



1191R4

European Cultural Routes  
Transferring Experiences,  
Sharing Solutions



3rd – 5th July 2013

**STUDY VISIT AUSTRIA**  
**Salzburg -Maria Plain-Hallein**

## STUDY VISIT & EXPERT EXCHANGE 3 – AUSTRIA

**PROGRAMME – New services and ICT-based innovations in eCulture-Tourism for innovating European Cultural Routes: Challenges, Barriers & Successfactors**

**Salzburg Research Forschungsgesellschaft mbH**  
Jakob Haringer Straße 5/3; A-5020 Salzburg, Austria  
Telephone:+43.662.2288-200 e-mail: [info@salzburgresearch.at](mailto:info@salzburgresearch.at)

**Veranstaltungszentrum**

**Organisation: Dr. K. Wrusnig & Mag. Dr. V. Hornung-Prähauser, DW 405.**

## Wednesday, 3rd of July: Location: Techno-Z, Salzburg, SRFG

08.45 – 09.15	<ul style="list-style-type: none"><li>• <b>Registration</b></li></ul>
09.15- 09.30	<ul style="list-style-type: none"><li>• <b>Welcome and introduction to programme (V.Hornung-Prähauser, SRFG)</b></li></ul>
09.30 – 12.30	<ul style="list-style-type: none"><li>• <b>Session 1: “European Pilgrimage Tutoring”: A new service and learning tool for visitors of a cultural pilgrimage route (GP )</b> External Experts: Ms. Gabi &amp; Mr. Thomas Bäckemberger, Diözese Graz-Seckau, Themes:<ul style="list-style-type: none"><li>* Objective and added value of a Pilgrimage Tutor Education for Pilgrimage Routes</li><li>* Structure and Contents of the Pilgrimage Tutor Education Course</li><li>* Certification Process &amp; Certification Guidelines</li><li>* Regional and local framework conditions for a successful implementation of a pilgrimage tutoring education and tutoring service.</li><li>* Challenges and successfactors</li></ul></li></ul>
12.30 - 13.30	<ul style="list-style-type: none"><li>• Lunch - ZET</li></ul>
13.30 - 15.30	<ul style="list-style-type: none"><li>• <b>Session 2: Interactive transfer of concept to CERTESS project routes</b> Moderation: CERTESS and external experts<ul style="list-style-type: none"><li>* What are our local/regional/route framework conditions for pilgrimage tutoring? Adaptation of themes/modules? How to organise, finance and manage a Pilgrimage Tutor Education/ Training in our route?</li></ul></li><li>• <b>Reflection and joint discussion (CERTESS mediator)</b> Moderation: CERTESS and experience exchange with external experts<ul style="list-style-type: none"><li>* Assessment of Good Practise for our route?</li><li>* How to organise a knowledge transfer to our network/route partners?</li><li>* Possibilities for cooperation and know-how transfer between CERTESS and other Pilgrimage Routes?</li></ul></li></ul>
16.00 – 18.00	<ul style="list-style-type: none"><li>• Internal CERTESS Project Meeting</li></ul>
19.30	<ul style="list-style-type: none"><li>• Dinner – Stieglbräu, Rainerstrasse14, 5020 Salzburg</li></ul>



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**Thursday, 4th of July 2013**

09.00–10.30	<ul style="list-style-type: none"> <li>• <b>Session 4: Innovative “E-services” for experiencing a cultural route</b></li> </ul>
	<ul style="list-style-type: none"> <li>• Challenges and experiences for developing and introducing an E-Bike Service along a pilgrimage route: “From Regensburg to St. Wolfgang”: Thomas Möslinger, St. Wolfgang Tourism Association.</li> </ul>
10.30 -11.00	<ul style="list-style-type: none"> <li>• Innovative mobile applications for planning, orientation and promotion of cultural heritage and pilgrimage routes: <ul style="list-style-type: none"> <li>* THEmatic Transnational church Route development with the Involvement of local Society, <a href="http://www.thetris.eu/">http://www.thetris.eu/</a></li> <li>* “Virtual Pilgrimage Walk – Smartphone app”, <a href="http://www.katholische-kirche-steiermark.at/specials/app">http://www.katholische-kirche-steiermark.at/specials/app</a></li> </ul> </li> <li>Ms. Martina Linzer, Expert Diözese Graz Seckau</li> </ul>
11.00 – 12.00	<ul style="list-style-type: none"> <li>• Test of the Virtual Pilgrimage Exhibition during walk to Maria Plain</li> </ul>
12:00 -- 13:00	<ul style="list-style-type: none"> <li>• Visit of Basilika Maria Plain and Pilgrimage Room and Expert Talk with H. Moßhammer, CEO Tourismusverband Bergheim: “chances and Risks of of Pilgrim Tourism”; <a href="http://www.mariaplain.at/">http://www.mariaplain.at/</a></li> </ul>
13.00 - 14.30	<ul style="list-style-type: none"> <li>• Lunch - Transfer to Hallein (Bus)</li> <li>• <b>Session 5: New experiences of cultural heritage and sites of a cultural route with mobile ICTs: Cooperation with cultural content provider</b></li> </ul>
Ca. 15:00	<ul style="list-style-type: none"> <li>• Visit of the City of Hallein ( Pernerinsel - Hallein Tourism Society -Saline-Keltenmuseum-Stille Nacht Museum) by using the virtual walk &amp; virtual tour: “Celts-Salt-Culture”</li> </ul>
16.00 – 18.00	<ul style="list-style-type: none"> <li>• Test of the Tour Guide (Smartphone APP): Andreas Strasser, SRFG</li> <li>• The need for cooperation between history experts, content providers and ICT developer: Exchange of experiences with representatives from project partners involved: Keltenmuseum: (Mag. Florian Klaus Knopp, Director of</li> </ul>

