

# BalticMuseums: Love IT!

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

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# 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**



# Work Packages

Administration

Communication

Knowledge

BYOD Tours

Test & Share



# KNOWLEDGE

- **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

Test & Share



# 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



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# Baltathon – Hackathon for Baltic Museums

Gdynia, PL – March 2018  
Klaipeda, LT – April 2018  
Malmö, SE – Sept 2018  
Greifswald, DE – May 2019

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# Hackathon Greifswald

- 7 museums (art, science, nature...) from Mecklenburg-Vorpommern
  - 7 teams from DE and PL
  - 1 process and 5 tech experts from FI
  - 5 jury members from software, culture, education sector
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- 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**



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# 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)

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# Attractions love IT and visitors love it!

*Thank you!*

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