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IPER

ICT to promote Cultural Heritage

DERIVERABLE DESCRIPTION

CASE STUDY



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Title of the initiative	App “Ciudades Patrimonio de España”
Introduction	<p>The Spanish Group of World Heritage Cities, GVAM and Fundación Orange presented the app “Ciudades Patrimonio de España” (eng: Heritage Cities of Spain), accessible to people with sensory disabilities, thanks to the Áppside project (www.appside.org). This app, designed for all audiences, presents 11 proposals for cultural tourism around Spain, with audios and images that have been adapted to the needs of people with visual or auditory functional diversity. It is available for download on iOS and Android devices, completely free of charge.</p>
Background	<p>Salamanca, Baeza, Cuenca or Alcalá de Henares are some of the World Heritage Cities of Spain, whose must-see visits are an experience for the all senses. However, the nomination granted by Unesco for these 15 beautiful and historic cities does not imply that they are accessible places for all people, especially those with physical, intellectual or sensorial disabilities.</p>
Proposed solutions/changes	<p>For this reason, the Spanish Group of World Heritage Cities has created, together with the GVAM and Fundación Orange , a free mobile application to provide information on the accessibility spots of 15 historic cities: “Ciudades Patrimonio de España”.</p> <p>Before visiting each of the 15 Heritage Cities, the user can choose and download exclusively the tourist plans and accessible resources that he needs. The app has subtitling, videos in Spanish Sign Language (LSE) for deaf people or audio description (AD) for people with visual disabilities. Additionally, you will find a link to the specific apps of each of the 15 Heritage Cities.</p> <p>In total, this collaboration between the Spanish Group of World Heritage Cities, the Orange Foundation and GVAM has led to the creation of more than 600 videos in sign language, 600 locutions, 600 audio descriptions and around 1,500 photographs that facilitate access to culture to all travelers, regardless of their sensory abilities.</p> <p>The 16 apps developed together with the Spanish Group of World Heritage Cities are part of the Áppside project, promoted by the Orange Foundation and GVAM to bring culture closer to all audiences. Áppside promotes the creation of guidance applications that allow preparing the visit and discover autonomously the most representative museums and cities of the national heritage.</p>



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<p>Evaluation of the Case</p>	<p>Strengths: Digital tourist guide that include physical, visual or auditory accessibility information for people with disabilities.</p> <p>Opportunities: People with some type of disability and their friends or family can consult the facilities of the points and routes of interest of these iconic cities.</p> <p>Weakness: The information is given only in Spanish language.</p> <p>Threats: Excluding a significant amount of tourists coming from abroad.</p>
<p>Recommendations</p>	<p>Áppside promotes the creation of guided tours' applications that allow people preparing their visit and discover autonomously the most representative museums and cities of the national heritage. All these apps are characterized by offering a cultural content intended for a general public but which, in addition, is adapted to the needs of people with functional and sensory diversity. More than 62,000 tourists have made use of this content, downloading apps on iOS or Android. Several of the participating cities have already begun to translate the contents into different languages with the aim of continuing to enhance cultural tourism and facilitate autonomous visits to these destinations also for foreign tourists.</p>
<p>References</p>	<p>http://www.fundacionorange.es/presentamos-la-app-ciudades-patrimonio-de-espana/</p> <p>https://play.google.com/store/apps/details?id=com.gvam.ciudadespatrimonio&hl=es</p> <p>https://www.gvam.es/las-15-ciudades-patrimonio-de-la-humanidad-estrenan-su-app-de-turismo-cultural-por-espana/</p>

Graphics, material and pictures



Ciudades Patrimonio de España

GVAM Guías Interactivas Viajes y guías

PEGI 3

No tienes dispositivos.

Añadir a la lista de deseos

Instalar



GVAM

MOBILE GUIDES FOR ALL

peregrinar a Santiago de Compostela o recorrer las dos ciudades extremeñas Patrimonio de la Humanidad, Mérida y Cáceres.





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Title of the initiative	Digitalization of Museo Arqueológico Nacional (MAN) Virtual Reality and “Vivir en...” app
Introduction	The National Archaeological Museum (Madrid), in collaboration with Samsung, installed five stalls equipped with as many Galaxy VR virtual reality glasses and Galaxy S7 phones in the permanent exhibition. It is a pioneer experience in Spain that has supposedly promoted the digitization of the 4 floors and 40 rooms of the permanent museum exhibition.
Background	<ol style="list-style-type: none"> (1) To reinvent the concept of the museum itinerary (2) Digitalization of the museum (3) Attract young tourists (14-26 years old) (4) To prepare the visit in advance (5) To put the visitor in the analyzed historic period of time
Proposed solutions/changes	<ul style="list-style-type: none"> ❖ Agreement between MAN and Samsung ❖ They created an independent team composed of experts: producers EL RANCHITO y EMPTY, illustrators and animators SOPA DE SOBRE, 3D team, supported by other specialists in the sector and coordinated by Magoga Piñas Azpitarte, director of the project for the audiovisuals for museums. They constantly consulted with all the museum’s departments for the best execution of the project. <p>At the National Archaeological Museum, thanks to the agreement with Samsung signed in 2016, visitors now can travel through time to recreate how our ancestors lived. New technologies of virtual reality allows the visitors to follow the explanations of a virtual guide, a 21st century archaeologist, who accompanies the public by this time travel, visitors travel through spaces like caves that were inhabited in the Paleolithic, the streets of a Celtiberian village, the forum of a Hispanic-Roman city, a Caliphate period market or a house of the Golden Age. This entire virtual tour has been designed with the scientific support and advice of the Museum team and the technical and financial participation of Samsung. This innovative project configures also with multiplatform features, considering that the ‘MAN Virtual’ free app, called “Vivir en...” (“Living in...”), is available on smartphone, tablet, Samsung Gear VR and Web version.</p> <p>In addition, a new perspective is offered to visit the National Archaeological Museum: users can access directly from home or school, offering new decision-making possibilities when planning their</p>

	<p>visit to the museum. Through the Samsung Smart School citizenship program, implemented in 32 educational centers throughout Spain, they have also organized roadshows and special actions in schools to promote among the students the patrimony that the MAN guards. For the creation of this project, 404 panoramas have been created, for which they have taken more than 15,000 photographs with advanced realization and post-production techniques to eliminate the reflections of the display cases. In the case of virtual reality content, made to enjoy with Samsung Gear VR, 11 VR panoramas are shown in museum halls and performed in stereoscopic cameras that allow the visitor to immerse themselves in a greater historic realism.</p> <p>Finally, thanks to the agreement with Samsung, MAN installed a videowall in the main lobby of the museum, consisting of 12 LED panels with the most advanced visual display technology, in addition to 80 new tablets that are used as multimedia guides by visitors.</p>
<p>Evaluation of the Case</p>	<p>Strengths:</p> <ul style="list-style-type: none"> – Digitalization of the MAN through: <ul style="list-style-type: none"> ○ Virtual reality system. ○ “Vivir en...” museum app available on smartphone, tablet, Gear VR and Web version. – Samsung financial and technical support. <p>Opportunities:</p> <ul style="list-style-type: none"> – New ways of experiencing a museum. – Tools that serve as pull factors for the visitors. – It promotes a greater dissemination of historical heritage. – New forms of accessibility to the exhibitions <p>Weakness:</p> <ul style="list-style-type: none"> – Digital service and equipment require constant maintenance. – Continuous website and social networks updating to reach and keep informed the potential visitors. <p>Threats:</p> <ul style="list-style-type: none"> – Visitors could abuse or misuse the VR equipment. – Technology getting older

Recommendations	<p>The specialists who have worked on virtual reality in the museum and in other areas insisted on the importance of the user interactivity and immersion as two of the key elements to involve and engage the visitors to the exhibition.</p> <p>Instead, the online version 360° panoramic tour of the MAN can be seen also as a digital replica of the exhibition for all those who cannot physically go to the Museum, allowing computerized reproductions, images and filming, from the exhibition routes to their illustrations, texts, etc.</p>
References	<p>http://www.man.es/man/dms/man/museo/prensa/notas-de-prensa/20170508-virtual-samsung/NdeP-Realidad-virtual-MAN-Samsung/NdeP%20Realidad%20virtual%20MAN-Samsung.pdf</p> <p>https://www.expansion.com/economia-digital/innovacion/2017/05/09/5910a17f468aeb82018b45aa.html</p> <p>https://www.abc.es/cultura/arte/abci-realidad-virtual-para-viajar-museo-arqueologico-nacional-201705090050_noticia.html</p> <p>https://www.larazon.es/tecnologia/el-museo-arqueologico-virtual-y-en-3d-FD17055176</p> <p>https://www.youtube.com/watch?v=1oTSLZhJmzg</p> <p>http://www.man.es/man/en/estudio/publicaciones/boletin-man/2010-/2015-32-Pinas</p>
Graphics, material and pictures	





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Title of the initiative	“Turismo Accesible” by Equalitas
Introduction	<p>Equalitas Vitae, a consultancy agency specialized in accessible tourism, has wanted to gather all the companies committed to accessibility to create a directory, divided by Spanish autonomous communities. Thanks to a very simple map to use, users can access to see all the adapted places in the Spanish regions and, following this webguide, plan their trip.</p>
Background	<p>In the world, 15% of the population suffers from some type of disability, so adapting the facilities is not just something important but totally necessary. Tourism must be for everyone, without restrictions of any kind, so adapting destinations equally should be crucial for both tourism agents and governments.</p> <p>There are many companies that work every day to improve the travel conditions of people with mobility difficulties or other disabilities, adapting the facilities of hotels, shops, restaurants and others so that everyone can have access to them. Thanks to its great work, accessible tourism in Spain is a reality that allows many people to travel and get to know other parts of the country.</p>
Proposed solutions/changes	<p>The application “Turismo Accesible” by Equalitas basically contains the same information that people can find on the web. When a traveler is organizing his trip, he usually does it from home through the Internet with the computer: accommodation, activities, etc. but, once he arrives to the destination, the traveler will not carry the computer in tow. Instead, he will take his cell phone or tablet.</p> <p>What Equalita achieved has been to transfer all this information to an app to make it much more interactive from the mobile device, more intuitive and through geolocation it tells you what you have around you by product category: like restaurants, leisure, accommodations or type of transport. For example, if the traveler is visiting a museum or taking a walk and he feels like having a coffee, the app lets him know what bars or cafes with adapted bathrooms he has around you. It also allow the visitor to subjectively assess and rate museums, interpretation centers, accommodation, etc. that appear on the web and the users can subjectively assess, based on their needs, how they find it accessible.</p> <p>The guide includes hotels, apartments, cottages, bars, restaurants and leisure attractions such as parks, museums, beaches or cultural</p>

	<p>property. In addition, Equalitas Vitae also certifies accessible premises, thus contributing to a larger network of tourism venues accessible to everyone.</p>
Evaluation of the Case	<p>Strengths:</p> <ul style="list-style-type: none"> – Facilitate the information about tourist attractions and cultural heritage sites accessible for people with disabilities. <p>Opportunities:</p> <ul style="list-style-type: none"> – Promote cultural heritage sites and helping people with difficulties through an efficient and affordable digital instrument. <p>Weakness:</p> <ul style="list-style-type: none"> – Available only on Android Smartphone – Limited to few countries: Spain <p>Threats:</p>
Recommendations	<p>Equalitas Vitae, is an accessibility consultancy specialized in creation and promotion of accessible tourism and manages the accessible tourism portal of reference in Spain. Since the beginning of 2015, Equalitas Vitae has begun to include accessibility information also for international tourist destinations. Belgium and Germany are some of the tourist destinations with which they are collaborating to create and promote new internationally accessible tourist destinations. Therefore an extra work should be done to expand to a wider geographical area, at least to all Europe's countries.</p>
References	<p>https://play.google.com/store/apps/details?id=com.equalitasvitae.app2&hl=es</p> <p>https://www.equalitasvitae.com/es/home/</p> <p>https://www.travindy.com/es/2019/05/equalitas-vitae-trabajando-por-un-turismo-100-accesible/</p> <p>http://turismososteniblemedia.com/equalitas-vitae-la-guia-del-turismo-accesible/</p>

Graphics, material and pictures



Turismo Accesible by Equalitas

EQUALITAS VITAE Consultores y Asesores S.L.

★★★★★ 31

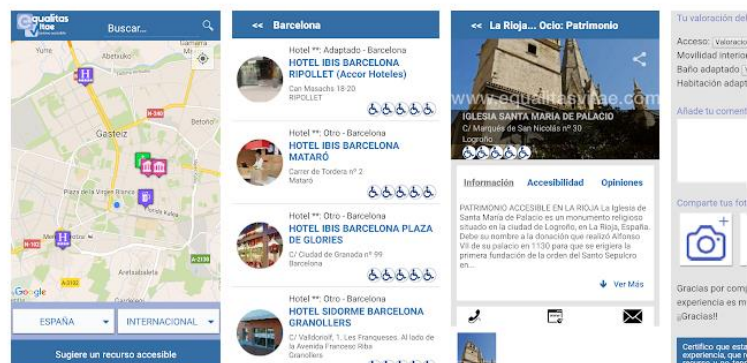
Viajes y guías

PEGI 3

No tienes dispositivos.

Añadir a la lista de deseos

Instalar



OPINIONES

Política de Reseña

4,5
★★★★★
31 en total




- Abigail Montes**
★★★★★ 4 de octubre de 2019

Hola, quiero saber cómo se la utiliza a la aplicación, si me podrían responder les agradecería
- Un usuario de Google**
★★★★★ 17 de diciembre de 2018

Como idea lo veo.... Pero la información, que busqué, es de la provincia donde vivo (Pontevedra) y parece que estuviera aún pendiente de que (Colón -discapacitado) ,nos descubriera
- Xavier Duacastilla Soler**
★★★★★ 14 de noviembre de 2018

¿En lugar de esperar a que lo rellenemos los cojos por qué no lo hacen los establecimientos?
- Ana Maria Moreno Lavilla**
★★★★★ 8 de mayo de 2016

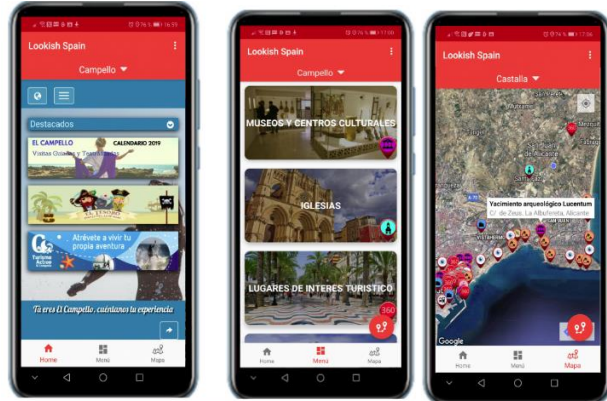

	
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Title of the initiative	Lookish Spain Tu App de turismo
Introduction	Lookish Spain is an interactive tour guide in 360º, with the possibility of specific searches of tourist places, zooming in to see details of interiors and touristic tours of Alicante where tourists will be able to see what they will find even before flying.
Background	Everyone would like their holidays to be unlimited, but for most people it is unthinkable, work and economic cost make it impossible. To these more common factors are often added others, of a different nature. Disability of all kinds prevents millions of people in Spain from not enjoying the cultural and natural heritage that their country offers to them.
Proposed solutions/changes	<p>Thanks to virtual reality, it's possible to travel without moving from home. Lookish Spain uses it to discover new places, to organize trips and not to be disappointed by wasting this precious and limited time of holidays.</p> <p>Lookish 360 goes beyond the already known Street View, allowing users to enjoy spectacular views in high resolution and with free controls. You can explore museums, churches, restaurants and touristic places with full detail luxury in 360º.</p> <p>In addition, using VR glasses, the images have a three-dimensional appearance that increases the sense of realism. Virtual glasses, or so-called virtual reality helmets (VR), have revolutionized the way we see the world.</p> <p>The goal of Lookish is to use all the technologies available to create a tourist guide that revolutionizes the way of travel.</p> <p>Lookish 360 provide multiple features:</p> <ul style="list-style-type: none"> - Exploring interiors of churches, museums, monuments and historic buildings, all in 360º. - Discovering the city from a map, click on the point you want to visit and Google Maps will take you. - Virtual reality glasses for a realistic experience. - Sharing your experiences on social networks and leave comments for next travelers. - Audio guide to tell you about each place the most

	<p>interesting in an enjoyable way, with anecdotes and experiences of his own as he is not only a historian but also a tireless traveler.</p>
<p>Evaluation of the Case</p>	<p>Strengths:</p> <ul style="list-style-type: none"> - The app helps you not to waste time and money resources and to get focus on sites that you'd actually visit and learn. - You can access to an audio guide in several languages containing comprehensive information regarding the site. <p>Weakness:</p> <ul style="list-style-type: none"> - Currently, the App is still limited to a relatively small geographical area (Alicante area). - The wealth of the database depends on the generosity of people who decide to share their multimedia material with the community. <p>Opportunity:</p> <ul style="list-style-type: none"> - Virtual reality makes it possible to break down physical barriers that can hinder travels. - Strong investment in the project could make it possible to extend it to a wider geographical area. <p>Threats:</p> <ul style="list-style-type: none"> - The fact of diving into a "parallel world" can lead to an estrangement from the surrounding environment creating dangerous situations for one's physical well-being.
<p>Recommendations</p>	<p>The app is particularly useful for tourists with disabilities because they can see if the sites they visit have architectural barriers. This guide gives people with reduced mobility who cannot travel the possibility of having a tourist experience virtually going into the sites.</p> <p>For these reasons, Lookish Spain is a perfect example of the use of technology to facilitate the accessibility of cultural heritage.</p>

<p>References</p>	<p>https://lookishspain.es</p>
<p>Graphics, material and pictures</p>	<div data-bbox="603 526 1212 925">  </div> <p>Alicante.</p> <div data-bbox="625 1070 1264 1352">  </div>

Title of the initiative	Museo Tiflológico de la Once
Introduction	The Typhlological Museum (inaugurated in 1992) is a cultural space dedicated to the exhibition of artistic works and typhlological material (utensils, devices and specific aids for blind and visually impaired people, models, etc.), which are made perceptible through the sense of touch.
Background	<p>Although it is aimed at the blind or visually impaired, the Typhlological Museum can be visited by anyone and every year they step on their rooms some 12,000 people, including, in addition to the blind, many schoolchildren, architecture students and art lovers. The museum has four rooms in which:</p> <ul style="list-style-type: none"> – models of national and international monuments and buildings of the World Heritage Site are shown; – works of painting, sculpture and textile art made by blind and visually impaired artists; – typhlological material and documents that explain the history of the blind and temporary exhibitions of different materials related to blindness; – exhibitions of works by Spanish and foreign artists. <p>In the museum there are 38 models, among which are reproductions of the caves of Altamira, the Lady of Elche, the Aqueduct of Segovia, several models of the Alhambra, the cathedral of Santiago de Compostela and the basilica of the Pilar, the Royal Palace, the door of Alcala. In the international hall we can also see, touch and even smell (the model of the city of Jerusalem has aroma), the tower of Pisa, the Kremlin, the Eiffel Tower, the Statue of Liberty, the Mausoleum of Taj Mahal.</p>
Proposed solutions/changes	The art works and models are equipped with posters and explanations in Braille, in text for the visually impaired and in audio, with both practical and historical explanations of all the monuments. In addition, the lighting, the color of the walls and its contrast with the rest of the elements are designed to facilitate the orientation within the rooms to people with visual problems. Blind people also have tactile guidance systems, such as the double pavement texture, differentiating the circulation area from the exhibition area, and sound systems, such as the information provided by elevators and photoelectric cells that are both at the general entrance and in the access of each room. Every week a restorer goes to the museum to repair or fix any damage that may have occurred in the pieces.



