Hallein Virtual Tour Guide

Study Visit Salzburg, 3 – 5 July 2013

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Background

• Commissioned by the Tourism Association of Hallein
• Rich cultural and natural heritage in Hallein
• Difficult to attract visitors

Objectives

• Attract domestic/international visitors to come to Hallein
• Revitalise historic trails (Knappensteig)
• Provide entry points to main attractions: Celtic Museum, Salzwelten, Silent Night Museum
Target groups

• Residents and visitors
• Younger people and families
• People acquainted with new technologies

Approach

• Utilise new media and technologies
• Multilingual: English and German
• Interactivity – involve users
Two virtual Hallein tours

- Knappensteig Adventure Tour
- City Tour Hallein
- Main themes: Celts, salt, nature

Tourism information

- Main attractions in Hallein
- Tourism information Hallein/Bad Dürrnberg
Knappensteig Adventure Tour

Content

• 7 points of interest
• Linear tour (Pernerinsel – Dürrnberg)
• Audio guide Celtic Village

Information provided

• Continuing story told by siskind
• Additional information on attractions
• Multimedia: images, videos and audio
• Interactive features (quiz)
Content

• 17 points of interest
• Opportunity to explore city at random

Information provided

• Brief information on attractions
• Multimedia: images, audio, videos
Main attractions

• Celtic Museum
• Silent Night Museum
• Salzwelten

General tourism information

• Tourist information Hallein/Bad Dürrnberg

Study visit | Salzburg, 4 July 2013
Concept

- Hallein Tourism Association
- Salzburg Research
- Celtic Museum and Salzwelten

Main content providers

- Hallein Tourism Association
- Celtic Museum / town archive
- Salzwelten
Technical realisation

- Salzburg Research (concept)
- Nous Guide (app development)

Availability

- Download from app store
- Lending service at Hallein Tourist Information
Concept development

• Develop overall concept
• Concept & storytelling specification
• Visit the site and get familiar
• Technology to be used

Content collection

• Get overview of available content
• Content collection and digitisation

Clarify rights
Content development

- Writing of texts
- Shortening of texts
- Translation
- Editing and proofreading

Technical realisation

- App development (Nous Guide)
- Design and user interface

Professional speakers (German, English)
Testing & refinement

• Usability
• Storytelling
• Technical realisation

Finalisation

• Presentation to contractor
• App release
• Make available (Download, lending)
Lessons learned

• Iterative, collaborative process that involves various expertise

• Time and resource intensive process

• Close collaboration with stakeholders (content holders, technical development) pivotal

• Collection, manipulation and development of a content major activity