
Workshop on the Integration of Location Based Systems in Tourism and Cultural Heritage

Tuesday, November 21, 2006

Boudewijn Building, Brussels, Belgium

Goal

This workshop focuses on the use of Location Based Services (LBS), such as GPS and position detection on mobile phones or wireless LAN in both indoor and outdoor use, in tourism and cultural heritage interpretation from the point of integration, workflow, feasibility, sustainability and supporting policies.

This workshop will talk about the conception and creation issues of such systems, about possible hardware platforms, about the collaboration between the content partners at different levels, about the management of routes and route information, about the impact of LBS on route design and exploitation, about the feasibility, longevity and sustainability of such systems, about the implementation and maintenance of such systems within a touristical infrastructure, about quality assurance and data protection, about the creation of a two-way communication with the user/tourist, who can give feedback and personal interpretation.

International developers, companies, policy makers and responsables for tourism and cultural heritage will give their view on the state-of-art, the goals and the issues of creating integrated Location Based Systems that can be used in touristical and cultural routes, city and monument visits, and site and landscape interpretation.

On Nov 22, Flemish decision makers will meet to use the viewpoints of these international specialists to create a set of guidelines on Flemish level on the creation, exploitation and maintenance of LBS based routes, and discuss a concrete framework and cooperation to implement these guidelines. Attendance to this meeting is by invitation only. The workshop and the meeting are organised by EPOCH, Westtoer and the Flemish Heritage Institute.

Organisation



<http://www.epoch-net.org/>

<http://www.westtoer.be/>

<http://www.vioe.be/>

EPOCH is a Network of Excellence, funded by the European Community in the 6th Framework – Information Society Technologies (IST) Programme under contract IST-2002-507382. The Flemish Heritage Institute (Vlaams Instituut voor Onroerend Erfgoed – VIOE) is the scientific institute of the Flemish Community responsible for tangible heritage such as monuments, sites, landscapes and maritime heritage. Westtoer is the provincial enterprise for tourism and recreation in West-Flanders.

Registration

There is no registration fee for this EPOCH workshop, but for logistical reasons, we require delegates to register with Hilde Delange (hilde.delange@visualdimension.be, tel. +32 55 30 31 08, fax +32 55 30 31 04) **before November 16, 2006**.

Programme

- 10:00 Registration & coffee
- 10:30 **Welcome** by Jean-Louis Luxen, former Secretary-General of ICOMOS
- 10:45 **Experience Roma : Creation of a Laboratory for Innovation in the Field of Cultural Tourism**
Andrea Granelli (City of Rome, Italy)
- 11:15 **The Message and the Medium : the Presentation of the Muiderslot-story**
Geeske Bakker (DeroDe3D & Hogeschool Utrecht, Netherlands)
- 11:45 **History Unwired : a Multimedia Walking Tour in Venice**
Silvia Vergani (TeDIS - Venice International University, Italy)
- 12:15 **The Development of Cultural Tourism Routes : a Market for Location Based Systems**
Jan Stobbe (Gewest Kop van Noord Holland, Netherlands)
- 12:45 Lunch break (sandwich lunch)
- 13:30 **New Approaches to Access Heritage**
Michael Loveday (Norwich HEART, UK)
- 14:00 **A Continuous Multi-resolution Tracking System for Improved User Experience in Indoor Cultural Heritage Sites**
Marina Pettinari (University of Bologna, Italy)
- 14:30 **WalkonWeb : An Electronic and Collaborative Publishing Platform for Recreational Routes**
Bert Paepen (KULeuven, Belgium)
- 15:00 **Smart Museums Sites and Landscapes from Visitor Guides to Collection Monitoring**
Nick Ryan (University of Kent, UK)
- 15:30 Coffee break
- 16:00 **eMapps.com: New Ways of Learning about Cultural Heritage using Mobile Technologies**
Vilma Butkute (Institute of Mobile Technologies for Education & Culture, Lithuania)
- 16:30 **ARCHIE: a Handheld Museum Guide Combining Location, Personalisation and Communication to Support Socially Aware Group Visits**
Kris Luyten (Expertise Centre for Digital Media - University Hasselt, Belgium)
- 17:00 **Integration as the Key to Successful Implementation of Routes**
Daniel Pletinckx (Visual Dimension bvba & EPOCH, Belgium)
- 17:30 **Conclusions** by Jean-Louis Luxen, former Secretary-General of ICOMOS

Venue

Boudewijn auditorium

Boudewijngebouw (Boudewijn Building)

Boudewijnlaan 30

1000 Brussel

The Boudewijn building is close to the Brussels North Railway Station and the Rogier metro station. It takes only 15 minutes to reach this station from Brussels Airport by train, there are 4 trains per hour.



