

Nikozja, 6-8.11.2019

KUJAWY
POMORZE

Kujawsko-Pomorskie Region



European Union
European Regional
Development Fund

Project partners

1. **Auvergne-Rhône-Alpes Tourism FR**
2. Grand Paradis Foundation IT
3. University of Pécs HU
4. Surrey County Council UK
5. Oppland County Authority NO
6. Aragon Institute of Technology ES
7. Innovalia Association ES
8. Kujawsko-Pomorskie Voivodeship PL
9. NHTV Breda University of Applied Sciences



Main goal of the project

Promotion of innovative solutions
of VR and AR in tourism

Main activities within the project	Possible activities within the project
Creation of Action Plan	Possibility to make professional documents
Development of innovative solutions of digital reality	Organize study visits and workshops
Exchange of good practices between project partners	Promotional actions
Making recommendations for local stakeholders	Participation in study visits

Phases in the project

Phase I June 2018 – May 2021 Realization phase	Phase II June 2021 – May 2023
Identifiacion of good practices	Implementation and monitoring of AP
Study visits and knowlegde transfer	
Creation of Action Plan	

CREATIVE LOCI IACOBI



COSME Program - Supporting the Promotion and Development of Transnational Thematic Tourism Products Linked to Cultural and Creative Industries (COS-TOURCCI-2017-3-03).

- Starting date: 1st April 2018
- End date: 30th September 2019
- Total budget: 398.872 €.
- Objectives:
 - ❑ To improve and promote the visibility of the routes of the Ways of St. James in Europe through new innovative tools (ICT & CCI).
 - ❑ To produce updated, practical and comprehensible information for pilgrims and other target groups to improve their experience.
 - ❑ To attract new visitors, support the creation of new services and strengthen the competitiveness of the Way of St. James as a sustainable transnational tourism product.

PARTNERS

Axencia Turismo de Galicia (Spain - coordinator).

- **Fédération Européenne des Chemins de Saint Jacques** (France – representing all its members).
- **Association of municipalities of St. James ways in Lithuania** (Lithuania).
- **Malvado Sound Lab S.L.** (Spain).
- **Fédération du Tourisme de la Province de Namur** (Belgium).
- **Município de Vila Pouca de Aguiar** (Portugal).
- **Kujawsko-Pomorskie Voivodeship** (Poland).
- **Xoia Software Development** (Spain).



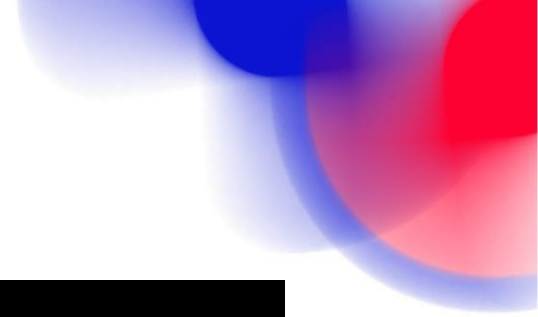
Main activities:

- Before travelling
- Instead of travelling
- Touristic promotion of destinations
- Support and improvement of the experience during the trip

- ❑ Interactive map about the UNESCO heritage in the Way of St. James.
- ❑ 360° videos and virtual tours with original music and storytelling.



- ❑ Travel advisor & electronic credential App (tourism information, accommodations, chat, monitoring of the trail, etc.).
- ❑ Immersive tools: Multilingual audio-guides with original music & sounds for each territory and to be implemented with the AR App.



Thank You for Your attention

Małgosia Kruk Szarszewska
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