NEXT ROUTES
Project **Toolkit**

The NEXT ROUTES Toolkit
To support the digital transition of the Cultural Routes of the Council of Europe

Introduction
The digital revolution has made available new tools and app that can be easily adopted by the Cultural Routes to improve their communication and visibility.

Our aim is not to design a communication plan or strategy but **stimulate Cultural Routes to accompany the traditional tools** (the website, social media channels, local communication through signage or other types of panels placed in the area, events, and the activities themselves) with the new tools made available by the digital turn.

The toolkit presents a list of such new tools as well as instructions and training on how to use them.

Goals of the Toolkit
Providing Cultural Routes' staff and members with no-code tools to create interactive content, immersive narratives, apps, and digital guides for cultural routes, museums, and heritage sites. The toolkit includes descriptions, case studies, and practical tutorials.

TABLE OF CONTENTS

1. Introduction

- **What is no-code?** A brief explanation of its advantages: simplicity, low costs, and scalability.
- **Who is it for?** Museum operators, tour guides, cultural route managers.
- **How to use it?** Follow the steps in the toolkit to choose and assess the tools.

2. Main tools per category

A. Interactive Storytelling and Narration

- **StoryMaps (Esri):** Ideal for geolocated itineraries. *Tutorial:* " Create Your First Interactive Route in 30 Minutes".
- **Tilda:** Create mini sites for exhibitions. *Example:* " A Website for a Temporary Exhibition".
- **Canva:** Infographics and visual guides. *Tutorial:* " Design a Visual Guide for Your Museum".

B. Augmented and Virtual Reality

- **Artivive:** Bring artworks to life with AR. *Example:* " A Statue That Tells Its Story".
- **CoSpaces Edu:** Virtual tours of archaeological sites. *Practical guide:* " Virtual Reconstruction of an Amphitheatre".

C. Interactive Maps

- **Mapbox Studio:** Custom maps for cultural routes. *Example:* " The Interactive Map of a Historic Centre".
- **Glide:** Apps with stops and descriptions. *Tutorial:* " How to Create an App for a Food & Wine Tour".

D. Interactive guides

- **Actionbound:** Interactive tours and quizzes. *Example:* "Treasure Hunt in a Museum".
- **Izi.TRAVEL:** Multilingual audio guides. *Practical guide:* "Record and Publish Your First Audio Guide".

- **Notebook LM** : AI-powered research and note-taking tool, ideal for curating and structuring podcast content. *Example*: "Organize rich cultural archives and produce engaging educational summaries."

E. Multimedia and Immersive Content
- **ThingLink:** 360° Tour with hotspots. *Example:* "An Immersive Experience in an Archaeological Site".
- **Genially:** Dynamic presentations. *Tutorial:* "Tell the Story of an Artifact ".
- **CapCut**: Video editing with AI-powered features. *Example:* "Captivating and produce powerful social media content.
- **Planoly**: Visual content planning tool. *Example:* "Ensure storytelling remains consistent and engaging across social media".

F. Creating Tourist Apps
- **Adalo:** Custom apps. *Example:* "An App to Manage Bookings and Guided Tours".
- **Thunkable:** Apps with cultural quizzes. *Guide:* "Develop an App in 60 Minute".

G. Gamification
- **Kahoot!:** Live quizzes for visitors. *Guide:* "Organizing Quizzes for Cultural Events".

3. How to start – SMART LAB
1. **Identify your goal.** Are you creating narratives? Organizing tours? Offering AR/VR experiences?
2. **Choose a tool.** Use the toolkit to explore tutorials and usage scenarios.
3. **Test.** Try the tools in small pilot projects.
4. **Share.** Gather feedback from visitors and refine your content.

4. Strategic Approach and Operational Tips
- **Staff Engagement:** Train personnel for practical tool usage. Suggest weekly mini-training sessions.
- **Collaboration with Local Stakeholders:** Involve schools, artisans, and communities to create authentic, locally connected content.
- **Audience Testing:** Offer pilot experiences to small visitor groups to evaluate reactions and gather suggestions.
- **Continuous Iteration:** Improve content based on feedback.

5. Special Section for Cultural Routes of the Council of Europe

- **Route of the Olive Tree:** Tools to map historic olive groves or create interactive guides on oil production processes.
- **European Route of Jewish Heritage:** Using storytelling and maps to narrate the history of Jewish quarters.
- **European Route of Ceramics:** Augmented reality to explore artisan workshops and ceramic-making processes.

6. Integration with Other Technologies

- **Smart Sensors:** Connect applications like ThingLink to sensors for interactive experiences in cultural sites.
- **Museum Automation:** Use Glide or Adalo to control lighting, audio, and video in exhibitions.
- **AI and Chatbots:** Create chatbots with no-code tools (e.g., Landbot) to provide real-time visitor responses.

7. Economic Sustainability Models

- **Economic Sustainability Models:** Use Glide or Adalo to manage reservations and ticket sales.
- **Premium Content:** Use tools like Genially to offer exclusive paid content.
- **Sponsorships and Crowdfunding:** Engage local partners to sponsor the development of apps or content.

9. Successful Case Studies

- **Interactive Museum:** Description of a museum that implemented ThingLink to create immersive tours.
- **Digital Cultural Route:** Example of an app created with Glide to promote a historical itinerary.
- **Treasure Hunt in an Archaeological Park:** Project using Actionbound to enhance family engagement.

1. Introduction

What is no-code?
No-code is an innovative approach **that allows users to create digital tools** (such as apps, websites, interactive tours) **without writing any code**. By using intuitive interfaces and drag-and-drop tools, even those without technical expertise can quickly and affordably develop high-quality digital content.

Why is No-Code Useful in the Cultural and Tourism Sector?
- **Accessibility:** No advanced technical skills required.
- **Flexibility:** Ideal for customized projects tailored to museums, cultural routes, and archaeological parks.
- **Resource Savings:** Reduces development costs and implementation time.
- **Public Engagement:** Enables the creation of interactive, immersive, and engaging experiences.

Who is the Toolkit For?
- **Cultural Operators:** Museums, archaeological parks, foundations, and cultural institutions.
- **Tourism Professionals:** Guides, tour operators, and managers of certified routes.
- **Local Communities:** Artisans, associations, and organizations that promote cultural and natural heritage.
- **Educators:** Teachers and trainers looking to create digital educational content related to heritage**.**

How to Use the Toolkit?
1. **Explore the possibilities:** Discover the available tools and their use.
2. **Choose the right tool:** Select the applications that best fit your objectives.
3. **Follow the tutorials:** Use the practical guides to start creating content.
4. **Experiment:** Test projects with small user groups to gather feedback.
5. **Integrate and improve:** Refine your content to enhance the visitor experience**.**

Benefits of the Toolkit for Operators

- **Empowerment:** Ability to innovate independently in the cultural and tourism sector.
- **Modernization:** Adapting to the needs of today's increasingly digital audience.
- **Attractiveness:** Enhancing cultural offerings by making them more interactive and engaging.

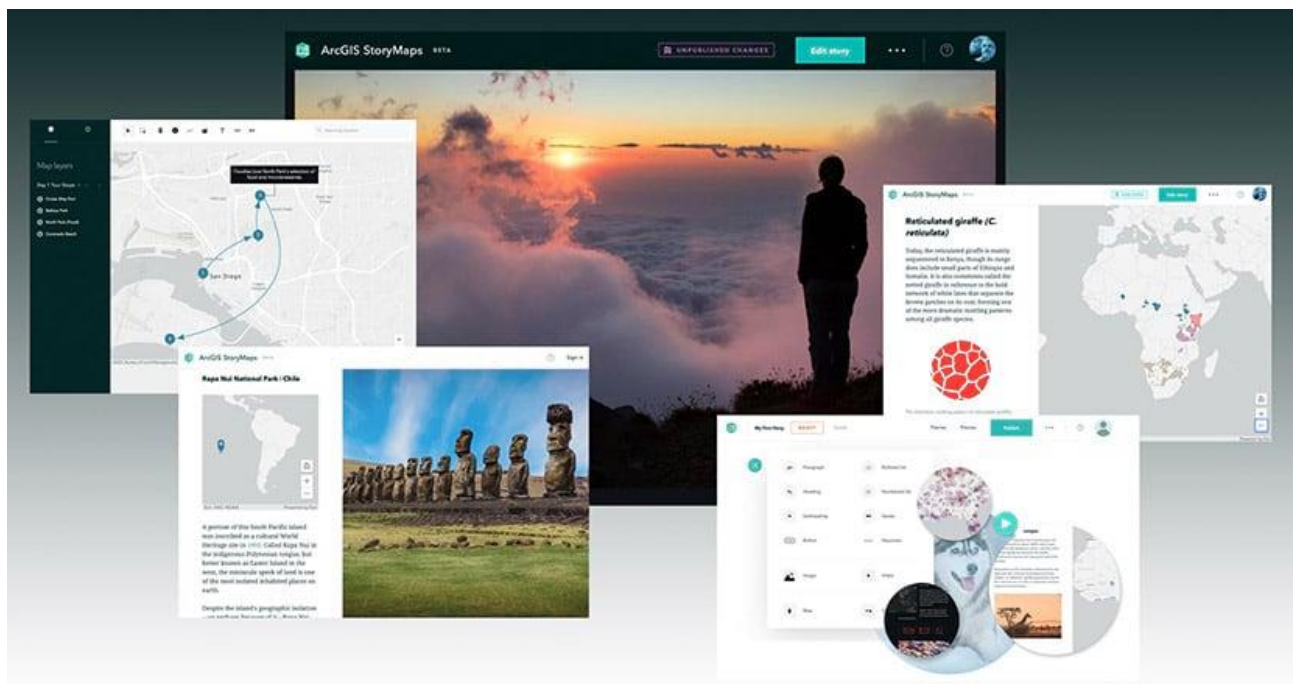# A. Interactive Storytelling and Narration