Boudewijn building

Abstracts of the papers at the EPOCH workshop “The integration of LBS in Tourism and Cultural Heritage”

Andrea Granelli (*City of Rome, Italy*) :

Experience Roma : Creation of a Laboratory for Innovation in the Field of Cultural Tourism

There is no structured and systematic approach to opportunities stemming from innovation in the field of culture and tourism. This consideration represents the starting point of the “Experience Roma” project. The main objectives of this project are putting Rome at the centre of innovation in terms of cultural tourism and creating a project-oriented approach to deliverables that can be easily used in other “art cities” so as to build, develop and disseminate an “Italian System”.

The preliminary conditions for a successful initiative are development of an innovative governance approach to the territory (a true “task-force for the innovation of tourism in Rome”) among the entities and the organizations; the creation of an “outdoors laboratory” involving tourists not only in terms of validation but also in terms of planning; the implementation of a “project-oriented approach” in order to ensure consistent vision, objectives, project rationale and communication formats and, at the same time, to extend the solutions developed to other territorial contexts.

“Experience Roma” involves seven different initiatives, one of them is the “Access Gate to Archaeological Rome” which is the creation of a “point of departure” in the archaeological heart of Rome in order to visit its archaeological heritage. This place will be used as a “destination management site” to receive and guide tourists in the extraordinary – but fragmented – archaeological reality of Rome. It will also be designed to understand and appreciate this asset.

Another initiative is the “Journey through Rome” which is the creation of individualized contents and location services for tourists and installation of a Wi-Fi network in areas with a high tourist and cultural value. Moreover, this will serve as an important tool to test contents, services and terminals.

The expected results in the long term of “Experience Roma” project are the increase of quality tourism (and, in particular, growth of the average expenditure for tourists), a longer average stay of tourists, and an increase in private contributions (deriving from the growth of the overall value of the sector) in funding the conservation of cultural heritage.

Geeske Bakker (*Buro 1896, Netherlands*) :

The message and the medium: the presentation of the Muiderslot-story

In May 2006, the new presentation of the Muiderslot museum was inaugurated. This museum is a castle that has been built around 1285 by Floris V, count of Holland. It is situated at the banks of the river Vecht, near the IJsselmeer.

A significant part of the castle was not open to the public ever since the castle turned into a museum, some 125 years ago. However, from May 2006 on, the visitor can not only take the guided tour through the former living areas of the castle, but can also freely walk around in the rest of the medieval building.

The aim of opening the whole castle was to permit the visitor to walk around freely in a great part of the castle, to make it possible to tell the complete story of the Muiderslot and to protect the museum pieces. The Muiderslot has more than 175.000 visitors a year (is closed in the winter) and for conservation reasons is was advisable to have less visitors in the guided tour area

The museum wanted to present the building itself as the most outstanding museum piece, in which the military function should be stressed. The presentation will focus on the in situ information given in the museum and the surrounding areas with the 17th century garden and physical remains of fortresses.

Silvia Vergani (*TeDIS - Venice International University, Italy*)

History Unwired : a Multimedia Walking Tour in Venice

History Unwired is a multi-year investigation of the narrative uses of mobile technology in historic cities. The tour is delivered over location-aware, multimedia phones and PDAs and takes tourists and citizens through one of Venice's more hidden neighborhoods. The main goal of the project is to explore how the audio, video, interactive media and positioning capabilities of portable devices can combine with rich visual landscape and street life of Venice to create a new form of media that is both cinematic and physically immersive.

Jan Stobbe (*Gewest Kop van Noord-Holland, Netherlands*) :

The Development of Cultural Tourism Routes : a Market for Location Based Systems ?

The north part of North-Holland, a predominantly rural area in the Netherlands, fosters its unique cultural heritage dating from the Neolithic period to and including the Napoleonic era. With about thirty-five cycle and walking routes at this moment, it possesses one of the densest sustainable tourism infrastructure areas in the country.

The development of these routes is based on local - bottom up - initiatives. With a working group consisting of representatives from public and private enterprises, local heritage centres and inhabitants and the tourist board and with the help of some funding, commitment is usually quickly obtained. Today, this is an approved policy used to deliver quality products to address the ever-changing demands of visitors.

In most cases, only traditional ways to present cultural heritage, integrated in both local and regional routes, exist. Using both information, described in the EPOCH report stakeholder needs report made by the Stichting Bedrijfsregio Kop van Noord-Holland, Den Helder, the Netherlands and an evaluation of the EPOCH draft eCultural Routes and Cultural Heritage study provided by the Hogeschool Utrecht, the Netherlands, a regional survey indicates the quantitative and qualitative needs for Location Based Systems.

