Brussels/Belgium
12th Baltic Sea Tourism Forum

MSc Thomas Naprawski
University of Szczecin

The Project consortium

10 tourism attractions

National Marine Fisheries Research Institute in Gdynia, Lithuanian Sea, Museum in Klaipeda, Malmö Museums, NaturBornholm, Experyment, Science Centre in Gdynia, Museum of the World Ocean in Kaliningrad, Estonian Maritime Museum, City Culture Institute in Gdańsk, Experimentarium in Copenhagen, Museum Lolland-Falster

7 domain knowledge providers

University of Szczecin, University of Applied Sciences in Stralsund, Business Academy North in Greifswald, Foundation of Internet Industry Development "Netcamp", IT-Lagune in Stralsund, IZITEQ in Amsterdam, Mecklenburg-Vorpommern Tourist Board

Who we are?

Start: **Baltic Museums: Love IT! (2017-2020)**

Interreg South Baltic Programme

- Webinars for museum staff
- Hackathons
- E-guide development
- Tour gamification

What we have done
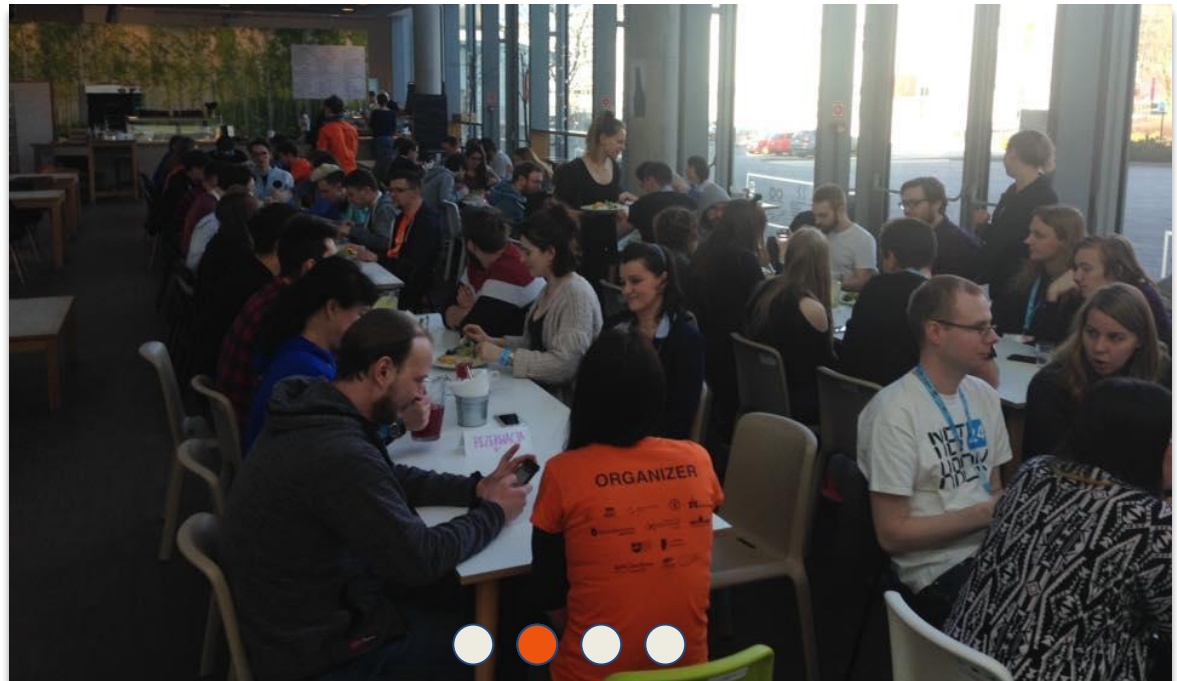
Hackathon - let's hack for Baltic Museums

1. Gdynia

2. Klaipėda

3. Malmö

4. Greifswald

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What we have done

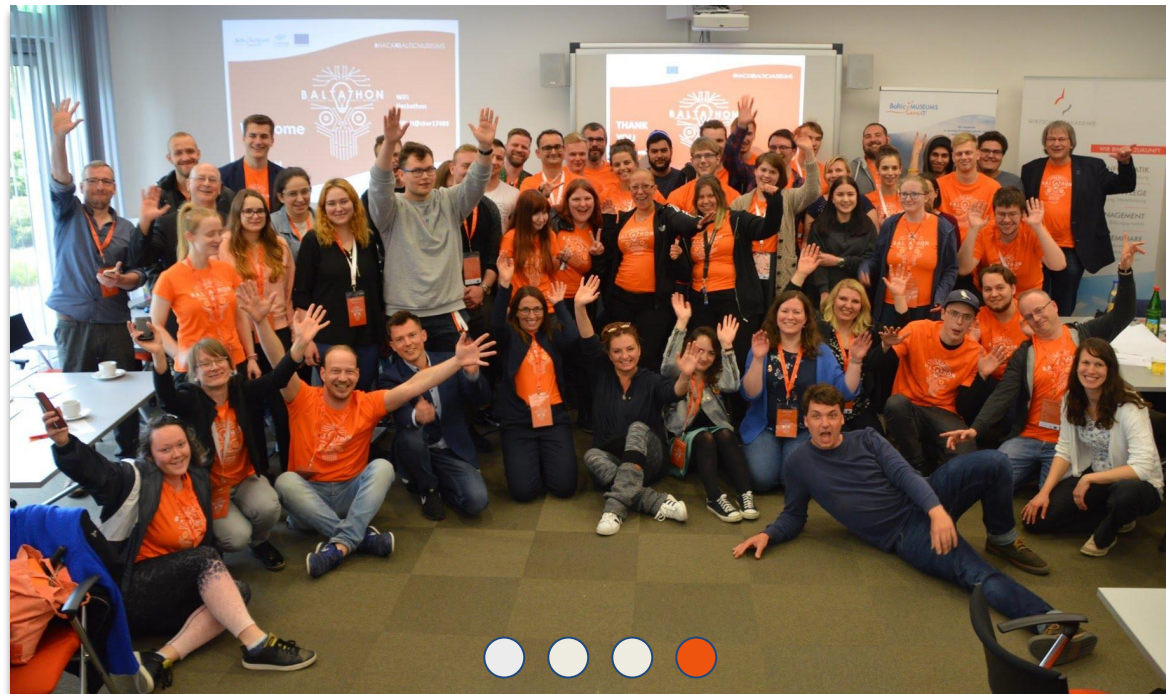## Hackathon - let's hack for Baltic Museums

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What we have done

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Multilingual BYOD tours

- Gamification and AR

- Open-source

- POI, Accessibility

Publication: *Enhancing The Tourist Attraction Visiting Process With Gamification.*

The funding from the European Regional Development Fund via **Interreg South Baltic Programme**

made it possible to implement state-of-the-art **interactive tourist guides** at tourist attractions in the **Baltic Sea Region**.

Thank you for your attention!