMS of the city's website!

Successfull example: Halberstadt App

- clearly structured supply of information
- relevance for different target groups
- no additional editorial effort

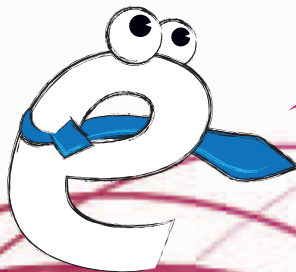


Download the Halberstadt App for iOS <http://alturl.com/qzz6b>
and Android <http://alturl.com/547v2>

A pre-paid card for tourism services including bonus programme ...

... allows visitors to access sights and attractions and offers various discounts on accommodation, catering, spa and more. Tourists can access a list of participating providers through a website or printed material. A bar code on the card makes it easy to handle.

The marketing cooperation of service providers aims to motivate tourists to extend their stay in a particular region. More offers are accepted by visitors leading to an economic benefit for numerous businesses.



Note:

- Survey local market to identify possible cooperation partners!
- Contract an agency for technological processing!
- Train involved service providers in handling and marketing the card!

Successfull example: Visitors' Tourism 3K Card

- > well-structured display of products and services
- > international spread of offers through internet sales in Usti Region



Learn more about the Visitors' Tourism 3K Card:
<http://alturl.com/snb4c>

A resource center for trainings and consultancy ...

... serves as a showroom on web facilities available to SME.
In training and education sessions entrepreneurs are encouraged to use new technologies and supported in implementing new e-services.

In that way customer service, business efficiency and competitiveness of the enterprises are improved.

Note:

- Develop a showroom with ICT equipment!
- Find qualified trainers!
- Set up a schedule for training activities!
- Contact target organisations!



Successful example: I-LAB

- direct contact to SME
- sustainable exchange of knowledge
- use of facilities in the show room



Get an impression of the work within the I-LAB project:
<http://alturl.com/vtugq>

A business contest ...

... serves as a platform to perform inter-linked actions such as guidance meetings at high schools and universities, courses, training seminars and workshops as well as assistance for the realisation of business plans.

By guiding business foundations and awarding innovative enterprises with a high level of promotion and visibility, it supports start-ups and promotes favourable conditions to the spread of innovation.

Note:

- Contract experts of entrepreneurial training!
- Find sponsor for contest!



Successful example: Start-Up Modena. The idea becomes enterprise.

- creation and development of a very wide partnership involving public and private actors
- provision of participating enterprises with high quality and numerous resources
- free of charge participation

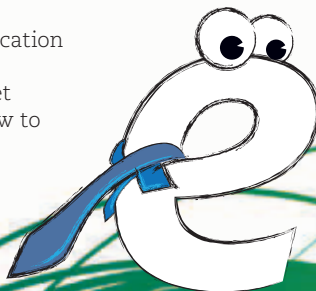


Get in contact with the initiators of the Start-Up Modena contest:
<http://alturl.com/ncagr>

Integration of tourism related service providers into a new, innovative and complex tourism website ...

... supports the uptake of modern information and communication technologies among entrepreneurs. In training sessions on online-marketing and during personal consultations SMEs get a better understanding of the new technologies and learn how to implement and use them for their businesses.

This approach leads to better promotion, integration and development of business activities in the area and enhances innovation, competitiveness and revenues of tourism related SMEs operating at local levels.



Note:

- Survey service providers on interest in such a project!
- Research on suitable software package!

Successful example: Integration of tourism related service providers of Bük

- motivation and willingness of service providers to participate in an innovative project
- support of SMEs by means of training and education
- use of a very complex high quality software



Have a look at the joint web presence of Bük and Bükfördö:
<http://www.visitbuk.hu/>

A route app as a planner for activity holidays ...

... 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 smart phones.

It encourages tourists to engage in active holidays, to spend them in the region and to come back for a second and third time.

Note:

- Use existing infrastructure and elaborated tours!
- Contact tourism full service provider!
- Link to existing websites, create interface with CMS!

