Action plan
CHRISTA 2018–2020

HERITAGE OF
INDUSTRIAL SOCIETY

INTANGEBLE HERITAGE
INTERPRETATION AND INNOVATION
PROMOTING SUSTAINABLE TOURISM

REGION
VÄSTRA GÖTALAND

Projekt: CHRISTA

Partner organisation: **Västarvet/ Region Västra Götaland**

Other partner organisations involved (if relevant):

Country: **Sweden**

NUTS2 region: **Västsverige**

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Part II – Policy context

The Action Plan aims to impact:

☐ Investment for Growth and Jobs programme

☐ European Territorial Cooperation programme

☒ Other regional development policy instrument

Name of the policy instrument addressed:
Västra Götalands Regionala Kulturplan 2020-

Heritage of industrial society

Intangeble heritage, Interpretation and Innovation promoting sustainable tourism

In 2014 was the start of a development initiative concerning the heritage of industrial society in Västra Götaland region. Västarvet (the nature and cultural heritage administration for the Västra Götaland region) was appointed to lead the initiative. The past couple of years Västarvet together with other stakeholders have built a long-term collaboration platform called Prisma Västra Götaland. In Prisma national, regional, municipal and volunteer cultural stakeholders collaborate to highlight the heritage of industrial society.

Prisma has a webpage www.prismavg.se where stories from industrial society are collected along with information about places, sites and attractions. This initiative is a part of the Intereg project CHRISTA 2016-2020. The first two years of CHRISTA the focus has been on exchanging experience and best practice with the other parties involved in the project and developing a plan for the coming two years of work. This action plan has been adopted and accepted by the stakeholder partners in Prisma Västra Götaland.

Executive summary

Cultural heritage tourism today

The tourism industry in Sweden is growing, and so is the interest in cultural tourism, history and cultural heritage. Recently the Swedish Agency for Economic and Regional Growth published a study of what international tourist and business travelers spend their time doing in Sweden. The study showed that visitors often go to environments with cultural values and visit museums. VisitSweden comes to the same conclusion in their analysis. In 2011 16,7 million tourists from abroad visited Sweden and 20 percent of them listed visiting a museum and 7 percent can be said to have »visiting a museum« as their primary reason to go. 3,3 million out of 18 million museum visit was by international tourists.

Culture tourism is one of three prioritized areas of tourism development in West Sweden (along with culinary and nature tourism). Cultural heritage tourism is dominated by many small actors with a significant portion of them being co-operative societies or non-profit organisations. This is especially true for cultural heritage sites. These attractions often have unique settings and intriguing stories to tell but are usually on the outside of the tourism soft infrastructure and the need for developing competencies is great if cultural heritage sites are to become stronger actors within the tourism industry.

The official report for the Swedish government *Ett land att besöka - En samlad politik för hållbar turism och växande besöksnäring (SOU 2017:95)* puts the spotlight on culture tourism among other things, and it's importance and room for improvement are emphasised. The report also raises the issues facing cultural environments and volunteer work. »The report recognises the great need to highlight the volunteer work being done and the connection between volunteer work and business.« The report goes further and states that »there is a problem when tourism grows, and more and more people are expected to contribute to tourism development and that problem is a lack of competence in the volunteer sector about what tourism is and what actions are needed to attract and attend to visitors, but also to develop and sell services to Swedish and international tourists.« »It is therefore important that there is support for the small-scale sites so that they can fill their important role in the tourism soft infrastructure.« The report summarises that there is »need for actions that address the need for competence of small-scale sites for the volunteer organisations to be able to add to the collective attraction of a destination. To stimulate volunteer work and contribute to generation renewal and promoting new

knowledge for volunteers could be shown to be important contributions to the long-term development of sustainable tourism and growing tourism industry.«

The current destination management organisation for the Västra Götaland region focuses on the tourism entities that have achieved a certain level och quality and success and that have products and services that are marketable on different markets (Sweden, Nordic, World). Among the sites that showcase cultural heritage, there are a few such entities, and most of the sites are run by volunteers outside the soft infrastructure of the tourism system. Quality is not dependent on the way a site is run or its size. A small site may offer a fantastic experience that also attracts international tourism. One challenge we identified is that cultural tourism encompasses two different policy areas, cultural policy and development policy. It sometimes leads to contradictions that make the museums skills not used in tourism sector.

