

DIGITOURISM - virtual study visit in Kujawsko-Pomorskie Region

Last week, for two days (21-22 April), the Kujawsko-Pomorskie Voivodeship hosted a study visit prepared as part of the Digitourism project (<http://www.interregeurope.eu/digitourism>). As the Covid19 pandemic limits the personal exchange of knowledge and experience between partners, the organisers decided to use an online formula. All presentations and visits to good practice sites were virtual. The meeting was aimed at both international partners and regional stakeholders of the project who are actively involved in the development of tourism using augmented reality and the latest digital technologies.

During the session on 21 April, as an example of good practice, we presented the promotional campaign "[We Build Kujawsko-Pomorskie in Minecraft](#)", whose main objective was to create a virtual world of the Kujawsko-Pomorskie Voivodeship placed in the Minecraft game. Another presentation was made of the game and a mobile application - [the Tourist Passport](#), which encourages the inhabitants of the voivodeship and tourists to travel around its sub-regions. The main idea of the campaign is to promote little-known places. Moreover, the values of the Kujawsko-Pomorskie Voivodeship and the way of shaping policy in the region were presented.

On 22 April, three presentations were held. The first of these concerned [the Nicolaus Copernicus House](#) (part of the District Museum in Toruń). During the presentation, the modernisation of the building was shown, as well as how to combine traditional exhibition elements with modern technologies and virtual and augmented reality. At the end of the meeting participants were taken on [a virtual walk](#) through the museum. Another point on the agenda was the presentation of the project and its results, implemented in previous years by the Kujawsko-Pomorskie Region called [Creative Loci Jacobi](#). Its main objective was to promote and increase the visibility of the St James Route. The tools used in the project such as: geolocation maps, 3D digitalisation of cultural heritage sites, multilingual audio guides, tourist advisor application or 360° films to develop virtual tours were also presented. The last example of good practice was the presentation of [the Culture in Range 2.0](#) project, implemented by the Kujawsko-Pomorskie Voivodeship. The aim of the project is to provide its users (inhabitants of the region and tourists) with tools for active participation in cultural events and to digitise the resources of cultural institutions for future generations. During the presentation were shown the tools that were used in the project from the technical side and the technology used.