FORM 1 - **StoryMaps (Esri)**

Maps have been used for centuries to tell stories, stimulate the imagination and inspire, to describe the world through places. New technologies in the digital era have greatly enhanced the use of images, particularly maps, to communicate and tell stories. In this context, Esri has developed Story Maps, web applications that allow users to combine interactive maps available on the web with text, photos, videos and other multimedia content.
In addition to the traditional 'power' of maps, Story Maps are able to convey the message that the author wants to tell with their "story" much more effectively.
Access to information is guaranteed by numerous devices (PCs, tablets, smartphones) that allow you to always be 'connected'.
It is possible to create different forms of storytelling, including: a journey recounted step by step or the itinerary of an excursion, the territory revealed through its points of interest or described through a catalogue of thematic maps, or a comparison between two images of the same space in different eras.
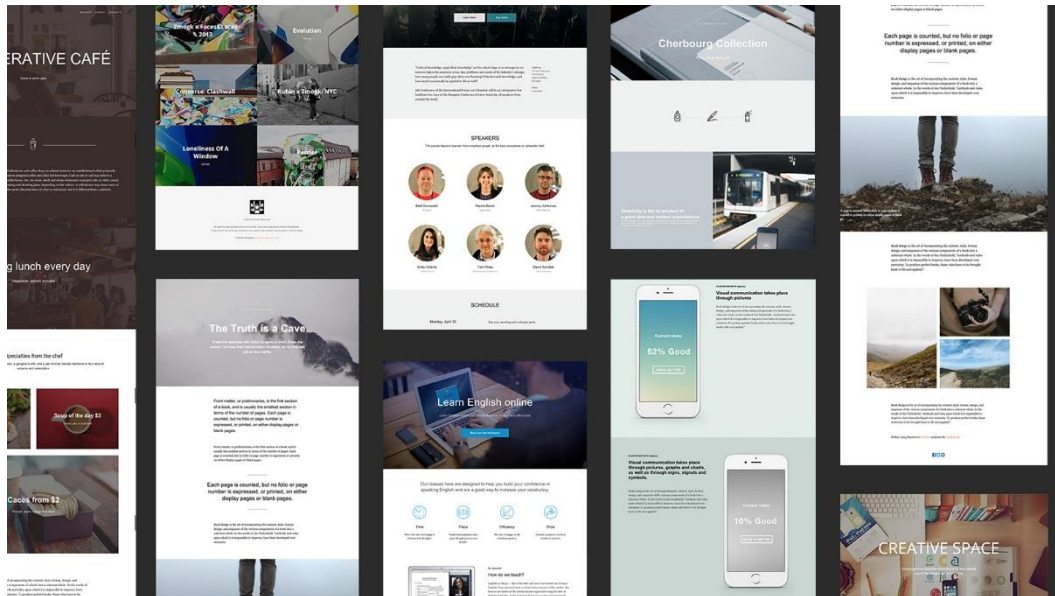

Link: https://storymaps.arcgis.com/
Video: https://mediaspace.esri.com/media/t/1_rn9cz5he/238781783

FORM 2 – **TILDA**

Tilda Publishing is a website builder platform. It allows users to create websites without needing to code, offering a range of pre-designed blocks and features for various purposes, such as landing pages, blogs, and portfolios.
Key features:

- No code
  You don't need to learn how to code. You won't even need a friend who's a programmer. All the settings and controls you need are right at hand.
- Adaptive
  Pages created with Tilda look great across all devices. We've thought it through so you can focus on your content instead of the boring technical issues.
- Easy editing
  To change something on the site takes only one minute. You can do it by yourself without support.
- Domain or export
  Everything you make on Tilda can be easily exported to your server by copying the source files. You can also link your own domain to your project (as an alias). We won't add any ads.
- Google analytics
  You can connect a Google Analytics account to monitor your Tilda project traffic.
- Search Engine Friendly
  Whenever your project is shared on social networks or shown in search results, the preview will look at its best
- Flexible adjustment
  Add any element you need with html-code embedding.
- Custom fonts
  Connect your TypeKit account, choose a typeface from Google Fonts, or upload your own custom fonts.
- Data input fields
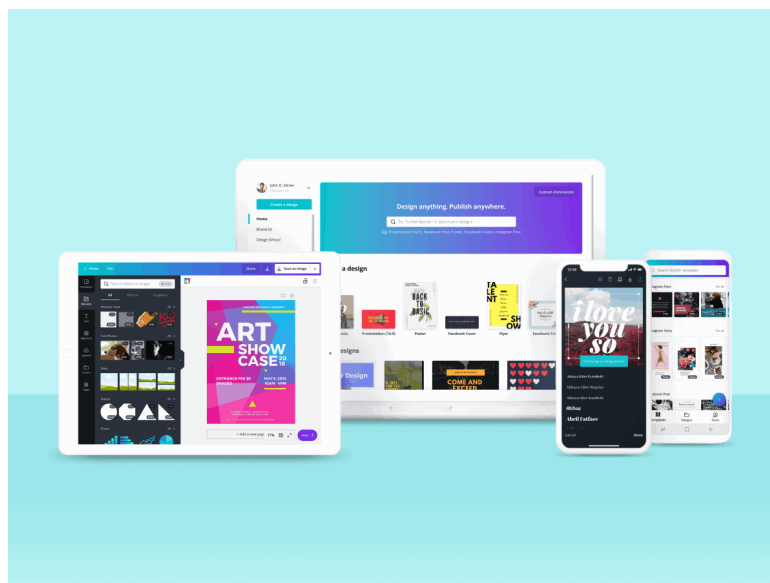 Your clients can opt in or leave their emails and phone numbers.

Link: https://tilda.cc/
Video: https://youtu.be/ciBkX_0KQKk?si=uxffkwIt4eMRep7_

FORM 3 – **CANVA**

Canva is a visual communication platform. It provides tools and a user-friendly interface for creating a wide range of visual content, from social media graphics and presentations to posters, documents, and more. Essentially, it's a design platform that empowers users to create and collaborate on various visual projects.

Visual Communication Platform:
Canva's core function is to facilitate visual communication, allowing users to express ideas and information through various design formats.
Design Tools:
It offers a range of design tools, including templates, a drag-and-drop interface, and options for adding text, images, and other elements.
User-Friendly Interface:
Canva is designed to be accessible to both beginners and experienced designers, with a focus on ease of use.
Wide Range of Applications:
Users can create diverse designs for social media, presentations, marketing materials, and more.
Collaboration Features:
Canva also enables teams to collaborate on designs, share feedback, and work together in real-time.

Link: https://www.canva.com/
Video: https://youtu.be/kLduNayvTZo?si=m5HjVBQ6dZE4NKG-

B. Augmented and Virtual Reality

FORM 1 – **Artivive**

Artivive is an augmented reality (AR) platform and mobile app that allows artists to connect digital layers to physical artworks, creating a new dimension of art experiences. It bridges the gap between traditional art and digital content, enabling users to interact with art in a dynamic, immersive way.

Augmented Reality Experience:
Artivive uses AR technology to overlay digital content (animations, videos, sounds, etc.) onto physical artworks, making them come to life when viewed through the Artivive app.

Creative Tool:
Artivive provides a user-friendly content management system called Bridge by Artivive to help artists create and manage their AR artworks.
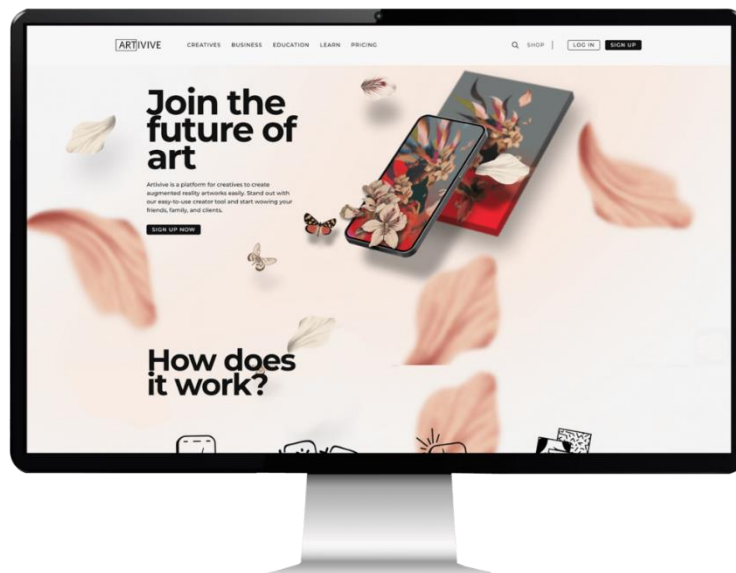
Versatile Applications:
Artivive has applications in various settings, including museums, galleries, exhibitions, murals, and even fashion.

Interactive Engagement:
It allows for interactive experiences where viewers can engage with the art in a more dynamic and personal way, going beyond traditional static displays.

Link:

https://www.artivive.com/
Video: https://youtu.be/3yc3tjyAdv0?si=0iXd03YUEa9-1elL

FORM 2 - **CoSpaces Edu**

CoSpaces Edu is a creative platform that enables students and teachers to build, code, and explore 3D creations in virtual and augmented reality. It's designed to foster digital literacy, creativity, and collaboration in the classroom. It can be used as a website or mobile app and allows for both individual and group work.

3D Creation:
CoSpaces Edu allows users to build 3D environments, animate them with code, and explore them in VR and AR.

Coding Integration:
It incorporates coding, allowing students to learn programming concepts while building their creations.

Virtual and Augmented Reality:
Users can experience their creations in both virtual reality (VR) and augmented reality (AR).

Classroom Tool:
Designed for educational settings, it supports both individual and collaborative projects.

Teacher Tools:
Educators can create and assign tasks, monitor student progress, and manage classes.

Accessibility:
CoSpaces Edu is accessible through a web browser and as a mobile app, making it compatible with various devices.

Safety Features:
It includes reporting tools and content filters to ensure a safe learning environment.

Curriculum Integration:
It can be used across different subjects and age groups, making it adaptable to various learning needs.

Link: https://www.delightex.com/
Video: https://youtu.be/Mi5MYVpAmuU?si=s5OgIUFbHdnEOZuP

C. Interactive Maps

FORM 1 - **Mapbox Studio**

Mapbox Studio is a web-based application developed by Mapbox for designing custom map styles. It allows users to create and manage map styles, datasets, and tilesets. With Mapbox Studio, users can upload and edit data, customize styles, and integrate unique fonts and icons. It's a powerful tool for designing maps for various platforms, including websites and mobile applications.

Custom Map Design:
Mapbox Studio provides a graphical style editor where users can design completely custom map styles or choose from included templates.
Data Management:
Users can upload and manage their own data, including creating datasets and tilesets, to customize their maps.
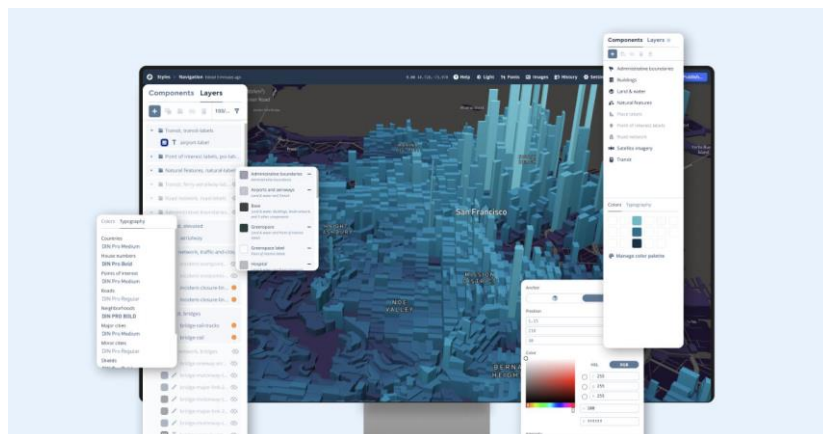**Style Editor:**
The style editor allows for detailed customization of map elements like colors, fonts, and icons, making it possible to create unique and visually appealing maps.
Integration:
Mapbox Studio integrates with other Mapbox tools and platforms, allowing users to easily implement their custom map styles in various applications, including websites and mobile apps.
Free Tier:
Mapbox Studio is available for free to registered users, with a free tier that includes 50,000 map loads per month, making it accessible for small businesses and personal projects.

