# Commission Virtual and Smart Cultural Tourism

# **Regional Partner Contributions**

Saxony: TU Dresden and Time Machine Leipzig Prof. Dr. G. Fertig & Prof. Dr. T. Köhler



Interregional Partnership Virtual and Smart Cultural Tourism





European Commission

### Spreewald (Saale) Dessau-Roßlau Cottbus Köthen 15 (Anhalt) Sorau 13 14 Spremberg Naturpark 0 Niederlausitzer Halle (Saale) Weißwasser/ Heidelandschaft Oberlausi Hoyerswerda Merseburg Riesa 38 Grimma Weißenfels Bautzen 14 4 72 Görlitzo 9 Altenburg a era Gera 4 13 Tetschen-Bodenbach E442 Liberec Böhmisch Ústí nad<sup>°</sup> Zwickau 5 Leipa Labem E442 Teplitz-Schönau Annaber, Buchholz 181 Komotau 9 Jungbunzlau E442 o Hof Karlsbad 93 Falkenau an der Eger E48 Kladno E49 https://www.sachsen-tourismus.de/reisethemen/kunst-kultur/museengedenkstaetten/ E48 Marktredwitz Křivoklátsko

Kolíno

### **Regional Perspective**





# Regional Perspective of The VSCT Partnership

- Saxony: CT brand, surface mining, cities vs. rural space
- GLAM & science institutions: archives, libraries, academy, univ.
- Technology: development of digital technologies for education & research (eLearning, eScience)
- Citizen Science as a contribution to regional political culture: Mobilizing communicative memory, democratizing cultural heritage

→ Main challenge: interlinking actors and needs of different types





# Bottlenecks to commercialisation and scale-up

- Lack of joint vision of cultural heritage between tourism industry/guides, GLAM institutions, and citizen science
- Domain knowledge and technological knowledge are concentrated in different institutions
- Precariousness of financial resources and technical capacities for smaller communal archives (main content holders)
- Access to funding and monetarization strategies for scalable business





# Possible Business Cases/Ideas if available

Partnership topothek.at & Time Machine Leipzig:

- communal level collection of private photographies and other documents, flat (2D) presentation

- communal level collection of municipal construction files and other architectural documents, 3D presentation





# Possible Business Cases/Ideas if available

Partnership around Time Machine Project Hub at TU Dresden:

- Strong commitment around development of digital technologies
- Unique network around the university of excellence containing both larges scale basic research centers and world know art collections

- coordinated by both the TUD Media Centre as a research institute and the TUD European Project Center as a research management Centre





Servicing needs to overcome bottlenecks (and support business cases)

- including interregional cooperation perspective tackle regional challenges
- Access to funding
- Networking
- Licensing (3D software)