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Evaluation of the Case	<p>Strengths:</p> <ul style="list-style-type: none"> - Accessibility facilitate for blind people <p>Opportunities:</p> <ul style="list-style-type: none"> - Digitalization <p>Threats:</p> <ul style="list-style-type: none"> - Combine ICT with accessibility <p>Weakness:</p> <ul style="list-style-type: none"> - Digitalization
Recommen dations	<p>The museum, which is highly innovative for the accessibility for blind people, could be more effective if it invested in digitization by leveraging on ITC and new technologies.</p>
References	<p>http://museo.once.es/home.cfm?id=103&CFID=6167400&CFTOKEN=72509319&jsessionid=2a30b39ab7481a352c47</p> <p>https://www.youtube.com/watch?v=P7uTZ-n42JM</p>

**Graphics,
material and
pictures**





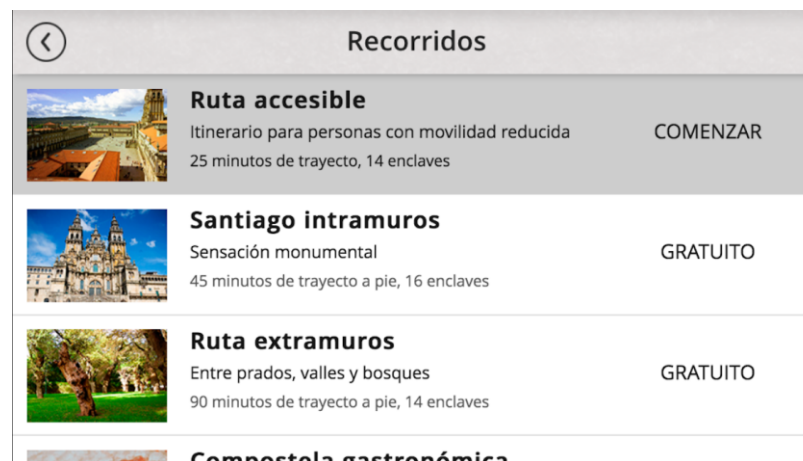


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Title of the initiative	Santiago de Compostela - App
Introduction	<p>The Tourism Department of Santiago de Compostela has released a mobile application for planning the visit to the city. It is a multimedia guide that proposes different cultural routes and has been promoted by Fundación Orange and GVAM within the framework of the Áppside project.</p>
Background	<p>Every year hundreds of thousands of pilgrims walk the Way of Santiago for several reasons, both religious and spiritual, to get away from their daily life and connect with nature and face new challenges.</p> <p>The Way of Santiago is not only a religious site, but cultural too. The length of the Way and the several points of interests along it make a guide necessary.</p> <p>Currently, people have the possibility of use digital guide on their smartphone. Unfortunately, sometimes these new forms of digital guide can be not enough helpful for people with disabilities.</p>
Proposed solutions/changes	<p>This app, designed for all audiences, has audios and images adapted to the needs of people with visual or hearing disabilities, as it integrates audiodescriptions, subtitling and videos in Spanish sign language. It can now be downloaded for iOS and Android devices for free.</p> <p>The App offers four different paths, according to needs and taste of every participants. The path "Santiago Intramuros" proposes a walk through the main monuments and sites of reunion linked to the history and the traditions of the city. Delicacies from the kitchen of Compostela are the object of the "Ruta Gastronómica"; it is destined to well-eating lovers. The contemporary architecture contrasts with the baroque city. Along the "Ruta Extramuros", for who wants to know and enjoy the natural environment of Santiago.</p> <p>In addition, the App includes the so-called "Ruta Accessible". It is a path through the main points of interest which are adapt for the necessities of people with reduced mobility. By the option "Accessibility", the user can choose and download only</p> <p>the resources it needs:</p> <ul style="list-style-type: none"> - Subtitles; - Videos in Spanish Sign Language (LSE), developed for the

	<p>Foundation CNSE (Confederación Estatal de Personas Sordas);</p> <ul style="list-style-type: none"> - Audiodescripción (AD).
Evaluation of the Case	<p>Strenghts:</p> <ul style="list-style-type: none"> - designed for all audiences; - adapted to the needs of people with sensory disabilities; - free for all. <p>Weakness:</p> <ul style="list-style-type: none"> - / <p>Opportunities:</p> <ul style="list-style-type: none"> - a deep collaboration with local authorities and association colud bring a strong facilitation of the experience for peligrins with disabilities. <p>Threats:</p> <ul style="list-style-type: none"> - /
Recommendations	<p>The Santiago de Compostela app has been developed within the framework of the Áppside project, which promotes the creation of tourist guide applications that allow visitors to learn and discover independently the most representative museums and cities of our heritage. All these apps are characterized by offering cultural content aimed at a general public but, in addition, adapted to the needs of people with sensory disabilities.</p>
References	<p>https://www.gvam.es/santiago-de-compostela-estrena-app/</p> <p>http://www.appside.org/index.php</p> <p>http://www.apssc.es/2016/10/nueva-app-ruta-turistica-de-santiago-de.html</p> <p>https://play.google.com/store/apps/details?id=santiago.gvam.es&hl=es</p>

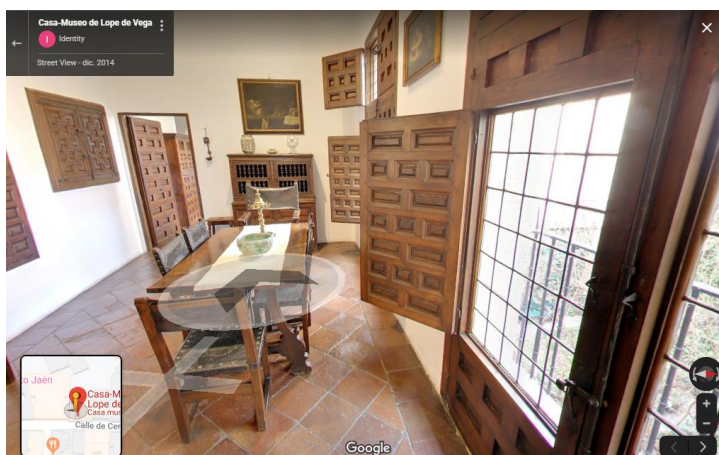
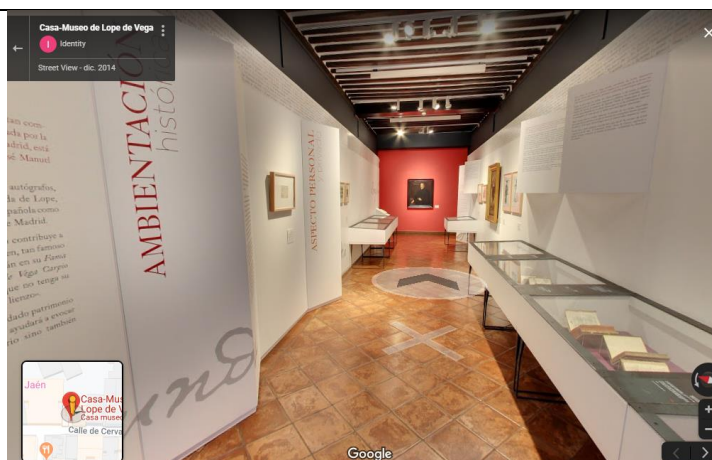
Graphics, material
and pictures



Title of the initiative	Lope de Vega House Museum Accessibility
Introduction	The House-Museum of Lope de Vega (Spanish: Casa-Museo de Lope de Vega) is a writer's house museum in the former home of the "golden age" writer Lope de Vega, located in Madrid (Spain).
Background	The Lope de Vega House Museum has several resources related to TICs which focus on improving both physical and auditory accessibility so that everyone can get to know and enjoy the writer's home.
Proposed solutions/changes	<p>Physical accessibility:</p> <ul style="list-style-type: none"> – Due to the architectural characteristics of the house of the XVII century, the access to the upper floors is impossible for most people with some physical disability and difficult and for those with reduced mobility. The Lope de Vega House Museum has developed the free mobile application, Bemuseums, which works via bluetooth and with the museum's wifi network. Through it, the visitor can find photos, videos and texts, also audio-guide system, with explanations about the history of the museum. It is also possible to visit the house-museum with Google Virtual Tours. It works on the same system as Street View, allowing the visitor with physical disability to take a tour in each upstairs room of the exhibition from a remote position. <p>Auditory Accessibility:</p> <ul style="list-style-type: none"> – Sign Guides: videos in sign language in which the information of the guided tour is reproduced. The museum offers to visitors with hearing difficulties a mobile device with such material that must be requested when booking the guided tour. These videos are also available on YouTube.

<p>Evaluation of the Case</p>	<p>Strengths: Excellent attention to the needs of all people with physical disabilities.</p> <p>Opportunities: Greater dissemination of information about museum's visits and exhibition through digital channels.</p> <p>Weakness: Bad architectural characteristics of the house that exclude people with physical disabilities to go up to the second.</p> <p>Threats: Leaving out people with physical disabilities from an important part of the visit of the museum.</p>
<p>Recommendations</p>	<p>The activity program of the Museum includes actions designed specifically for people with visual, auditory or intellectual disabilities. Instead, people with reduced mobility, such as those in a wheelchair, are not able to visit all the rooms of the museum, especially the ones upstairs due its old architectural structure. However they can see them with a digital guide thought and designed by the museum.</p>
<p>References</p>	<p>http://www.casamuseolopedevega.org/es/datos-utiles/accesibilidad-en-el-museo</p> <p>https://www.youtube.com/playlist?list=PLeSFXJ_DVki6FwCFgTsdTu_6Mp-m4lc-</p>

Graphics, material and pictures



YouTube ES

Buscar

Casa Museo Lope de Vega (vídeo en lengua de sign...

ESPACIOS PARA EL ARTE - 2/10

01. Introducción a la Casa Museo Lope de Vega (SIGNOGUÍA) ESPAÇOS PARA EL ARTE 1:00

02. Breve historia de la Casa Museo Lope de Vega (SIGNOGUÍA) ESPAÇOS PARA EL ARTE 1:52

03. El jardín de la Casa Museo Lope de Vega (SIGNOGUÍA) ESPAÇOS PARA EL ARTE 0:38

04. La fachada y el zaguán de la Casa Museo Lope de Vega (SIGNOGUÍA) ESPAÇOS PARA EL ARTE 1:46

05. El interior de la Casa Museo Lope de Vega (SIGNOGUÍA) ESPAÇOS PARA EL ARTE 3:45

07. El comedor y la alcoba de las hijas de la Casa Museo... ESPAÇOS PARA EL ARTE 9 visualizaciones

02. Breve historia de la Casa Museo Lope de Vega (SIGNOGUÍA)

22 visualizaciones

0 0 COMPARTIR GUARDAR

ESPACIOS PARA EL ARTE

ESPACIOS PARA EL ARTE

SUSCRIBIRSE

Vídeo en lengua de signos española de la Casa Museo Lope de Vega

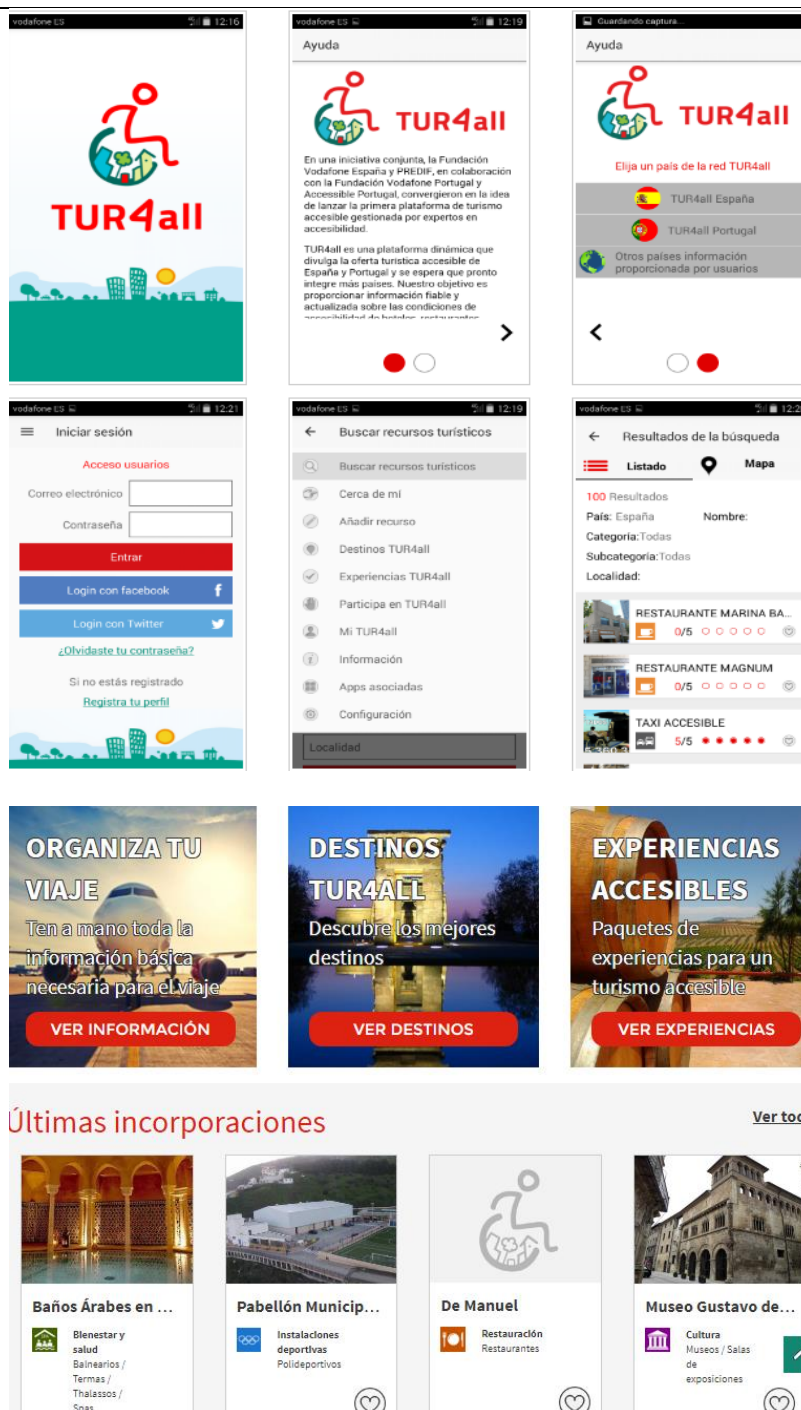
Esta casa museo, situada en pleno Barrio de las Letras de Madrid, ofrece un servicio de signoguías que facilita a las personas sordas la visita a este

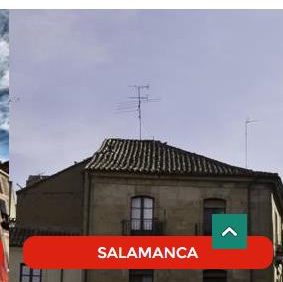
MOSTRAR MÁS

Title of the initiative	TUR4all web and app
Introduction	TUR4all, web and application developed by PREDIF and Vodafone Spain Foundation, is a collaborative platform on Accessible Tourism in which people can inform about tourist establishments, resources and services with accessibility characteristics for all.
Background	When it comes to tourism, one of the recurring demands of people with disabilities and in need of accessibility in general is to have objective and truthful information about the accessibility of the destination and its tourist resources.
Proposed solutions/changes	<p>In TUR4all are published a set of tourist resources created and analyzed by experts in accessibility's sector but also private users through an evaluation questionnaire. So, anyone can participate as an individual, private company or public administration. In addition, users can write comments on tourism resources and rate their level of accessibility and customer service with accessibility needs, among other things. In it visitors can find accommodation, bars, restaurants, wineries, tourist offices, monuments, museums and cultural centers, beaches, recreational spaces, urban routes destinations and experiences.</p> <p>Thanks to TUR4all, tourist destinations can improve the tourist experience for people with disabilities, increase competitiveness, have a communication and marketing channel for the accessible tourism offer and maintain a planned accessibility management. Likewise, the application allows people with accessibility needs to plan their trips and vacations in advance, accessing objective and reliable information about the accessibility of tourist destinations and establishments. In addition, TUR4all is designed to customize the search according to the particular needs of each user.</p> <p>It is available in 11 languages: Spanish, English, French, German, Portuguese, Italian, Mandarin, Catalan, Valencian, Basque and Galician; and allows interaction with social networks. It is also an active community of users who value, rate and comment on the accessibility of tourist establishments and a promotional channel for establishments and accessible tourist destinations.</p>