Link: https://www.mapbox.com/mapbox-studio
Video: https://youtu.be/Z28wa68n7Eg?si=h7dunTq5ahXD55xf

FORM 2 - **Glide**
Glide is a no-code platform that enables users to build mobile and web applications without needing to write any code. It's designed for both individuals and businesses, offering a visual development environment to create custom software using existing data sources like spreadsheets, databases, and APIs. Glide apps can be deployed as Progressive Web Apps (PWAs), accessible via a link or invite, and can be downloaded to mobile devices.

No-Code Development:
Glide simplifies the app development process by allowing users to build apps visually, using drag-and-drop interfaces and pre-built components.
Data Integration:
Glide can connect to various data sources, including Google Sheets, Airtable, and other databases, making it easy to incorporate existing business data into your apps.
Deployment:
Glide apps can be deployed as PWAs, meaning they are accessible through web browsers and can be installed on mobile devices for offline access.
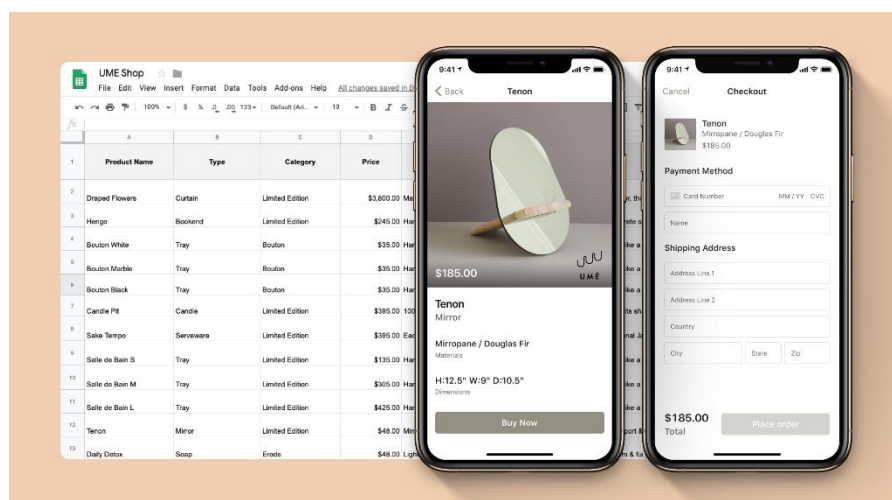**Customization**:
Glide offers a high degree of customization, allowing users to tailor the look and feel of their apps to match their brand and specific needs.
AI Integration:
Glide has integrated AI capabilities, allowing users to add features like automatic text generation, data conversion, and audio-to-text conversion to their apps.
Scalability:
Glide is suitable for both small projects and large-scale enterprise applications, with options for scaling up functionality and database capacity as needed.

Link: https://www.glideapps.com/
Video: https://youtu.be/TTciDAeBfvc?si=AGvTNCojvvIzeb6O

D. Interactive Guides

FORM 1 – **Actionbound**

Actionbound is a mobile app that allows users to create and play interactive scavenger hunts and location-based games. The app, used in conjunction with a website, enables users to design digital content, such as quizzes, puzzles, and location-based challenges, that players can then experience in the real world. Actionbound is used for various purposes, including educational activities, team-building exercises, and recreational fun.

Interactive Scavenger Hunts:
Actionbound specializes in creating and playing digital scavenger hunts, where users navigate physical or virtual environments to complete tasks and challenges.
Bound Creator:
The Actionbound website (actionbound.com) serves as the "Bound Creator," allowing users to build their own scavenger hunts by adding content, setting up locations, and defining tasks.
Mobile App:
The Actionbound app, available for both iOS and Android devices, is the platform for players to access and play these created scavenger hunts, interacting with the digital content and exploring the physical world.
Versatile Applications:
Actionbound is used in various settings, including:
Educational: Campus tours, museum visits, library rallies, and school trips, according to Action Bound.
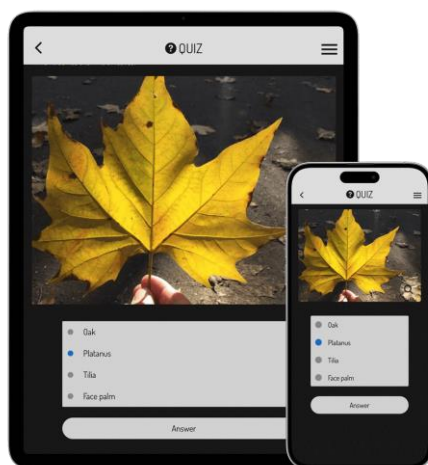Professional: Team-building events, company tours, and training sessions, according to Action Bound.
Personal: Recreational activities like birthday parties, city adventures, and bachelor parties.
Free for Personal Use:
Actionbound is free for private, non-commercial use, such as for personal events and recreational activities, according to Action Bound.
Subscription Options:
Businesses and educational institutions can utilize Actionbound for a fee, with different licenses and pricing options available for professional and educational use.
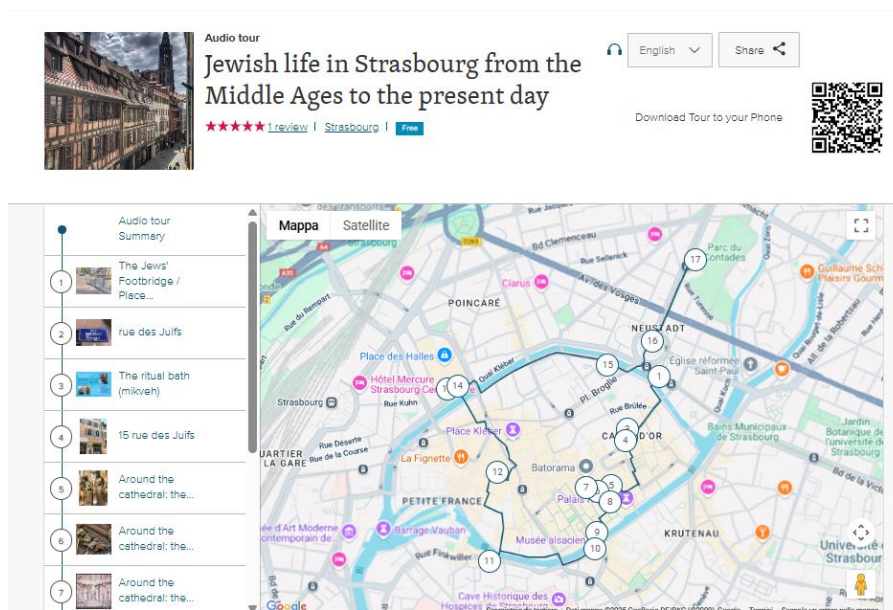
Link: https://en.actionbound.com/
Video: https://youtu.be/t_sQkCCjm8c?si=ujwbFPZM2jXGtBRE

FORM 2 - **Izi.Travel**

izi.TRAVEL is a global storytelling platform that offers free, GPS-enabled audio tours for travellers seeking to explore cities, museums, and cultural landmarks at their own pace. Accessible via a mobile app or web browser, izi.TRAVEL connects users with curated narratives from historians, local experts, and cultural institutions. Each tour typically includes audio commentary, interactive maps, images, and text, allowing users to navigate both well-known attractions and hidden gems with contextual insights. The platform supports multiple languages and is widely used by tourists, educators, and heritage organisations worldwide.

One notable example is the audio tour *"Jewish Life in Strasbourg from the Middle Ages to the Present Day"*, developed by the Route du Judaïsme Rhénan, a member of the European Routes of Jewish Heritage, which guides visitors through 17 significant sites across the city. Beginning in the historic Rue des Juifs district, the tour explores locations such as the medieval mikvah (ritual bath), Strasbourg Cathedral with its symbolic Jewish figures, and the former synagogue on Quai Kléber—destroyed by the Nazis in 1940 but brought to life virtually through archival materials. Each stop offers a poignant glimpse into the resilience and contributions of Strasbourg's Jewish community over the centuries. The tour is freely available on izi.TRAVEL, complete with audio narration, multilingual support, historical photographs, and an interactive map to enhance the experience.

You can access the Strasbourg Jewish heritage tour directly on izi.TRAVEL.

Link: https://izi.travel/en

FORM 3 – **NotebookLM**

NotebookLM is an AI-powered tool developed by Google that functions as a personalized research and writing assistant. It allows users to upload various documents like PDFs, Google Docs, website URLs, and more, and then interact with the content through an AI interface. NotebookLM is designed to help users summarize information, answer questions, generate outlines, and even create AI-generated podcasts based on the uploaded materials.

Core Functionality:

Source Grounding:

NotebookLM allows users to "ground" the AI model in their specific uploaded sources, making it more focused and relevant to the user's research.

Personalized AI:

By grounding the AI in your materials, NotebookLM creates a personalized research assistant that understands your specific needs and information.

Content Summarization:

It can automatically generate summaries of uploaded documents, highlight key topics, and identify important questions to ask about the content.

Interactive Q&A:

Users can ask questions in natural language and NotebookLM will respond based on the uploaded documents, providing citations for its answers.