Successful example: “Love of Nature“ App

- easy-to-use application
- topographic maps included
- online and offline-mode possible



Download the “Love of Nature” App for iOS and Android:
<http://alturl.com/fderu>

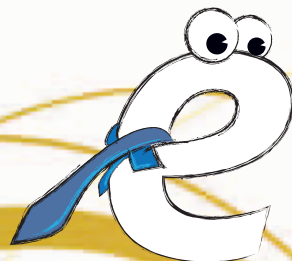
User-generated mobile travel guides ...

... allows anybody to create a mobile travel guide and thus to provide tourists with relevant information on the area.

The platform helps small service providers with low budgets to exploit the mobile channel to promote their offers.

Note:

- Check map2app platform!
- Inform local and regional SMEs about this tool!



Successful example: **map2app**

- provision of a web-based platform
- publication of user-generated content
- distribution via multiple channels



Create and publish your own travel guide:
<http://www.map2app.com/>

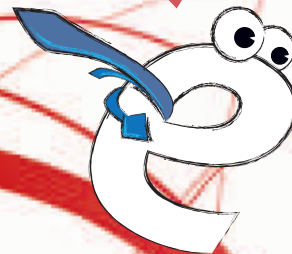
The technological infrastructure in interactive stores ...

... 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 provision of information on a regional level.

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

Note:

- Get the interest of public authorities and tourism companies to implement the project!
- Refurbish information on tourist services and attractions to be used in e-commerce, databases and e-marketing systems!
- Invest in hardware to present information!



Successful example: Interactive Stores of Tourism

- 24 hours provision of tourist information organized across the whole North Region
- creation of networks between municipalities
- stimulation of synergy effects between public authorities and entrepreneurs



Get an impression of the Interactive Stores of Tourism:
<http://alturl.com/5svuq>

An e-service in the field of electronic exchange of digital data ...

... enables exchanges of travel routes among users based on IT systems for gpx-files or Java application. Furthermore, it offers navigational tools. An innovative application gives users the possibility to convert their own graphic and text materials into complete routes and communicate them via mobile devices.

Recommendations of places or services through user-generated content lead to a raised awareness and better knowledge of interesting attractions in the region. In addition to this, a database of places recommended for visiting is created.



Note:

- Invest in necessary equipment, software and licences!
- Programme application!
- Start promotional campaign!

Successful example: **gpsfriendly.com**

- simple and user-friendly upload of routes
- bilingual application (Polish and English)
- links to social networks



Create your own route and get the **gpsfriendly** app for your mobile device:
<http://www.gpsfriendly.com/>

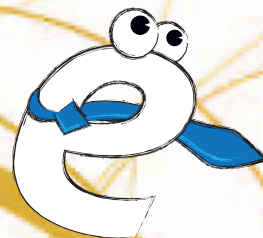
An e-service virtual tourist guide ...

... provides tourists with general and historic information about particular countries. On the basis of GPS data retrieved from the location of the user's mobile device the e-service can find a person's position and transmit it to a server. In turn the visitor receives a data set consisting of text, pictures and audio files on the application on his or her smartphone.

An application containing a virtual guide for tourists is an improvement in the service provision of a region and encourages people to visit places and attractions close to their actual position.

Note:

- Invest in necessary equipment, software and licences!
- Programme application!
- Start promotional campaign!



Successful example: GPS Mobile Guide

- service supply on a client's demand after instalment of smartphone application
- combination of modern technological solutions into one e-service
- bilingual application (Polish and English)
- provision of information about various countries such as Poland, Italy, Spain, France and the USA

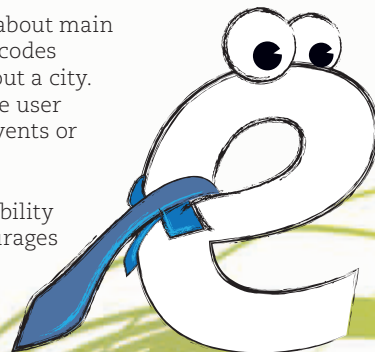


Get the GPS Mobile Guide for your smartphone:
<http://www.gpsmobileguide.com/en/>

A tourist e-information system based on smartcodes ...