<p>Evaluation of the Case</p>	<p>Strengths:</p> <ul style="list-style-type: none"> – The app offers objective and reliable information on the conditions of accessibility of the facilities and services in touristic places. – Free of charge and is available for both iOS and Android devices. <p>Opportunities:</p> <ul style="list-style-type: none"> – The website and application enable people with accessibility needs to plan their trips and holidays. <p>Weakness:</p> <ul style="list-style-type: none"> – The information available is limited to one country only: Spain – <p>Threats:</p> <ul style="list-style-type: none"> –
<p>Recommendations</p>	<p>The objective of TUR4all is to promote and improve accessible tourism throughout Spain and, above all, to empower tourists with accessibility needs so that they share information about accessible destinations and experiences and generate other people more confidence and security when it comes to travel. Likewise, it is intended to sensitize tourist destinations and establishments about the advantages of accessibility for their development and growth and for their businesses.</p>
<p>References</p>	<p>https://www.predif.org/index.php?q=aplicaci%C3%B3n-strongtur4allstrong</p> <p>https://www.tur4all.es/es/tur4all</p> <p>https://www.youtube.com/watch?v=o6QQTLmFmIo&feature=emb_logo</p>

Graphics, material and pictures








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Title of the initiative	"Here you can touch it"
Introduction	<p>The Manacor History Museum is a museum center dedicated to the history of Manacor.</p> <p>Some of its most important collections correspond to the rich archaeological heritage of the region.</p> <p>Due to the fragility of the archaeological and paleontological heritage there are no pieces that can be touched so that people who do not see can't enjoy that cultural experience.</p>
Background	<p>Visual impairment concerns blind people (without vision), people with visual impairment and those whose vision has been significantly reduced, such as older people.</p> <p>The nature and degree of visual impairments are multiple and the disabilities they generate vary depending on the individual and the environmental conditions. For example, among the multiple visual impairments we can mention, among others, blurred vision, good vision in a range of reduced distances, reduced or choppy field of vision, difficulties in looking in the form of scanning, reduced vision with high or low level of lighting, sensitivity to abrupt variations in the level of illumination, absence of perspective vision or absence of color vision.</p> <p>It is important to note that people with visual disabilities have other abilities well developed, such as knowing reality through other senses such as touch.</p> <p>Therefore, for people with visual disabilities, it is very enriching to be able to touch the exhibition content with their own hands.</p>
Proposed solutions/changes	<p>To solve these aspects, the responsables of the Manacor Museum have proposed within their possibilities to make 3D prints of the most characteristic pieces of the museum. These pieces are placed next to the originals and are accompanied by a QR code that links to the explanation of the collection.</p> <p>Virtualization and 3D printing technology opens up a world of possibilities and has already been a revolution for visual and haptic accessibility.</p> <p>Thanks to 3D printing, make the culture a little more accessible to people with disabilities and functional diversity.</p>

	<p>“Here you can touch it” is the title of the exhibition that is currently taking place in the museum.</p> <p>In this exhibition the protagonists have not been the original pieces of the museum's collection, but their replicas created thanks to the use of the most advanced virtualization and 3D printing technologies and a thorough hand-painted work.</p>
Evaluation of the Case	<p>Strengths: Allow the participation of people with visual disabilities in their visits to the museum.</p> <p>Opportunities: Satisfy the rights of people with disabilities while promoting the Museum as socially responsible.</p> <p>Weakness: Not having enough 3d printed pieces that represent the global collection of the museum.</p> <p>Threats: The price of 3d printing together with the low budget of the museum.</p>
Recommendations	<p>The pieces could be covered with a paint or a material that resembles texture and temperature to that of the original piece.</p>
References	<p>http://nestormarques.com/tag/manacor/</p>
Graphics, material and pictures	

Title of the initiative	<p>Accessibility to the contents of the Prado Museum</p> <p>Give accessibility in the information about the contents of the exhibition</p>
Introduction	<p>Deaf people do not have access to the information provided in the museum's audio guides and that have a voice-over that explains the contents of certain pieces.</p> <p>At the same time, blind people need the explanation to be made in other terms to have the sensory experience adapted to their abilities.</p>
Background	<p>Among people with hearing impairment there is a great diversity of situations that depend on the degree of hearing loss, the time of onset and the location of the lesion in the ear and whether it is a user of a hearing aid or cochlear implant. There are also other variables (personal, family, educational, social ...) that are involved in the development of a person with deafness.</p> <p>For people with hearing disabilities who use hearing aids, this constitutes the basic element of interaction and integration with the environment. Who is a hearing aid user can not listen to the audioguides with headset so it is necessary to implement the technology of the magnetic loop. A magnetic induction loop is a sound transmission system that facilitates the reception of it to people with hearing aids because it reduces environment noise. The loop generates a magnetic field that contains the audio signal and it is received and amplified as a high quality audio signal by the magnetic telecoil ("T") of the hearing aid. Induction loops can be fixed or mobile).</p> <p>There is another important group of deaf people who only communicate through sign language. These users also cannot access the contents of the audio guides.</p> <p>To do this, in addition to regularly organizing guided tours with sign language interpreters, sign guides should be available so that deaf people can take a guided tour autonomously, any day of the year. The sign guides are portable multimedia devices equipped with a screen in which a subtitled video is reproduced in which a person explains in sign language the most relevant workarts of the museum.</p> <p>Visual impairment concerns blind people (without vision), people with visual impairment and those whose vision has been significantly reduced, such as older people.</p>

	<p>The nature and degree of visual impairments are multiple and the disabilities they generate vary depending on the individual and the environmental conditions. For example, among the multiple visual impairments we can mention, among others, blurred vision, good vision in a range of reduced distances, reduced or choppy field of vision, difficulties in looking in the form of scanning, reduced vision with high or low level of lighting, sensitivity to abrupt variations in the level of illumination, absence of perspective vision or absence of color vision.</p> <p>For people with visual disabilities, the content of the audioguides is not enough to explain the work of art since these contents are written with the premise that the person is seeing or has seen the exposed work. Therefore they need a description that an audio guide does not offer.</p> <p>The UNE standard UNE 153020 standard for Audio Description for people with visual disabilities defines audio description as a system of communication support consisting of the set of techniques and skills applied, in order to compensate for the lack of capture of the visual part contained in any type of message, providing adequate sound information that translates or explains it, so that the possible visually impaired recipient perceives that message as a harmonious whole and in the most similar way as a person who sees it perceives. In museums, auditory information provided through audio description is essential for a person with visual impairment to understand a work of art.</p>
Proposed solutions/changes	<p>To solve these aspects, it was proposed that there be a free loan service at the customer service counters:</p> <ul style="list-style-type: none"> Magnetic loop Guide sign Audio guide with audio description
Evaluation of the Case	<p>Strengths: Allow the autonomy of people with visual and hearing disabilities in their visits to the museum. These devices are of a relatively small investment.</p> <p>Opportunities: Satisfy the rights of people with disabilities while promoting the Museum as socially responsible.</p> <p>Weakness: Not having the content updated to the exhibition content. The audio guides are only intended for a small part of the exhibition content, therefore when the audio description is</p>

	<p>performed or the sign will also contain only a small part of the exhibited works.</p> <p>Threats: Device malfunctions. Device charging failures.</p> <table border="1"> <tr> <th>Strengths</th><th>Weaknesses</th></tr> <tr> <td></td><td></td></tr> <tr> <th>Opportunities</th><th>Threats</th></tr> <tr> <td></td><td></td></tr> </table>	Strengths	Weaknesses			Opportunities	Threats		
Strengths	Weaknesses								
Opportunities	Threats								
Recommendations	<p>The customer service staff present at the counters must be trained in the needs of people with disabilities. It is essential to know how to anticipate these needs and know how to communicate the solutions.</p> <p>On the other hand they should know the maintenance of the devices in order to have it always ready for when they are offered or requested.</p> <p>It is also proposed that for regular visitors to the museum other works with a periodic nature be signed and audiodescribed to be able to transmit all the wealth of the Prado museum and not just a few paintings.</p>								
References	<p>https://www.museodelprado.es/visita-el-museo</p>								

**Graphics, material and
pictures**



Audio-Signo-Guía

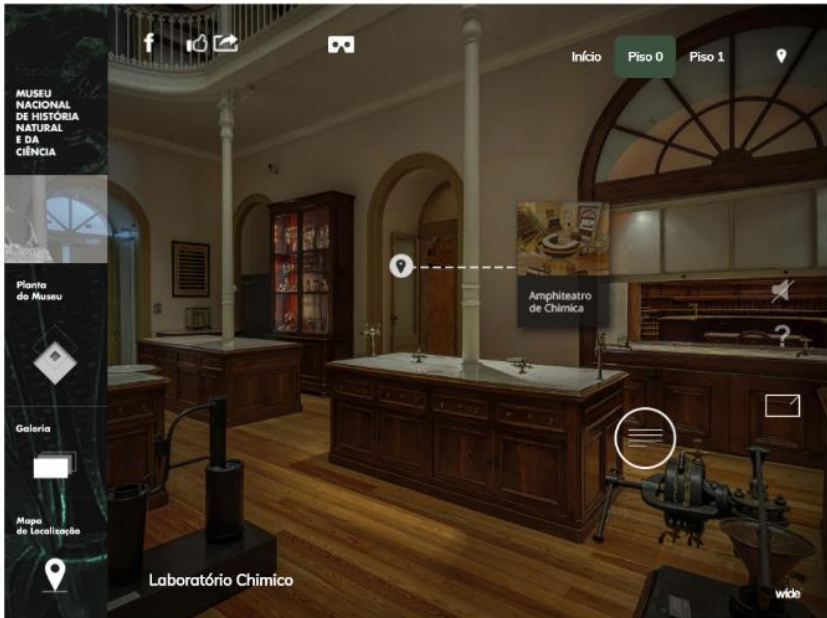
audio-descripción lengua de signos subtítulos

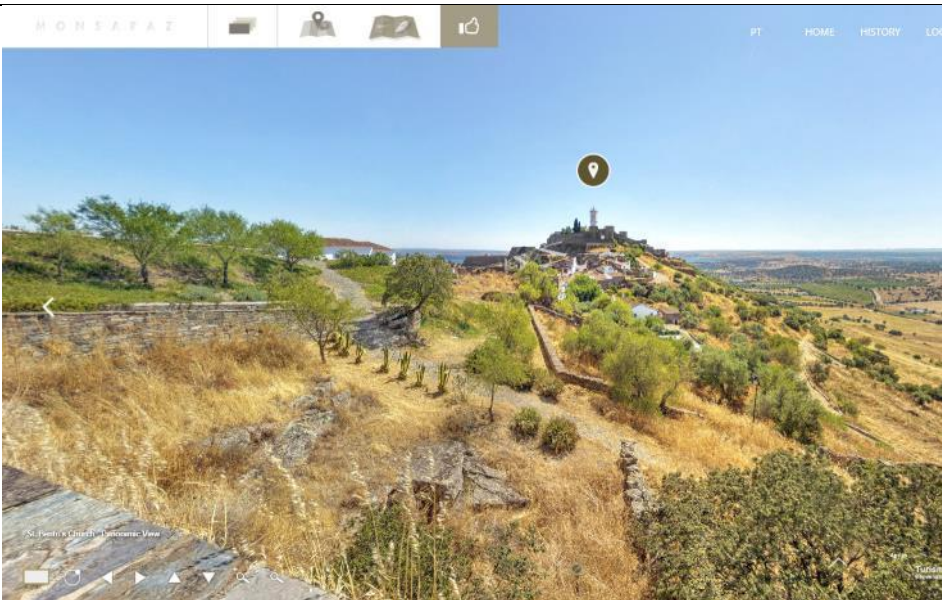


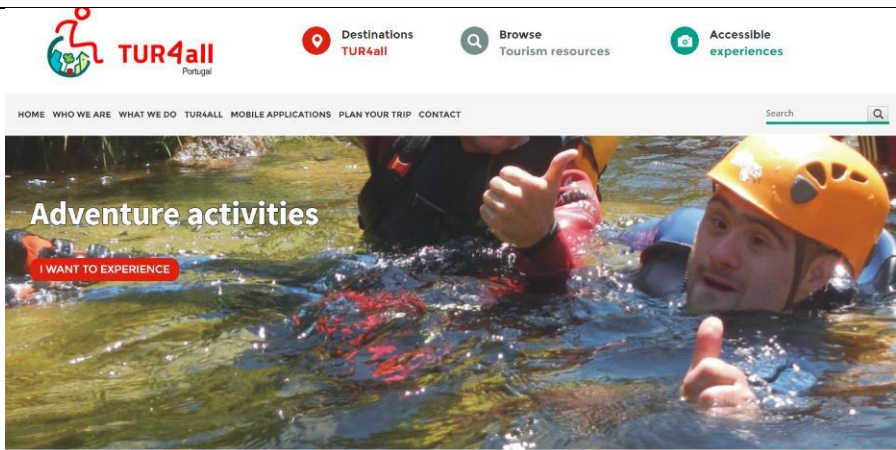
Guide signed

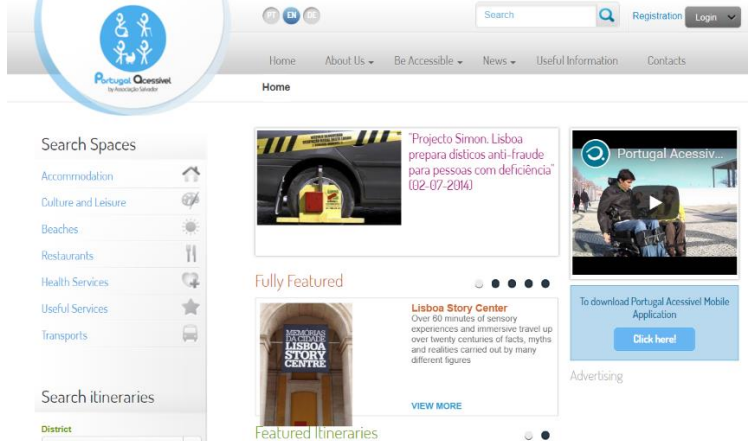











Portable induction loop


Title of the initiative	National Museum of Natural History and Science - INTERACTIVE VISIT
Introduction	This <i>online</i> experience allows the visitor to know a little better the spaces of the museum and its history by inviting the public to visit in person.
Background	The work is by Nuno A. Wood, founder of digital studio wide.pt and website 360cityguides.com , dedicated to the dissemination of national and international cultural heritage through technology and 360 new digital media.
Evaluation of the Case	<p>Interest for IPER Project:</p> <ul style="list-style-type: none"> • Promotes the cultural heritage (monuments, regional products and other historical sites) of the region of Monsaraz. • Having a mobile version, allows visitors to use it as interactive “live” guide during their visit. Also helps visitors with reduced mobility to prepare visit. • Has a Facebook group to share experiences between visitors (https://www.facebook.com/groups/monsaraz)
References	https://www.museus.ulisboa.pt/pt-pt/visita-virtual
Graphics, material and pictures	<p>INTERACTIVE VISIT</p> 

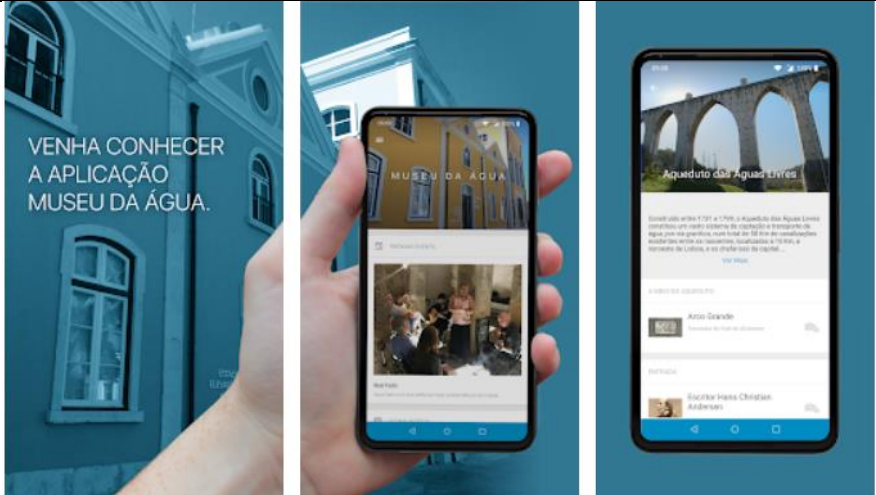
Title of the initiative	Monsaraz 360° - INTERACTIVE VISIT
Introduction	Monsaraz 360° is the new interactive site that invites you to get to know the history and the architectural heritage of the medieval village of Monsaraz. Available on Desktop, Tablet and Smartphones (Android and iOS)
Background	This is one of the first national sites with a complete interactive tour through 360° technology.
Evaluation of the Case	<p>Interest for IPER Project:</p> <ul style="list-style-type: none"> Promotes the cultural heritage (monuments, regional products and other historical sites) of the region of Monsaraz. Having a mobile version, allows visitors to use it as interactive “live” guide during their visit. Also helps visitors with reduced mobility to prepare visit. Has a Facebook group to share experiences between visitors (https://www.facebook.com/groups/monsaraz)
References	http://monsaraz360.pt
Graphics, material and pictures	 <p>The screenshot shows a web interface for the Monsaraz 360° project. At the top, there is a navigation bar with the text 'MONSARAZ' and several icons: a smartphone, a location pin, a map, and a share icon. To the right of these icons are links for 'PT', 'HOME', 'HISTORY', and 'LOCAL'. The main content area is a large, high-resolution 360-degree panoramic photograph of the village of Monsaraz, a medieval hilltop settlement in Portugal. The village features stone buildings and a prominent church tower. The surrounding landscape is dry and hilly, with some greenery. At the bottom of the image, there are small navigation controls including a play button, a full-screen icon, and directional arrows.</p>


