





### BalticMuseums: Love IT!

BalticMuseums: Love IT! - New brand of gamified tourist products for sustainable development of natural and cultural heritage tourist destinations

Ekkehardt Rohkohl 12.09.2019 Rostock, Germany











#### **Outline**

 Museums, attractions, IT specialists and research institutions jointly create and promote gamified apps for natural and cultural heritage attractions in the South Baltic Region involving the target group











Administration

Communication

Knowledge

**BYOD Tours** 











- Feel invited: Online Sessions on digitalization in museums internal and external speakers
- Check out: Knowledge Platform for knowledge documentation and dissemination:

http://knowledge.balticmuseums.info

Knowledge

**BYOD Tours** 



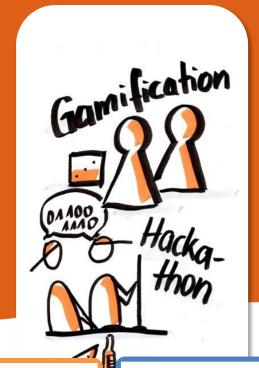






## BYOD Tours (Bring Your Own Device)

- Uni Szczecin (LP) currently develops:
  - Generic app
  - Gamification service (game mechanisms and statistics)
  - → Target: Museums can set up and maintain gamified apps themselves.
- To be implemented in partner museums (Winter 2019)
- Open for other attractions (Spring 2020)
- User-centric design process: Hackathons



Knowledge

**BYOD Tours** 









Knowledge

**BYOD Tours** 









#### **Hackathon Greifswald**

- 7 museums (art, science, nature...) from Mecklenburg-Vorpomm
- 7 teams from DE and PL
- 1 process and 5 tech experts from FI
- 5 jury members from software, culture, education sector
- Great spirit: Enthusiasm, Learning, Inspiration
- Agreement for future cooperation → Advisory Board
- Invitation to German Museum Educators Association (Fachgruppe digitale Bildung und Vermittlung des Bundesverbandes Museumspädagogik) in November 2019
- Gamification ideas for BYOD tours
- Hackathon Guide on Knowledge platform

Knowledge

**BYOD Tours** 









#### Test & Share



- BYOD Tours to be tested and improved (test strategy currently developed, several evaluation phases winter/spring 2020)
- Brand for gamification service (visual is developed, brand registration and materials autumn 2019)
- Transfer to other attractions (ongoing till end of project)

Knowledge

**BYOD Tours** 









# Attractions love IT and visitors love it!

Thank you!

#### **Contact:**

University of Szczecin - WNEIZ Prof. Jakub Swacha ul. Mickiewicza 64 71-101 Szczecin POLAND

E-Mail: jakubs@wneiz.pl