We see the need for a regional support function that can act to assist those who wish to be a part of the tourism soft infrastructure. Since there is already an established platform for cooperation för sites and entities in the Västra Götaland region in the form of the Prisma platform, we find it reasonable for one of the parties involved in the platform to be assigned this task for the period 2020-2023. This task is not intended to build competing soft infrastructure but rather to increase tourism competence for volunteer entities and to give the opportunity for more entities to develop into semi-commercial territory and thus will have access to the soft infrastructure already in place. This is along the lines of increased cooperation between the regional soft infrastructure of tourism and culture.

Stories are an intangible cultural heritage that has become increasingly important for the tourism industry. The cultural heritage sector possesses these stories but is not well equipped to package them for the tourism market.

Another strong trend is that visitors want to experience and take part in what is considered unique for the destination. Strong ties to a sense of place and local entities are therefore increasingly important. The sites with less sense of place have an important role to fill in order to strengthen the destination.

Digitalisation rapidly changes the logistics of the entire tourism industry. Presence in digital channels is essential in order to attract visitors. The sites managed by volunteers have to step up their work in order to be digitally present in these channels.

There is reason to believe that more cultural heritage sites could be stronger points of attraction for tourism in the region and be reasons to go for both Swedish and foreign visitors. To develop more points of attraction, we need to look at the whole scale of sites, not just established non-volunteer entities.

Action plan
CHRISTA 2018-2020

The following actions are planned for 2018-2020 to strengthen cultural heritage tourism industry in Västra Götaland region.

1 **Strengthening the role of Prisma Västra Götaland within cultural tourism**

We want to develop the cooperation platform Prisma Västra Götaland to be the platform where cultural heritage stakeholders coordinate their efforts to strengthen cultural heritage sites. (primarily sites focused on industrial heritage)

Strategic level

2 **Prisma VG gets a regional task to support small-scale tourist destinations**

The sites that do not fit the Sweden, Nordic, World criteria are left outside the soft infrastructure which would help them grow and become a part of the tourism industry. Our goal is that the creation of such a support structure will be a part of the next regional Kulturplan.

3 **Politically clarified division of roles related to tasks within tourism**

Cultural heritage stakeholders have a role to play in the development of healthy and robust culture tourism, but the issues often end up in a vacuum between different political areas and administrative sectors. Clarification of roles between industry and cultural heritage sector would be desirable.

Improved deployed approaches

4 **Joint working method for cultural heritage & tourism**

A common approach needs to be agreed between cultural heritage sector and the tourism industry to develop capacity, avoid doing the same work twice and use the competence of each sector. How can cultural heritage stakeholders' knowledge of cultural heritage be used as an intangible asset for the industry and how can the industry's knowledge on how to success-fully run a tourism attraction support each other?

5 **Increase knowledge around mediation/interpretation**

We need to improve the way we create great experiences for visitors. This is done through educational courses and the exchange of best practice approaches. In 2019 we will arrange a course in interpretation through Interpret Europe.

6 **Prismavg.se as a common source of knowledge for cultural heritage – tourism**

We collect stories in prismavg.se that can be used as a driver for tourism, among other things. Stories in prismavg.se can give detailed information to those who are looking for it in tourism channels like www.vastsverige.com.

7 **Increase the quality of industrial historical tourist destinations via customer influence**

We will develop our sites and attractions through better use of customer views. In 2018 this will be achieved through the CHARTS method for our 13 prioritised sites and attractions. The result will be used for improving quality for 2019.

8 **Increased use of social media and digital channels**

We need to better use and make use of digital channels and social media both for marketing and development purposes. In 2018 we will be scanning for how the sites are managed and perceived in social media. Our chosen indicator is »more satisfied visitors«, so this scan will be repeated in 2019 to see if the approaches deployed have been fruitful.

Key project

9 **Development of a smartphone interface and smartphone guide in prismavg.se**

A beta version of a smartphone guide was launched in 2017/2018 through the CHRISTA project. This guide will be developed further and offered to more sites than the beta test group.

