medina
MEDITERRANEAN BY **INTERNET** ACCESS

JKU
JOHANNES KEPLER
UNIVERSITY LINZ

Proplem

- **Cultural heritage** is advertised at **small local Web sites** only, there are **no cross dimensions** exploring cultural themes and linking them with **tourism information**

- Existing Web sites **fail to properly represent the diversities and identities of different Euro-Mediterranean regions** combining environmental and landscape attractions, (im)material cultural heritage and local realities like handicraft

- **Trans-Mediterranean dimensions**, like North-South linking aspects and common characteristics of the Mediterranean culture are **not considered** in today's Web sites

- There is **no possibility** to carry out "**virtual cultural paths**" or to get **cultural-oriented itineraries** which cross diverse themes and different geographic areas

Approach

- Usage of **goal-oriented requirements engineering** in order to define guidelines for the development of the MEDINA Portal and the national Web sites as well as to design a new matrix of "cultural pathways" within the Mediterranean area oriented towards cultural tourism

- **Design of the conceptual/logical schema** of the MEDINA Portal and of each national Web site partly using methodologies originated from previously funded EU projects (e.g., "UWA") to provide the basis for interoperability and feasible enhancements of national Web sites

- Development of a **culture/tourism-oriented web publishing framework** as a basis for implementing the MEDINA Portal allowing efficient, decentralized maintenance and customisation of its content directly by each partner country

- **Intensive training** of the involved operators for the design, adaptation, implementation, usage and sustainability of the MEDINA Portal and the national web sites

Approach

- Establishment of a **Euro-Mediterranean Web portal** ("MEDINA Portal") promoting culture-oriented tourism across the Mediterranean area oriented towards both **end-users**, directly organising their tourism, and **professional operators** looking for specific information

- **Federation** and **adaptation** of **national Web sites** which organise information according to local points of view, interests and focuses but share a common design in terms of structure and content topics

- Development of a **new methodological approach** for designing multi-channel
Web applications dedicated to the culture-oriented tourism sector

- **Long-term operation and maintenance** of the MEDINA Portal and the national Web sites by the different partners involved after the end of the project