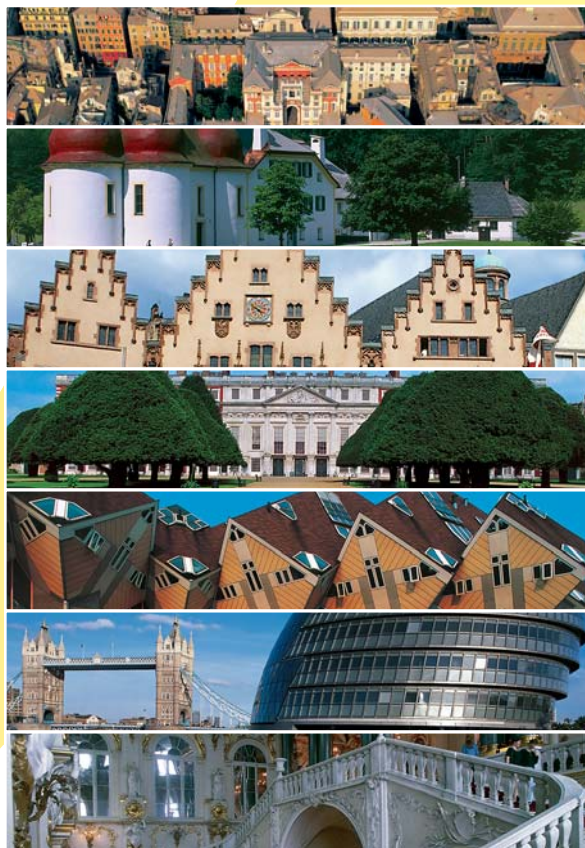


ISAAC Partners:

- ❑ FORSCHUNGSZENTRUM KARLSRUHE
Project coordinator
www.itas.fzk.de
- ❑ University of Nottingham
School of the Built Environment
www.nottingham.ac.uk/sbe
- ❑ TXT E-solutions
www.txt.it
- ❑ University of Sunderland, School of Arts,
Design, Media & Culture
www.sunderland.ac.uk/tourism
- ❑ Department of Spatial Economics
VU University Amsterdam
www.feweb.vu.nl/re
- ❑ FEEM - Fondazione ENI Enrico Mattei
www.feem.it
- ❑ POLITO - Polytechnic of Turin,
Casa-Città Department
www.polito.it
- ❑ SRM - State Russian Museum
www.rusmuseum.ru
- ❑ IGDA - Istituto Geografico De Agostini
www.deagostini.it
- ❑ VU-Spinlab, Vrije Universiteit Amsterdam,
Spinlab, Faculty of Earth and Life Sciences
www.spinlab.vu.nl
- ❑ University of Naples 'Federico II' DCBBA,
Department of Conservation of Architectural
and Environmental Assets
www.conservazione.unina.it
- ❑ City of Leipzig
www.leipzig.de
- ❑ City of Amsterdam
www.amsterdam.nl - www.iamsterdam.com
- ❑ Municipality of Genoa
www.comune.genova.it



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Integrated e-Services
for **Advanced Access** to Heritage
in **Cultural Tourist Destinations**

*Enhancing the diversity and wealth of Euro-
pean Cultural Heritage by better and richer
tourism e-services that increase the interest
of tourists and citizens to (re)visit and expe-
rience our cultural riches, both virtually and
on site.*

FP6-IST-2006-035130



Information Society
Technologies



SIXTH FRAMEWORK
PROGRAMME

ISAAC is a multi-disciplinary project aiming to valorise cultural assets as tourism resources through user-friendly and stakeholder-relevant e-services.

HERITAGE, TOURISM AND NEW MEDIA: PROMOTING THE CULTURAL DESTINATION

Tourism potentially is a key generator of the resources necessary to preserve and enhance cultural heritage in a sustainable way. ICT solutions, combined with the projected increases in bandwidth for both wired and wireless communication and new developments in data standards and web ontology languages can help create added value by providing better services. But successful implementation of the emerging technology depends on a high degree of cooperation across sectors, research disciplines and borders. The ISAAC project aims to pave the way towards the more efficient use of ICT services in urban destinations by gathering the appropriate range of expertise needed to address this problem.