Michael Loveday (*Norwich HEART, UK*) :

New Approaches to Access Heritage

Despite advances in the heritage thinking, widely held misconceptions prevail – ‘its about doing up old buildings to keep them in aspic’, ‘nothing to do with the economy’; ‘an impediment to economic development’, ‘a pastime for posh, clever people’; ‘nothing to do with ordinary people and social issues’, ‘not a serious, mainstream issue’ and young people think its dull and ‘seriously un-cool’.

To respond to these perceptions we need to recognise where heritage management is failing now and move towards an approach, which identifies appropriate objectives, then measures performance against them. We need to think about the economic, social, cultural and environmental benefits that it might deliver rather than just seeing it as a means of safeguarding heritage infrastructure for its own sake. We need to review good practice case studies and then use these to develop best practice delivery and think of the issue and the institutions involved in an integrated rather than a fragmentary way. And last but not least, we need to investigate and apply new technologies in making heritage relevant and engaging.

The Heritage Economic & Regeneration Trust (HEART) has been established as a unique organisation in the UK to develop this new integrated, performance led, best practice approach. One of its pilot initiatives – The Great & The Good – seeks to unify 12 iconic but disparate heritage institutions into a co-dependent visitor family. HEART is developing a range of media to deliver this model but has included the use of virtual models to allow access to normally inaccessible structures and to create historical regressions. Hypertag technology is used to bring static interpretive signs alive by creating a mobile phone link and GPS/PDA technologies are developed to create heritage exploration routes and increase intellectual access.

Marina Pettinari (*University of Bologna, Italy*) :

A Continuous Multi-resolution Tracking System for Improved User Experience in Indoor Cultural Heritage Sites

Cultural heritage sites have proved to be interesting and challenging environments to demonstrate localization technologies as well as innovative services based on user localization and tracking.

Building a smart environment in historical or preexistent sites is difficult. Adding sensors throughout the site is normally not allowed by cultural heritage authorities, unless they are unobtrusively integrated within the hosting architecture. Furthermore, constraints and precision requirement may change significantly, depending on the application and type of interaction.

Experiments in museums and archaeological sites show that stand-alone localization systems (e.g.: GPS, WLAN-based indoor localization, RFID tags) may not be satisfactory. In many cases, solutions based on a combination of co-operative location/tracking systems should be investigated.

In this presentation, a novel technique to continuously track the user in “difficult” environments is proposed. The architecture is based on the co-operation between two complementary systems: the first one is an Inertial Tracking Platform (ITP) embedded in a wearable navigator, while the second one, called VTS (Vision based Tracking System), is based on small stereo cameras pairs hidden in the environment.

In the proposed solution, the ITP is used to provide tracking information, filling the gaps between the areas covered by the high precision VTS. Such an approach is already well known in different contexts where other absolute positioning systems are used instead of the VTS (e.g.: GPS).

The system prototype has been integrated within MobiComp - the context management infrastructure conceived at the University of Kent and further developed within EPOCH – and it is currently being demonstrated at the Interactive Salon organized by EPOCH at the Stadsmuseum in Stockholm.

Bert Paepen (*KULeuven, Belgium*) :

Walkonweb: An Electronic and Collaborative Publishing Platform for Recreational Routes

Outdoor leisure activities such as hiking, Nordic walking and mountain biking are becoming more and more popular across Europe. Outdoor equipment has modernised, gained flexibility and lost weight. GPS devices are starting to become mainstream, both in the car and outside. On the other hand information about recreational routes is still very diverse in terms of source, structure, availability and language. This is why it is still difficult for outdoor enthusiasts to get all the route information they need. Even though maps can be found on CD-ROMs and routes can be downloaded from the Internet in GPX format, consumers need to be technically skilled to make this all usable on a mobile device for their outdoor activity.

For content providers the task of publishing routes digitally - e.g. on a CD-ROM - is equally difficult, requiring the intervention of IT specialists. As a consequence the advantages of digital publishing, such as fast updating, cannot be fully exploited. The WalkOnWeb project (www.walkonweb.org) wants to overcome this problem by proposing an integrated approach. It is developing a new publishing model for recreational routes and tourist information in which a collaborative approach is adopted for route creation. Using an Authoring Tool content creators combine their efforts: route designers create an electronic route based on a digital map and content specialists attach information to the route up to a very detailed level. This talk focuses on the approach adopted by WalkOnWeb to create routes that are at the same time very well-structured and thus usable by computers, rich in semantics and multilingual.