Date: _18 Dec 2018_

Signature: _Gunnilla Eliasson_

Stamp of the organisation (if available):

Västra Götalandsregionen
Västarvet

Part III – Details of actions envisaged	
Action 1	***Strengthening the role of Prisma Västra Götaland within cultural tourism*** *We want to develop the collaboration platform, Prisma Västra Götaland to become a platform on which cultural history actors can coordinate their activities in support of culturally historical tourist destinations (especially those with an industrial history).*
1. **Background**	*Evaluation in accordance with the RADAR and EFQM models* The work is based on a clear rationale and an analysis of the needs of the stakeholders within cultural heritage and industrial history. It is of strategic importance to be able to carry our additional work in the CHRISTA project, but in a structured and informed manner it will also provide a platform for future work with the necessary processes in the crossover areas between cultural heritage, industrial history and tourism. This work supports the strategic cultural focus of Region Västra Götaland, which has been identified as a priority area.
2. **Activities**	A Prisma VG working group on turism is to be established in 2019.
3. **Players involved**	The collaborating parties of Prisma Västra Götaland are: Västarvet, Innovatum, Gothenburg City Cultural Administration, the cultural history museums in Borås, the Swedish National Archives and the Regional State Archives in Gothenburg, Maritimt i Väst (a maritime NGO), Hembygd Väst (a local heritage NGO) and the Network for Working Life Museums (NAV), the Tourism Board for Western Sweden, and municipal tourism organizations.
4. **Timeframe**	2018
5. **Cost**	To be covered by the regular budgets of the parties involved.
6. **Funding sources**	To be covered by the regular budgets of the parties involved.
7. **Lessons learned from CHRISTA**	During the study trip to Venice, Västra Götaland, Granada and Veneto region have all seen a need for a collaboration platform where small museums and sites can coordinate their actions in order to strengthen their role in the tourism sector. In Västra Götaland this inspired the implemented of a platform in the form of Prisma Västra Götaland (good practice CHRISTA) for improved collaboration.

Part III – Details of actions envisaged	
Action 2	**Prisma VG gets a regional task to support small-scale tourist destinations** *The tourist destinations that do not fulfil the criteria for "Sverige, Norden, Världen" lack a support structure to assist them to develop and become part of the tourism sector. Our goal is that the creation of such a support function will be part of the next regional cultural plan.*
1. **Background**	*Evaluation in accordance with the RADAR and EFQM models.* The work is well-informed and has a rationale that is based on the needs of the relevant stakeholders within the cultural sector, e.g. coordination, skills development and the spreading of knowledge. Furthermore, for the parties involved the work provides a way into the tourism system. The work is backed up by the strategic direction of Region Västra Götaland and will be further supported when the task is written in to the cultural plan. The tourist destinations that achieve a higher level of quality may be transferred to the system for the Tourism Board for Western Sweden. This work has not yet been implemented.
2. **Activities**	During the preparation of Västra Götaland's regional cultural plan, the parties of Prisma VG will work to introduce, into the cultural plan, a specifically designated task to support small-scale tourist destinations.
3. **Players involved**	The collaborating parties of Prisma Västra Götaland are: Västarvet, Innovatum, Gothenburg City Cultural Administration, the cultural history museums in Borås, the Swedish National Archives and the Regional State Archives in Gothenburg, Maritimt i Väst (a maritime NGO), Hembygd Väst (a local heritage NGO) and the Network for Working Life Museums (NAV), the Tourism Board for Western Sweden, and municipal tourism organizations. The Cultural Board, the Regional Development Board, Koncernkontoret.
4. **Timeframe**	To be implemented in the process of preparing the new cultural plan, during autumn 2018/spring 2019.
5. **Cost**	The work of introducing the writing into the plan requires no specific funding. However, the work in the plan needs to be connected to annual funding for the work that is to be done.
6. **Funding sources**	The Cultural Board, the Regional Development Board.
7. **Lessons learned from CHRISTA**	In Sibiu, the Astra museum's mission is to work with supporting tourism actors in cooperation with the Sibiu Tourism Organization. This is a best practice we want to introduce in the Västra Götaland policy documents.