Title of the initiative	Tur4all – Accessible tourism web platform
Introduction	TUR4all consists of a web portal and a mobile App that provide and promote information about accessible tourism resources in Portugal.
Background	The aim of the web portal and mobile App is to enable all individuals with accessibility needs to travel and enjoy the “tourist experience”, taking part in all leisure activities, just like any other tourist. TUR4all contains accessible tourism resources that have been analysed and endorsed by accessibility experts and then commented on by users.
Evaluation of the Case	Interest for IPER Project: <ul style="list-style-type: none"> • Promotes accessible tourism allowing users to search and plan trips, tours and experiences. • Has a rating strategies that allows users to recommend and add their opinion, making a more social tool. Also has connections for social networks, like Facebook and Instagram. • Offer training workshops and classrooms sessions about Accessible and Inclusive Tourism, that can be a reference for the project - https://www.tur4all.pt/pt/o-que-fazemos/formacao
References	https://www.tur4all.pt
Graphics, material and pictures	

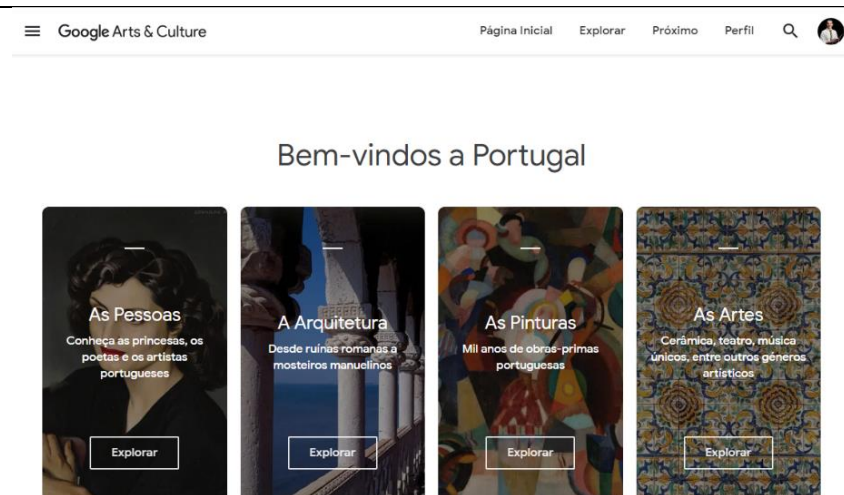
Title of the initiative	Portugal Acessível – Accessible tourism web platform
Introduction	The site Portugal Acessível , developed by the Associação Salvador is a national reference guide in providing information about the physical accessibility in different types of spaces in Portugal, also proposing accessible itineraries and enabling interaction and exchange of experiences between community of people with motor disabilities.
Background	This project, launched in March 2013 aims to enable anyone with a motor disability to quickly access information about the physical accessibility of various spaces at national level. The application also provides information on physical accessibility in around 3500 accommodations, culture and leisure facilities, restaurants, beaches, transport, among others, and will soon propose accessible tourist itineraries.
Evaluation of the Case	<p>Interest for IPER Project:</p> <ul style="list-style-type: none"> • Web portal and Mobile app that promotes awareness and information people with physical disabilities or reduced mobility. • Allows user to be search for accommodation, culture and leisure, beaches and useful services making a relevant instrument for locals and tourist (accessible tourism). • Supported by “Associação Salvador” that is very respected organization promoting the inclusion of people with physical disabilities or reduced mobility in society and improve their quality of life.
References	http://www.portugalaccessivel.pt https://www.associacaosalvador.com/
Graphics, material and pictures	 <p>The screenshot shows the homepage of the Portugal Acessível website. It features a navigation bar with links like Home, About Us, Be Accessible, News, Useful Information, and Contacts. A sidebar on the left lists search categories: Accommodation, Culture and Leisure, Beaches, Restaurants, Health Services, Useful Services, and Transports. The main content area includes a 'Search Spaces' section, a 'Fully Featured' section with a 'Lisboa Story Center' article, and a 'Featured Itineraries' section. A 'To download Portugal Acessível Mobile Application' button is visible on the right.</p>

Title of the initiative	JiTT.travel / Portugal World Heritage – Mobile App
Introduction	Just in Time Tourist (JiTT) is an offline mobile app that streamlines the experience of visiting a city's heritage and cultural places, offering high quality and tailor-made content to the user.
Background	The app is free and the user has access to offline maps, to points of interest and user location as well as access to utilities (public transport, opening hours, contacts, etc), points with free WiFi and connection with existent social networks. JiTT also offers premium content like high quality audio by native actors, a route planner and tailor written content.
Evaluation of the Case	<p>Interest for IPER Project:</p> <ul style="list-style-type: none"> • Mobile app focused for tourism, highlighting Portugal's World Heritage places. • Supports offline guides with customizable itinerary of carefully selected historical and cultural sights. • Each city has it's one app, revealing a service created by iClio - http://www.iclio.net/ - that is a good practice for other cities that want to produce similar solutions.
References	https://jitt.travel/portugalworldheritage/pt
Graphics, material and pictures	 <div>     </div> <div>     </div>

Title of the initiative	Aldeias Históricas de Portugal – Mobile App
Introduction	Mobile Application (iOS & Android) developed for the Historical Villages of Portugal. Developed for “Foge Comigo !”, a leading publisher in the tourism destinations segment in Portugal.
Background	
Evaluation of the Case	<p>Interest for IPER Project:</p> <ul style="list-style-type: none"> • Mobile app that supports guided visits to historical villages of Portugal, promoting their cultural heritage. • Simple interface that could be easily replicated as best practice. • The project has the collaboration of a traveling publisher, creating a synergy between counties, business and local markets.
References	https://play.google.com/store/apps/details?id=net.iclio.jitt.android.aldeias_historicas&hl=pt
Graphics, material and pictures	

Title of the initiative	“Museu da Água” – AR App
Introduction	The augmented reality component is designed to highlight some 3D elements and give voice to historical characters in order to enhance the heritage of the water and make known stories behind the monuments that make up the “Museu da Água”.
Background	This free APP, aimed for both domestic and foreign audiences, provides detailed information about the Water Museum's activity and also includes augmented reality experiences that will make visits more interactive.
Evaluation of the Case	Interest for IPER Project: <ul style="list-style-type: none"> Integration of AR as a tool to improve user experience while visiting one of the most respect museum in Lisboa, with high appraise and boosting visits. Integrated solution within a mobile app, mixing different types of content with AR.
References	https://play.google.com/store/apps/details?id=pt.itpeople.museuagua
Graphics, material and pictures	

Title of the initiative	M5SAR - AR App
Introduction	Mobile five senses augmented reality system for museums that focuses on being used as a guide in cultural, historical and museum events.
Background	This project aims to develop an AR system, consisting of an application (APP) platform and a device (usually referred to as "gadget") to integrate in the mobile devices (phablet and tablet) that explores the 5 senses (5S) human (vision, hearing, touch, smell and taste).
Evaluation of the Case	<p>Interest for IPER Project:</p> <ul style="list-style-type: none"> • Project (in development) focused for cultural, historical and museum events, using new technologies to amplify the visitors experience. • Still in development but it can become a trend in a near future, with the increased interest in AR technology. Already tested at Faro Municipal Museum. • A project that also integrates academic research for cultural heritage preservation.
References	https://sites.google.com/view/m5sar-microsite http://w3.ualg.pt/~jrodrig/m5sar.htm
Graphics, material and pictures	

Title of the initiative	"Portugal: Art and Heritage" - Google Arts & Culture
Introduction	Google Arts & Culture introduces the world to some of the biggest names in Portuguese painting, along with a fascinating journey through a thousand years of masterpieces that identify Portugal's cultural heritage.
Background	The "Portugal: Art and Heritage" project, a partnership between Google Arts & Culture and the Ministry of Culture, through the Directorate General of Cultural Heritage (DGPC), offers anyone interested anywhere in the world the opportunity to enrich themselves. his knowledge of the contents of museum spaces and the history of national monuments.
Evaluation of the Case	<p>Interest for IPER Project:</p> <ul style="list-style-type: none"> • Preservation of cultural heritage of Portugal art and main museums in collaboration with Google, creating an accessible platform with high exposure to the world. • Explore new possibilities that Google offers to share cultural heritage (this project was launched in January 2019). • Governmental initiative that can be replicated to other countries/regions.
References	https://artsandculture.google.com/project/portugal-art-and-heritage
Graphics, material and pictures	




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Title of the initiative	Trip eMotion
Introduction	Trip e Motion is a serious game dedicated to cultural heritage: an instrument that combines 3D graphics and digital reconstruction of monuments in an innovative way.
Background	<p>Benedictine Monastery of Catania is the first cultural attraction present within Trip eMotion. The structure, currently in the university campus of the Etna University, is one of the most fascinating places in Catania, thanks to its centennial history and the events that marked its course; It was destroyed and re-built and it is now an example of the integration of different historical periods.</p> <p>The Trip eMotion project arises from the need to make culture accessible to everyone, regardless of where they are located. It's a project co-funded by the European PonRec program. The project leader is Red Raion, in partnership with the University of Catania and CNR-IBAM and with the collaboration of Officine Culturali. The serious game ensures that people interact interactively with historical notions and curiosities. In this sense, the Monastery represents the ideal place to fully demonstrate the potential of the project.</p> <p>the Monastery, in fact, is not only one of the most important tourist attractions in Sicily, it was also the scene of crucial episodes in the history of Catania.</p>

<p>Proposed solutions/changes</p>	<p>Trip eMotion is an interactive websocial platform within which it will be possible to explore cultural heritage in a fun, fast and accessible way, thanks to the use of the most innovative technologies.</p> <p>The monastery of the Benedictines of Catania is the first space that can be visited inside the platform, the theater of experimentation with the results of the project.</p> <p>Through Trip eMotion the user can explore the Benedictine Monasterio through an avatar that represents it, quickly accessing information validated by studies carried out on the property with scientific rigor and interacting in real time with other users. funded by the Miur Competition - start up- culture with increased impact, the project was carried out thanks to the close collaboration between a start upn REd Raion Srl, the University of Studies of Catania, the Institute for Archaeological and Monuments of the CNR and Cultural WorkshopsMaking the Italian artistic and cultural heritage available to the widest possible number of people: this is the goal of the serious game. A «serious game» that, thanks to a new technology for scanning and three-dimensional reconstruction of places, allows to navigate within the archaeological and architectural heritage. A complete visit is possible from a home computer or tablet and that adds learning to the pleasure of discovery. Thanks to the identification of points of interest it is possible to enrich the 3D tour of information of historical interest. Alone or in a group, guided or independent, tourist attractions are put on the net and are always available, for everyone, thanks to technological research.</p> <p>The visitor accesses the social network. Once he has created his 3D avatar, he can choose his favorite attraction and start exploring it. During the exploration, it has placeholders that represent the points of interest (POI) - literally, points of interest. Moving through mouse and keyboard it will be possible to admire the 360 ° panorama, but it is the POIs that give the opportunity to discover the true story behind the works of art. The visitor approaches the POI: in front of him, opens a menu from which it is possible to choose the multimedia contents to deepen the knowledge of the cultural good. Images, videos, audio or textual explanations: thanks to the exploratory mode, the POIs scattered along the path become inexhaustible sources for new discoveries.</p>
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Evaluation of the Case	<table><tr><th>Strengths</th><th>Weaknesses</th></tr><tr><td></td><td></td></tr><tr><th>Opportunities</th><th>Threats</th></tr><tr><td></td><td></td></tr></table>	Strengths	Weaknesses			Opportunities	Threats		
	Strengths	Weaknesses							
Opportunities	Threats								
	<p>Strengths: With Trip eMotion it is possible to visit cultural attractions and at the same time learn new concepts that are otherwise difficult to assimilate. Reliving past events or imagining the construction of environments is easier if the knowledge is supported by concrete tools like historical films or old photos. thanks to a new technology for scanning and three-dimensional reconstruction of places, allows to navigate within the archaeological and architectural heritage.</p> <p>Weakness: Making a comparison between what was there before and how things are now requires a great deal of imagination; Not suitable for visually impaired and deaf people.</p> <p>Opportunities: Images are always the most immediate way to make concepts immediately understandable. Videos and images help, but textual explanations are also available for those who want to learn more. Trip eMotion is a multimedia tool in the true sense of the term.</p> <p>Threats: possible technical problems; lack of knowledge of the simplest digital tools use. The use of the imagination for the creation of this tool it is fundamental but it could alter the reality of the sites. The spread of ICT could generate digital divide accessibility to some services between population groups and territories digital technologies evolve over time.</p>								
Recommendations	<p>Knowledge and skills for maintaining the platform are essential, so that it is always up to date.</p> <p>It is also advisable to promote the platform and give more information through an accessible site.</p>								

<p>References</p>	<p>http://tripemotion.com/</p>
<p>Graphics, material and pictures</p>	






NUOVE TECNOLOGIE PER LA VALORIZZAZIONE E FRUIZIONE DEL PATRIMONIO CULTURALE

il progetto

Trip eMotion



Trip eMotion è una piattaforma web/social interattiva (serious game) all'interno della quale sarà possibile esplorare i beni culturali in maniera divertente, veloce e accessibile a tutti, grazie all'ausilio delle tecnologie più innovative.

Il Monastero dei Benedettini di Catania è il primo spazio visitabile all'interno della piattaforma, teatro della sperimentazione dei risultati del progetto. Attraverso Trip eMotion l'utente potrà esplorare il Monastero dei Benedettini tramite un avatar che più lo rappresenta, accedendo velocemente ad informazioni validate dagli studi svolti sul bene con rigore scientifico e interagendo in tempo reale con gli altri utenti.

Finanziato dal Bando Miur - Start Up - Cultura ad impatto aumentato, il progetto è stato realizzato grazie alla stretta collaborazione tra la start up Red Raion Srl, l'Università degli Studi di Catania, l'Istituto per i Beni Archeologici e Monumentali del CNR e Officine Culturali.

Durante il workshop di presentazione sarà allestita una postazione con la possibilità di provare il serious game Trip eMotion.





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Title of the initiative	<p>Al museo con..... Patrimoni narrati per musei accoglienti</p>
Introduction	<p>The general aim of the project is to facilitate accessibility, in order to make heritage knowledge more democratic, participation, to involve differentiated publics in institutional policies and representation, for the construction and dissemination of alternative and plural narratives."</p> <p>The project is based on a participatory and multi-vocal approach to heritage knowledge and actively involves some categories of exemplary visitors (students, migrants, refugees, people with disabilities, experts) in the observation and in the narrative presentation of the exhibits.</p>
Background	<p>The project was born from the collaboration between the National Prehistoric Ethnographic Museum "Luigi Pigorini" and the National Museum of Oriental Art "G. Tucci" of Rome with the aim of enhancing the relationship that the two Institutes have had for some time with the territory of Rome and with their respective new target audiences.</p> <p>The project, which began in April 2013 and ended in June 2014, aimed to introduce an original and unprecedented use of collections in the field of museum communication and heritage education strategies, which exploits the potential in an original way of new technologies.</p> <p>" Al museo con..... Patrimoni narrati per musei accoglienti" intends to promote alternative and innovative forms of visit to the permanent collections and it is animated by the conviction that the scientific contents of the museum can be communicated also in an informal and playful way, in order to give a dynamic sense of heritage- a concept that today tends to be increasingly related to the so-called "interpreting communities".</p> <p>The project avails itself of the collaboration of 11 extra-institutional partners and it is based on a participatory and multi-vocal approach to heritage knowledge that actively involves some categories of exemplary visitors (migrants, people with disabilities, artists, collectors, young students) in the observation and narrative presentation of the exhibits. The focus is on the creation of multimedia tours, built in the context of</p>

	<p>narration and writing workshops on particular objects of the permanent exhibitions of the two national museums, presented with augmented reality technology by "special" guides.</p> <p>Narrated exhibitions take place through a web application on the Android platform, available on a tablet distributed at the info-points of the two museums or downloadable on users' mobile devices from the website or in the wi-fi area of the two museums.</p>								
<p>Proposed solutions/changes</p>	<p>Six narrated interactive exhibitions (three for each museum) on some objects and themes of museum collections- designed as part of a series of narration and writing workshops- are created.</p> <p>The narrative approach adopted has allowed the museum objects to "regain voice" and to bring the museum institution closer to the emotional and intellectual experience of the people involved, giving value to the subjective points of view of the interlocutors.</p> <p>The narrated exhibitions were created using the latest technology in the visual design field, in particular in reference to software of representation in augmented reality for the management of the "sensitive areas" identified in the two museums.</p> <p>A specific "Glossary of palethnological and anthropological disciplinary terms in Italian Sign Language" was created through a series of meetings with accredited representatives of the deaf national community.</p>								
<p>Evaluation of the Case</p>	<table border="1"> <thead> <tr> <th>Strengths</th><th>Weaknesses</th></tr> </thead> <tbody> <tr> <td></td><td></td></tr> <tr> <th>Opportunities</th><th>Threats</th></tr> <tr> <td></td><td></td></tr> </tbody> </table> <p>Strengths: Thanks to the full use of proven multimedia solutions, a museographic communication model has been built that can address different audiences.</p> <p>A national comparison platform for the expansion of the LIS language vocabulary and for facilitating the understanding of disciplinary and specialized languages.</p> <p>increases the forms of participation and active citizenship, through a better knowledge of the role of the museum and cultural heritage, reinforcing the collaboration between the proponent museums and the various reference publics with particular attention to fragile and marginal targets.</p>	Strengths	Weaknesses			Opportunities	Threats		
Strengths	Weaknesses								
Opportunities	Threats								



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	<p>Weakness: inadequate promotion, inaccessible website</p> <p>Opportunities: Innovative communicative forms (such as tablets) are widely used. The use of proven multimedia solutions allows the construction of a museographic communication model capable of addressing different audiences.</p> <p>Threats: lack of adequate knowledge of the use of digital tools. lack of adequate staff to meet the needs of people with limited accessibility.</p>
Recommendations	<p>A good promotion of the project is required.</p> <p>The website should be accessible.</p> <p>Information should be accessible.</p>
References	<p>http://www.almuseocon.beniculturali.it/</p> <p>http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/MibacUnif/Comunicati/visualizza_asset.html_1705839692.html</p>

Graphics, material and pictures



Primo Laboratorio per il Glossario LIS - Museo Pigorini

Publicato in Video | Scritto da Lorenza Messina | Commenta per primo!





