



# ISAAC

Integrated e-Services for Advanced Access to  
Heritage in Cultural Tourist Destinations  
FP6-IST-2006-035130

**ISAAC Fourth Plenary Meeting**  
Leipzig, Germany 12-14<sup>th</sup> of December, 2007

## *Agenda*

**Date:** 07/12/07

**Version:** 1.0

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Jose Azorin



SIXTH FRAMEWORK  
PROGRAMME

**Venue address:**

Neues Rathaus,  
Martin-Luther-Ring 4-6,  
04109 Leipzig (Germany)  
**December 12-14<sup>th</sup> – room 263**

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**Pre-meeting day – 12<sup>th</sup> December 2007**

Two side-workshops are scheduled to take place as follows:

**14:30 - 16:00 - Task 4.1 Workshops - Nicole Mitsche (SUND)**

**14:30-15:00** – Discuss content of Workshop 3 –

**Participants:** SUND, ITAS, POLITO

**15:00- 16:00** - Discuss D4.1, current results and Finalisation strategies –  
Discuss preliminary findings in task 4.4

**Participants:** SUND, ITAS, POLITO, FEEM, CITIES

**16:00 - 17:30 – Planning International Conference:** Task group, Venue, Programme,  
Invited speakers, Target audience

**Participants:** ITAS, UNOTT, TXT, CITIES, ALL

**Day 1 – 13<sup>th</sup> December 2007**

**9:00 – 9:30 ISAAC 4<sup>th</sup> Meeting Welcome and Review 1 Commentary –  
Krassimira Paskaleva-Shapira, ISAAC Coordinator**

- ISAAC 4<sup>th</sup> Plenary Meeting agenda and expected results
- Review 1 recommendation: Summary analysis, key actions, and implementation

**9:30- 10:45 Workshop 1: Review of existing e-services and best cases - Nicole Mitsche and others (Ron Vreeker, Eric Koomen,)**

**Participants:** All ISAAC members.

**10: 45 – 12:45 City bus trip**

**12:45 – 13:30 Lunch at Christmas Market**

**13:30 – 14:00 Workshop 2: Summary of user requirements and conjoint analysis from D1.4 – Stephen Plat (UNOTT) and Aline Chiabai (FEEM)**

- Final D1.4 General overview of results: nature, context, and potentials (10 minutes)
- Links with other ISAAC tasks and Workpackages (20 minutes):
  - Links with task 1.3: how did D1.4 build on 1.3 results
  - Implications and contributions to WP2, particularly task 2.3 First ISAAC prototype.
  - Implications and contributions to WP3, particularly task 3.3 (TSS) and task 3.4 (DSS) considering Cultural Heritage aspects
  - Implications and contributions to WP4, particularly task 4.2 (E-cultural Heritage and sustainable destination development)

**Participants:** ALL

**14:00 – 16:00 Workshop 3: The ISAAC platform and city e-services:**

- **City infrastructure and content provision** - Egbert Wolf (AMST), Susanne Heydenreich (LEIP), Paolo Dallorso (GEN)
- **The ISAAC platform: Technological requirements and barriers** - Alessandra Arezza (TXT)

**Participants:** ALL (but TXT, ITAS, UNOTT, VU-SPINLAB, VU-FEWEB, FEEM, SUND, RSM, CITIES, exclusively).

**1. Each city partner discusses:**

- a. Types and contents of existing tourism – cultural heritage e-services for a) tourist b) citizens c) decision makers.
- b. Specification of city IT system in relation to the above e-services – software, hardware, content, IT and content providers, cooperating institutions
- c. Suggestions and descriptions of new ISAAC-based city e-services
  - How/who will provide content
  - Where/how will the ISAAC new e-service be integrated with the existing city platform (IT considerations)
  - Access: free or paid for?
  - Other sources of revenues?
  - Advertisements of cultural heritage destinations.

- Profiling and registration
- Other?

**2. Virtual presentation of CH goods: Russian State Museum case (IT description and Demo) - Alexander Drikker (RSM)**

**3. The ISAAC platform: Technological requirements and barriers (Session wrap up and conclusions/action list and timetable) – Alessandra Arezza (TXT)**

- *Technological aspects:*
  1. *communication with existing data sources*
  2. *access to existing environment*
  3. *use of existing data*
  4. *integration of heterogeneous data*
  5. *mobile devices limitations*
- *Trademarks and legal issues for access available information*

**Participants:** ALL (but TXT, ITAS, VU-SPINLAB, CITIES, RSM, exclusively)

**16:00 – 16:20 Coffee break**

**16:20 - 17:30 Workshop 4: Specification of ISAAC system First Prototype - Alessandra Arezza (TXT) (This WS will continue on day 2)**

**Participants:** TXT, ITAS, RSM, VU-SPINLAB, VU-FEWEB, FEEM, CITIES, ALL

- a. Selection of e-services for each city (site specification and integration – IT, content, providers)
- b. Design of ONE pilot INTEGRATED e-service for each city
  - What e-services integration for tourists?
  - What e-services integration for citizens?
  - What e-services integration decision makers?
- c. DSS as e-service specification
- d. GII as a service specification
- e. E-Governance Framework integration
- f. ISAAC e-destination portal
- g. Internal demos of the first ISAAC prototype – location, partners, timeframe
- h. Other