... allows users to find out all necessary information about main objects and events to be held in a city or town. Smartcodes functioning as QR codes are placed on signs throughout a city. By scanning them with the help of a mobile device the user receives information to discover interesting places, events or tourist attractions.

An e-information system can help to increase the mobility flows and tourism potential of a town or city. It encourages visitors and inhabitants to take part in events and to visit places. Hence, it brings advantages for local businesses.



Note:

- Decide for information to be published via an e-information system!
- Create a database including texts, pictures and maps!
- Find technological solution for coding and decoding of information!

Successful example: Through Zory to Silesia

- use of smartcodes as revolutionary links between the real-world and the internet
- provision of extended versions of the application including elements of augmented reality
- use as complementary service to tourist information system



Learn more about the project "Through Zory to Silesia":
<http://alturl.com/7jbv7>

Digital dissemination and interpretation of cultural heritage monuments and sites by smartphones ...

... makes information available to visitors in three ways: traditional integration on signs in front of monuments; QR codes to receive information on a smartphone; and content as well as the possibility to share experience on a website. The focus is on telling a good story making monuments and sites vivid and dramatic.

Through the use of storytelling and smartphones cultural heritage becomes more accessible and interesting for the public. The understanding of the cultural heritage is increased by focussing the attention on the cultural heritage monuments and sites in people's everyday environments.

Note:

- Create a prototype for digital dissemination/interpretation!
- Implement a communication package that combines relevant phone functions into a unified application!
- Cooperate with ICT expert for technological implementation!

Successful example: Kulmin

- use of digital communication as an effective tool for publication, adaptation and dissemination of cultural heritage
- moving from protection of cultural heritage to facilitating, making available and visualizing historical monuments and sites
- focus on the process rather than the single app



Find out how Kulmin works:
<http://alturl.com/3idig>



Sustainable promotion and access to cultural heritage by an interregional distribution network ...

... is achieved through the documentation of resources, networking, restoration, signage and the creation of information modules. These can be found in a museum and resource conservation centre.

The project helps to characterize cultural heritage especially in cross-border areas and consequently create and value cultural routes.

Note:

- Use multiple approaches to study, evaluate and create value for cultural heritage!
- Find cooperation partners with similar interests in the respective field of study!



Successful example: Via de le Plata

- > use of sustainable working methods and recyclable material
- > cross-border cooperation



Learn more about the Via de la Plata project:
<http://alturl.com/4zrvr>

e-CREATE stands for “Cultural Routes Entrepreneurship and Technologies Enhancement”.

By promoting the use of new technologies the project aims to increase the competitiveness of service-oriented tourism enterprises in rural areas along cultural routes. Based on the identification of good practices, the project elaborates policy recommendations.

In particular, these proposals will address decision-makers at local and regional levels in order to provide a basis for the enhancement of supply-side oriented policies.

Further information on the good practice examples and the project can be found at: www.e-create-project.eu
Social Media:



LinkedIn

This brochure was realised as part of the e-CREATE project.

Lead Partner of the e-CREATE project:

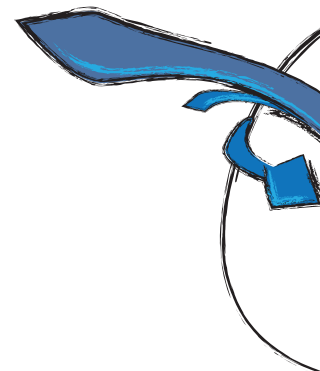
Ministry of Regional Development and Transport
of the Federal State Saxony-Anhalt
Turmschanzenstr. 30, 39114 Magdeburg, Germany
www.e-create-project.eu

Design:

Hoffmann und Partner Werbeagentur GmbH, Magdeburg

Print and Processing:

Stelzig Druck, Magdeburg





Regione Lombardia





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