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Title of the initiative	APP TOUR TO YOU
Introduction	<p>APP TOUR YOU (www.apptouryou.eu) is a European project funded by the Erasmus plus programme, strategic partnerships for Vocational and Educational Training (VET).</p>
Background	<p>The European Commission launched many initiatives in the last few years for the development of accessible tourism, in order to increase the awareness and availability of accessible destinations and products across Europe. Its latest products, the studies on Demand, Training and Supply, describe a situation where a lot of steps forward have been completed but which is still lacking in homogeneity, in a more widespread availability of accessible destinations and offers and in their managerial quality.</p> <p>In particular, the capacity of existing training offer to reach the final users, businesses and public bodies, still deserves a wider attention and efforts to make the EC investments profitable in terms of increased quality and managerial capacity by SMEs operating in the tourism sector.</p> <p>APP TOUR YOU aims at qualifying human resources in the tourism sector by designing and developing multi-facet training tools on accessibility issues, addressed and tailored to tourism SMEs. Besides a basic knowledge of the tourism for all topic, these training tools will aim at providing workers in the tourism sector with the skills needed to correctly describe the characteristics of usability of their premises and services by tourists with specific needs, through a full understanding of the Design for All concepts and the use of self-</p>



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	<p>assessment tools.</p> <p>This expertise will meet one of the major critical issues of people with disability when travelling: the availability of reliable, verified and update information on the usability of their destination offer from the point of view of all possible tourism activities to be performed there.</p> <p>These skills will be particularly important for SMEs, which represent the group of tourism offer with major appeal for tourist with average spending capability</p>
Solution	<p>A self-learning mobile application (App) to help tourism operators to make a self-assessment of their facilities and to give back the gathered information.</p> <p>The App will be designed and developed through a bottom up approach, with the help of the trained tourism operators. A Massive Open Online Course (MOOC) will be developed for the qualification of hospitality workers in the field of accessibility, with a focus on the collection and distribution of information on the usability of tourism facilities by tourists with specific needs.</p>

<p>Evaluation of the Case</p>	<table border="1"> <tr> <th data-bbox="520 342 794 376">Strengths</th><th data-bbox="794 342 1067 376">Weaknesses</th></tr> <tr> <td data-bbox="520 376 794 477"></td><td data-bbox="794 376 1067 477"></td></tr> <tr> <th data-bbox="520 477 794 510">Opportunities</th><th data-bbox="794 477 1067 510">Threats</th></tr> <tr> <td data-bbox="520 510 794 611"></td><td data-bbox="794 510 1067 611"></td></tr> </table> <p>Strengths: use of cheap products, readily available on the market. A system sewn to the needs of the blind, downloadable on Android.</p> <p>Weakness: it is focused in tourism and SME; It doesn't take into consideration CH.</p> <p>Opportunities: use of digital tools increases every day and tourism and cultural heritage are linked</p> <p>Threats: lack of time and funds.</p>	Strengths	Weaknesses			Opportunities	Threats		
Strengths	Weaknesses								
Opportunities	Threats								
<p>Recommendations</p>	<p>The app would be studied and used in a more specific way in CH.</p>								
<p>References</p>	<p>https://www.facebook.com/groups/443482555856530/photos/</p> <p>https://www.apptouryou.eu/</p> <p>https://www.accessibletourism.org/</p>								



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Title of the initiative	E- White
Introduction	<p>An audio guide designed for the blind and visually impaired, which could easily be reproduced on a large scale, becoming useful to all citizens: from tourist and cultural applications to simple road and logistic directions, both outdoors and in local indoors</p>
Background	<p>The Telecom Italia Foundation, under the careful supervision of the Italian Blind Union of Rome and the Sant'Alessio Institute, is developing E-WHITE : the guide on smartphones for the blind. Thanks to this app in the Appia Antica Park at Rome, there is already the first path for the blind and visually impaired tested by the Italian Blind Union of Rome and the Sant'Alessio Institute. It is not a product, nor a patent, but a system that could improve the quality of life for these people.</p> <p>The experimentation starts in Rome, from the Appia Antica Regional Park, an ideal place because it has an entrance that can be reached independently by the blind. In the Tuscolano district, in fact, there are already equipped trails for blind and partially sighted people.</p> <p>The Regional Park of the Ancient Appia with its 3,500 hectares of land is the largest green lung in the Capital. From 1998 its main objective is to introduce Italian and foreign visitors to the extraordinary historical riches archaeological and naturalistic features present in this unique protected area in the world.</p>

<p>Solution</p>	<p>E-white transforms the phone into an active support tool. In essence, the smartphone becomes a terminal that connects with wi-fi control units, which indicate distances and orientation precisely. Each wi-fi control unit, once "hooked", can also transmit other information, in audio or video mode (for the visually impaired).</p> <p>The basic principle is that of inclusive design, or the realization of a project for all and not a discriminating aid, intended only for a specific category.</p> <p>The energy required for its operation is provided by solar panels, with low environmental impact and without the need for special maintenance.</p> <p>In the start-up phase, the app is dedicated to the ANDROID Operating System, the realization for other platforms is not excluded, based on the results of use.</p>								
<p>Evaluation of the Case</p>	<table border="1"> <thead> <tr> <th data-bbox="528 954 802 976">Strengths</th><th data-bbox="802 954 1074 976">Weaknesses</th></tr> </thead> <tbody> <tr> <td data-bbox="528 976 802 1088"></td><td data-bbox="802 976 1074 1088"></td></tr> <tr> <th data-bbox="528 1088 802 1111">Opportunities</th><th data-bbox="802 1088 1074 1111">Threats</th></tr> <tr> <td data-bbox="528 1111 802 1223"></td><td data-bbox="802 1111 1074 1223"></td></tr> </tbody> </table> <p>Strengths: use of cheap products, readily available on the market. A system sewn to the needs of the blind, downloadable on Android.</p> <p>Weakness: it is available only for android; it isn't available on playstore. Lack of promotion. The app is hard to find on the web.</p> <p>Opportunities: use of digital tools increases every day.</p> <p>Threats: possible technical problems; The spread of ICT could generate digital divide accessibility to some services between population groups and territories digital technologies evolve over time.</p>	Strengths	Weaknesses			Opportunities	Threats		
Strengths	Weaknesses								
Opportunities	Threats								

Recommendations	<p>The app would be available on playstore and be more promoted. It would be updated according to the new versions of android.</p>
References	<p>http://fondazionetim.it/progetti/social-empowerment/e-white</p> <p>https://www.disabiliabili.net/blog/post/4311-arriva-e-white-una-app-per-non-vedenti</p> <p>https://www.fondazionetim.it/sites/default/files/files/2018-12/nota_stampa_e-white_0.pdf</p>
Graphics, material and pictures	 <p>Come si presenta?</p> <p>Info Appia ▶ Latina Aiuto Elenco POI Esci</p> <p>La grafica è ad elevato contrasto cromatico e leggibilità. I contenuti audio direzionali tengono conto delle diverse abilità di percezione</p>



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Title of the initiative	<p>Games without barriers</p>
Introduction	<p>Games Without Barriers project aims at developing, within the initial VET on tourism, new training contents on accessible tourism and at experimenting innovative game-based approaches and digital tools for their delivery.</p>
Background	<p>In Europe, the percentage of tourism operators that can benefit from the accessible tourism is still low, also linked to the lack of staff trained to cater for customers with access needs.</p> <p>There is therefore a big need for training on this market and for new forms of its implementation, including those based on edutainment which, by applying gaming dynamics in educational settings and using new media, encourage learning, making it more enjoyable, engaging and effective.</p>



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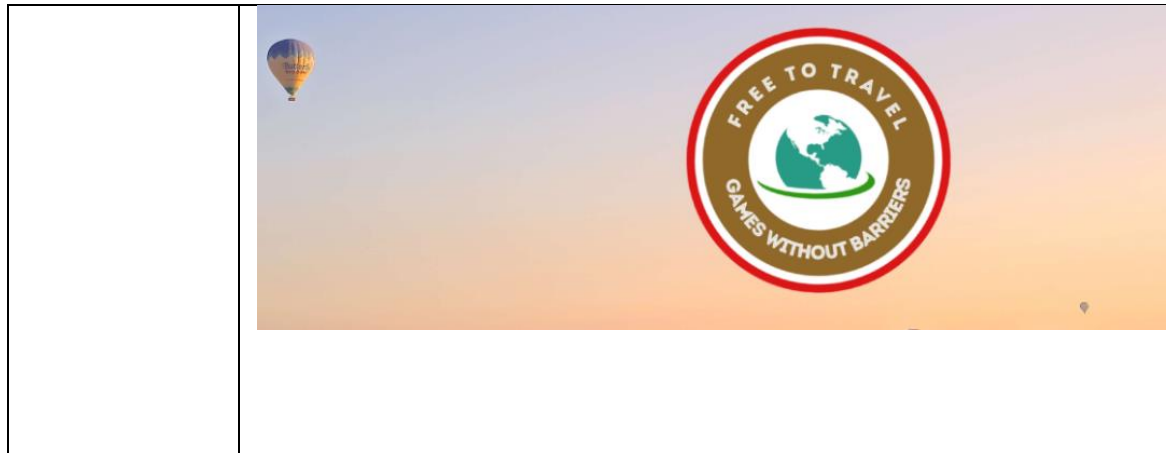
<p>Proposed solutions/changes</p>	<p>Around 15 teachers of three tourism VET schools in Italy, Romania and Spain will participate in the project activities and 72 students, aged between 14 and 19, attending these three tourism VET schools will participate in the experimental training activities during transnational exchanges of groups of pupils.</p> <p>At the beginning, a joint staff training event will be organised to train teachers of the partner schools on accessible tourism issues and on the use of edutainment approaches to training.</p> <p>Afterwards, a joint planning activity involving all the partners will lead to the production of training modules on accessible tourism to be included in the tourism VET schools curricula, thus achieving the goal of filling their training gap or increasing their current offer.</p> <p>The project partners will then proceed, again jointly, to design and implement a Game-based web app and game-like activities that will be used to deliver the training modules on accessible tourism in a way that will stimulate the students' interest and participation, thus facilitating their learning of accessibility issues.</p> <p>Moreover, the new modules on tourism for all and educational gaming-based activities will have to be tested with the students. Therefore, experimental transnational training activities will be organized during three short-term student exchanges in order to verify their effectiveness and, if needed, modify and fine-tuning them.</p> <p>These short-term exchanges of pupils will therefore represent for the teachers a further learning opportunity, as they will have the opportunity to put into practice the knowledge acquired in the first part of the project and to experiment and evaluate new formats and pedagogical methods for instruction.</p> <p>Students too, besides being learners, will be involved in training: in fact, those participating in the transnational exchanges, will be asked, once back in their countries, to report to their colleagues at home what they learned during the exchanges and to replicate, with the teachers' support, the game-based activities they were involved in. This will ensure that the results of their training will extend to a wider audience of students, reaching a wider number of beneficiaries.</p> <p>The project started on the 1st October 2019 and will last for 30 months.</p>
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Evaluation of the Case	<table><tr><td>Strengths</td><td>Weaknesses</td></tr><tr><td></td><td></td></tr><tr><td>Opportunities</td><td>Threats</td></tr><tr><td></td><td></td></tr></table>		Strengths	Weaknesses			Opportunities	Threats		
	Strengths	Weaknesses								
	Opportunities	Threats								
<p>Strengths: The app can be downloaded. improve the knowledge of accessible tourism by teachers of tourism VET schools and increase their expertise and skills in the use of game-based learning approaches and digital training tools</p>										
<p>Weakness: there are not results yet because the project started on October 2019. It concerns tourism in general terms and not Cultural Heritage in particular.</p>										
<p>Opportunities: Cultural Heritage and Tourism are strongly linked. to provide students with new knowledge, skills and competences about accessible tourism means to educate potential staff in the accessible tourism sector.</p>										
<p>Threats: difficulties in training</p>										
Recommendations	Adequate promotion of project.									

<p>References</p>	<p>http://www.gameswithoutbarriers.eu/</p>
<p>Graphics, material and pictures</p>	<div data-bbox="483 862 970 1052">  </div> <p>This will be an open area for all. There will be all dissemination materials and the Intellectual Outputs produced.</p> <div data-bbox="997 822 1262 1146">  </div> <div data-bbox="459 1283 1380 1731">  </div>



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Title of the initiative	M.A.P.S.
Introduction	<p>In the European Year of Cultural Heritage 2018 Ente Nazionale Sordi has decided to do its bit with the Accessible Museums for Deaf People project or MAPS for short.</p>
Background	<p>In recent years, attention to accessibility to cultural heritage has undoubtedly increased. More and more cultural realities have implemented projects and services to break down visible and invisible barriers and welcome their visitors in the best possible way. In the European Year of Cultural Heritage 2018, the Deaf National Body has wanted to do its part with the project "Accessible Museums for Deaf People"(MAPS). The project was the brainchild of the ENS (National Association for the Deaf) central office and is co-funded by the Department of Labour and Social Policies. Its goals are two: creating an online platform to showcase all Italian museums or culture sites with accessibility services for deaf people and organizing training courses on museum accessibility for deaf young people under the age of 35 across Italy. One of the objectives of the MAPS project is to contribute in making information available on accessibility routes, events, guided tours, multimedia applications.</p>

<p>Proposed solutions/changes</p>	<p>1)an online platform (Accessibltaly) where deaf people can easily access a complete list of cultural sites at which they can fully experience art in all its profound emotions in a single virtual space.. Thanks to a fast and intuitive interface the user can quickly reach the page dedicated to the museum and find all the useful information to organize his visit (schedules, tickets, accessibility and map). In particular for each museum two videos were produced in Italian sign language and subtitles; the first generally describes the history and heritage of the museum, the second gives all information on the accessibility service created for deaf people.</p> <p>2) The training course on museum accessibility, the other main objective of the MAPS project, was born precisely to actively involve deaf people in the Italian cultural scene. In the 20 stages of the course the deaf participants, all under 35, have learned from four experienced teachers of the notions, language, techniques and basic strategies for accessibility. The training course focused in particular on the creation of videos accessible to deaf and non-deaf people, through the introduction of dedicated universal design principles (sign language, audio, visual aids and subtitles) and the guidelines for the construction of the video itself (LIS narrator posture, contrast between multimedia content and background, suitable fonts for subtitling and so on).</p>								
<p>Evaluation of the Case</p>	<table border="1" data-bbox="528 1131 1075 1400"> <tr> <th data-bbox="528 1131 802 1261">Strengths</th><th data-bbox="802 1131 1075 1261">Weaknesses</th></tr> <tr> <td data-bbox="528 1261 802 1400"></td><td data-bbox="802 1261 1075 1400"></td></tr> <tr> <th data-bbox="528 1261 802 1283">Opportunities</th><th data-bbox="802 1261 1075 1283">Threats</th></tr> <tr> <td data-bbox="528 1283 802 1400"></td><td data-bbox="802 1283 1075 1400"></td></tr> </table> <p>Strengths : 1) The Accessibltaly portal has been translated into English and into International Signs (IS) to reach even foreign deaf people.</p> <p>2) the user can quickly reach the page dedicated to the museum and find all the useful information to organize his visit (schedules, tickets, accessibility and map)</p> <p>3) thanks to the good use of social media - Facebook, Instagram and Twitter in particular - of the dedicated website and the Telegram channel of the ENS, the MAPS course has created a considerable interest and involvement which has given way to a virtuous circle: on the one hand a mutual stimulation of deaf people was triggered to participate in the activities of the project, to inquire about possible accessibility services of the museum where the course was held and to visit the same, on the other the museum reality was able to strengthen its image, promote itself and above all, become aware of the many potential deaf visitors. The lessons and workshops on accessibility of museums have been hosted by some of the most</p>	Strengths	Weaknesses			Opportunities	Threats		
Strengths	Weaknesses								
Opportunities	Threats								