Content Generation:
NotebookLM can also be used to generate various outputs like outlines, study guides, and even AI-generated podcasts based on the uploaded content.
Key Features:
Multiple Source Support:
NotebookLM supports various file types, including PDFs, Google Docs, YouTube videos, and website URLs, allowing users to centralize their research materials.
Privacy Focused:
Google states that any data uploaded to NotebookLM is not used to train the AI model, ensuring privacy and security of user information.
Accessibility:
NotebookLM is available as a web application and also has a dedicated mobile app for iOS and Android, making it accessible on various devices.
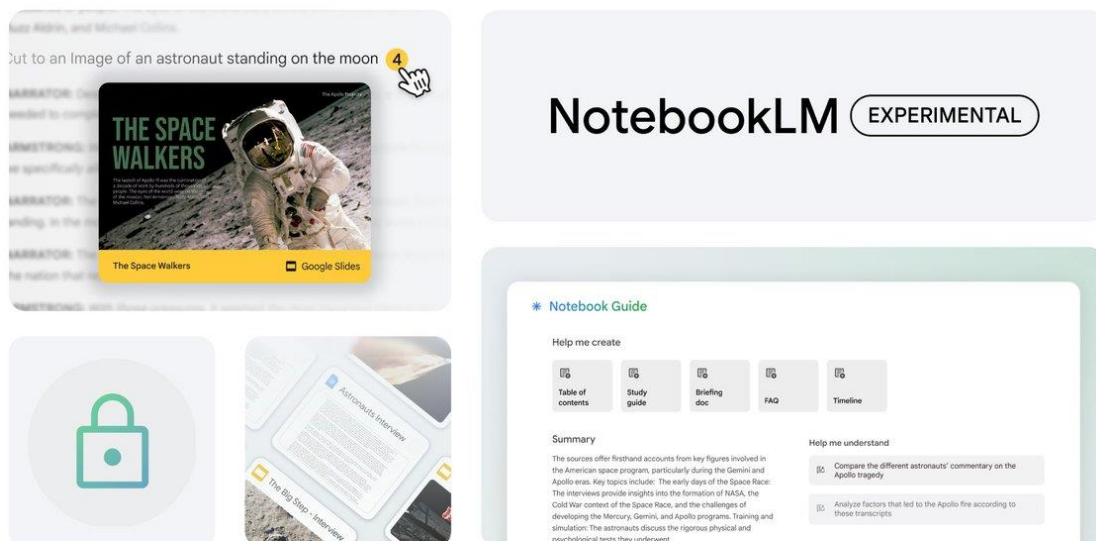**Free to Use**:
The core functionality of NotebookLM is available for free with a Google account.
Collaboration:
NotebookLM allows users to share notebooks with others, granting either full access or chat-only access for collaborative projects.
In essence, NotebookLM is designed to be a powerful tool for anyone who works with a lot of information, offering a streamlined way to research, understand, and generate content based on specific materials.

Link:
https://notebooklm.google.com/?original_referer=https:%2F%2Fwww.ecosia.org%23&pli=1

E. Multimedia and Immersive Content

FORM 1 – **ThingLink**

ThingLink is a web-based platform that allows users to create interactive images, videos, and 360° media by adding clickable hotspots with embedded content. It's a tool used for enhancing engagement in various contexts, including education and training, by transforming static visuals into dynamic learning experiences.

Interactive Content Creation:
ThingLink enables users to add interactive elements, like text, audio, video, web links, and even quizzes, to images, videos, and 360°/VR content.
Applications:
It's used for creating virtual tours, interactive maps, presentations, simulations, and other engaging learning materials.
Accessibility:
ThingLink is designed to be accessible to all learners, with features that cater to diverse needs.
Educational Use:
It's widely adopted in educational settings to foster deeper learning experiences and promote student engagement through interactive content.
Business Applications:
ThingLink is also used in businesses for creating interactive training materials, onboarding experiences, and marketing content.
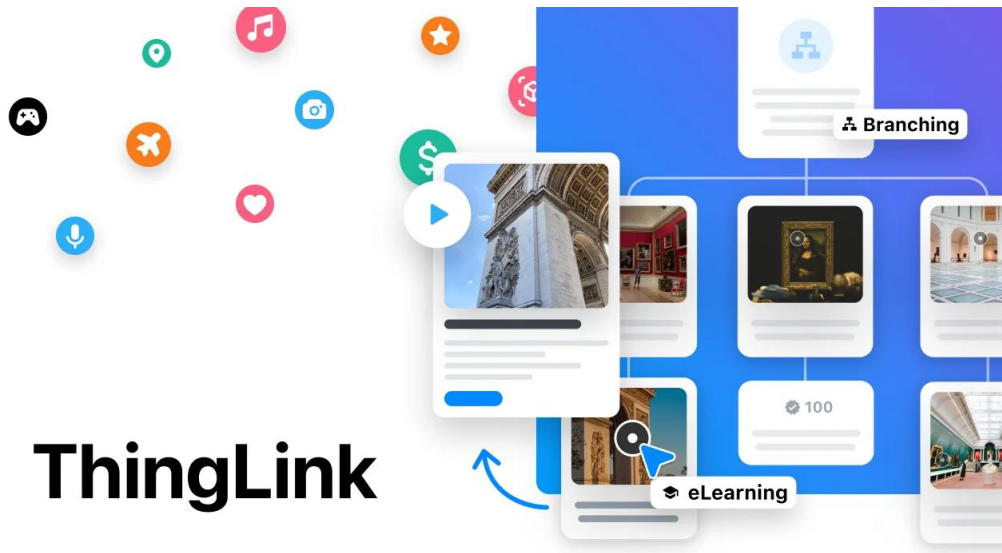**Immersive Learning**:
It allows users to create immersive learning experiences by combining different media types and interactive elements.
Platform Independent:
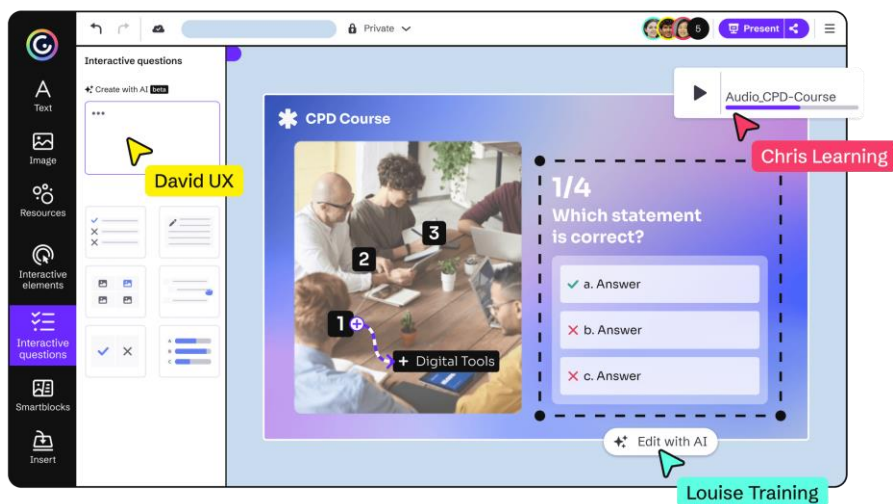ThingLink can be used on various devices and platforms, making it versatile and accessible.

Link: https://www.thinglink.com/
Video: https://youtu.be/__bL-qHvBbw?si=9Kit-peVyGO7rWtl

FORM 2 – **Genially**

Genially is a web-based platform used for creating interactive and animated content like presentations, infographics, and educational resources. It's known for its user-friendly interface and a wide array of templates, making it accessible for users with varying levels of design and technical skills.

Interactive Content Creation:
Genially allows users to create engaging content that goes beyond static visuals, incorporating interactive elements like clickable areas, animations, and embedded media.

Educational Focus:
The platform is particularly popular in education, where it's used to create interactive lessons, gamified learning experiences, and engaging presentations for students.

Variety of Templates:
Genially provides a vast library of templates across different categories, including presentations, infographics, games, and more, which users can customize to suit their needs.

No-Code Platform:
Users don't need to have coding experience to create interactive content with Genially, making it accessible to a wider audience.

Gamification Features:
Genially incorporates game mechanics like challenges, timers, and scoring systems to enhance engagement and make learning more fun.

Integration Capabilities:
Genially can be integrated with other platforms like Google Classroom and Microsoft Teams, allowing for seamless sharing and collaboration.

Link: https://genially.com/it/
Video: https://youtu.be/ugnhJa_xtTY?si=cJg48hnc5rTGDcpw

FORM 3 – **CupCut**

CapCut is a free, all-in-one video editing app and online tool, developed by ByteDance, the company behind TikTok. It offers a wide range of features for creating and editing videos, suitable for both beginners and advanced users.

All-in-one video editor:
CapCut provides a comprehensive set of tools for video editing, including cutting, merging, adding music, applying effects, and more.

User-friendly interface:
It's designed to be easy to use, making it accessible for beginners while still offering advanced features for experienced editors.

Free to use:
CapCut is free to download and use, with a Pro version available for those needing more advanced features.

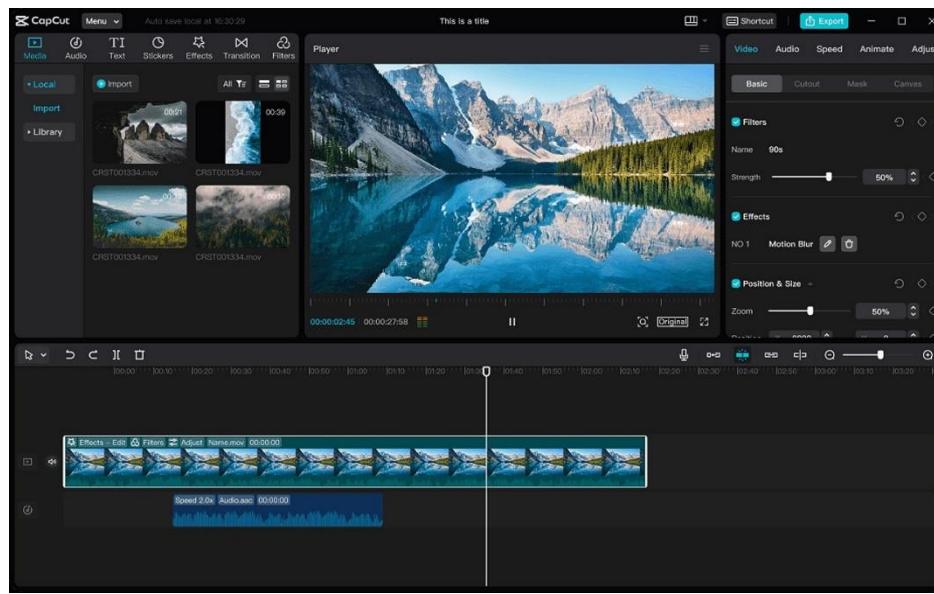**Cross-platform compatibility**:
It's available as a mobile app and also as a web-based tool, allowing users to edit videos on different devices.

Focus on social media content:
It's particularly popular for creating and editing videos for social media platforms like TikTok.

AI-powered features:
CapCut includes AI-powered tools like AI video generation, text-based video editing, and more.

Link: https://www.capcut.com/

FORM 4 – **Planoly**

Planoly is a social media management tool primarily focused on visual planning and scheduling for platforms like Instagram, TikTok, and Pinterest. It helps users organize, plan, and schedule content, including posts and stories, while maintaining a visually appealing aesthetic for their social media presence. Planoly also offers features for content repurposing, hashtag management, and analyzing content performance.
Core Functionality:
Visual Planning:
Planoly offers a grid view that allows users to preview how their posts will look on their Instagram feed, helping them maintain a cohesive and visually appealing aesthetic.
Scheduling and Automation:
Users can schedule posts and stories in advance for various platforms, including Instagram, TikTok, and Pinterest.
Content Management:
Planoly provides tools for organizing and managing media, including uploading, captioning, and hashtag grouping.
Cross-Platform Support:
While primarily focused on Instagram, Planoly also supports scheduling and management for TikTok, Pinterest, and other platforms.

