

Góry kultury - Cultural Association



<http://www.gorykultury.com>



Katowice Urban Area, Poland



The Katowice Urban Area consists of an urban conurbation covering 19 cities and nearby areas. Most of the cities are post-industrial: they were built around numerous mines, since this area was rich in coal resources.

The matter of tourism was taken into local governments' hands and therefore there are a very small share of CCIs in the local tourism industry.

Since the number of tourists isn't very high, the area does not suffer from local backlash towards tourists. Furthermore, since there has been little share for the locals in tourism industry, there haven't been any changes in our local context due to COVID-19.

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The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

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About

The initiatives of the association aim to show the unknown stories of their city, Tarnowskie Góry, by means of many innovative elements, including: open-air workshops, role-playing events (with actors taking the roles of popular people from the past), dance parties (clothes from the proper time period required!) and recently, one of their largest and most successful events was a mobile game that helps tourists discover the unknown and non-typical stories of the city. The initiative promotes both central and peripheral areas of the city.

How this city tour showcases digital tools

In their newest invention (created due to the COVID-19 pandemic) the initiative created a **mobile game** called 'Cynk z TG'. The game was connected with an event, where people were working in teams, following the app's directions and taking part in the story it contained. As a proof of their visit to the places the app led them, they were supposed to take some photos/selfies and publish them on social media or show them to the people organizing the event.

How this city tour showcases peripherality

The initiative promotes **both central and peripheral** areas of the city. For example, they promote one of the city's **nearby areas** called Świerklaniec (a **village** in Tarnowskie Góry County), in particular the history of the remains of the palace that belonged to the Donnersmarck family.

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Sustainability

Respect for the socio-cultural authenticity of host communities is growing. The association also helps to conserve their built and living cultural heritage and traditional values, as well as the origins and the history of their hometown.



Accessibility

As of now, the initiative considers accessibility only for Polish people, considering the fact that it's hard for the actors to determine whether or not the tourists they are interacting with are Polish. Also, the mobile game exists only in the Polish language.



Digital tools

A mobile game called 'Cynk z TG'. Participants were working in teams, following the app's directions and taking part in the story it contained. Proof of their visit (photo/selfie) was published on social media or shown to the people organizing the event.



Storytelling

The story in the game takes people 100 years back into the past, leads them through places that also existed back then and tells the story of everyday life in those times.



Entrepreneurship

All activities are based on close cooperation with local entrepreneurs. Some of the stops along the route of the game took place in cafes and restaurants. They created special offers for people participating in the game.

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