19.00

Celtic Museum and (Ms. A. Hosp, CEO Hallein Tourism Society tbc);  
<http://www.keltenmuseum.at/de/>

- Tour (Bus) Dürnberg – Salzwelt - Knappensteig
- Dinner: Hofbräuhaus Kaltenhausen
- Departure to Salzburg approx. 21.30



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## STUDY VISIT AUSTRIA Salzburg-Maria Plain-Hallein

### Friday, 5th of July 2013

09.00 – 11.45

#### Session 6: Innovative ICTs & Web 2.0 services for Cultural Tourism

Introduction: Role and Benefit of ICTs for Cultural Tourism: Digital maps for a network, V.Hornung-Prähauser, SRFG

- Cultural Routes Entrepreneurship and Technological Enhancement, EU Project E-Create Project, Ken Geriecke Ministry of Sachsen Anhalt
- The concept, pros and cons of augmented reality in cultural tour guides: Showcase Carnuntum, Nicolas Göll, Head of Research, Wikitude GmbH
- The potential and pitfalls of social media and online activities, e.g. geocaching services, online communities for cultural tourism, R.Lanner, Head of Digital Media & Online Marketing and R.Edlinger, Salzburg Land Tourism Gesellschaft
- “Customer oriented e-marketing planning”: Example: Finland Tourism Platform, Susanna Nuijanmaa, FI ; Jyväskylä School of Business and Services Management,FL.
- Roundtable Discussion

*Open discussion and reflection on “Needs and requirements for a digital strategy for cultural routes, route network partners and services” How to integrate online-concepts” in CERTESS routes? Practical hints? What is planned and needed by CERTESS partners?*

Moderation: Markus Lassnig, SRFG

11.45 -12.45

- Networking & Study Visit Questionnaire

## How to find to the workshops?

**LINK:** <http://www.salzburgresearch.at/en/how-to-find-us/>

### By car

Coming from the highway (A1): Take highway exit Salzburg Nord (A1), turn right towards Itzling/Maria Plain, continue onto Salzburger Straße, Bahnhofstraße, Kirchenstraße, Itzlinger Hauptstraße, Austraße, Rosa-Kerschbaumer-Straße and Jakob Haringer Straße. Follow the green information boards to the Techno-Z. Turn left onto Jakob-Haringer-Straße after the Hofer supermarket to the left. Pass the OMV gas station and continue to the “TECHNO 3” building. Parking spaces for visitors are located at the end of the street as well as in the Techno-Z underground car park.

Coming from the city center (Staatsbrücke): Continue from Schwarzstraße onto Haunspergstraße. After the company Hectas (to the right) take the second right (Sylvester-Oberberger-Straße), then turn left into Plainstraße. Follow Plainstraße past the rail tracks. After the tracks, follow Rosa-Kerschbaumer-Straße and turn right onto Jakob-Haringer-Straße at the Hofer supermarket. Pass the OMV gas station and continue to the “TECHNO 3” building. Parking spaces for visitors are located at the end of the street as well as in the Techno-Z underground car park.

### By public transport

Take Bus No 6 towards Itzling from the city center (Theatergasse/Mirabellplatz) or main station and get off at Jakob-Haringer-Straße. Continue on foot past the OMV gas station to arrive at Techno-Z building “TECHNO 3”.

### By train

From the main square in front of Salzburg main station take Bus No 6 towards Itzling and get off at Jakob-Haringer-Straße. Continue on foot past the OMV gas station to arrive at Techno-Z building “TECHNO 3”.

### By plane

From Salzburg Airport W.A. Mozart take Bus No 2 and get off at Hauptbahnhof Salzburg (main station). Change to Bus No 6 towards Itzling and get off at Jakob-Haringer-Straße. Continue on foot past the OMV gas station to arrive at Techno-Z building “TECHNO 3”.

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