
A.T3.3 PILOT ACTION PHASE 1. DIGITAL LAUNCH OF THE ECRR

D.T3.3.4. Pilot action phase 1. report

Version 1
06/2019

1. Summary of the activities implemented

The development of the website started in October in collaboration with the Partners and external experts. The structure and layout were defined by the Partners. 2 Templates were sent to the Partners to collecting the necessary information and data. At the Steering Committee meeting in Velenje, the experts presented the final version of the website which is suitable to make hiking trails as well, because the “outdoor active” program is integrated into the website. All partner have an opportunity to modify their own content with their individual log-in. The user manual is helpful for this.

The purpose of the website

- An interactive website offer an opportunity to improve the tourism visitor’s experience.
- Enhance of tourism activities including the promotion of tourism
- offer content for potential visitors
- Providing an event calendar for the events regarding the reformation

The development of a multilingual app started in August 2018 in collaboration with the external experts. Structure and layout was defined, a first demo version was delivered to the partners. At the SC in Velenje (October 2018) this demo had been presented to the partners as well as the templates which should be used for transferring the contents (text, pictures, videos, audios, quiz) from the partners into the App. Up to December 2018 a working demo version with fake text had been achieved. First pieces of contents could be integrated. A more detailed instruction how to fill in the templates was delivered to the partners.

By the end of period 6 the process of collecting stories and data from the regions has been completed. Additional to the above mentioned features a sharing tool (to share pictures via social networks) has been implemented. The app is available in the app stores from June 30th on.

2. Expected impact and benefits of the activities implemented for the concerned territories and target groups

The website aims to publish valuable information about the RoR Association, and the joined partners. The customers and visitors are able to check the actual events, creating hiking, bicycle tours, download the RoR app and read interesting stories about the reformation. benefits of the tool for

The multilingual app should attract many customers and potential visitors to visit sites and regions which are part of the Routes of Reformation. It should correspond to the website concerning layout

and linkages. The app offers the possibility to tell interesting stories to the travellers and take them on a trip into reformation. It will provide additional information about other touristic and leisure time offers.

3. Sustainability of the outcomes reached

The website has to be hosted continuously - it will be updated technically and concerning the contents as well. AMUTA is responsible to hosting the website minimum 5 years long. All partners have own login and the handbook were ensured.

The app has to be hosted continuously - so it will always be up to date technically and concerning the contents. Responsible people of the follow up RoR association will receive training on how to service the app. The frame of the app is available in every partner language; many texts are available in English as well as the regions' national language.

- technical maintenance warranty by fluxguide until Jun 30, 2020
- content-wise management lies at the Routes of Reformation Association: Training of Cathleen Scheiner as board member of RoR: content management and handling of the app (provided by fluxguide (external service provider for the app))
- the app is designed to be easy manageable in order to support being updated and hence long-term usability and sustainability of the investment

4. Lessons learned and challenges arisen

The biggest challenge was, How could we give more to the visitors than an simple website? The website is very informative, attractive and usable. Thanks for the "outdoor active" program the visitors can use it as a map which give them a lot of information and creates them the own trail.

The greatest challenge seems to be to create good stories around the regions and sites which raise interest and should be told in various formats. Since this is more than just putting information it may be the reason for delays in the deliverance of contents by the partners. But the app will be a very attractive and eye-catching tool for ECRR/RoR because it will offer a great variety of stories and different sites to explore virtual and in reality.

