

Civilitas



www.memo.fr



The MEMO project: Travel through history!

Voyage through time and history...

MEMO is an invitation to cultural tourism.

• **Question:** has just come into existence, what is its aim?

Christian MOURISARD : The MEMO site has two objectives:

- to create an interactive data base on the theme of history: :

The MEMO project proposes a dynamic internet based solution which has required the setting up of an important data base to manage thousands of documents.

One of the originalities of MEMO is the variety of sources of its information, coming from public institutions (records offices and archives, museums, tourist offices...) and the private sector (Hachette encyclopaedias, educational CD-ROMs, diverse publications...).

On this site the Net surfer discovers a wealth of information, indexed and classified in categories such as: epoch, period, country, region, historical place, famous characters and historical topics.

- to propose the organisation of cultural voyages from personalised itineraries

In addition, MEMO develops the creation of cultural itineraries in the areas of Europe and the world that have a historic past to valorise. Anyone surfing the net for cultural voyages will find on the MEMO site a multi-criterion search engine. This will propose one or several possible routes, presentation of the envisaged sites and historical information connected with these itineraries.

The traveller can also receive all tourist information and latest offers relevant to the proposed routes (possible accommodation, reservation on-line etc...)

Q : So what will be the "products"?

CM : MEMO answers at the same time the demands of teachers, students and all the general public in search of precise and reliable information

as well as travellers who want to organise cultural visits around personalised itineraries.

Q: what role for the participating cities?

CM: Participating cities supply and update all the information that the surfer will find on the site.

Q: What is the interest for the cities? What do they get out of this?

CM : This project forms part of an economic tourism development strategy in any county or area which enjoys a historic heritage.

Thanks to this internet site, participating cities will be able to reap all the benefits, not only in terms of image but also in terms of economics, as the Net surfers will be able to buy tourism products directly on line.

Q: so day-to-day, how will the project function?

CM : **PHASE 1:** The cities nourish the MEMO site with multilingual cultural information which will allow any interested party looking for information on a given theme: be it a city, a historic site, a country, or a route and to personalise the chosen itinerary on line. It is the city's responsibility to ensure that the content is sufficiently dense to allow a diversified offer.

PHASE 2: All the partners can experiment in a real situation, all the possibilities, feasibility and on line sales of personalised products.

PHASE 3: Will be consecrated to the study of a business plan in view of a further development of this concept to all the interested cities of Europe, notably the Alliance of European Culture Cities (AVEC).

Q : What is the interest for AVEC? And the other cities in the network?

CM : In time, all the cities of the AVEC network can participate in the enrichment of this site by offering their documentation and also to profit from its notoriety to further develop their existing tourist activity.

• the objective of the E-Ten programme

Projects part-financed by the EU in the frame of the E-Ten programme (Trans European Communication Network) type have the object of creating partnerships linking private companies and public bodies and institutions to develop experiments associating the internet, telecommunications companies and – more widely – any development project linked to heritage and tourism.

• Memo: list of the participants, notably the cities of the Alliance of European Culture Cities (AVEC)

City of Arles (AVEC) – Member of the steering committee as official representative of the cities in the MEMO project

Arles has carried out an immediate contribution to the project :

• Christian MOURISARD, as President of the Alliance of European Culture Cities, brought 3 other resource cities, AVEC members, offering all the UNESCO world heritage sites,

• The provision of its heritage data base and heritage web site www.patrimoine.ville-arles.fr some of the data being exported to the MEMO site

• The tourist information data base and its online tourist site www.tourisme.ville-arles.fr whose information is updated daily at J+1,

• Its statute as an accredited Tourist organization having marketing authorisation (the equivalent of a receptive travel agency)

• The launch of 2 tourism products specific to the project and marketed on the Web.

City of Bologna

City of Toledo (AVEC) inscribed on the UNESCO world heritage list – this Spanish city has the richest heritage after Madrid

City of Pécs (AVEC) inscribed on the UNESCO world heritage list – The most visited city of Hungary after Budapest, proposed European Culture Capital for 2010

City of 'Olomouc (AVEC) inscribed on the UNESCO world heritage list – one of the most popular tourist attractions in the Czech Republic.



1-12-2005, Cannes. Official launch of the MEMO project, within the framework of tourism@awards.

From left to right : Jacques GROS, vice-pdt association TELECOM VALLEY, Dominique ESTEVE, pdt CCI Nice Côte d'Azur, Claude RICHARDET, pdt CYBELE PRODUCTIONS & Christian MOURISARD, pdt Office de Tourisme d'Arles & Pdt AVEC.

Budget of each partner

Consortium partners					
	Name	Country	N°. days	Budget	%
01	Chamber of Commerce Nice Côte Azur	France	674 days	453 260 €	18%
02	Cybèle Productions	France	824 days	556 400 €	23%
03	Media Welcome	France	702 days	588 350 €	24%
04	Moltomedia	Germany	284 days	187 260 €	8%
05	City of Arles (AVEC)	France	280 days	116 000 €	5%
06	City of Bologna	Italy	308 days	170 000 €	7%
07	City of Toledo (AVEC)	Spain	308 days	85 000 €	3%
08	City of Pécs (AVEC)	Hungary	308 days	85 000 €	3%
09	City of Olomouc (AVEC)	Czech Republic	308 days	85 000 €	3%
11	Kydonia Travel	Greece	480 days	128 000 €	5%
			4 476	2 454 270 €	100%
			Finance eTEN		57%

Start and end dates

This MEMO project, designed within the eTEN framework, will have a life of 18 months, which is a very short work-time, and so each partner will need to be vigilant as regards planning and workloads

It began officially on the 1st December 2005 at Cannes during the tourism@awards (1) and was officially launched by Dominique ESTEVE, President of the Nice Côte d'Azur CCI and Christian MOURISARD, deputy mayor, responsible for Tourism and Heritage, President of Arles Tourist Office. The MEMO project will officially end on the 30th May 2007.

(1) Tourism@ Awards is organised by the CCI (Chamber of Commerce and Industry) of Nice Côte d'Azur, one of the principle partners of the MEMO project. Tourism@ Awards is a competition - unique in Europe - which rewards at the same time both creators and users of technology, information and communication applied to the tourism sector.

Work Package Leaders:

CCINCA



The Chamber of Commerce of Nice is an important economic actor, managing the Nice Airport, four ports and a pole of higher education.

The Tourism pole is at the origin of Tourism@.

CYBELE



CYBELE, for the last 28 years, has produced (with INCOPROM) films for cinema, television and CD-Rom. Notably several films of the cinematographer François Reichenbach.

In 1997 they created the MEMO site.

MEDIA WELCOME



MEDIA WELCOME develops complex information systems. It carries out important data-processing software for tourist agencies and Tour Operators.

They developed the MEMO platform.

MOLTOMEDIA



MOLTOMEDIA created the Mobile Travel Guide which allows the consultation on mobile telephones of tourist data and reservation services.

MOLTOMEDIA gained the Tourism prize @ in 2002