	<p>important Italian museums that have supported the communication effort of ENS and thus generated a remarkable interaction from the deaf and non-deaf public.</p> <p>Weakness: 1) The widespread difficulties in the acquisition of written Italian and spoken language, two of the most disabling consequences of deafness, do not allow deaf people to have access to information and communication with equal opportunities. This effectively prevents the usability of main resources, which remain mostly inaccessible.</p> <p>2) For website implementation - called AccessibItaly - a long process of mapping and comparison with the various museums was necessary, in particular due to the difficulty in finding online information on services of accessibility, precisely one of the problems that the portal itself aims to solve</p> <p>Opportunities: the new technologies, whose use allows significant progress in terms of innovation and accessibility in many areas and aspects of collective life, represent an important means by which to reach full access also to the very rich Italian historical, artistic and cultural heritage.</p> <p>Creating accessibility projects aimed at deaf people can create new professional figures, increase the number of visitors - a phenomenon that could help smaller museums in particular - and bring enrichment and a cultural exchange from which everyone can benefit greatly. Creating accessibility projects allows anyone who wishes to approach art with a different and unique sensibility. Accessibility, therefore, can create new participation and truly become everyone's heritage</p> <p>Threats: even the most valid projects often do not have the right visibility and, above all, they are not conveyed through a series of communication strategies that guarantee a full understanding of the contents. The communication barriers, are able to create further emotional and prejudicial obstacles, which trigger a sort of communicative short circuit that in practice prevents a constructive dialogue between the world of art and the deaf community. From a part deaf people are inclined to consider museums and places of art as children from scratch yet another buffer space, a further source of discomfort and frustration that prevents them from having a pleasant and complete visit experience. On the other hand, most museums do not know the real needs of deaf people and therefore do not worry about creating dedicated accessibility services or, as previously mentioned, do not adequately promote the accessibility projects implemented.</p>
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Recommendations	<p>1) It is essential that the deaf community manage to network nationally to make themselves visible and demonstrate to cultural institutions and places of art that deaf visitors exist and that, in addition to being citizens who must be guaranteed fundamental rights, they can also represent an important niche of visitors able to create value in social and economic terms and contribute to the protection and enhancement of cultural heritage.</p> <p>2) Musei 4.0 dovrebbero utilizzare i nuovi canali comunicativi (ad esempio pagine social, siti web, applicazioni per la messaggistica istantanea e newsletter), creare contenuti originali, coinvolgenti ed accessibili e realizzare campagne informative e mediatiche per raggiungere le persone sorde e con altre disabilità, specialmente le nuove generazioni avvezze all'uso delle nuove tecnologie</p>
References	<p>https://www.accessibitaly.it/wp-content/uploads/2019/07/PUB-Andiamo-al-Museo.pdf</p> <p>https://www.accessibitaly.it/en/the-project/</p>
Graphics, material and pictures	



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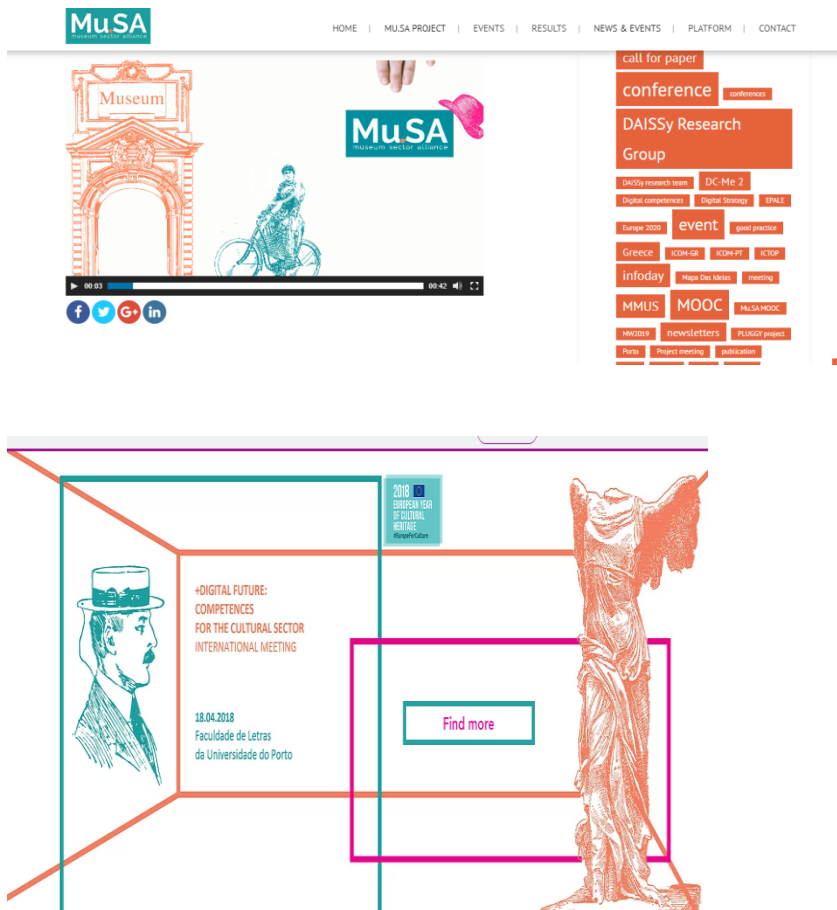
Title of the initiative	MU.SA
Introduction	Mu.SA responds directly to the lack of digital skills identified in the museum sector, recorded during the analysis phase of the eCult Skills project, funded under the European Lifelong Learning Program (2013-15)
Background	<p>Mu.SA responds directly to the lack of digital skills identified in the museum sector, recorded during the analysis phase of the eCult Skills project, funded under the European Lifelong Learning Program (2013-15).</p> <p>The eCult Skills project (http://ecultskills.eu/) was coordinated by the Hellenic Open University (HOU), Greece, in partnership with Mapas das Ideias (MAPAS), Portugal, with the participation of experts from ICOM Portugal and the University of Porto (U.PORTO), Portugal.</p> <p>eCult Skills, investigated new and emerging jobs in this area in 6 EU countries, compared them and created national profiles, and applied them to the cultural sector. The outcome allowed for comparable skills sets for these professions of the future, which supports the European labor market and thus, the employability of professionals while at the same time contributing to one of the major challenges of Europe 2020.</p> <p>One of the main objectives of the Mu.SA project is to align training and education with the needs of the world of work in the museum sector. To achieve this, the project was conceived according to different research phases, the results of which will be used for the development of a structured training program in MOOC (Massive Open Online Courses), e-learning and face-to-face training, which also includes training at work.</p>



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	<p>The partnership consists of twelve partners from four countries: a European network of museums and cultural organizations from Belgium; three sectoral museum organizations representing two professional associations of the museum and a regional public cultural body respectively from Portugal from Greece and Italy; four vocational training providers (VETs), two universities and a VET organization, from Greece, Italy and Portugal; a VET certification body from Greece; a Foundation whose members are both social partners and cultural organizations in Italy; two companies specialized in the training of museum professionals and cultural managers, from Italy and Portugal.</p> <p>The partnership conducted a scenario survey to map the digital and transversal skills essential to support museum professionals in the digital renewal. The starting point of the research was the result of the previous European project eCult Skills, of which Mu.SA is the follow up, which led to the identification of five emerging digital profiles for the sector.</p> <p>The research has made it possible to update the skills needed for digital contemporaneity and to identify 4 fundamental profiles to support the museum of the future: the digital strategy manager (Digital Strategy Manager), the curator of digital collections (Digital Collections Curator), the manager of online community (Online Community Manager) and the digital interactive experience manager (Digital Interactive Experience Developer).</p>
<p>Proposed solutions/changes</p>	<p>A structured training program in MOOC (Massive Open Online Courses), e-learning and in-person mode, which also includes on-the-job training.</p> <p>The online platform of the Mu.SA project is the main means of disseminating the results of the project.</p> <p>The platform supports the open exchange of opinions, ideas, experiences, discussions, learning among the various professionals (peer learning) and contents through social computing tools (blogs, forums, wikipedia, etc.). Furthermore, the following resources will be made available through the platform to be commented and downloaded with Creative Commons license.</p> <p>The open source e-learning platform hosts the MOOC (Massive Open Online Courses) during the course of the project. The MOOC will contain training modules produced in digital oriented to the acquisition of basic skills common to the proposed professional profiles, open and available to the public throughout Europe and worldwide. Where possible, synergies will be made available with other existing online platforms in Europe.</p>

<p>Evaluation of the Case</p>	<table border="1"> <tr> <td data-bbox="528 342 802 472">Strengths</td><td data-bbox="802 342 1077 472">Weaknesses</td></tr> <tr> <td data-bbox="528 472 802 611">Opportunities</td><td data-bbox="802 472 1077 611">Threats</td></tr> </table> <p>Strengths: The MOOC will be aimed at an unlimited number of trainees, ensuring unrestricted accessibility to all those who wish to improve their skills. Those who successfully complete the first training phase will be eligible to participate in the second and third phase of the training. Communities such as museum professionals, trainers, museum directors and other stakeholders will work closely together and use the platform as a means of cooperation and networking. The platform will be accessible to anyone by following a simple registration procedure to avoid abuse and inappropriate content.</p> <p>Weakness: lack of existing professional ICT skills and attitudes in the cultural sector.</p> <p>Opportunities: The use of ICT for access to cultural heritage is a societal demand supported by European policy makers.</p> <p>Threats: possible technical problems; lack of knowledge of the simplest digital tools use; Some cultural fields work on information and data that are difficult to gather.</p>	Strengths	Weaknesses	Opportunities	Threats
Strengths	Weaknesses				
Opportunities	Threats				
<p>Recommendations</p>	<p>Knowledge and skills for maintaining the platform are essential; It is also advisable to spread information. The website and platform should be accessible. Information should be accessible.</p>				

<p>References</p>	<p>http://www.project-musa.eu/it/il-progetto-musa/</p> <p>http://groupspaces.com/eCult/</p> <p>http://ecultskills-conference.eap.gr/</p> <p>http://daissy.eap.gr/DC-Me-2016/</p>
<p>Graphics, material and pictures</p>	



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Title of the initiative	Smart Cultural Heritage 4All
Introduction	Cultural Heritage 4All is a project for an innovative use of museums, exhibitions and archaeological sites, designed and developed for people with disabilities and functional limitations. The goal is to make the museum use an integral and personal experience for people with disabilities.
Background	<p>There are over 3 million people with disabilities in Italy and over 300,000 people with vision, hearing and speech limitations from 6 to 74 years; almost 80% of people with functional limitations have never visited exhibitions and museums and the majority because of sensorial difficulties. The experimental project "Smart Cultural Heritage 4 All", created specifically for the Museum Sannitico of Campobasso, is a format for the innovative use of museums, exhibitions and archaeological sites, designed and developed to improve accessibility, in particular to people with disabilities and functional limitations. The project is carried out within a memorandum of understanding between the University of Molise, the Polo Museale del Molise, Heritage Srl and the Onlus Technology Aid Guidance Center.</p> <p>The team combines the skills in the field of culture and new technologies, scientific university research on cultural and communication processes and the most specific skills on technological aids for disabled people. The realization is based on a coordinated action of a team of subjects belonging to the public system (Service Center for students with disabilities and DSA of the University of Molise), to the private social system (Coat - Center for Guidance on Technological Assistive Devices) and social enterprises (Heritage srl) with expertise in the field of disability research, the development of technologies for people with disabilities, and the adaptation of content</p>




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	to ICT for the use of cultural and technical-scientific heritage.
Proposed solutions/changes	<p>1)mobile app sannitico museum - blind experience: it is the official app of the museum sannitico of Campobasso conceived and developed to improve accessibility, in particular to people with visual disabilities, through two immersive multi-sensory exhibitions to discover history and objects in the samnite and medieval halls of the museum. With the app it is possible to explore the museum through two immersive ways: thanks to the beacon technology (sensors geolocated inside the halls), the app recognizes the visitor's position and guides him along the exhibition through an emotional story inspired by archaeological finds; along the tour there are objects, which can be explored by touch.</p> <p>2) mobile app sannitico museum - deaf experience A visual story to discover the history and objects of the Museum's prehistoric sector. SanniticoMuseum - deaf experience is the official app of the Museum Sannitico of Campobasso conceived and developed to improve accessibility, in particular to people with hearing impairments. Thanks to the App, the exploration in the halls culminates in a visual storytelling that, through a fast motion technique applied to a drawing in motion on the idea of cave paintings, tells the invention of bronze in an emotional way, also through colors.</p>

Evaluation of the Case	Strengths	Weaknesses
	Opportunities	Threats
	<p>Strengths: Sannitico Museo is a mobile App, freely downloadable from the App Store or Google Play. The App is accompanied by a series of in-depth textual scientific contents, optimized for reading on smartphones and tablets.</p> <p>Weakness:</p> <p>Opportunities: The multisensory immersive exhibitions and the visual storytelling are a type of experience aimed at all those who want to experience an educational visit, involving and inspired by the principles of universal accessibility.</p> <p>the increase in the use and familiarity with new technologies by people with limitations is significantly higher compared to people without limitations.</p> <p>Threats: even the web is today the most widespread and used tool, available to every type of research, yet the documents, works, places or filmic and sound products, filed, indexed and usable digitally and present in huge and articulated databanks usable via the web can remain buried and never again found almost more than documents or physical books destined to get dusty on the shelves.</p>	
Recommendations	<p>Knowledge and skills for maintaining the platform are essential; It is also advisable to spread information.</p> <p>The website and platform should be accessible.</p> <p>Information should be accessible.</p>	



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<p>References</p>	<p>https://www.facebook.com/HeritageSrl/</p> <p>https://www.heritage-srl.it/case-studies/smart-cultural-heritage-4-all/</p> <p>https://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/MibacUnif/Eventi/visualizza_asset.html_2085220694.html</p>
<p>Graphics, material and pictures</p>	



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Title of the initiative	Tap the artwork
Introduction	<p>Tap the artwork study represents the first result of the substantial research and development activity that Heritage is carrying out in the context of the Smart Cultural Heritage, a synthetic definition of an area of activity that is located at the intersection of the work of enhancing the cultural heritage, of development of new models of use and integration of digital technologies for cultural heritage.</p>
Background	<p>ARTAP is an innovative study that brings together the design of content and the development of mobile technologies specifically for cultural enjoyment. The focus of the project is the elaboration of a mobile format, repeatable and implementable, based on an idea of fruition of works of art and documentary resources of museums and cultural sites that focuses on the user experience and the its interaction with environments and objects both on the physical level (functional accessibility and geolocation) and on the intellectual level (accessibility to content and interpretation of meanings). Tap The artwork (ARTAP) is one of the last projects realized by Heritage Srl. It is a feasibility study financed by the ICT Innovation Hub of Turin with regional funds under the national Smart Community Tech cluster.</p>

<p>Proposed solutions/changes</p>	<p>creation of a specific mobile App model for museum and cultural sites users that brings together the Beacon microgeolocation technology with an innovative way of visual enjoyment and exploration of the contents of a work of art based on “touch” technology "Standard integrated in mobile devices, together with the possibility of being guided in the visit by means of a personalized audio guide modeled on the narrative principles of storytelling. The App was developed for the two main mobile platforms (iOs and Android) and now Heritage is developing specific case studies for some museums in the Piedmont area.</p>								
<p>Evaluation of the Case</p>	<table border="1" data-bbox="528 954 1075 1220"> <tr> <th data-bbox="528 954 802 981">Strengths</th><th data-bbox="802 954 1075 981">Weaknesses</th></tr> <tr> <td data-bbox="528 981 802 1084"></td><td data-bbox="802 981 1075 1084"></td></tr> <tr> <th data-bbox="528 1084 802 1111">Opportunities</th><th data-bbox="802 1084 1075 1111">Threats</th></tr> <tr> <td data-bbox="528 1111 802 1220"></td><td data-bbox="802 1111 1075 1220"></td></tr> </table> <p>Strengths: optimization of mobile technologies (Beacon, Touch technology integrated into mobile devices, Content Management System) applied to the sector of cultural heritage enhancement in a workflow in which the design, technical development and processing of content are harmonized in a one process. The creation of a mobile fruition model for visitors to museums and cultural sites created on the User Experience (UX), responding to the needs of users both on the technological side (usability, effectiveness, user satisfaction) and as regards accessibility to the content (ease and depth of understanding)</p> <p>Weakness: Lack of digital tool use knowledge</p> <p>Opportunities: the digital shift is causing obvious effects on identities and cultures, radically transforming knowledge. Speed, simplicity, visual and perceptive immediacy have become the guiding principles not only of the market but also of knowledge itself and its representation, because what is changing is people's cultural approach to reality.</p> <p>Threats: even the web is today the most widespread and used tool, available to every type of research, yet the documents, works, places or filmic and sound products, filed, indexed and usable digitally and present in huge and articulated databanks usable via the web can remain buried and never again found almost more</p>	Strengths	Weaknesses			Opportunities	Threats		
Strengths	Weaknesses								
Opportunities	Threats								



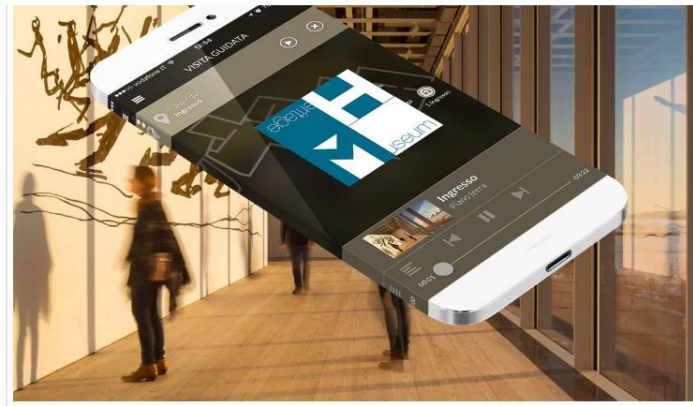
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	than documents or physical books destined to get dusty on the shelves.
Recommendations	Develop the app for accessibility since the base model can be adapted.
References	https://issuu.com/geomedia/docs/archeomatica_2_2016 https://www.heritage-srl.it/

**Graphics, material
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heritage

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TAP THE ARTWORK

Il museo heritage ICT (Heritage ICT)



