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DIVERIMENTO
Europe: motion, emotion, imagination

DIVERIMENTO

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

PROJECT FACT SHEET 04

EUROTHENTICA Collection

COS-TOUR-2015-3-04

Supporting Competitive and Sustainable Growth in the Tourism Sector
THEME 2: DIVERSIFYING THE EU TOURISM
OFFERS & PRODUCTS – PROMOTING TRANSNATIONAL THEMATIC TOURISM
PRODUCTS



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“LOOKING FOR MYTHS”

The Italian Charter “Looking for Myths” is the first released as part of the EUROTHENTIC iBook collection. The idea of the authors is to give the user the possibility to go through ten places in the south of Italy and look for a new experience and taste. The unique mixture of heritage monuments, places, historic areas and spots is an incredible container of stories, myths, and traditions. In front of myths, the starting point of the discovery, young and old are in the same mood. Enriched with texts, pictures, animations and audiovisuals, the myths are deeply imaginary, as myths are.

Any myth is action, is running from mouth to mouth as the container of values and knowledge. Each story becomes a carrier of narration, able to adjust to our life, to shape our bonds, our common roots; the character of a community, the local identity. *Looking for myths* is the title of the Italian collection of stories.

The red thread on the map leads to ten places, the pearls in the necklace, connected in one journey, using *fantasy as fuel*. It is self-consistent with no beginning or end. It is not a road, but a shape: the *shape of the journey*.

What will take the traveler home? As the poet says “*cyclops mother of pearl and coral, amber and ebony, sensual perfume of every kind.... stores of knowledge from scholars*”. The journey is an adventure to discover a new world and the beginning of a new life.¹

The Chapter is at the Appstore for free download at:

<https://itunes.apple.com/it/book/looking-for-myths/id1190301195?mt=11>

EUROTHENTICA, the Transnational Cultural Heritage Route

EUROTHENTICA, the Transnational Cultural Heritage Route captures a collection of 70 geolocations in Rhodes, Greece; Lagopesole, Italy; Mazaricos, Spain, Race-Fram, Slovenia; Alba Julia, Romania; Varna, Bulgaria and Trabzon Turkey united in an integrative experience and modality. Each of these places located in the seven partner territories is marked with full story concepts and realistic evidences. Enabling the visitors to select desired objects thus accumulating multiple experiences the EUROTHENTICA is becoming an interactive platform which promotes common values and cultural diversity in the project area among local communities, stakeholders and policy makers. It is designed based on the cognitive, emotional, multisensory and haptic experience of authenticity and quality. EUROTHENTICA is adaptable as a long-haul European Route for the overseas and distance -decay markets of the Americas, Australia, Russia, China and India.

¹ Introduction to «Looking for Myths» Chapter



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EUROTHENTIC, the iBook for iOS and Android Operating Systems

The iBook is designed as it will incorporate the advanced version of the EUROTHENTICA, the Cultural Heritage Route in terms of contents and using ICT technology. It will be offered to iOS and Android users and will be free downloadable directly at the Appstore. The iBook will operate as a speaking object interacting with readers in an emotional and interpretive way. The iBook is among the three top products the project will produce e.g. the Trilogy, the Cultural Heritage Route and the Heritage Games and acts as travel motivator and visitor influencer at the same time. It will operate as a speaking object interacting with readers at a cognitive-emotional and not only technical level. This interaction stimulates the creation, provision and use of innovative digital services building on and interoperating with existing infrastructures.

EUROTHENTICS: The Heritage Games

DIVERTIMENTO offers an unprecedented opportunity in the tourism sector to apply gamification and making technology more engaging, by encouraging the audience to engage in desired behaviors, by showing a path to mastery and autonomy, by helping to solve problems and not being a distraction, and by taking advantage of humans' psychological predisposition to engage in gaming. It is common ground that gamification encourages people to perform tasks that they ordinarily consider boring, such as completing surveys, shopping, filling out tax forms, or reading web sites. Available data from gamified websites, applications, and processes indicate potential improvements in areas like user engagement, ROI, data quality, timeliness, or learning. DIVERTIMENTO will capitalize on gamification methodology and present 7 heritage games complementary to EUROTHENTICA, the Transnational Cultural Heritage Route. New methodologies of learning allow for the acquisition of knowledge, skills, and basic competencies are becoming participatory in nature, where learning is produced by means of the student's personal experience. In this sense, education and gamification go hand in hand, not only in a new technological environment, but also in an educational one as well.