Analytics:
Planoly offers analytics to track post performance, engagement metrics, and follower growth.
Additional Features:
Hashtag Groups:
Users can create and save hashtag groups for easy access and consistent use.
Drafts:
Planoly allows users to save drafts of posts for later scheduling or editing.
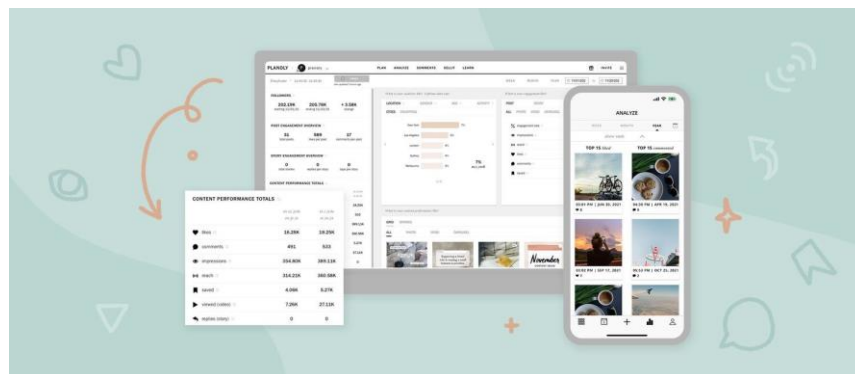**Comment Management**:
Planoly provides tools for managing and responding to comments on posts.
Link in Bio:
Planoly offers a link-in-bio feature to consolidate multiple links into a single, shareable link.
Content Inspiration:
Planoly provides access to trending content ideas and templates to help users create engaging posts.

Link: https://www.planoly.com/
Video: https://youtu.be/7jhj47IojvY?si=hUbdjiJ-O1rYY3B1

F. Creating Tourist Apps

FORM 1 - **Adalo**

Adalo is a no-code platform used for building mobile and web applications. It allows users to create apps without needing to write any code, utilizing a drag-and-drop interface with building blocks. Adalo is designed to be user-friendly, even for those with limited or no technical or coding experience.

- **No-Code App Builder:**

Adalo is a platform where users can design and build apps using a visual, drag-and-drop interface, eliminating the need for traditional coding.

- **Visual Editor:**

Adalo's visual editor allows users to see how their app will look in real-time as they build it.

- **Building Blocks:**

Users create their apps by stacking and arranging pre-built components, similar to putting together building blocks.

- **Customization:**

Adalo offers a high degree of customization, allowing users to tailor their apps to their specific needs and brand.
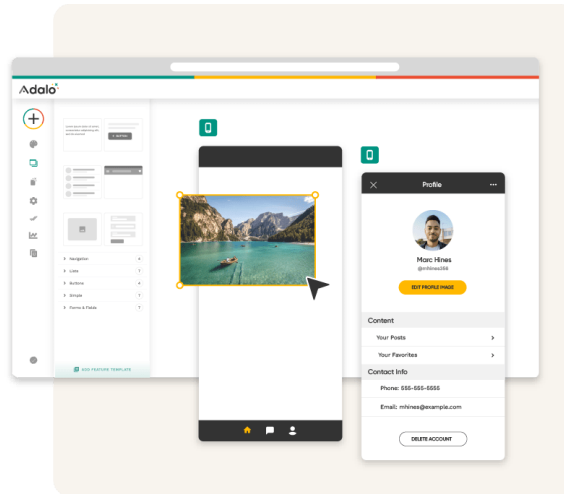
- **Web and Mobile Apps:**

Adalo enables the creation of both web apps that can be accessed through a browser on any device and native mobile apps that can be published to app stores.

- **Database:**

Adalo includes a built-in database to store and manage user information and other data related to the app.

- **Publishing:**

Apps built on Adalo can be published to a custom domain or directly to the Apple App Store and Google Play Store.
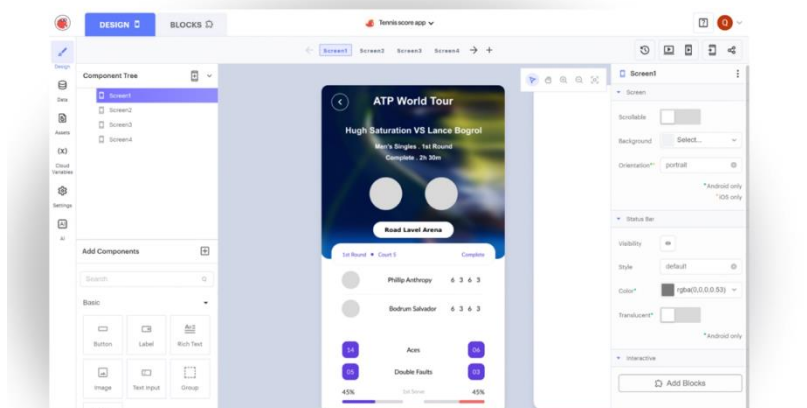
Link: https://www.adalo.com/
Video: https://youtu.be/HJxlfByHpP0?si=QGzt9eJcIEAotjUl

FORM 2 – **Thunkable**

Thunkable is a no-code mobile app development platform that allows users to build custom native mobile apps for Android, iOS, and the mobile web without writing any code. It utilizes a drag-and-drop interface and a block-based programming language, making it accessible for beginners and experienced users alike.

No-code platform:
Thunkable empowers individuals with no prior coding experience to create mobile applications.
Visual designer:
Users can customize their app's appearance with fonts, colors, images, and more.

Drag-and-drop interface:
It uses a visual, block-based programming language where users can drag and drop pre-built components to add functionality to their apps.

Cross-platform development:
Thunkable allows users to build apps for Android, iOS, and the mobile web from a single codebase.

Access to device features:
Apps built with Thunkable can access device features like sensors, Bluetooth, camera, and offline capabilities.

Customization and integration:
Users can personalize their apps and integrate them with other tools.

Live testing:
Thunkable allows for live testing of apps on devices through the Thunkable Live app.

Link: https://thunkable.com/
Video: https://youtu.be/Te_DuCsItpY?si=H-PDz63GjkVaIiuA

G. Gamification

FORM 1 - **Kahoot!**

Kahoot! is a game-based learning platform where users can create, share, and play learning games or quizzes. It's a tool used for interactive learning, formative assessments, and engaging students in a fun and competitive way.

Kahoot! is versatile and can be used in various settings, including:
Classrooms:
Engaging students with quizzes and interactive games, assessing their understanding, and fostering a positive learning environment.
Workshops and Training:
Capturing insights, targeting instruction, and enhancing participation through interactive elements.
Remote Learning:
Facilitating online learning through platforms like Zoom and Teams, allowing students to participate from anywhere with an internet connection.
Business and Professional Development:
Creating engaging presentations, training sessions, and meetings for employees.

Key features of Kahoot! include:
Game-Based Learning:
Kahoot! utilizes quizzes, surveys, and discussions to make learning interactive and enjoyable.
Customizable Kahoots:
Users can create their own quizzes or choose from millions of existing templates, tailoring them to specific topics and learning objectives.
Real-Time Feedback:
Kahoot! provides immediate feedback to players, allowing them to track their progress and identify areas for improvement.
Accessibility:
Kahoot! can be accessed through various devices, including computers, tablets, and smartphones, and can be played both in-person and remotely.
Integration with other platforms:
Kahoot! integrates with platforms like Microsoft Teams and Zoom, enhancing its usability in different learning environments.

Link: https://www.adalo.com/
Video: https://youtu.be/HJxlfByHpP0?si=QGzt9eJcIEAotjUl

SPECIAL SECTION

CULTURAL ROUTES OF THE COUNCIL OF EUROPE
BEST PRACTICES

FORM 1
AEPJ – European Routes of Jewish Heritage

MemoryLanes

MemoryLanes, an app developed by Centropa in collaboration with berlinHistory e.V., is an augmented reality (AR) educational tool that allows users to explore Jewish memory sites in Germany, Poland, and Serbia. The project involved 86 teenagers from these countries who researched Jewish biographies from their hometowns using Centropa's digital archive.

With the support of local artists, they created artistic projects such as graphic novels, audio recordings, animations, and films to tell the stories of six Jewish individuals from cities like Kielce, Belgrade, Berlin, and Mannheim.

The app integrates these creations into an immersive experience, enabling users to discover sites of Jewish life that often go unnoticed today. Through AR, they can visualize these historical spaces and learn the personal stories connected to them.
MemoryLanes is available for free on the App Store and Google Play. The project is funded by the Foundation "Remembrance, Responsibility and Future" (EVZ) and the German Federal Ministry of Finance, as part of the Educational Agenda on the Injustices of National Socialism.

For more information and to download the app, you can visit the following links:
- MemoryLanes on Google Play
- MemoryLanes on the App Store

FORM 2
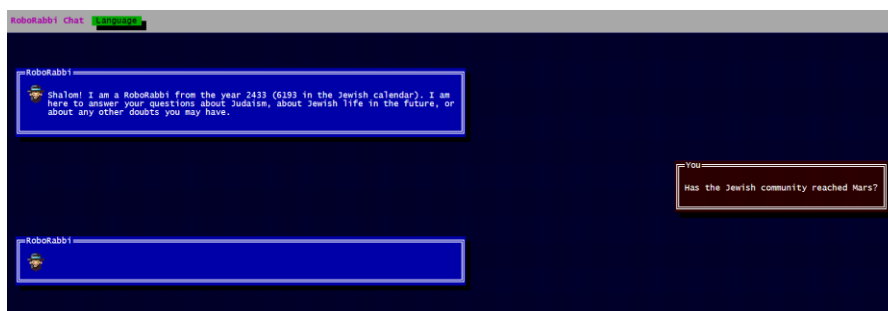## AEPJ – European Routes of Jewish Heritage

RoboRabbi Chat

RoboRabbi Chat is an AI-powered chatbot that presents itself as a rabbi from the year 2433 (6193 in the Jewish calendar). Designed to engage users in conversations about Judaism, Jewish life and culture in the future, the app offers a unique blend of tradition and futuristic imagination. Users can inquire about various aspects of Jewish culture, rituals, and beliefs, as well as explore speculative scenarios about the evolution of Jewish practices in the distant future.

The app provides an interactive platform where users can ask questions like "Has the Jewish community reached Mars?" or "How is Shabbat celebrated in 2433?" By framing responses from a future perspective, RoboRabbi Chat encourages users to reflect on the continuity and adaptability of Jewish culture and traditions over time.
This imaginative approach aims to foster a deeper understanding of Jewish values and their potential manifestations in future societies.

RoboRabbi Chat is accessible through its website, offering multilingual support to cater to a diverse user base. The app's interface is user-friendly, allowing individuals of all ages and backgrounds to engage in meaningful dialogues about Judaism. By combining artificial intelligence with Jewish teachings, RoboRabbi Chat exemplifies how technology can be harnessed to explore and disseminate Jewish culture, since the app not only provides information but also stimulates thoughtful discussions, making it a valuable resource for anyone interested in the intersection of faith, culture, and future possibilities.