Part III – Details of actions envisaged	
Action 3	**Politically clarified division of roles related to tasks within tourism** *Cultural heritage actors have a role to play in the development of strong cultural tourism, but sometimes these matters end up in a vacuum between the different policy areas/societal sectors. A division of roles is desirable between what are tasks for the private sector and for the cultural heritage sector.*
1. Background	*Evaluation in accordance with the RADAR and EFQM models.* The work is based on the need of stakeholders within cultural tourism for a clear division of roles between the parties that are developing tourism in the region, Västarvet and the Tourism Board are primarily affected by the clarified division of roles. There is already a strategic focus within Region Västra Götaland, but the division of roles has not been clarified with regards to cultural tourism. This work removes this ambiguity, which will make it easier for future work, both within the CHRISTA project and for further development within the region after the project has ended. This work has not yet been implemented.
2. Activities	This work falls outside the scope of Västarvet's action plan but is crucial for future work. We will raise this need with officials at Koncernkontoret.
3. Players involved	Västarvet, the Tourism Board for Western Sweden, Koncernkontoret, the Regional Development Board, the Cultural Board.
4. Timeframe	To be implemented in 2019
5. Cost	No cost
6. Funding sources	No funding needed
7. Lessons learned from CHRISTA	During the workshop in Västra Götaland it became clear that culture and tourism are two different policy areas in several of the CHRISTA project regions. The Guidelines for Industrial Heritage point out that cross-sectoral cooperation is necessary to create a sustainable tourism industry, which is why we will suggest a change in policy documents promoting cross-sectoral cooperation.

Part III – Details of actions envisaged	
Action 4	**Joint working method for cultural heritage & tourism** *A joint working method needs to be developed for the cultural heritage sector and the tourism sector, to increase capacity, avoid duplication of work and to make use of the competence in each sector. How can the knowledge of cultural history actors in the cultural heritage sector become an asset to the tourism sector, and how can knowledge within tourism about running operations support the cultural heritage sector?*
1. **Background**	*Evaluation in accordance with the RADAR and EFQM models.* The work is based on the need of stakeholders within cultural tourism for a clear division of roles between the parties that are developing tourism in the region, Västarvet and the Tourism Board are primarily affected by the clarified division of roles. There is already a strategic focus within Region Västra Götaland, but the division of roles has not been clarified with regards to cultural tourism. This work removes this ambiguity, which will make it easier for future work, both within the CHRISTA project and for further development within the region after the project has ended. This work has not yet been implemented.
2. **Activities**	This work falls outside the scope of Västarvet's action plan but is crucial for future work. We will raise this need with officials at Koncernkontoret.
3. **Players involved**	Västarvet, the Tourism Board for Western Sweden, Koncernkontoret, the Regional Development Board, the Cultural Board**.**
4. **Timeframe**	To be implemented in 2019
5. **Cost**	No cost
6. **Funding sources**	No funding needed
7. **Lessons learned from CHRISTA**	In the workshop in Sibiu, we learned that Sibiu Tourism Organization and Astra Museum cooperate closely and have a common approach to involving local people in tourism. We want to implement this approach in Västra Götaland, where it would lead towards a standardization of process in the way tourism and museums work together. (Intangible heritage)

Part III – Details of actions envisaged	
Action 5	**Increase knowledge around mediation/interpretation** *We need to improve how we create powerful experiences for our visitors. We will do this through training and experience exchanges.* *In 2019 for example, we will arrange a training course in interpretation through Interpret Europe.*
1. **Background**	*Evaluation in accordance with the RADAR and EFQM models.* Culture is identified, by among others VisitSweden, as an area of great importance for tourists. The conditions for powerful cultural experiences exist in Region Västra Götaland, with a multitude of actors in the areas of cultural heritage and industrial history. However, the experience doesn't reach all the way to the tourist because knowledge of mediation/interpretation is poor among the actors. This work will increase knowledge using established methods and best practice from other actors active in the CHRISTA project, and has a clear rationale which connects to the regional ambition in Västra Götaland. Inspiration and best practice are gathered from Sibiu, as to how they colla-borate between their tourism and cultural heritage organizations to strengthen cultural tourism. The organization for cultural heritage is responsible for competence in the areas of cultural heritage and local culture and has a good local network. The tourism organization is responsible for packaging and marketing. This working method is something that we would like to implement in Region Västra Götaland. This work is strengthened by the strategic work, mainly connected to the collaboration platform Prisma VG and its parties. The activity has not yet been implemented.
2. **Activities**	The collaborating parties of Prisma Västra Götaland are: Västavet, Innovatum, Gothenburg City Cultural Administration, the cultural history museums in Borås, the Swedish National Archives and the Regional State Archives in Gothenburg, Maritimt i Väst (a maritime NGO), Hembygd Väst (a local heritage NGO) and the Network for Working Life Museums (NAV).
3. **Players involved**	The collaborating parties of Prisma Västra Götaland are: Västarvet, Innovatum, Gothenburg City Cultural Administration, the cultural history museums in Borås, the Swedish National Archives and the Regional State Archives in Gothenburg, Maritimt i Väst (a maritime NGO), Hembygd Väst (a local heritage NGO) and the Network for Working Life Museums (NAV).
4. **Timeframe**	Autumn 2019
5. **Cost**	10 000 Euro
6. **Funding sources**	To be covered by the regular budgets of the parties involved.
7. **Lessons learned from CHRISTA**	The Guidelines on Interpretation clearly show that museums need to increase their knowledge in interpretation. Västarvet has therefore become a member of Interpret Europe and staff have already participated in an education in Croatia. (Interpretation facilities)

