



# Workshop

## Virtueller und “smarter” Kulturtourismus

25. Juni 2021, 14:00 – ca. 17:00

Online

<p>14:00 – 14:40</p>	<p><b>Vorstellung des VSCT-Pilots und Zielsetzung des Workshops</b></p> <ul style="list-style-type: none"><li>• <b>Begrüßung</b> – <i>Thomas Aigner, TMO</i></li><li>• <b>Kontext und Ziele des VSCT Pilots</b> – <i>Sander Münster, Koordinator (Thüringen/TMO)</i></li><li>• <b>Ziele der regionalen Workshops</b> – <i>Selda Ulutas Aydogan, Team VSCT Pilot/TMO</i></li></ul>
<p>14:40 – 15:00</p>	<p><b>Präsentation der TeilnehmerInnen</b></p> <ul style="list-style-type: none"><li>• <b>Kurze Vorstellungsrunde der TeilnehmerInnen (max. 2 min pro RednerIn)</b><ul style="list-style-type: none"><li>- <i>Tätigkeitsfeld(er), Services und Kompetenzen</i></li><li>- <i>Forschungsbereich und -Projekte</i></li><li>- <i>Beschreibung der Geschäftsidee und Kooperationsmöglichkeiten</i></li></ul></li></ul>
<p>15:00 – 16:30</p>	<p><b>Diskussion und Elaboration möglicher Geschäftsmodelle und Unterstützungsansuchen</b></p> <ul style="list-style-type: none"><li>• <b>Welche Hindernisse/Engpässe stehen Ihnen im Weg?</b> (siehe Annex C) Mentimeter Umfrage</li><li>• <b>Wobei brauchen Sie Unterstützung?</b> (siehe Annex B) Mentimeter Umfrage</li><li>• <b>Präsentation bereits identifizierter Geschäftsmodelle</b><ul style="list-style-type: none"><li>- <i>Kurze Erläuterung der gesammelten Ideen aus anderen Regionen</i></li></ul></li><li>• <b>Offene Diskussion (in breakout rooms)</b><ul style="list-style-type: none"><li>- <i>Ausformulierung der Geschäftsideen, notwendige Unterstützung, mögliche Kooperationen (im Hinblick auf Anwendungen, Zielgruppen, Förderungen, etc.)</i></li><li>- <i>Definition möglicher Interessenten und deren Beitrag</i></li><li>- <i>Erörterung möglicher Hindernisse, Rahmenbedingungen für die Zusammenarbeit, Finanzierung...</i></li><li>- <i>Festlegen der nächsten Schritte</i></li></ul></li></ul>
<p>16:30 -17:00</p>	<p><b>Zusammenfassung und nächste Schritte</b></p> <ul style="list-style-type: none"><li>• <b>Kurzberichte aus den breakout rooms (à ca. 5 min.)</b></li><li>• <b>Erörterung der nächsten Schritte</b></li></ul>

## ANNEX B - Possible Servicing Tools for Business Cases

A set of services will be compiled under Servicing Toolbox based on specific needs of business cases and will be based on EU-scale/regional support instruments & services to address identified bottlenecks. Possible set of services are described below.

### Draft Set of Servicing Needs

#### Service Set 1 - Making contents, products and data available and accessible

- **Make data and tools available and used:** such as large quantities of multimodal data to support the exploration and retrieval of yet undiscovered patterns, connections and observations, Support for access to and preservation of research data for valorization projects
- **Support production of content by easily searchable, high-quality resources,** smart metadata models to integrate digital objects in different variations to tell different stories
- **Support for access to data and creative content:** links with servicing entities to enable ethically and legally making data and creative content accessible to companies
- **Involve infomediaries** (large-scale tourist agencies and aggregating platforms) **to launch the technology-driven smart tourism products** based on regional narratives.
- **Advice for adaptation of digital libraries to the semantic web:** Software development to adapt current integrated library management systems to the semantic web. Data processing and debugging to convert information from current library catalogs into linked open data.

#### Service Set 2 - Support for market entry, access to finance and business planning

- **Support for market entry** through new business models, licensing frameworks, support for start-ups, access to finance and high-quality resources, to increase bargaining power. Launch Pilot technology-driven products and services to be tested on targeted tourist profiles through the technology-driven products.
- **Enable revenue models for digital products/content:** enable Collective licensing frameworks and other security mechanisms (e.g. smart contracts) will support smaller actors in the sector and provide sustainable revenue streams.
- **Better data management:** access to servicing entities to enable use of big data and digital applications to improve tourism businesses and start-ups, cultural tourism data on a European scale
- **Supporting Business Plans:** business coaching and consultancy, developing business models and plans; assessing and improving marketing and sales strategies
- **Access to Finance:** supporting the identification of appropriate financial resources and funding mix, provide an overview of EU and regional funding opportunities, grant consulting, practical guidelines for start ups in order for them to access to the financial instruments
- **Matchmaking of stakeholders:** project and investment pitches, workshops to refine investment pipelines, bring together investors, business intermediaries, technology providers, companies to strengthen partnerships/networks, share knowledge and practices, exchange of technical knowledge
- **Customer relationship support:** connections to stakeholders, advice on communication and marketing strategies, advice on conception, development of digital transfer formats, identifying the needs and potential of client institutions
- **Engage the community** in activities to promote tourist visits to the territory through digitized cultural heritage projects.