You can get access for free to the RoboRabbi Chat here.

FORM 3
The Hansa

Interactive Story maps illustrating Hanseatic history

The partners of the Interreg project HansaLink developed mapbased online stories in order to illustrate Hanseatic themes in a creative and interactive way. HansaLink's focus was on the conceptualization of cultural routes, which connect Hanse cities closer and thus, raises the visibility of Hanse cities and their heritage. What is more, the project also aimed at informing about the history of the Hanseatic League and connecting this information with the sights and institutions on the spot. Accordingly, the project partners experimented with online tools enabling us to display the routes in a geographical space while telling the stories behind them.

The stories were divided into three different categories, from the most extensive, general (Introduction Story "Lords of the Money") story down to a more specific topic including several countries (Regional Micro Story "Hildebrand Veckinchusen") further to the smallest story, a thematic city tour (Urban Story "The Hansa in Veliky Novgorod").

• Storymap "Lords of the Money"
• Storymap "Hildebrand Veckinchusen"
• Storymap "The Hansa in Veliky Novgorod"

Main objectives
To enhance the experience of Hanseatic thematic stories through creative online storytelling

Main outcomes
Thematic storymap "Lords of the Money", which illustrates the history of Hanseatic merchants and trade; regional and local sub-stories about the merchant Hildebrand Veckinchusen and the Hansa in Veliky Novgorod.

DubayExpert the game

Over the past two decades, the Middle East has experienced sustained and exceptional economic growth, positioning itself as a global hub that transcends its traditional association with oil production. Strategic investments worth billions of dollars have been directed toward airport infrastructure—most notably in Dubai and Abu Dhabi—enabling the region to emerge as a central node for international travel and tourism. This transformation has been accompanied by the development of a diverse and competitive offering: alongside luxury leisure, shopping, and modern architecture, international institutions such as the Louvre and the Guggenheim have established local branches, enhancing the region's cultural capital and expanding the portfolio of attractions available to global tour operators. The result has been a tourism ecosystem capable of appealing to a broad spectrum of market segments, from families and leisure travelers to cultural tourists and seekers of high-end experiences.

In line with this strategic vision, the Government of Dubai—through the Department of Tourism—launched the **Dubai Expert Game** in 2017. This digital platform was conceived as both a training tool and a certification mechanism for travel agents and tour guides, ensuring global professionals are well-informed, highly engaged, and aligned with Dubai's evolving value proposition. Available in twelve languages across

forty countries, the program strengthens Dubai's positioning as a knowledge-driven destination brand, while simultaneously enhancing its distribution channels by equipping intermediaries with the expertise required to match international demand with local supply.

The program's rapid uptake within the travel trade can be attributed to three key success factors:

- **High-quality execution**: Built on the Unity platform, the application delivers a seamless user experience, combining authoritative content with interactive design.
- **Market differentiation**: Certification through the program is officially endorsed by the Government of Dubai, providing agents and tour operators with a unique quality seal that can be leveraged as a competitive advantage.
- **Tangible incentives**: Strong performance within the game unlocks real-world benefits, including discounts, complimentary access to attractions, and early access to destination updates.

The platform's design blends gamification with professional development. Users are challenged to build tailored itineraries by strategically selecting cards representing different attractions, each carrying a cost and a score. Missions are assigned at random—for example, curating a two-day family package—and success depends on effectively aligning the selection with the requirements. Completion of challenges not only boosts scores but also unlocks interactive 3D cityscapes, further enhancing engagement. The learning journey is reinforced by twenty-five professionally produced videos covering entertainment, gastronomy, retail, culture, and lifestyle, all of which are mandatory for certification. To achieve the Dubai Expert designation, professionals must complete at least twenty missions and review all video content. Advancement to higher certification levels requires completion of all thirty missions, along with timely responses to pop-up knowledge checks during training modules.

Crucially, the **Dubai Expert platform is designed as an ongoing engagement tool** rather than a one-off certification. To retain their status, professionals are required to re-enter the program at least once every two years and complete newly added missions, ensuring that their knowledge remains current and that Dubai continues to occupy top-of-mind awareness in a highly competitive global tourism landscape.
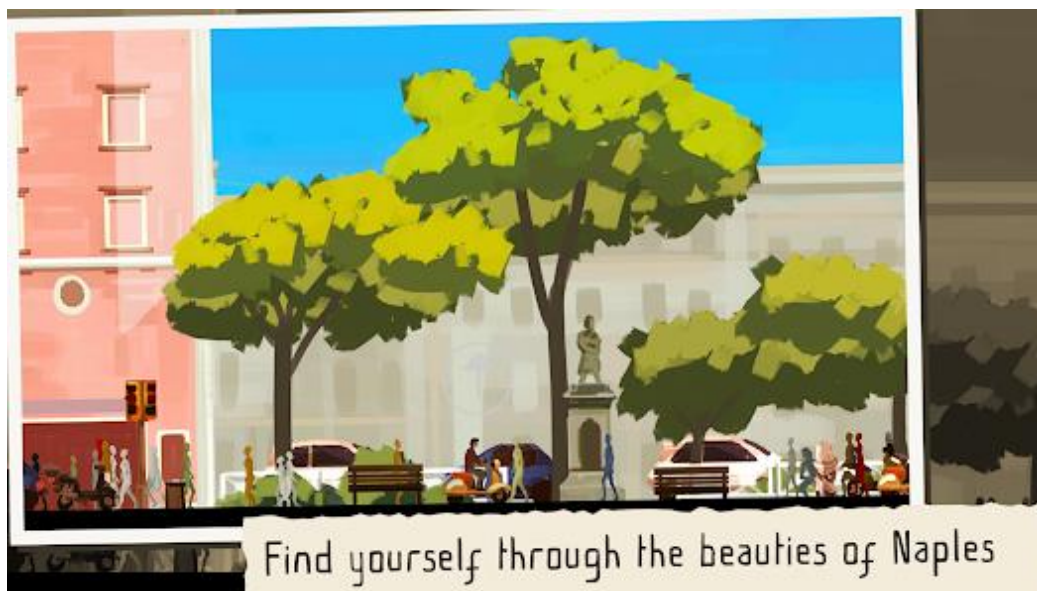
For more information you can visit the following link:
- [DubaiExpert the game](#)

FORM 5
TUOMUSEO

Father and Son

Father and Son – the game represents an innovative approach to digital storytelling, offering a new way to narrate the history, identity, and collections of the museum. The player's choices directly influence the outcome of the experience, making it an interactive journey rather than a passive visit. The title combines a highly engaging narrative structure with refined, elegant design. Through the game, users can explore multiple museum collections and unlock exclusive content when physically visiting the National Archaeological Museum of Naples (MANN), enabled by geolocation technology. The gameplay is structured around a journey through different historical periods—from Ancient Rome and Egypt, to the Bourbon era, and contemporary Naples. These transitions are strategically designed to raise awareness of the three major thematic cores of MANN's permanent collections: the Pompeian, the Farnese, and the Egyptian.

Find yourself through the beauties of Naples

The narrative begins as the personal story of a young man searching for traces of his father's life, but gradually evolves into a universal and timeless storyline, where past and present continuously intersect through meaningful choices. The game environment faithfully reconstructs **three kilometers of Naples' streets** and the museum's galleries. Along the journey, players interact with ten distinct characters and encounter stories that transcend time, yet consistently reference contemporary life and its dilemmas.

Start your timeless travel! NOW!

Progression unfolds across multiple temporal levels. Players are transported, for example, to Pompeii in 79 AD during the twenty-four hours preceding the catastrophic eruption of Mount Vesuvius. The experience then shifts back to the present, with the player embodying a tourist visiting the ruins and taking a photograph—on the very site where, in the narrative, a family once lived their final hours.

For more information and to download the app, you can visit the following links:
- [Father and Son on Google Play](#)
- [Father and Son the App Store](#)

FORM 6
Faroe Island

Visit Faroe Island

Background
The COVID-19 pandemic severely disrupted global travel, with the Faroe Islands experiencing widespread cancellations and postponed visits. In response, **Visit Faroe Islands** sought to maintain destination visibility and engagement by developing an innovative digital alternative for prospective travelers.

Concept
The solution was the creation of the world's first **remote tourism tool**—a platform enabling virtual visitors to explore the islands in real time through the perspective of a local resident. The model went beyond passive virtual tours by integrating interactivity: users could control the actions of the local guide remotely, blending tourism with the dynamics of online gaming.

Implementation

- **Technology integration**: Locals were equipped with body-mounted live cameras, transmitting immersive, first-person views of the islands' landscapes and cultural assets.
- **User control**: Through a mobile device, tablet, or PC, participants could direct navigation—turning, walking, running, or jumping—using a joypad interface.
- **Expanded experiences**: In addition to ground-level exploration, tours included helicopter flights offering panoramic, bird's-eye perspectives of the islands' terrain, coastline, and traditional settlements.
- **Live engagement**: The Visit Faroe Islands team facilitated real-time interaction, answering questions and providing expert insights on culture, attractions, and travel planning.
- **Timeline**: The initiative delivered 22 live tours between **15 April and 17 June 2020**, concluding shortly after the destination reopened to visitors from neighbouring markets.

Outcomes and Strategic Impact

- Reinforced the Faroe Islands' positioning as a **pioneer in tourism innovation**, gaining international media visibility.
- Provided meaningful engagement with global audiences during travel restrictions, maintaining emotional connection with the destination.

- Enhanced destination branding by combining **authentic local storytelling** with gamified interactivity.
- Established a **resilient digital tourism model**, demonstrating how hybrid approaches can extend a destination's reach beyond physical visitation.

Strategic Relevance

The Faroe Islands' remote tourism initiative highlights how destinations can leverage **digital-first solutions** to mitigate crisis impacts, sustain demand pipelines, and future-proof their tourism strategies. By merging human presence, real-time interaction, and gamified user control, the project set a benchmark for experiential marketing and offers a replicable model for tourism boards worldwide.

For more information you can visit the following link:

- [Visit Faroe Island](#)

FORM 7
Mobile Idea srl

L'Aquila rinasce

Augmented Reality for Cultural Tourism: The Case of *L'Aquila Rinasce*

Context
With the arrival of the spring and summer seasons, domestic and international travelers increasingly seek out-of-the-ordinary destinations, moving beyond the traditional "must-see" tourist attractions. This shift in demand raises a key question: **how can digital technologies help surface lesser-known places and guide tourists in discovering them?** Augmented Reality (AR) provides an effective solution, enabling the design of interactive itineraries accessible directly from a smartphone.

