

News

EU project within the South Baltic Programme



Newsletter, Nr. 1/2010



Part-financed by the European Union (European Regional Development Fund)

BalticMuseums 2.0: Joint development of cross-border tourism information products by South Baltic oceanographic museums



MUSEUMS ESTABLISH ONLINE TICKETING SOLUTION

The oceanographic museums are main tourist attractions in their respective region. In the peak season, tourists have to queue up in front of the museums. That's why the museums have decided to work on an Online Ticketing solution.

How to realise such a joint solution was discussed during the latest project meeting in Kaliningrad, Russia. After gathering the museums' requirements, the team of Stralsund University of Applied Sciences has analysed several systems both from a technical but also from an economic perspective. "We want to join the efforts in this development, since our requirements are equal," explains Maurycy Rzeźniczak, Manager of Gdynia Aquarium. "However, there are local specialities as well, like online payment systems," adds Prof. Dr. Michael Klotz, head of the project at Stralsund University of Applied Sciences. Next to this, a major request is to offer several languages. During the coming weeks the team from Stralsund will visit all museums for in-depth interviews and for local research on the technical conditions. In the future, visitors shall be able to skip the line!

The tickets shall not only be available on the museums' websites but also on a multi-lingual online portal run by all the partner museums. To realise this web platform was another focus during the Kaliningrad meeting. The team of the University of Szczecin has made great progress, which was presented. The design and the information

continued on page 2

The project is part-financed by the European Union within the South Baltic Cross-border Co-operation Programme (www.southbaltic.eu).

TOPICS

Online Ticketing Systems

Appropriate systems are examined according to the specific museum requirements. In the future you could enter the museum even with a ticket on your mobile phone.

Read more on page

3

Partner presentation

Get to know our partner in Kaliningrad, Russia, and host of the latest project meeting: the Museum of the World Ocean.

Read more on page

4



Project meeting in Kaliningrad



continued

structure were agreed on. The important requirement of multilingualism is solved by an advanced system to manage the translation process involving all the partners. The mutual assistance within the partnership will enable the museums to provide a large variety of languages to the visitors.

Big fish eat small fish? In a special kids' section of the joint website, children will playfully discover facts about the sea. Furthermore, visitors will be able to rate objects and exhibitions seen in the museums and write their comments in a forum. Thus the joint online platform will provide a lot of attractive content and options for interaction, both for local but also for international tourists. Currently the partners are

working on the creation of content and on the development of joint promotional activities to prepare the introduction of the website.

Finally, research was done regarding multi-media visitor guidance systems suitable for museums. One device was presented during the meeting. Prototypes will be developed and tested in the coming months. The creation of excellent content will be key for the success of such a system.

The meeting provided the opportunity to visit the versatile Museum of the World Ocean with its research vessel *Vitiaz*, diverse aquaria, a submarine and the beautiful Koenig Gates. Local TV stations reported about the international guests in Kaliningrad.



Above left: Koenig Gates (Museum of the World Ocean)

Above right: Prof. Dr. Klotz (Stralsund University of Applied Sciences) and Karolina Muszyńska (University of Szczecin)

Left: The project team aboard the *Vitiaz*

Multi-media guidance systems

Advanced guidance systems provide multiple benefits for the museums and the visitors. Systems range from simple audio guides to complex navigation systems. The technical solutions are various. Line based tools, number or contact based technology or even RFID and GPS based guides are available. Basic requirements of the museums are multilingualism, simplicity and flexible tracks. The team from Stralsund University will now further investigate the demands and set up demo objects.



How to find the way out? And who has used these steps 50 years ago? Multi-media guidance systems with localisation technology provide such information – even in several languages.

Here: Maurycy Rzeźniczak visits the submarine exhibited at the Museum of the World Ocean.

Calendar & Infos

- 1 Representatives from Brussels in Stralsund**
In January, Marion Arndt (information office of Mecklenburg-Vorpommern in Brussels) and Dr. Stefan Fritz (Brussels office of the German Marine Research Consortium) visited the German Oceanographic Museum in Stralsund. Along the way, the BalticMuseums 2.0 project won two proponents in Brussels.
- 2 Project members at CeBIT 2010**
At the stand of the Stralsund Information Management Team the project was also presented on the CeBIT 2010.
- 3 Next project meeting**
The next meeting will take place in Klaipeda, hosted by the Lithuanian Sea Museum. > www.muzejus.lt



Skip the line – use an online or mobile ticket

The joint development of an online ticketing tool is the ambition of Component 4 in the BalticMuseums 2.0 project. The leader of this work package is the University of Applied Sciences in Stralsund. Visitors of the museums in the South Baltic Region shall get the opportunity to buy their tickets online. Thus, waiting times in queues in front of the museums can be reduced or participation for guided tours, e.g. in the Museum of the World Ocean, can be booked. Additionally, museums are able to extend their distribution channels with the provision of external access via Client-Login for resellers.

