

# PROJECT NEWSLETTER

## IMPROVING TOURISM BY BOOSTING CULTURE & ART



Each partner is part of a newly established digital platform with research material on the contents produced inside the project (to enhance the experience before and after the events). One of the main project keypoints intends to realize a Digital Platform which is accessory to the other intellectual outputs and the fruition of the experience to enhance the project.

The platform hosts all the information concerning the formative toolkit, the good practices, and the update on the development process and project's production. This Digital Platform instrument will remain active even after the end of the project, pledging the sustainability of the results and fruition of the experience to enhance the contents generated by the project.

### ESTABLISHMENT OF A DIGITAL PLATFORM DATA

All project partners started to actively set up newly established digital platform to enhance project development process and production success.



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Each partner was working on preparation of materials and scripts of the country characters for the so called "Legend Book" containing all the stories to promote cultural regions in a way of storytellers. The "legend book" created by technicians and researchers will be printed in 200 copies for each country to be distributed to all the stakeholders and to the beneficiaries of the courses

Additionally, all partners were working on the video promotion materials. They build storyline to guide the audience through the discovery of the imagined path with video. As we know, nowadays video materials are great tools to attract interests especially through social media. Therefore we have got ready video-film versions for additional boost of cultural and touristical aspects.

### CREATION OF LEGEND BOOK & PROMO VIDEO

All project partners reached the finalization process of creation of "Legend Book" and interactive video-movie storyline to amplify cultural and touristical interest.

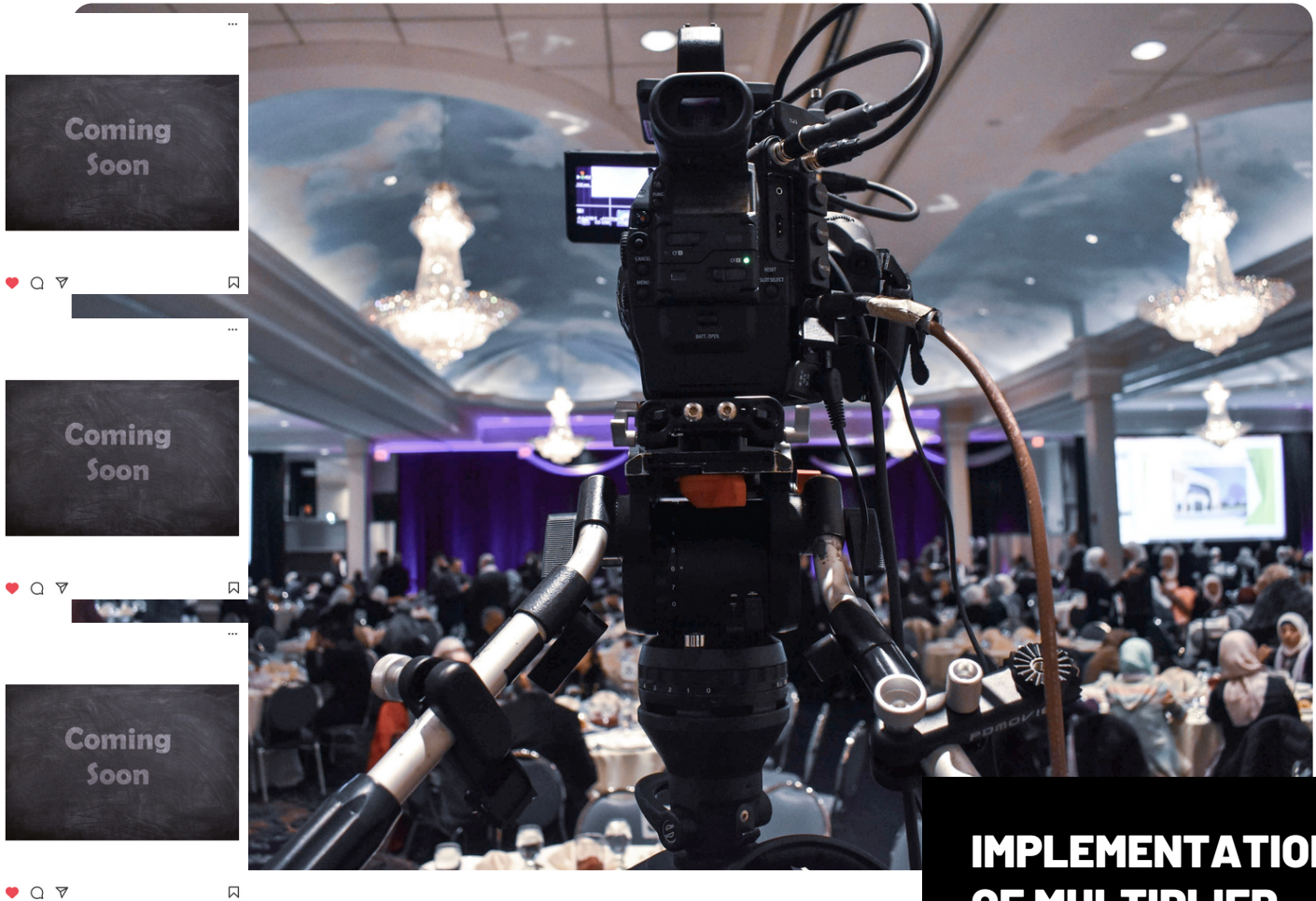


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Each partner successfully realized multiplier event in their own country. One of the key process was approaching an audience of citizens and European/extra - European tourists to spread every intellectual output. Therefore in total there was five multiplier events which were also streamed on the internet, in order to enable digital participation from anywhere and for everybody.

The multiplier event involved a large number of people (even higher than the number of people who may be the object of the grant) because the project results already had a real impact on the territories and produced an effective job opportunity.

### IMPLEMENTATION OF MULTIPLIER EVENTS

All project partners successfully organized multiplier events in their own regions, where they created awareness for local and job opportunity.



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Each partner is in preparation process of required materials to build "Experiential Augmented Reality app". An app for mobile devices, connected to an analogic map/game to:

- Experience real-time created contents
- Guide the audience through the discovery of the imagined path with video
- Animations

The mentioned app will be built in interactive way to attract as many people, especially tourists. Experiential Augmented Reality app will be available for mobile devices for Google Android & Apple iOS operating systems and paper guide (PR3). It will include interactions as to solve riddles, word games, little tests, stories about the cultural heritage, advices, clues, and tips to reach the next stage of exploration.

### EXPERIENTIAL AUGMENTED REALITY APP

All project partners are in the process of the final launch of the "Interactive Experiential Augmented Reality app" for boosting cultural and tourism aspects in the given regions.



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