WHAT IS THE ISAAC PROJECT?

ISAAC is a 3-year research initiative seeking to develop a novel **user-friendly and stakeholder-relevant ICT environment** envisioned both as a distributed repository of intelligent cultural heritage content and a software architecture enabling content interoperability (service-oriented) and content customised access and presentation (agent-oriented). The **ISAAC Web Services** will support the full tourism experience life cycle. One of these services will assume the form of a **Decision Support System**, integrating multi-criteria analysis tools. The **e-Governance Framework** that will be established by ISAAC will enable cities to assess the diverse implications of strengthening ICT services in using local cultural heritage attractions. The **ISAAC e-Destination Portal**, foreseen as an integrated e-city platform, will be a constant reference point for a wider experience of local heritage, territory, people and community.

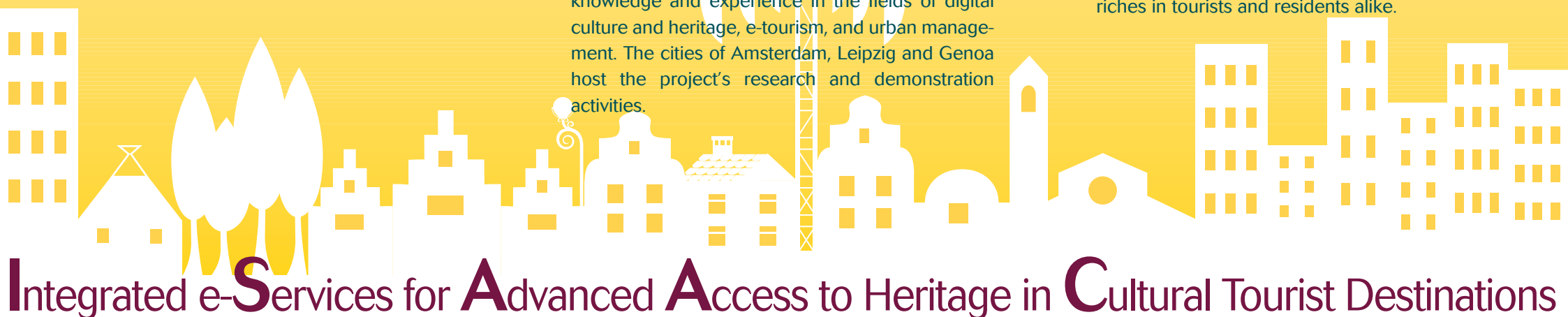
THE CONSORTIUM

ISAAC brings together partners from fourteen European institutions – researchers, ICT companies, city authorities and cultural organisations - pooling knowledge and experience in the fields of digital culture and heritage, e-tourism, and urban management. The cities of Amsterdam, Leipzig and Genoa host the project's research and demonstration activities.

PROJECT RESULTS AND STRATEGIC IMPACTS

The ISAAC IT-platform will integrate currently diverse and dispersed knowledge on cultural tourism and local heritage for the benefit of users willing to gain knowledge of European tourist destinations before, during or after a visit, and of citizens in their dual role of potential tourists and active part of the composition and promotion of tourism in their community. Besides, it will support decision makers involved in the management of tourist offers and of the city as a host community, as well as other private or public stakeholders involved in cultural tourism marketing and destination promotion, such as attraction managers, travel agents, hoteliers, retailers, publishers or city's tourism offices.

On the European level, ISAAC will support the harmonization of knowledge and practice in cultural tourist destinations for the benefit of different categories of tourists and other users and the building of a multi-stakeholder community of private and public stakeholders for experiencing and managing the cultural heritage in tourist localities. This will also help building the European identity by creating awareness and empathy for local heritage and riches in tourists and residents alike.



Integrated e-Services for Advanced Access to Heritage in Cultural Tourist Destinations