Four oceanographic museums, one Online Ticketing System - a big challenge for the team of Component 4. For some museums the online ticketing is just an additional service for their visitors. Others take the opportunity to improve their existing ticketing system. Especially the Gdynia Aquarium and the Lithuanian Sea Museum need next to an Online Ticketing System further sophisticated solutions, e.g. visitor control tools and time-based tickets. For this reason the team of Component 4 is not only searching for an Online Ticketing System, but will also design a model that enables museums to rebuild their electronic point of sale.

Since BalticMuseums 2.0 targets technical innovation, visitors won't receive their ticket by classic mail in the

future. Tourists can either print their tickets at home or make use of a mobile ticketing solution. With this technology the ticket will be sent to the customers' smartphone or any other mobile device that is able to receive MMS. The MMS contains a specific 2D-barcode. Hence, the visitor can skip the line with the MMS-Ticket while smiling at the others who have to queue and wait.

Currently the team is examining different Online Ticketing Systems. In addition to a full electronic point of sale there are some outstanding Open Source web shops available, which can be adjusted to the museum requirements to build up an Online Ticketing System. If the museums are not able to handle a complex technical ticketing system they can outsource it to an Application Service Provider. At this point the museums will decide which model is best for them in terms of economic efficiency and sustainability of the online ticketing. A long-term solution is needed. Visitors are supposed to use the Online Ticketing System not only during the BalticMuseums 2.0 project but especially after the end of the project.

*Christina Wegner,
Andreas Ahlfeldt*



Advisory Board provides valuable input



From left to right: The members of the Advisory Board André Kretzschmar (Tourist Office of the Hanseatic City of Stralsund), Carsten Pescht (Tourism Association of Mecklenburg-Vorpommern), Christin Hannemann (Tourism Association Mecklenburgische Schweiz) and Torsten Weiß (Müritzeum) listen to the presentation of the BalticMuseums-Team.

In order to support the project's developments and to broaden the project's network an advisory board was set up. It accompanies the team along the project lifetime. The members representing local and regional tourism organisations, other museums and institutions enhance the project with their specialised background.

The first meeting of the German Advisory Board took place in Stralsund on the 19th of January 2010. The members gave very valuable feedback to the Stralsund BalticMuseums 2.0 team.

The team presented the actual project achievements, especially for the online information portal and the ticketing system. The importance of long-term solutions and a substantial marketing was emphasised by the touristic experts. Critical aspects were discussed and additional perspectives e.g. for resellers encouraged. Additionally one possible solution for a multi-media visitor guidance system was demonstrated, generating directly numerous suggestions how to apply this to the museums.



Museum

Museum of the World Ocean

Russia



The Museum of the World Ocean (MWO) was founded on April 12th, 1990. It is a central maritime museum of the Russian Federation, well known in Russia and abroad. It represents the history of exploration of the World Ocean and its nature from ancient times till nowadays.

MWO works on modern conceptions referred to the nature of the ocean, ecological research, complex amber studies, maritime archaeology, and gathers numerous biological, archaeological, and historical collections referred to oceanography. In 2003, MWO hosted the VII International Congress on History of Oceanography. MWO is a member of ICOM (International Council of Museums).

Contact this partner

Dr. Viktor Strjuk

Deputy Director for Science

Tel.: +7 401 253891



The main trends of development are: creating of the embankment of historical fleet, expositions popularizing national history, culture and science, activity in organizing of travelling exhibitions, joint international projects concerning art, ecology and other humanitarian topics, conferences, developing of international relations.

Surrounded by European countries the museum spreads the knowledge about the uniqueness of the city and the country. And its main exhibit, world famous vessel Vitiaz is making a symbolic voyage, joining the lands.

<http://world-ocean.ru/>

Elizaveta Velmyakina

Translator

Tel.: +7 401 253891

elizvelm@mail.ru



BM 2.0 Newsletter

Editor: Susanne Marx
susanne.marx@balticmuseums.org

Responsible publisher:
Prof. Dr. Michael Klotz
michael.klotz@balticmuseums.org

Address:
Stralsund University of Applied Sciences
Stralsund Information Management Team
Zur Schwedenschanze 15
D-18435 Stralsund

March 2010

www.balticmuseums.org

Contact

We are happy to receive your comments, feedback or suggestions for our project:

Stralsund University of Applied Sciences
Mr. Steffen Ritschel
Project manager
Zur Schwedenschanze 15
D-18435 Stralsund

Tel.: +49 3831 45-7325
steffen.ritschel@balticmuseums.org



Part-financed by the European Union
(European Regional Development Fund)