Nick Ryan (*University of Kent, UK*) :

Smart Museums Sites and Landscapes from Visitor Guides to Collection Monitoring

This presentation shows how MobiComp - a context management infrastructure conceived by the University of Kent and further developed within the framework of EPOCH - can be deployed to support visitors and management of museums, sites and landscapes by integrating heterogeneous technologies within the same operational environment. The Infrastructure is currently being demonstrated at the Interactive Salon, an exhibition of new technology for Cultural Heritage held at the Stadsmuseum in Stockholm, within the framework of EPOCH.

MobiComp is an active and shared repository of structured information that smoothly supports the delivery of information services to the actors in a Cultural Heritage scenario. It achieves this by providing a common source for all information about the changing situations (or context) of visitors, devices and cultural heritage objects.

MobiComp can support both indoor and outdoor location technologies in a unified manner. In this presentation, the focus is on an indoor location, the Museum, and the actors are the visitors, the Museum staff, equipment and exhibits. The services discussed include visitor guiding, tracking and counting, environmental monitoring, and managing the issue and return of multimedia context-aware guide devices.

The guides are based on several types of mobile devices, each different in nature and supported by a wide range of location and sensing technologies. MobiComp allows for straightforward comparisons between location methods and may suggest how best to combine location and orientation solutions to achieve the best cost-performance trade off.

Vilma Butkute (*Institute of Mobile Technologies for Education and Culture, Lithuania*)

eMapps.com: New Ways of Learning about Cultural Heritage using Mobile Technologies

There is a natural alliance between learning and personal mobile technology, making it feasible to support learning in many contexts, emphasising the skills and knowledge needed for a rapidly changing society. The eMapps.com project, under IST EC FP6 in the New Member States, is demonstrating how mobile technologies can be combined to provide an enriching experience for children in the school curriculum and beyond, using Alternate Reality Games, played 'live' in the individual territory using Internet, GPRS/3G and MMS technologies.

The eMapps.com platform runs on digital devices such as mobile phones, PDA, Tablet PC and UMTS networks and includes a game control mechanism, forum, chat and pre-set map-based local scenarios. "Pins" located in a pre-set scenario (map-based) are linked to information placed in independently edited photo, audio and text 'blog' folders. Any mobile device that supports a browser can be used for uploading the content to any folder. The map is a Graphical Interface that interacts with objects and can be used for mapping existing objects in a given territory, based on UTM Coordinates.

As one of the main outcomes of eMapps.com will include a 'Living Map' of Europe which locates the content and games produced during the project in a format to inspire others and in which any target group or locality can participate.

Relevant links are www.emapps.com, www.chimer.com and www.aitmes.org.

Kris Luyten (*Expertise Centre for Digital Media - University Hasselt, Belgium*)

ARCHIE: a Handheld Museum Guide Combining Location, Personalisation and Communication to Support Socially Aware Group Visits

We present ARCHIE, a research project which aims to discover how handheld guides can be used as powerful instruments to enhance the visitor's learning experience. Although mobile devices are becoming a common aid to support a museum visit, they often lead to an individualized experience. However, most people do not visit a museum alone, and recent research has pointed out that social interaction is a prerequisite for an intensified and improved learning process. To accommodate the shortcomings in many of the current solutions, we are designing a platform that enables us to create a socially-aware handheld guide that stimulates interaction between group members and takes advantage of the context-of-use. By combining location, personalisation and communication, our platform increases the involvement of the visitor with the content presented in the museum and with other visitors.

Daniel Pletinckx (*Visual Dimension bvba & EPOCH, Belgium*)

Integration as the Key to a Successful Implementation of Routes

This international workshop deals with the integration issues of Location Based Systems for Cultural Heritage in a touristical context, as a flurry of systems and technical solutions appear these days that do not have an operational context yet. Cityguides appear and tend to incorporate cultural heritage information that is outdated or incorrect. Cultural Heritage organisations such as museums want to integrate their content into routes but lack the expertise and the infrastructure to reach the tourist. How do we integrate technology in a proper and appealing way in the exploration of landscapes? How do we link intangible heritage, such as stories or music, in a proper way to places? If we take a holistic approach and collate all available cultural heritage and touristical material into one tour, how do we create a sustainable methodology and workflow to assemble all necessary information from many different sources? How can we give the tourist, as well as the local inhabitant, the opportunity to formulate appreciation and feedback of the cultural heritage they visit or live in? This kind of integration aspects are crucial if we want to use technologies such as GPS enabled PDAs in a meaningful and sustainable way in tourism and cultural heritage. We will present several proposals to come to a successful integration of such technologies in tourism and cultural heritage.

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