

Visiting the Margins. INnovative CULtural ToUrisM in European peripheries Pilot Action in Slovakia

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Horizon2020
European Union Funding
for Research & Innovation

Mining treasures of Central Slovakia Pilot Action

- Interactive platform and digital map on mining treasures in two cities in Central Slovakia crosscutting two tourism routes:
 - Barbora mining route
 - European Fugger route
- Location: northern part of the Banska Bystrica self-governing region located in central Slovakia, including (former) mining cities of Banská Bystrica and Banská Štiavnica (UNESCO World Heritage Site).



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Work done:

- 10+ meetings with local stakeholders (including key players in tourism) and IT specialists
- Plan for development and design of interactive platform divided into three phases
 - Phase ① Information architecture/web-design/development
 - Phase ② Integration/Framework/SEO/Training
 - Phase ③ Back-end configuration/Implementation
- Starting with design and development from 01/11/2021

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Plan for next months:

- Site visits and meetings in Banská Bystrica and Banská Štiavnica
- Involvement of NGOs related to Barbora Route and Fugger Route
- Involvement of local artists/ photographers
- Feedback meeting with stakeholders during the development and design of the platform
- Involvement of students
 - Mystery shopping
 - Testing interactive platform and specific routes
 - Feedback on education content and testing on site and in classroom
 - Logo and slogan competition
- The whole platform will be ready by the end of June 2022
- Full testing during EYOF 2022

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Questions:

- Hosting of the platform? (.eu/.sk)
- Sustainability of the platform after the end of the project?
- Dissemination measures



Thank you