### Service Set 3 - Access to supportive legal and IPR services

- **Access to legal support:** access to servicing entities to provide advice and support in legal, certification and licensing issues, a certification institute/trustee providing specific seal/standards in publicly available mega data, licensing support for any technological tool
- **IPR Helpdesk:** access to servicing entities to manage and valorise Intellectual Property (IP) Rights and IP assets
- **Quality and standards:** services & consultancy for standardisation and quality management of content, processes, products, application of quality standards.

### Service Set 4 - Access to skills and building competencies

- **Access to skills, knowledge and technology:** Establish structures for staff training and digital skills acquisition: such as joint master and training programs
- **Provision / brokerage for courses and training programs:** support in developing methodological competencies incl. cross-collection and interdisciplinary collaboration
- **Overview of technology centers and providers,** offer to test and experiment with new applications, links with right persons/institutions to get technology/innovation expertise and services

### Service Set 5 – Support for monitoring and consultancy

- **Create an observatory** to monitor activities, identify and analyse bottlenecks
- **Set up a consulting response team** to respond to bottlenecks and formulate proposals to positively impact the economic development of the sector

## ANNEX C- Bottlenecks

### Draft Set of Bottlenecks

#### Bottleneck Set 1 - Limited access to and use of content, products and data

- **Creation – elaboration of ideas, contents and products:** limited availability and usability of data for creative ideas, open and interoperable infrastructures for exploration of content, proactive marketing as “What travellers want, before they know they want it”
- **Transmission/exhibition/reception – provisioning access to creative products for consumption:** lack of collective licensing frameworks and other security mechanisms
- **Cost of implementation and maintenance** of digitization of collections, contents and creation of supportive networks
- **Access to adequate tools and data:** Digital tools and detailed historical data are often not findable, accessible or not easy to adopt nor adequate to usage scenarios, missing simplicity of tools, multilingual resources, low image quality
- **Barriers against gathering and establishing data:** data driven marketing, utilizing new customer insights/data and purchasing paths
- **Lack of marketing:** communication / advertising strategies in PR are missing, interregional visibility & reach often missing
- **Lack of sustainability:** many promising initiatives lost after 5 years
- **Inherent limits of historical data:** historical information with uncertainties associated to it to avoid disinformation, documenting also hypothesis, validate the quality of the information disseminated in the applications to adapt to visitors' cultural background (beyond ages)

#### Bottleneck Set 2 – Barriers against market entry, access to finance and support for business planning

- **Production/Publishing – the making of original, non-reproducible or reproducible work:** lack of easily accessible resources, legal mechanisms, tailored business models, easy to use software tools, dissemination and distribution channels
- **Dissemination/Trade – dissemination of cultural products to make them available to consumers and distributors:** barriers to enter the market and disseminate creative outputs, lack of reach and visibility, Fear of “offer and demand”
- **Lack of business support:** access to investors, customers, business intelligence, strategies and models
- **Limited access to finance:** identifying the right funding mix, overview of EU and regional funding instruments, access to seed funding, Information about tenders. Public procurement, Partnership between public structures and startups

#### Bottleneck Set 3 Lack of supportive legal and IPR framework

- **Lack of legal framework:** legal mechanisms, licencing frameworks, authenticity and security mechanisms
- **Lack of IPR support:** open questions related to intellectual property rights and managing IP assets

#### Bottleneck Set 4: Lack and Limited access to skills and competence building

- **Hindered access to skills and capacity building:** lack of knowledge, skills (inc. digital skills) and strategic planning required by companies for innovative outputs
- **Lack of skilled and sustained staff:** sustainable funding and personnel to sustain the functionality
- **Lack of specific training** in the area of digitization in most of the culture-linked institutions and projects to integrate/improve the digital solution to promote virtual and smart cultural tourism

#### Bottleneck 5: Limiting framework conditions

- **Travel restrictions / social distancing:** Especially the combination of physical / virtual experiences may be hindered due to travel restrictions by pandemic situation
- **Lack of acceptance / awareness:** Digital tools in cultural tourism are hindered by lack of awareness and acceptance by stakeholders, missing willingness for change by some stakeholders; fight the impression that digitalization in tourism means heavy investment and costs from stake holders, Slow decision making; communications gap between the industry stakeholders and the researchers
- **Missing policies, legal frameworks:** Lack of pan-European policy on digital cultural tourism
- **Lack of digital connectivity:** Completion of the digital network
- **Lack of accessibility / connection to all potential customers:** engage with inhabitants of the visited place; accessibility, inclusivity, connexion. disabled person; inclusion to all public, access to historical micro-knowledge