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# Pilot Action in Slovakia

## Mining treasures in Central Slovakia

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# Mining treasures of Central Slovakia Pilot Action

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



# Motivation for the Pilot Action

- Uneven and unbalanced development of tourism
- Underrated attractive tourism localities
- Insufficient promotion
- Lack of information about localities in foreign languages (mainly English)
- Hardly any attention paid to mining treasures in wider context (cultural heritage, intangible heritage, technical heritage)
- Lack of cooperation between relevant stakeholders



# Development and design of interactive platform divided into three phases

- Phase ① Information architecture/web design/development
  - (Based on the specified requirements, the information architecture of the interactive platform will be developed, followed by the design the necessary subpages, modules and elements, and deploy the front-end and back-end).
- Phase ② Integration / Framework / SEO / Training
  - Integration of a new visual identity and design modifications Deploying demo content - Activities, articles, static pages SEO Preparation of the content framework for preparation Document with manual Cloud content architecture Two-phase training in working with the content framework and deploying content via TYPO 3
- Phase ③ Back-end configuration / implementation
  - Configuration of content management system for language mutations Configuration of recording elements for translation (activities, articles, tags, etc.). Route interconnection configuration Google Analytics Configuration testing Creating language files with a list of static texts / expressions for translation Implementation of texts from language files Additional filters (route complexity, or other parameter)

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## Participatory approach (in progress):

- 40+ meetings with local stakeholders (including key players in tourism)
- Involvement of local communities, cities representatives, cultural community and IT specialists
- Involvement of local photographers
- Involvement of university students through logo competition
- Involvement of students into content preparation



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### Participatory approach (further steps):

- Involvement of local communities and stakeholders into content preparation and platform updates
- Involvement of (more)local photographers
- Finalization of winning logo by students with IT company
- Involvement of primary and secondary schools into specific educational content preparation
- Involvement of tourists and platform users through social media



# Innovation actions:

- Development of new tourism platform and digital map in a participatory way
- Effort to divert tourist flow from exposed areas into „new“ and „undiscovered“ localities through
- Promotion and storytelling of intangible cultural heritage
- Promotion and storytelling of industrial mining heritage
- Creation of unique educational content
- Enrichment of education curricula in a modern and attractive way

Thank you for your attention