The Initiative
The mobile application *L'Aquila Rinasce*, developed for the **Favara Festival 2021**, exemplifies how AR can enhance cultural tourism and destination engagement. Available on both iOS and Android, the app creates an immersive route through the historic center of Favara, designed around the concept of collecting "lightning bolts" (saette). Visitors are guided from the **Farm Cultural Park** to **Quid Vicolo Luna**, with the challenge of collecting all virtual markers along the way.

Features and Experience Design

- **Gamified exploration**: A counter on the smartphone screen motivates users to complete the collection, encouraging movement across multiple sites.
- **Two levels of interaction**:
    - *Small lightning bolts* act as navigational markers, outlining the route.
    - *Large lightning bolts* unlock multimedia content, such as videos, providing insights into the reconstruction of the city of L'Aquila.
- **User accessibility**: The interface allows visitors to zoom in and out using simple gestures, making the experience equally enjoyable for both avid explorers and more casual users inclined to leisurely sightseeing.

Strategic Relevance
This initiative demonstrates how AR can serve as a **scalable digital tool for tourism diversification**, enabling destinations to:

- Increase visibility of **secondary and emerging locations**, distributing visitor flows more evenly.

- Combine **cultural storytelling** with gamification to enhance engagement and dwell time.
- Attract **younger, digitally native audiences** who expect interactive experiences as part of their travel journey.

By integrating mobile AR into the tourism experience, *L'Aquila Rinasce* highlights how cultural institutions and local festivals can leverage technology not only to enrich the visitor experience but also to drive sustainable tourism development by promoting underexplored urban areas.

For more information you can visit the following link:
- L'Aquila rinasce

FORM 8
ATRIUM

Il viale del consenso (Gamification + Interactive Storytelling)

MemoryLanes, an app developed by Centropa in collaboration with berlinHistory e.V., *Il viale del consenso* is an interactive digital gamebook co-designed by students and teachers. It was developed to support students during heritage walks along Viale della Libertà in Forlì, a main boulevard built during the Fascist period as a tool of propaganda, reflecting the regime's ideological and aesthetic vision. Today, it stands as a key example of dissonant heritage.While playing the lives of two young people living in Forlì during the Fascist period, students are asked to make narrative choices that lead to different life outcomes.

Narrative-driven learning:
The game engages students in ethical and historical decision-making, helping them understand the relationship between individuals and authoritarian regimes.

Reflection workshop:
At the end of the walk, students participate in a workshop to reflect on their choices and the outcomes of the game, fostering historical awareness and critical thinking.

Immersive educational tool:
The project encourages active citizenship and a personal connection to dissonant heritage through digital storytelling.

Links:

https://www.atriumroute.eu/events-tourism/tourism/339-the-communism-tram-2

https://www.atriumroute.eu/images/Projects/EducationalTourismProject/libro-game.pdf

Landscape in a Box (Multimedia and Immersive Content + Interactive Storytelling)

Landscape in a Box is an educational project aimed at exploring the complexity of ATRIUM's dissonant heritage through a co-construction process involving secondary school students from the Italian cities of Forlì, Cesena, Cesenatico, and Bertinoro.

The two editions of the project involved different student groups and local contexts. Through a participatory approach, students interpreted traces of Fascist-era urban landscapes still present in their cities.

Each "box" includes:

- A selection of 10 symbolic objects that represent the local cultural landscape
- A video created by the students to tell the story behind the objects
- A letter to "the young visitors of tomorrow", offering a generational message of reflection and awareness

The box and its content have been digitalised and included in the ATRIUM website and now form a digital museum.

Educational   impact:
By combining tangible items, personal narratives, and audiovisual storytelling, the project enhances historical sensitivity and fosters civic responsibility in young people. All materials have been co-constructed by students who could therefore acquire technical skills in digital communication and video-production.

Links (first and second editions):

https://www.atriumroute.eu/projects-menu/digital-museum/landscape-in-a-box-first

https://www.atriumroute.eu/projects-menu/digital-museum/landscape-in-a-box-second

Torviscosa on Minecraft (Gamification + Augmented Reality)

Torviscosa on Minecraft began during the COVID-19 pandemic as an independent project by a student from Torviscosa (I), who started rebuilding his town using the popular game Minecraft.

With the support of ATRIUM, the project evolved into a collaborative initiative involving other students and local architects. Together, they conducted historical research, toured the town, and reconstructed buildings using original plans and documents.

Recognition:
This innovative project was selected as one of the best practices by the Council of Europe in 2024 during the Annual Advisory Forum of European Cultural Routes.

Key educational values:

- Promotes digital creativity and historical awareness
- Encourages peer collaboration and mentorship
- Connects youth with cultural identity through a familiar digital environment

Links:

https://www.atriumroute.eu/about-us/news/667-torviscosa-and-minecraft

https://protorviscosa.it/torviscosa-su-minecraft/

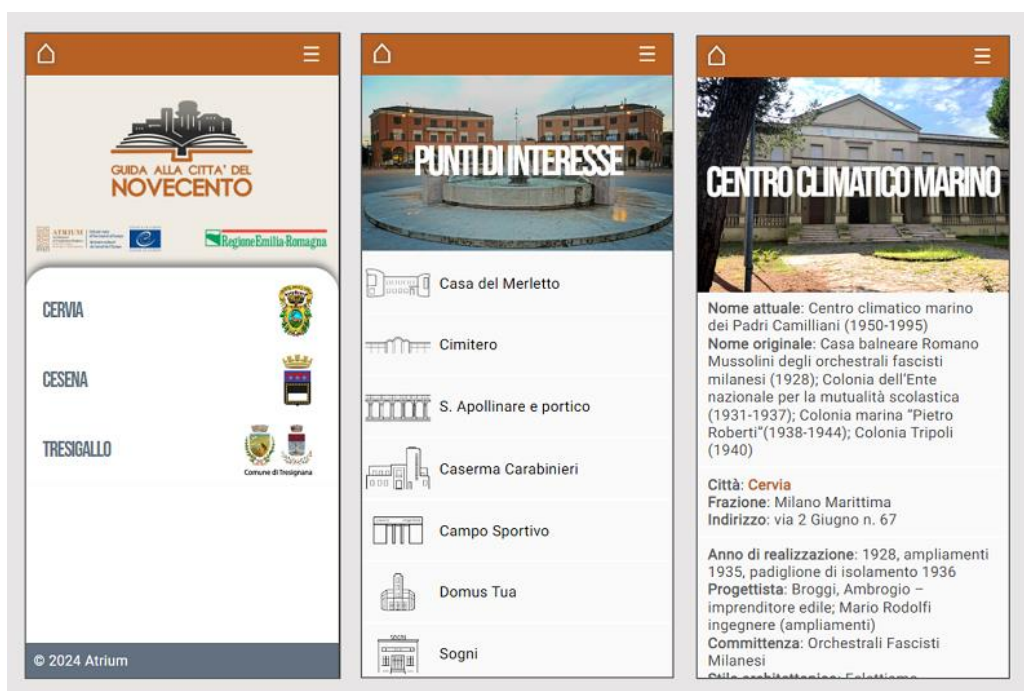## MemoriApp: guida alla città del Novecento (Interactive guides + Interactive maps)

MemoriApp is a digital application developed by the ATRIUM cultural route to support self-guided exploration of 20th-century architecture and urban landscapes in territories that experienced non-democratic regimes, thus encouraging critical engagement with dissonant heritage.

The first cities explored were Cesena, Cervia, and Tresigallo in Italy and as such the tool highlights buildings and places linked to the Fascist era. The app is being further implemented and enhanced with more territories such as Dimitrovgrad in Bulgaria, Dimitrovgrad in Serbia, the County of Iasi in Romania.

Audio-guided   experience:
The app now offers thematic walking tours with GPS-activated audio tracks that guide users through significant sites of rationalist and monumental architecture from the 1920s–1940s.

Geolocation and navigation features:
MemoriApp integrates geolocation to trigger audio content based on the user's real-time position. Additionally, it uses Google Maps to provide direct navigation to each site, helping users physically reach and explore heritage locations with precision.

On-site integration:
QR-coded signs placed in key urban locations provide direct access to multimedia content, including historical context, archival images, and maps.

Web-based access:
MemoriApp works via smartphone or desktop browser, without requiring any installation. Its design ensures easy use for tourists, students, and local citizens alike.

Educational value:
By combining storytelling, interactivity, and historical analysis, MemoriApp promotes civic awareness and invites users to reflect on how ideology shaped urban space in the 20th century.

Links:
https://www.atriumroute.eu/projects-menu/other-projects/814-memoriapp

OLIVE TREE ROUTE

OLIVE4ALL PLATFORM

Developed within the framework of the European research project OLIVE4ALL (2021–2024), this digital platform offers a participatory space dedicated to the documentation, valorisation, and transmission of olive-growing heritage in France, Greece, and Portugal. Coordinated by Avignon University and supported by an international academic consortium, the initiative seeks to foster sustainable development through inclusive heritage practices, with particular focus on rural and agri-food traditions.

The platform functions as an interactive inventory of both tangible and intangible heritage associated with the olive tree. Users can explore a wide array of heritage elements—such as traditional olive oil mills, centuries-old trees, museums, local know-how, community associations, and cultural landscapes—via interactive maps, thematic itineraries, and an integrated search engine.
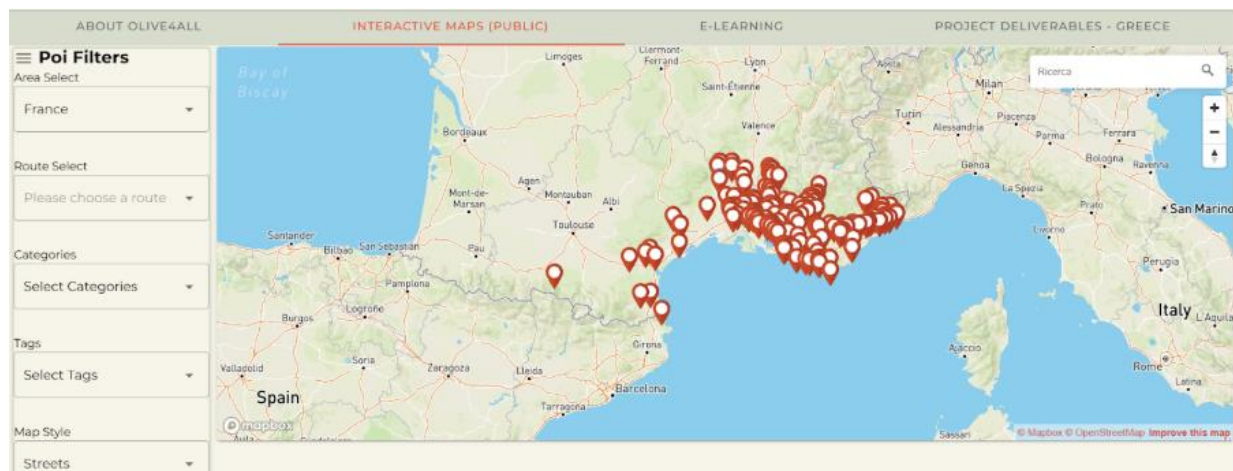
Structured User Contribution

A central feature of the platform is its participatory design. Users who register are provided with a personal profile area that enables them to add new Points of Interest (POIs) to the collective inventory. These contributions are not random or informal: they follow a shared methodological framework developed by the project's academic partners, ensuring that all added content is coherent, well-categorized, and contextually meaningful. Users are guided through structured fields and typologies, which promote consistency across different submissions and facilitate comparison and research.