Part III – Details of actions envisaged	
Action 6	**Prismavg.se as a common source of knowledge for cultural heritage – tourism** *We collect stories on prismavg.se which, for example, can be used in the tourism sector. The stories on prismavg.se can provide in-depth information for those searching for tourist channels, such as* www.vastsverige.com.
1. **Background**	*Evaluation in accordance with the RADAR and EFQM models.* There is a need for stories, both for the tourist experience and for actors to use to heighten the feeling of the place and its historical context. This work aims to create a process both for gathering knowledge and for making the knowledge available to actors in the tourism sector. This supports the strategic work in which Prisma VG is the common denominator. This work also supports the other work performed by Region Västra Götaland in the CHRISTA project, together with in-depth information for those searching the channels Västarvet's partners, such as vastsvarige.com. This work has not yet been implemented.
2. **Activities**	We will increase the number of museums who are using prismavg.se through courses, workshops and information initiatives. We will conduct two digital storytelling programs to increase the quality of the texts posted in prismavg.se We will strengthen the link between prismavg.se and the tourism sector's web platform.
3. **Players involved**	The collaborating parties of Prisma Västra Götaland are: Västarvet, Innovatum, Gothenburg City Cultural Administration, the cultural history museums in Borås, the Swedish National Archives and the Regional State Archives in Gothenburg, Maritimt i Väst (a maritime NGO), Hembygd Väst (a local heritage NGO) and the Network for Working Life Museums (NAV).
4. **Timeframe**	2019
5. **Cost**	8000 Euro
6. **Funding sources**	To be covered by the regular budgets of the parties involved.
7. **Lessons learned from CHRISTA**	In the Guidelines for Industrial Heritage, Rijeka University recommends that we develop common data sources in tourism and heritage so we can use each other's data. Our approach will be to use this best practice recommendation to develop the link between our different databases. (Industrial Heritage, Innovation/Digitization, Intangible heritage)

Part III – Details of actions envisaged	
Action 7	**Increase the quality of industrial historical tourist destinations via customer influence** *We will develop our tourist destinations by making better use of the opinions of visitors. During 2018, we will achieve this by using "emotional mapping", in accordance with the CHARTS method, at the 13 priority tourist destinations. The results will be used in quality enhancement work prior to 2019.*
1. **Background**	*Evaluation in accordance with the RADAR and EFQM models.* One of the most important needs is to increase quality at the industrial historical tourist destinations. This will be achieved by involving visitors via increased influence and by more clearly identifying the needs of these stakeholders in relation to industrial historical tourist destinations. A clearer needs analysis will provide an understanding of the quality aspects that need improvement for the results and reviews to get better. The CHARTS method is used for performing "emotional mapping", a clear rationale that is in-line with the strategic work and the strategic direction of Region Västra Götaland. The results from the mapping will then form the foundation for quality work in 2019.
2. **Activities**	During 2018/2019, the 13 priority tourist destinations will carry out emotional mapping in accordance with the CHARTS method. We will use a simplified questionnaire that will help the tourist destinations to improve their operations.
3. **Players involved**	The collaborating parties of Prisma Västra Götaland are: Västarvet, Innovatum, Gothenburg City Cultural Administration, the cultural history museums in Borås, the Swedish National Archives and the Regional State Archives in Gothenburg, Maritimt i Väst (a maritime NGO), Hembygd Väst (a local heritage NGO) and the Network for Working Life Museums (NAV). The 13 priority tourist destinations in CHRISTA.
4. **Timeframe**	To be implemented by some tourist destinations in 2018 and by all tourist destinations in 2019
5. **Cost**	To be implemented by the parties within their regular budgets and using existing resources.
6. **Funding sources**	No external funding
7. **Lessons learned from CHRISTA**	According to the Guidelines for Industrial Heritage, good statistics and target group analyzes for industrial tourism are lacking in both Västra Götaland and in Europe as a whole. Interpret Europe has emphasized in its guidelines the importance of putting the visitor's experience at the center. From previous Interreg projects, we have good experiences from emotional surveys that we want to customize for small museums. (Industrial Heritage and Interpretation facilities)