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Title of the initiative	GUIDE@HAND Palóc Route application
Introduction	The purpose of the developed application is that sights and attractions belonging to Palóc route cluster are showed interactive, modern way.
Background	<p>The palóc is a name of people group, which have special, unique tradition, culture and dialect. Palóc people live mainly in Nógrád and Heves county, but some of them live in Slovakia, Ipolysag, as well.</p> <p>The Palóc route was created to preserve and maintance and evoke develope and promote the palóc culture (dance, folk songs, legends and tradition, arts and architecture...)</p> <p>Unfortunately, there are sveral sights in the region, which can be approached hardly, and they have no description or information, so the visitors can pass by the attractions without knowing anything about them. The application tries to help in this.</p>
Proposed solutions/changes	<p>After the buying of the licence of the application, which is developed by MTA-SZTAKI and by used already in other destinations, new Palóc Út relevant version was started to develop. It can be downloaded free and it is available Hungarian, English and Slovakian language.</p> <p>Its purpose is to plan tour, trip routes.</p> <p><u>Functions:</u></p> <ul style="list-style-type: none"> • Walking, tours • Guided tours by GPS system • Lists the sights (accommodation, restaurants...) • Panorama walking tours • Interaktiv, online or offline maps • Navigation step by step • full audio support <p>Multimedia: descriptions, sound, pictures, video</p> <p>Extra services: the users can make own memories, which they can share in social media (facebook, twitter)</p> <p>„Palóc Route” QR code game</p> <p>the goal is for visitors to visit as many attractions as possible.</p>



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	Recent tasks: translation of description, narration, upload of the data
Evaluation of the Case	<p>Strenghts:</p> <ul style="list-style-type: none"> • interactive • The visitors can get useful information about the sights • the tourist can take photos and make descriptions, which they can upload and share <p>Weaknesses:</p> <ul style="list-style-type: none"> • This application is in its infancy, it would be necessary to improve it. <p>Opportunities:</p> <ul style="list-style-type: none"> • new sights should join this application to spread the information. <p>Threats:</p> <ul style="list-style-type: none"> • lack of development/improvement.
Recommendations	The Palóc Route mobile application make it possible for the tourists to get know much better the attractions of Palóc route. It will enhance the comfort feeling the visitors and experiene, helps them in the orientation.
References	http://www.palocut.hu/ https://apps.apple.com/hu/app/pal%C3%B3c-%C3%BAt/id1444737850





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**Graphics, material and
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Title of the initiative	<i>Ecotourism experience of the year 2020</i> <i>GUIDE@HAND BNPI Mobile App- geotourism experience without borders in Nógrád county</i>
Introduction	This is the complex tourism development program of the Bükk National park. The purpose is that in the places maintained by the national park the visitors can meet new, high-quality tourist experience.
Background	<p>The Bükk National Park is the biggest wooden, mountainous national park in Hungary, which was declared National Park in 1977. Its area concerns 3 counties in Hungary: Nógrád, Heves, Borsod-Abaúj-Zemplén, and it supplies the maintenance tasks of protected, highly protected natural and Natura 2000 areas.</p> <p>9 natura reserves and 14 national significant protected areas belong to this national park, as Natura Reservation Area in Hollókő or Ipolytarnóc Fossils. The center of Bükk National Park can be found in Eger.</p>
Proposed solutions/ changes	<p>In 2017 the Bükk National Park created a network package, which have made possible to form the ecotourism experience into complex tourism product. The project is the joint work of The Institute for Computer Science and Control, Hungarian Academy of Sciences and the Bükk National Park.</p> <p>The Guide@hand is a tour guide app, which after downloading works in offline mode, too. It provides information about the geo-, and ecotourism attractions, multimedia guided tour, furthermore interactive maps, useful informations. Advantage is that it can be available in more languages.</p> <p>In the app approximately 50 geoparks are showed with pictures and descriptions.. The app is continuously being developed, and the visitor can also upload own made pictures, texts or audios.</p>
Evaluation of the Case	<p>Strengths:</p> <ul style="list-style-type: none"> • The attraction belonging to Bükk National Park are presented in complex way • Information became available for everyone • The app works in offline mode • multimedia guided tours help the tourist during the tour • interactive maps • useful information about the nearby restaurants and accommodations <p>Weaknesses:</p> <ul style="list-style-type: none"> • the content is incomplete, in many places the audio is missing • only partially multilingual <p>Opportunities:</p> <ul style="list-style-type: none"> • up-to-date informations with audio

	<ul style="list-style-type: none"> It should offer alternative tour plan for disabled people (like the Route4U) multilingual in the case of all places <p>Threats:</p> <ul style="list-style-type: none"> the internet coverage is not proper in some places, so the tourists have to download it before departure.
Recommendations	<p>The Guide@hand BNPI is a new service developed in 2017. The service is an app downloadable for mobile or tablet. The modern tool helps for the people to discover and get know the sights, attractions, traditions in the area of Bükk National Park. Beside it is not necessary for the tourists to take a printed map with themselves. The app provides pictures, descriptions and actual informations connected the opening hours, prices, approach, nearby accommodations, restaurants. The visitors can refresh the content with pictures or texts. The app is free and multilingual, it is available even in offline mode.</p>
References	<p>https://guideathand.com/hu/downloads/bukki-nemzeti-park-igazgatosag https://www.bnpi.hu/hu/guide-hand-bnpi-mobil-app https://www.elobolygonk.hu/Elmenybutik/Het_merfold/2018_01_15/izgalmas_mobilapplikacioval_segiti_a_kirandulokat_a_bukki_nemzeti_park</p>
Graphics, material and pictures	 




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Title of the initiative	GINOP-7.1.6-16 <i>Touristic development of the Old Village and Castle in Hollókő</i>
Introduction	The goal is - besides the conservation works, and the modernization of the exhibitions in the Castle- to create places, where the archeological finds can be showed in their sites. During the reconstruction more interactive attractions aimed different touristic segments will be created.
Background	<p>The leader of this consortium is Municipality of Hollókő. Its partners are Hollókő World Heritage Management Nonprofit Ltd and Hungarian Tourism Agency.</p> <p>The one of the most emblematic building in the World Heritage village is the Castle, which was built in XIII. century and through the centuries it was rebuilt more times. Alternately it was Hungarian and Turkish owned. Finally in 1683 János Sobieski liberated the Castle from the Turkish occupation. In the year of 1711 after the Peace treaty on Szatmar it was started to destroy. The exploration of the Castle began in 1966, and then the reconstruction was started. The castle can be visited from 1996.</p> <p>Municipality of Hollókő took more measures in the last years to restore the castle to its previous. The last development was in 2015, when the Old tower, the room of captain, the dining room were rebuilt and furthermore from this time the tourists can see the 3D movie showing the building history of the Castle.</p>
Proposed solutions/changes	<p>Until today there is no attraction in the castle, that bring closer the history and the castle for the visitors. Some places have few or definitely no description. Consequently without tour guide or preliminary knowledge this is no more than a museum with beautiful view. But the demands are changing. Nowadays the tourists want to experience personally the happening in the past. The new project helps this.</p> <p>In the frame of it more interactive services will be able to be available.</p> <p>As the plans holographic projection, AR application, audio-guide and mobile application will help the information giving.</p> <p>The guests at the entrance by the buying of the ticket will be able to choose, what kind of form of visiting want to.</p> <ol style="list-style-type: none"> 1. Classic: with pictograms, tables, Hungarian and English castle map. 2. With Tablet: the tourist can receive a tablet for this time of visiting. This is more exiting and interactive. AR (augmented reality), 3D virtual moving scenery will fly us back to the past. The tablet can give virtual tour guide with audio-guide system, texts and pictures. 3. App for mobile (visual guide): compatible with all kind of smart mobiles and it works in offline mode. It would

	<p>provide map, textual and visual guides in Hungarian, English, German, Slovakia or Japanese.</p> <p>Furthermore animations and projections will show the 7 legends of Hollókő, and the role of cisterns as well.</p> <p>Interactive medieval games for children and escape room will make more attractive and interesting the Castle. The holographic projections will present in 10-15second the genre scenes from 15th/16th century</p>
Evaluation of the Case	<p>Strenghts:</p> <ul style="list-style-type: none"> • mobile app • holograpghic projection • animatons for telling stories • audio guide • classic tour for senior visitors <p>Weaknesses:</p> <ul style="list-style-type: none"> • This project will realize only in 2021 • it does not deal with braille writing or question of audio induction loop <p>Opportunities:</p> <ul style="list-style-type: none"> • further development of mobile app: it will be available for tourists to make virtual walking in the Castle <p>Threats:</p> <ul style="list-style-type: none"> • the Castle can be approached hardly for disabled people, the reconstruction of the route/path to the Castle is restricted, it is protected area. • By the istallation of the exhibitions the storage requirements should be consider (temperature, relative huminity).
Recommendations	<p>Hollókő Castle is castle remained in the best condition in the Nógrád county. It belongs to the World heritage site and offers awesome panorama.</p> <p>Hollókő Castle has unique history and legends, which are worth showing, but still the exhibition is less digitized.</p> <p>With the realization of this project the castle will meet demands of 21 th century. Mobile apps, projection and tablet will make modern and more exciting the information-giving.</p> <p>Among the Hungarian castles it will became one of the most outstanding sights.</p>

<p>References</p>	<p>www.holloko.hu www.hollokoivar.hu</p>
<p>Graphics, material and pictures</p>	





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Title of the initiative	"Weekdays and holidays in the castles of the Great Hungarian Plain - Century of Almásy Castle in Gyula" DAOP-2.1.1/G-11-k-2012-0001
Introduction	The exhibition shows the daily lifes and jobs of the servants besides the aristocratic life from 18-19th century interactive way.
Background	<p>More aristocratic families can be linked to the castle having rich history. The constraction of this castle started before 1745 but it finished only in 1902. Its riding hall was bulit in 1831, which is rebuilt into a swimming pool in the year of 1950, this is known today as Gyulai Várfürdő. More times in the past the castle burned down and was reconstructed. Its present form got between 1801 and 1810.</p> <p>Since the 1990s the building was evacuated gradually. Gyula City Council took over the management of the Castle from the National Heritage Institute of State of Hungary officially and permanently in 2011. In 2012 the EU successfully submitted a renovation plan on the grounds of it being a historical preservation site and major tourist attraction. The full refurbishment of the castle was approved the very next year. During 2014 and 2015, the plans were carried out and the reconstruction and renovation of the building based on research and finely-tuned historic preservation principles were completed.</p> <p>In 2016 it has opened it gates.</p>
Proposed solutions/changes	<p>With the help of the interactive installations our visitors get a very realistic view of that 'invisible' hierarchical system, can learn in detail the chores assigned to each servant and her/his lifestyle and even more than that, they are able to introduce you, in a virtual way of course, to some servants and members of the staff from that time.</p> <p>The rooms, not only their objects, but also through their lighting, can help us develop a sense of how life was in the castle at the time.</p> <p>The accumulation of knowledge is huge and provides quite a powerful experience thanks to an interactive educational workshop which this museum offers. By using an integrated visitors' program, a film projector and a range of materials and adjacent installations which are unique in this part of Hungary the visitors' user experience is unique to this area. A very rare instrument that helps us to relive the renaissance era is the so-called "holographic projector", a museum instrument that can be found only in Vienna at closest.</p> <p>Looking through the window of the maquette of castle a few scenes from the life of the castle passes our eyes.</p> <p>The castle is accessible for wheelchairs, too.</p>



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Evaluation of the Case	<p>Strenghts:</p> <ul style="list-style-type: none"> • interactive exhibition • holographic projector • audio guide and mobile application • accesible webpage <p>Opportunities:</p> <ul style="list-style-type: none"> • VR glasses <p>Threats:</p> <ul style="list-style-type: none"> • infrastucture and approach of the city
Recommendat ions	<p>The visitor's information center of Almásy Castle reaches out in its own language towards both children and adults, the young and the elderly, because the topics as well as the instruments serve people of all ages, providing authentic experiences and an interesting, unforgettable program.</p>
References	<p> https://www.visitgyula.com/gyulai-almasy-kastely#3D https://www.turistamagazin.hu/hir/inasszobato-a-grofi-szalonig-a-gyulai-kastely-titkai https://gyulaikastely.hu/virtualis-tura/ https://www.youtube.com/watch?time_continue=56&v=5eKCdunZ_dw&feature=emb_logo </p>

**Graphics,
material and
pictures**



Title of the initiative	<i>„Reconstruction of A Gödöllő Royal Palace and its developments with family-friendly services for the complex, econfriendly operation" KMOP-3.1.1/E-2008-0002 and KMOP-3.1.1/E-09-2f - 2010-0002</i>
Introduction	<p>This is a baroque palace with the largest floor area in Hungary and second largest in the world.</p> <p>During reconstruction the aim was to remain its historical pictures but meet the 20th century expectations as well.</p> <p>The building is not only exhibition space or museum but home of several concerts and theatre plays. Moreover, in the palace other events (f.e.: wedding) are organised.</p>
Background	<p>Count Antal Grassalkovich I (1694–1771), one of the most notable aristocrats of the 18th century, began construction of the largest Baroque palace in Hungary in around 1735. From 1920 onwards the Palace served as a summer retreat for Governor Miklós Horthy. This period ended with the outbreak of World War II. Although the building itself was left undamaged, most of the furnishings were carried away or destroyed by the German and Russian troops invading in 1944.</p> <p>From 1945 onwards Soviet troops were stationed in the outbuildings, while the main building, classified as a historic monument, became a home for the elderly. These abuses led to a gradual decay of the Palace over the following decades.</p> <p>Conservation work on the Palace, still in state ownership, began again in 1985. As a result of this, the first permanent exhibition was opened in 1996:</p> <p>Gödöllői Royal Palace Nonprofit Ltd coordinate the renovation, restoration of the palace which is state owned.</p>
Proposed solutions/changes	<p>With few exceptions, the services provided by the Royal Palace of Gödöllő are also accessible for people with disabilities and reduced mobility.</p> <p><u>For people with reduced mobility</u></p> <p>The main entrance is easily accessible from the car park on a special driveway for the disabled.</p> <p>Those arriving alone in a wheelchair should approach the staff for help in accessing the ticket office and the cloakroom, and they will be happy to oblige.</p> <p>Thanks to the Hungarian Wheelchair Foundation, you can request a wheelchair in the cloakroom.</p> <p>There is a lift providing easy access to the exhibition.</p> <p>The ceremonial hall and the garden are accessible through the entrance hall. On the renovated 5 hectare area of the park, the gravel paths are negotiable even for people in wheelchairs.</p> <p>They provide barrier-free access to the toilet to the right of the entrance hall for those who have difficulty in reaching the toilets</p>

	<p>in the basement. Barrier-free toilets are also to be found by the riding hall. (see map)</p> <p>Groups are advised to book in advance.</p> <p><u>For visitors who are hard of hearing</u></p> <p>Fixed induction loops at the ticket office, the ceremonial hall and in the Baroque theatre help visitors who are hard of hearing to obtain information.</p> <p>The audio guides can be used with hearing aids available at the ticket office.</p> <p><u>For visually impaired visitors</u></p> <p>A Braille map and an audio computer terminal in the main entrance help visually impaired visitors in their orientation.</p> <p>Braille maps in A4 size are available from the ticket office for the use of guests during their visit.</p> <p>As animals are not allowed on the territory of the Palace, visitors with guide dogs are advised to inform staff in advance.</p>
Evaluation of the Case	<p>Strenghts:</p> <ul style="list-style-type: none"> • almost all of sights/halls/rooms are accesssible for disabled people • braille map and audio for visually impaired guests • induction loop for deaf or hard of hearing • accessible webpage • multilingual publications • interactive programms (meeting princess Sissy) • 3D movie about the history of the palace • holograhic projection in some places of the palace <p>Weaknesses:</p> <p>Opportunities:</p> <ul style="list-style-type: none"> • Barrier-free building of the year, child-friendly place, Museum educational award 2010 and 2013 • the museum of the year 2008 • Business Excellence award 2016 • FIABCI World Prix d'Excellence International award 2014 <p>Threats:</p>

Recommendations	<p>The Royal Palace of Gödöllő or Grassalkovich Castle is an imperial and royal Hungarian palace located in the municipality of Gödöllő in Pest county, central Hungary. It is famous for being a favourite place of Queen Elisabeth of Hungary. The palace is an internationally famous and popular tourist attraction. Its attendance number is more than 300.000 in a year.</p>
References	<p>http://www.kiralyikastely.hu/page.36.the_history_of_the_palace https://hu.wikipedia.org/wiki/Grassalkovich-kast%C3%A9ly_(G%C3%B6d%C3%B6ll%C5%91)</p>
Graphics, material and pictures	 





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Title of the initiative	<p>ÉMOP-2.1.1/A-12-k-2012-0005 "Próbáljon szerencsét Hollókőn" Guzsalyas house</p>
Introduction	<p>In the Guzsalyas house you can admire what the original traditional dresses of Hollókő like. In the museum the tourists can get know with the old black and white movies the dress making and weaving process and the used equipments .</p>
Background	<p>Before the project there was no museum in the village, which demonstrated the hemp processing. The earlier house was "Szövőház", Spinning house, where the equipments and the weaving loom were exhibited, but this was less enjoyable for tourist. With the changing of tourist demands, and the experience orientation new attractions became necessary. After Municipality of Hollókő applied successfully, it started to build the Guzsalyas house.</p>
Proposed solutions/changes	<p>The Municipality of Hollókő applied in order to the museums in the Old Village became more attractive and interactive for tourists. In the frame of this project the Guzsalyas houses was built. In the first three rooms of the museum the earlier used equipments are showed with Hungarian, English and German descriptions. Moreover, some types of materials can be seen and tactile so the tourist can find out and learn what is the name of this material. Beside the description some-seconds movies show the whole process of making dress, from the hemp to line, so the visitors can see how these tools were used 60 years before. The movies were placed at disposal of Municipality by the Ethnographic Museum and the Hungarian Historical Movie Foundation. Local and craftsmen from near settlements prepared the wooden tools, and weaving loom.</p>

<p>Evaluation of the Case</p>	<p>Strenghts: the movies made the giving information easy. Thanks to the description and movies the deaf and the hard-hearing people can enjoy this exhibition, it became more interactive.</p> <p>Weaknesses: The museum does not offer opportunity for blind or partially sighted people.</p> <p>Opportunities: cooporation and jointly applying of the Hollókő Municipalty and the Association in Nógrád countyof the Blind and partially sighted for new audio system or creating of descprictions with braille writing.</p> <p>Threats: This musem can be approached hardly for disabled people. Ramps building or reconstruction of the entrance are restricted by the the Act and requirements of the UNESCO.</p>
<p>Recommendations</p>	<p>In Hollókő the weaving has a very big tradition. The spinning-house was center of the women social life in the village. In winter the girls and the woman used to gather in a house, where they made the dresses, bed linens or bags. Nowadays this tradition dissappeared, only few women can show this process. The Guzsalys museum evokes it and the movies demonstrate the visitors how made the dress earlier.</p>
<p>References</p>	<p>http://www.holloko.hu/hu/info/latnivalok-szolgaltatasok/muzeumok/guzsalyas.html</p>

**Graphics, material
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Title of the initiative	1/2004/ROP 1.1 „Touristic attraction development” 1. komponent „ The touristic development of prehistoric Pompeii in Ipolytarnóc”
Introduction	As the result of this project Ipolytarnóc was enriched with new world-class interpretation tools.
Background	<p>Ipolytarnóc Fossils has been protected since 1944 and maintained by the Bükk National Park since 1977. As the results of one and half centuries of scientific explorations and researches the Geological Path was opened in 1986 for the visitors. “The Prehistorical Pompeii” has area of 510 hectares, which is the result of the vulcano catastrophe 20 million years ago.</p> <p>In this area nearly 3000 footprints (mammals and birds) were discovered and identified. 8m wide and 100m long petrified tree made Ipolytarnóc famous.</p> <p>Ipolytarnóc Fossils area won the European Diplom in 1995. The aim of</p>
Proposed solutions/changes	<p>In the frame of this initiative the presentaion of this area are helped by some digital tools:</p> <ul style="list-style-type: none"> - The holographic projection shows ancient animals on that place, where they used to live. - Digital sand box shows the changing of earth surface. - In the “touch info” towers information are provided about the attractions in Novograd-Nógrád geopark, and its history. - Guide@hand app helps the tour - VR glasses gives complex image about the protected area - 4D movie theatre takes the tourists back in the age of Miocen - In the “Meetings of time planes” exhibition prentsents the history of Earth. - there are downloadable content in the webpage, which offer tourplans for the visitors.