**17:30 End of first day's meeting**

**20:00 Social dinner**

## Day 2 – 14<sup>th</sup> December 2007

**09:00 - 10:15 Workshop 4 (continuation): Specification of ISAAC system First Prototype - Alessandra Arezza (TXT)**

*10:15 – 10:30 Coffee break*

**10:30 - 12:00 Workshops 5: DSS and TSS software requirements and city needs – Stephen Platt and partners**

**Participants:** UNOTT, TXT, VU-FEWEB, CITIES, ALL

***This session should integrate research development and delivery planning of 4 tasks***

*Task 3.3 Framework and specifications for tourist satisfaction software - UNOTT*

*Task 3.4 Mapping European Heritage to support decision-making – VU-FEWEB*

*Task 3.5 Software prototype to monitor tourism satisfaction - TXT*

*Task 3.6 Software prototype for policy makers decision support – UNOTT*

- a. Building blocks of the Customer Satisfaction Software and DSS (Ron Vreeker)
- b. Requirements for the DSS and TSS software (Ron Vreeker)
- c. Integration with the ISAAC platform (Alessandra Arezza)
- d. Cities requirements for DSS and TSS software (Stephen Platt)
- e. Integration/connection between DSS and TSS software (Ron Vreeker)
- f. Which e-services to be assessed (Alessandra Arezza)
- g. Which cultural heritage providers from each city to consider (Alessandra Arezza)
- h. DSS types of impacts (private costs and revenues, profitability, social-impacts (sustainability and spatial-economic impacts), etc.) (Ron Vreeker)
- i. Assessment of existing approaches (SERVIQUAL) (Stephen Platt)
- j. Assessment criteria and indicators (Stephen Platt)
- k. Links to WP4 (Stephen Platt)
- l. Developing and Testing plan – Proposal of existing tool for platform testing (Alessandra Arezza)

*12:00 – 13:00 Buffet-Lunch*

**13:00 – 14:00 Workshop 6: ISAAC Exploitation Strategy - Daniela Fina and Giorgio da Bormida (IGDA), City reps**

**Participants:** IGDA, ITAS, TXT, UNOTT, CITIES; ALL

- a. ISAAC Exploitation Plan (IGDA) – elements, design , development, activities and delivery time table
- b. ISAAC user group development (IGDA) – target group, practitioners’ subgroup, development strategy, time table,
- c. ISAAC commercialization and potential revenues (ALL)
- d. City participation
- e. ISAAC dissemination (IGDA)
  - o Multimedia project presentation (CD/DVD/video clip)
  - o Evangelist Pack prototype (comprising personalisable collections of support materials, for use with clients or colleagues of SIG members; case studies , Ambient Learning reference sites);
  - o ISAAC Special Interest Group (SIG)
  - o Press coverage (both national broadsheets and specialist press);
  - o Use of existing subject-specific forum (which ones?), consensus creation forum (such as PROMETEUS?), concentration meetings (describe?) to further spread ISAAC’s mission and results.

**14:00 – 14:45 Partner dissemination strategies – All** Task leaders discuss their plans for paper development, target events and partner participation in Year 2

**14:45 – 15:30** *Coffee break and end of meeting*

## **ISAAC Members in attendance**

1. Krassimira Paskaleva (coordinator), Karlsruhe Research Centre, Germany
2. Jose Azorin, Karlsruhe Research Centre, Germany
3. Ian Cooper, Karlsruhe Research Centre, Germany
4. Stephen Platt, University of Nottingham, United Kingdom
5. Wadim Strielkowski, University of Nottingham, United Kingdom
6. Jing Wang, University of Nottingham, United Kingdom
7. Alessandra Arezza, TXT, Italy
8. Giorgio D'Abormida, TXT and City of Genoa, Italy
9. Nicole Mitsche, University of Sunderland, United Kingdom
10. Eric Koomen, Free University of Amsterdam, the Netherlands
11. Ron Vreeker, Free University of Amsterdam, the Netherlands
12. Aline Chiabai, Fondazione Eni Enrico Mattei, Italy
13. Patrizia Lombardi, Politechnic of Turin, Italy
14. Alexander Drikker, State Russian Museum, Russia
15. Daniela Fina, Istituto Geografico de Agostini, Italy
16. Emanuela Sala, Istituto Geografico de Agostini, Italy (to be confirmed)
17. Luigi Fusco, University of Naples, Italy
18. Ortrud Diemer, Stadt Leipzig, Germany
19. Sussane Heydenreich, Stadt Leipzig, Germany
20. Paolo Dallorso, City of Genoa, Italy
21. Egbert Wolf, Gemeente Amsterdam, the Netherlands

## **ISAAC Internal Evaluators in attendance**

22. Richard Prentice, University of Strathclyde, UK
23. Steve Curwell, University of Salford, UK