Part III – Details of actions envisaged	
Action 8	**Increased use of social media and digital channels** *We need to be better at using and managing digital channels and social media, both for the marketing and development of tourist destinations. During 2018 we will do a scan of how the tourist destinations are described and perceived in social media. Our indicator is an increased number of satisfied visitors, which is why the scan will be repeated in 2019 to ensure that the measures have produced positive results.*
1. **Background**	*Evaluation in accordance with the RADAR and EFQM models.* To make cultural heritage and industrial history more visible, actors need to improve their use of social media and digital channels, an area that is severely underexploited today. Social media can be used as leverage to strengthen other areas of activity, both for marketing and for product development. This is a clear rationale that not only supports the other areas of work, but which is also in-line with the strategic focus of the entire Region Västra Götaland, with an increase in digitalization and availability. This work is based on the needs of the stakeholders, considering both the actors and the tourists, as tourists to an ever-increasing degree search for information digitally and because actors are having difficulties in providing the availability that is a pre-requisite for being found. This work has not yet been implemented.
2. **Activities**	We go through comments on social media (Facebook, TripAdvisor, etc) with regards to the 13 priority tourist destinations and analyse the answers. The results will be shared with the tourist destinations, together with suggestions for improvement/development work to bring in more satisfied visitors.
3. **Players involved**	The collaborating parties of Prisma Västra Götaland are: Västarvet, Innovatum, Gothenburg City Cultural Administration, the cultural history museums in Borås, the Swedish National Archives and the Regional State Archives in Gothenburg, Maritimt i Väst (a maritime NGO), Hembygd Väst (a local heritage NGO) and the Network for Working Life Museums (NAV). The 13 priority tourist destinations in CHRISTA.
4. **Timeframe**	To me implemented during the summers of 2018 and 2019.
5. **Cost**	To be implemented within the parties' regular budgets and with the assistance of students from the tourist destinations programme.
6. **Funding sources**	No external funding
7. **Lessons learned from CHRISTA**	We've drawn inspiration from The European Framework and Impact Playbook to make sure a high level of accessibility of joint heritage collections from the institutions using our Prisma Västra Götaland online platform. We have had a powerful impact through sharing content in social media through a strategic publishing plan and network collaboration. (Innovation/Digitization)

Part III – Details of actions envisaged	
Action 9	**Development of a smartphone interface and smartphone guide in prismavg.se**
1. **Background**	Many of the industrial heritage sites have limited opening hours and it is therefore difficult to get to know the site's history for visitors coming when the museum is closed. Many of the museums can not afford to develop their own digital guides. To make available the sites, we want to develop a mobile interface in prismavg.se to make site stories available in a mobile guide on the site. Then the stories in prismavg.se can be reused in the tourism sector.
2. **Activities**	
3. **Players involved**	The collaborating parties of Prisma Västra Götaland are: Västarvet, Innovatum, Gothenburg City Cultural Administration, the cultural history museums in Borås, the Swedish National Archives and the Regional State Archives in Gothenburg, Maritimt i Väst (a maritime NGO), Hembygd Väst (a local heritage NGO) and the Network for Working Life Museums (NAV).
4. **Timeframe**	Technical development autumn 2018, test period spring 2019
5. **Cost**	10 000 Euro
6. **Funding sources**	Prisma Västra Götaland budget and Cultural Board of VGR
7. **Lessons learned from CHRISTA**	During the workshop in Riga and through Thessaloniki's good practice, we have had good ideas on how to use digital guides to enhance the experience of the visitors. With support in the Guidelines on Digitization, we want to develop a mobile guide that uses information from museums databases. (Innovation/Digitization)