<p>Evaluation of the Case</p>	<p>Strengths: Ipolytarnóc is the second of the most visited sights in Nógrád county. In last years several significant developments happened. The unique attraction won the European Diploma, which was extended until 2020. In 2019 new accessible exhibition was opened, which shows the pass of Ipolytarnóc from the discovery to exhibition. Guide@hand Bükk National Park is an downloadable application, which helps the touring with texts, pictures and sounds. Moreover, audio-guide, pictograms, mobile app help the handicapped tourists.</p> <p>Weaknesses: The approach of the sights is bad. The infrastructure needs to be improve.</p> <p>Opportunities: Ipolytarnóc has been registered to the World heritage Tentative List since 2000. Using of VR glasses during the interactive tours.</p> <p>Threats: The conservation of the footprints and fossils mean constant problem for maintainers.</p>
<p>Recommendations</p>	<p>By Ipolytarnóc Fossils one of the most interesting program is the 3D projection in the end of visiting of Geological Trail. New improvement is the holographic projection, so the tourists can see in life-size the ancient animals on that place, where they used to live in the time of vulcano catastrophe. So the more hundreds footprints can be identified easily, and the animation helps us to imagine the behaviour and moving of animals. The GUIDE@HAND application of the Bükk National Park in 2017 helps the visitors in the discovering of this area and in the planning of longer tours. Tha app can be also used in offline mode. The tourist can constantly update with own photos, notes, videos.</p>


<p>References</p>	<p>https://www.osmaradvanyok.hu/hu/index https://www.bnpi.hu/hu/guide-hand-bnpi-mobil-app</p>
<p>Graphics, material and pictures</p>	 



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Title of the initiative	Kaposvár, the accessible city
Introduction	<p>The city of Kaposvár, situated in the South-West of Hungary, grew up in a hilly area and has been populated from as long as 5000 BC. The city is divided into two parts by the river Kapos. Kaposvár is a relaxed, friendly, human-scale city, accessible to all. It is known for its flowers, Art Nouveau buildings, fountains and painters. Kaposvár is also an important cultural centre. The surrounding countryside of hills, lakes, forests and rivers is delightful and well worth discovering.</p>
Background	<p>The city of Kaposvár is often referred to as Rippl-Rónai's city owing to the fact that Rippl-Rónai, a painter of European renown was born and worked here. His memory is preserved through museums, statues and public spaces. 33 nationally listed monuments attest to Kaposvár's rich history. The city boasts an active cultural life with various event venues. The local museum awaits the visitors at 5 locations and the cultural centre has 8 branches. The library operates on two premises and the theatre company continues to work despite the ongoing major refurbishment of the original listed building. The city is also home to the county archives.</p> <p>Kaposvár is determined to go on building a barrier-free city taking one step at a time, this is the only way to build a city and a local community which is accessible and inclusive for every citizen and tourist.</p>
Proposed solutions/changes	<p>Providing disability access to our cultural venues continues to be a priority while adapting listed buildings poses a challenge. The central museum building is also listed and only partially accessible but various programmes and guided tours are offered regularly for different ages. The visitor centre showcasing the Lake Deseda is fully accessible, tactile equipment and guided visits are available. The Rippl-Rónai Memorial Complex is not accessible physically, tape recorded audio guides are available. The fully accessible visitor centre – operates as an exhibition venue, gift shop – has restroom facilities. The room equipped with VR technology and showing Rippl-Rónai's achievements is a new addition. The park around the complex boasts info signs, benches and a tactile map. The ruins of the 11th century Benedictine Monastery are partly accessible for wheelchair users, and as currently a major renovation project is taking place, admission is by prior arrangement only. The building of the cultural centre (2011) is fully barrier free. It hosts performances including plays with sign language and narration for the disabled. The listed building of the theatre is currently being refurbished and by the end of 2019, will boast full accessibility. The Rainbow Culture Palace is fully accessible, its bronze scale model stands in front of the building. Our library is also physically barrier free, serves as a venue for the National Sight Week being part of the sensitization programmes organised by the visually disabled. Access to the County Archives is barrier free, the visually impaired are assisted with painted signs. Beside every public institution, bicycle stands are available, plus bike maps and rest stops at the more popular locations.</p>

	<p>The Tourist Information Office is accessible with induction loop and tactile paving, Braille maps developed for people with visual impairments and audio guides for the blind which describes in detail the sights and monuments of the city centre of Kaposvár, tourist DVD with signalling for the deaf are all available in the office.</p> <p>Kaposvár strives to present a single cityscape and visual appearance for this purpose local regulations apply to listed buildings, information and signs in public areas. New street signs, info boards in surgeries, welcome boards were designed in this spirit, involving the visually impaired. The tourist signage complies with this uniform design, first introduced in the water tourism project in 2019. In this system the sign for accessibility is symbolized by a wheelchair in motion which suggests that the disabled are considered active participants in our city's life&tourism.</p>
Evaluation of the Case	<p>Strengths:</p> <ul style="list-style-type: none"> • Join forces with local and national associations for the disabled to improve social and educational services, financial support • Urban planning with focus to improve accessibility to public buildings, involvement of rehab. engineers, target groups, upgrading of existing amenities, EU projects • Accessibility and integration feature in urban policy adopted by the Council, integrated education for special needs children, purchase of Soundbeam equipment • Specialty at regional and national level—Accessible Tourism • Barrier-free Tourist Information Office, with induction loops and tactile paving • Braille maps and audio guides for the visually impaired • Tourist DVD with signalling for the hearing impaired • February 2012 -Hungarian Accessible City Award for Kaposvár • 2013 –Hungarian national winner EDEN „European Destinations of Excellence”, European finalist • 2015. 2018 Access City Award – Special Mention • 100% accessible public transport accessible renovated railway station, multifunctional sports hall, new swimming pool suitable for hosting international competitions <p>Weaknesses:</p> <p>Opportunities:</p> <ul style="list-style-type: none"> • The development of the Kaposvár Transport Centre (2016-2020), the integration of the rail transport, local and intercity bus transport with full accessibility. • New, fully accessible cultural facilities by 2019 -2020: theatre, visitor centre showcasing the Benedictine Abbey, new visitor centre in the city centre, purchase of barrier free watercraft to make water tourism accessible


	<ul style="list-style-type: none"> • Placement of new street signs developed in consultation with the visually impaired • Accessibility of all cultural events for all the disabled groups <p>Construction of a new camping site and hotel by the Lake Deseda and the City Baths , offering accessible services (2020-2023)</p> <p>Threats:</p>
Recommendations	<p>Kaposvár has taken unique initiatives to create accessible tourism nationwide and it won the European Destinations of Excellence competition. Kaposvár redesigned or constructed the cultural building or museums to make them easily accessible for people with reduced mobility, and easier access for the elderly and mothers with pram . Here the handicapped can encounter improvements that allow them to travel around the city on their own, without the need for help. The map of the city is available in the form of tactile, audio-guides help the blinds or partially sighted, and for the deaf or hard-hearing people a special DVD was made. In 2018 Kaposvár received again the Access city award.</p>
References	<p>http://www.tourinformkaposvar.hu/index.php?p=68&lang=en https://ec.europa.eu/social/main.jsp?langId=hu&catId=1138&furtherNews=yes&newsId=2410</p>
Graphics, material and pictures	



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Title of the initiative	Matra Resorts project
Introduction	The joint cooperation between Parádsasvár Municipality and the Guest house providers in Parádsasvár. The aim of this project is the accessibility by not only the accommodation but also the other touristic services.
Background	<p>In the Northern-Hungary touristic region except the big hotel chains there are relative few touristic service providers specializing in the accessible tourism.</p> <p>The leader of this project Zsarnóczy Martin PhD, who is the region coordinator of the National Federation of Young Entrepreneur, the docent of the Kodolányi János University and he is the emissary of Parádsasvár Municipality.</p> <p>Since 2011 more organizations, hotel providers, Gyöngyös-Mátra Touristic Association and international organizations like the Boston University joined to this project.</p>
Proposed solutions/changes	<p>The Northern-Hungary touristic region has significant health touristic traditions. In this region a health touristic settlement network can be found. (Mátraháza, Kékéztető, Parádsasvár, Parádfürdő, Mátraderecske, Bükkszék). In these settlements the most diverse health touristic services can be tried (climatic health places, carbon dioxide dry bath, spas..) Matra area has big potentials in terms of tourism. The Matra Resort is the first pensioners-friendly touristic initiative in Europe, which offers accessible places, accommodations.</p> <p>Matra Resorts consists of two modern, spacious villas with a total of 76 newly built apartment units in addition to common areas. The two villas – Villa Deco and Villa Aura – are constructed according to different design concepts.</p> <p>Services:</p> <p>Independent living facilities: are designed exclusively for seniors aged 55 and over, who need minor assistance for daily living and want to live an active social life. They are offering and maintaining compact and easy to navigate living areas. Medical care and nursing are not included in these plans.</p> <p>ASSISTED LIVING: Assisted living is a residential option for seniors who need support for essential daily activities. Assistance staff is minutes away and is ready to help you 0-24. This living model is designed by putting privacy and independence also in perspective</p> <p>NURSING HOME: Nursing homes provide complete life assistance including getting out of bed, feeding, bathing or dressing. The level of medical care is very significant, a skilled nursing team is available 24 hours a day. Recommended for persons whose medical and personal care became too great to handle in home environment.</p>

	<p>HOSPICE: Hospice service is the highest level of medical assistance we can provide by our professionals, offering a friendlier environment than general hospitals.</p>
<p>Evaluation of the Case</p>	<p>Strenghts:</p> <ul style="list-style-type: none"> • Matra area has several services in term of health tourism • unique holiday form in Hungary • In London this project awarded in 2019 as one of the most innovative cooperation in a region title • Sport events are organised per year for the disabled people • It was the first project in Hungary, which was registered by the ENAT, Pentau and Europe international organizations. <p>Weaknesses:</p> <ul style="list-style-type: none"> • Lack of competitors in this tourism market niche • No clear regulations and national standards • Accessible tourism is not widely promoted • Week door to door service <p>Opportunities:</p> <ul style="list-style-type: none"> • Upcoming market segment • Can be mix with extra services • Generate additional income according special needs • Rural destinations are preferable than overtourism places <p>Threats:</p> <ul style="list-style-type: none"> • Higher cost of experts and professionals • Week affordable infrastructure • Providing various accessible services at one time • Need longer return of investment
<p>Recommendations</p>	<p>Matra Resorts offers professional and personalized elderly care services in Hungary. At a unique location in Central Europe this next generation retirement home provides harmonious environment where highest standards of Western European elderly care services perfectly unite with hectares of untouched nature. Whether you look for a convenient second home for independent living, a reliable retirement home for assisted living, a nursing home or even a well-equipped European hospice you'll surely find it in Matra Resorts. The mission is to provide elder people with a high-</p>

	<p>quality serviced home complex where they can live a truly independent and dignified life. Matra Resorts was founded by local elderly experts with an aim to create a retirement community without the depressing atmosphere of overcrowded retirement homes. Besides its' beautiful natural environment, Matra Resorts offers 24/7 medical availability, personalized elderly care services in addition to a range of free-time and recreation options nearby.</p>
References	<p>http://matraresorts.com/#about https://www.heol.hu/kozelet/helyi-kozelet/a-matra-resort-projektet-londonban-dijaztak-1888042/</p>
Graphics, material and pictures	



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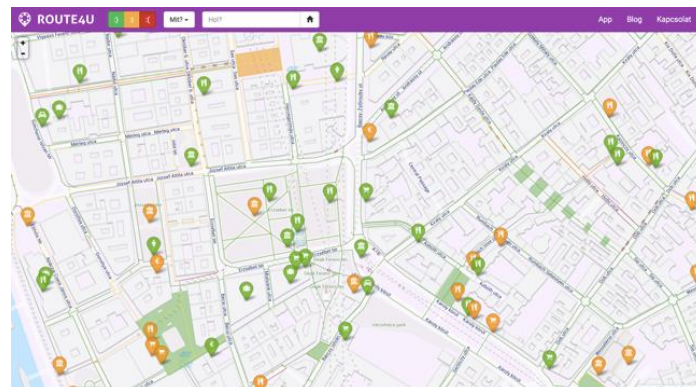
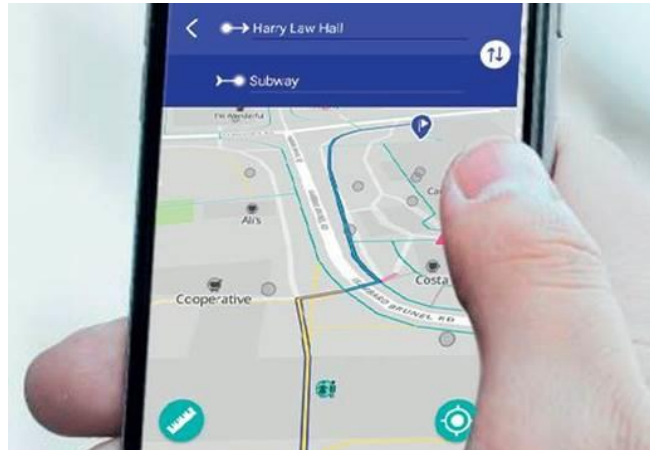
Title of the initiative	ROUTE4U-application
Introduction	This application, which tries to make the travelling moving of the disabled people is the common initiative of Route4U organisation and Hungarian Tourism Agency.
Background	<p>Route4U was brought to life to help the disabled people in the travelling, moving in Budapest. The creators realized that the disabled people need no permanent helping but a platform to solve by own their problems.</p> <p>The developed accessible map and smart phone application show the routes and places, which can be used easily with wheelchairs or prams. The purpose of the initiative is that it gives enough information for disabled people.</p> <p>Now in 8 cities this app is used: Budapest, Portsmouth, Swordsban, Tel Aviv, Washington DC, Austin in Texas, Wien, London, but this network is still expanding.</p>
Proposed solutions/changes	<p>For many our world is a labyrinth. The plan is to make physical accessibility transparent globally.</p> <p>While full accessibility is not always possible, showing the working alternatives can effectively help people with reduced mobility live a full, happy and productive life.</p> <p>People with reduced mobility represent more than 40% of the population. 2% of the population needs a wheelchair and their number is doubling every decade.</p> <p>The technology is available to provide an instant, cost-efficient, customized solution.</p> <p>Volunteers, local businesses, property managers, enterprises and cities join forces to create a global accessibility map as they have recognized that it is good for society, good for business, and people with reduced mobility deserve it.</p> <p>Benefit from the greatest freedom in mobility ever. Use this app to find the accessible routes most comfortable for you, find the best accessible places and navigate on sidewalks from door to door. It shows almost 800.000 accessible places globally and already have several thousand km of sidewalks mapped. By using the app, you also contribute.</p> <p>The users can improve, develop and correct the errors in this application.</p>



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	<p>The barrier-free map is made and improve by the collected informations during the travelling. It shows the potholes, slopes and curbs, as well.</p> <p>Every places were indicated with three different colours: green is the accessible independently, yellow: the tourist can visit the places only with help, and red means this place is not accessible for disabled people.</p>
Evaluation of the Case	<p>Strenghts:</p> <ul style="list-style-type: none"> • interactive • the users can refresh on the base of own experience • easily using • shows for the government or the cities which routes, roads should be constructed • the tourisctic providers can upload their accessible sights • IOS, Android and online app <p>Weaknesses:</p> <p>Opportunities: more Hungarian cities or sights can join to this</p> <p>Threats:</p> <ul style="list-style-type: none"> • the information is uploaded by the users
Recommendations	<p>The special Hungarian initiative is a Openstreetmap based mobile application, which is free available for wheelchairs or prams users. This application creates a city map for them. It shows the accessibility of places such as banks, resturants, caffee houses or accommodations.</p>
References	<p>https://route4u.org/index.html</p>

Graphics, material and pictures



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