This methodological structure ensures that contributions—whether from cultural professionals, local authorities, or engaged citizens—are integrated into a cohesive and high-quality knowledge base, aligned with both academic standards and community values.
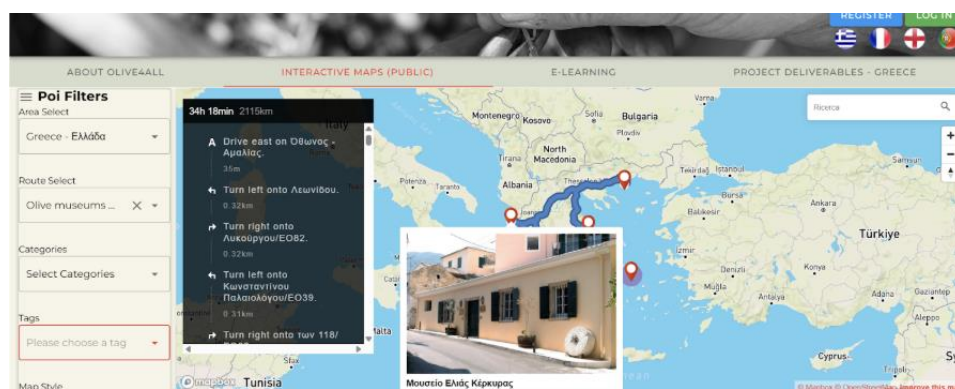
Broader Objectives

OLIVE4ALL platform aims to strengthen territorial development by linking heritage preservation with responsible tourism, cultural awareness, and community engagement. The platform is open

source, inviting both professional and non-professional users to contribute to the enrichment of the database.

Website: https://olive4all.hypotheses.org/

FORM 13
IRON AGE DANUBE ROUTE

DIGITALIZING ARCHAEOLOGICAL HERITAGE: THE KAPTOL VR EXPERIENCE

Within the scope of the DTP Interreg Danube's Archaeological eLandscapes project, the Archaeological Museum in Zagreb, a member institution of the Iron Age Danube Route, developed digital visualizations for the Iron Age site of Kaptol.

Kaptol has undergone systematic research over the past two decades, yielding a substantial dataset. This rich information allows for a detailed understanding of the Iron Age community that inhabited the site and their surrounding landscape. To make this history accessible and engaging, the Archaeological Museum in Zagreb decided to create an application for a virtual reality (VR) set.

The storyboard for the visualization of the Early Iron Age site in Kaptol included several compelling scenes, notably depicting a warrior and his funeral. A critical factor in achieving a successful final product was strong communication with the developers and providing them with clear, high-quality data. This approach effectively minimized the need for corrections in subsequent phases of development.

The visualization process involved two main steps:

3D Reconstruction of Tumulus IV: In the initial step, an external expert created a 3D reconstruction of Tumulus IV. This was accomplished using Agisoft and Blender software, incorporating spatial data from the excavations (.dwg file format), LiDAR data (.tiff), and photographs. Following the archaeological interpretation of the tumulus's structure, and after the initial presentation of the reconstruction, only minor adjustments to the textures were required.

Integration of Finds and Interpretations: The second step involved sending these reconstructions to the developers. Crucially, they were accompanied by photographs of the finds and detailed texts providing archaeological interpretations of the chamber's structure and the precise positions of the artifacts. The measurements of the finds were vital for accurate representation. Additionally, 3D models of pottery, which had been created during the DTP Interreg Iron Age Danube project (Agisoft, .psx files), were also provided to the developers, along with an animation of a map displaying the scope of the Iron Age Danube project, featuring a 3D reconstruction of the settlement.

This innovative visualization, designed for 3D glasses, offers a new, modern, immersive, and highly interactive experience for visitors to the Museum.

Simultaneously, it presents and promotes the rich Iron Age heritage of one of Croatia's most important Iron Age sites.

These types of virtual experiences provide an excellent way to connect Iron Age sites and landscapes with the finds that originated there, even when those artifacts are now housed and displayed in museums, often hundreds of kilometers away. Through this connection, visitors can gain a more complete picture of the Iron Age communities that inhabited specific areas and better understand the original contexts of the objects they are viewing in museums
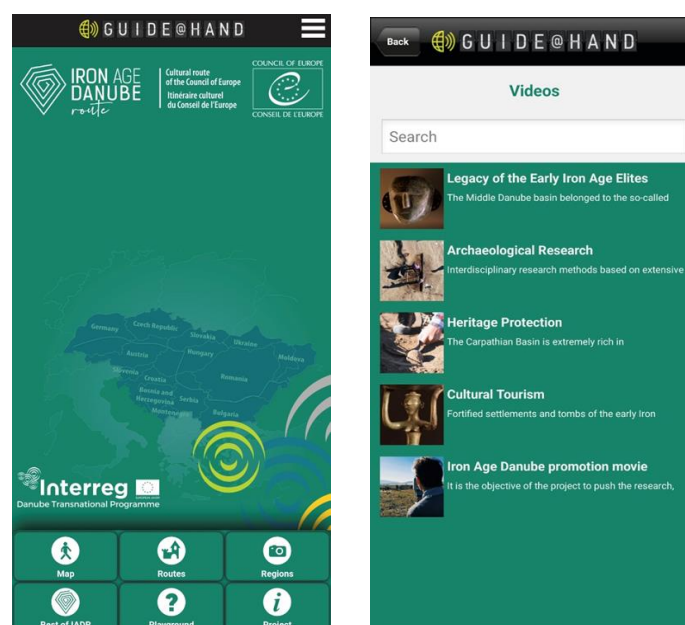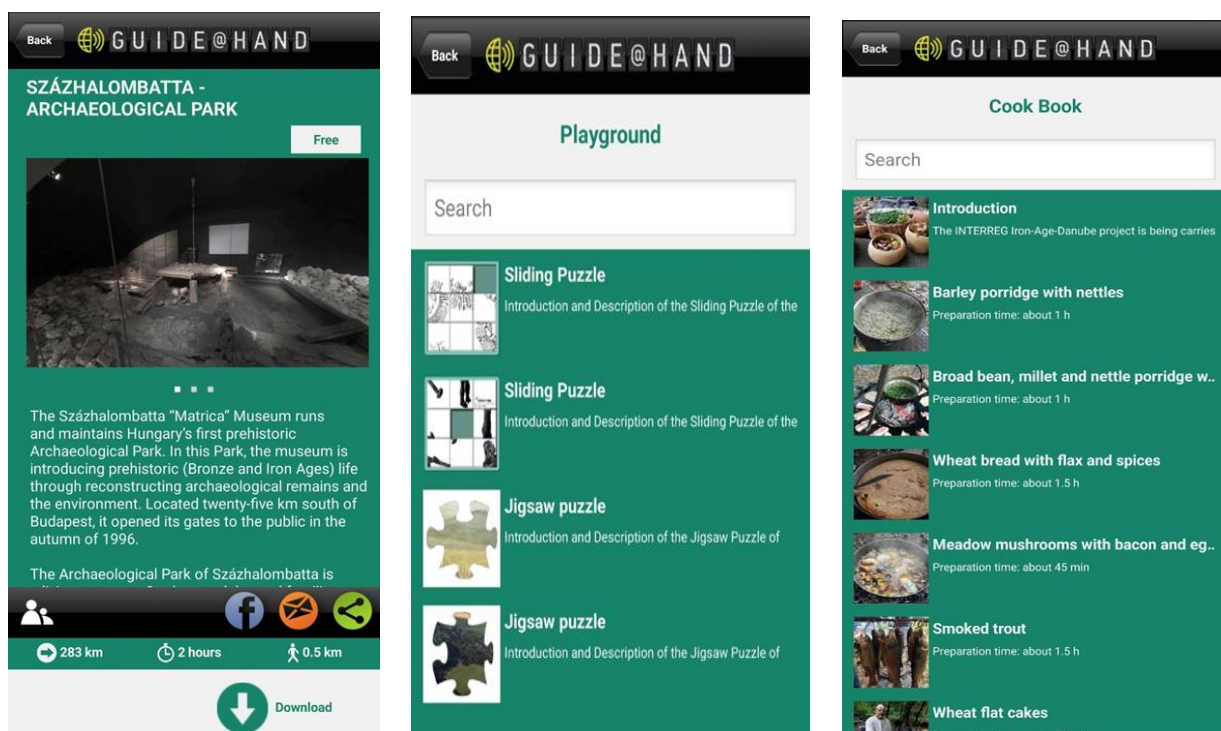
FORM 14
IRON AGE DANUBE ROUTE

Iron Age Danube Route Mobile app

The Iron Age Danube Route (IADR) represents a novel approach to the presentation and integration of archaeological heritage within the tourism sector. Traditionally, archaeological sites are presented as isolated points of interest, primarily accessible through museum exhibits. The IADR, however, conceptualizes archaeological heritage not merely as discrete objects or sites, but as an integral component of a broader cultural and natural landscape. This paradigm shift emphasizes a holistic understanding of the past, encouraging visitors to move beyond conventional touristic hotspots and explore rural and remote areas where the interplay between archaeological and natural heritage is particularly well-preserved.

A key objective of the IADR is to bridge the gap between knowledge-based archaeological information and recreational outdoor activities. This is facilitated through the development of local heritage trails. These trails, often several kilometers in length, are equipped with multilingual information boards that provide contextual data beyond the mere presentation of excavated remains. The boards incorporate aerial photographs and landscape reconstructions, offering a comprehensive view of the archaeological site within its historical and natural environment. Specialized trails have also been designed to cater to active tourism, including cycling, climbing, running, and canoeing.

To enhance visitor experience and promote sustainable local development, the IADR project has fostered collaborations with local small and medium-sized enterprises (SMEs). These partnerships enable the integration of local products and services into the heritage trail experience. The culmination of this initiative is the development of a digital guide—a mobile application. This app serves as a centralized platform for visitors, providing detailed information on micro-regions with significant Iron Age heritage. The app is designed to be an expandable resource, with new content to be added in the future, thereby continuously enriching the cultural tourism offer of the Iron Age Danube Route.

The App is divided in six sections: a georeferenced Map; a Routes section with the listed sites visitors can visit; Regions sections with listed microregions across four countries, where the sites are presented; Best of IADR section, where videos, recipes and other curiosities about the Iron Age can be found; Playground section with games for and the Project section about the IADR projects.