D2.1: REPORT "GUIDELINES: DEVELOPMENT OF SPECIFIC DIGITAL SOLUTIONS FOR DISTINCT USER CATEGORIES"

Interactive cultural digital map of Montenegro is intended to be easily available and understandable for general population. Final beneficiaries of the project are: students in primary and secondary schools, citizens of Montenegro, tourists and start-up community. Here we will pay special attention to the first three user categories, and treat them as our primary target groups.
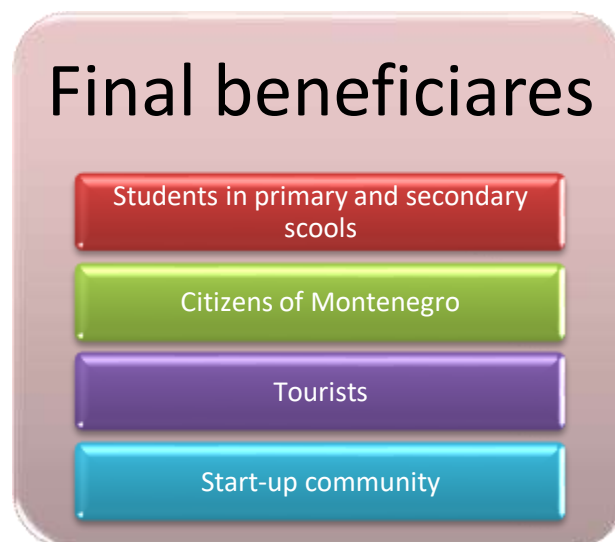
Initial repository serves as a basis that is going to be sequentially adapted for the needs of different user categories. While photographic material generally remains

the same in different versions, textual descriptions will be modified in order to suite each category.

Final material will be congruent with the Initial repository – it will contain adequate descriptions for each segment of cultural heritage (monuments, religious objects etc.), with all important information about its cultural significance and its place in Montenegrin history. Descriptions will encompass historical context, dates and other data, in accordance with academic norms and relevant literary sources, in order to provide maximal scientific validity and accuracy.

It is necessary to create three different types of textual descriptions, suited for following main groups of users:

TOURISTS: This version will be written in English language, which will make it understandable for tourists all around the world. The COVID-19 pandemic has shown that digital technology is necessary and valuable tool in circumstances when physical presence is not possible. Therefore, a digital map of Montenegrin culture will prove out to be even more useful than in initial evaluation. Namely, many foreign citizens who are interested in visiting Montenegro, but are unwilling or incapable of traveling during the pandemic, will have the opportunity to use the digital map, which will keep them engaged and interested in Montenegrin touristic and cultural offers.

Existing online tourist presentations of Montenegrin culture are mostly confined to a classical website form, without sufficient material on internationally used languages. Tourists have a need for quick, simple and interactive access to information about important cultural locations and heritage they are considering to visit. With the creation of cultural digital map of Montenegro, tourist organizations and cultural institutions, such as museums, will have a valuable digital tool that they can offer to tourists. This is especially important considering that tourism makes for a significant part of Montenegrin economy.

STUDENTS IN PRIMARY AND SECONDARY SCHOOLS: This version of textual description will be written in Montenegrin language, and it will contain features of popular-scientific and textbook writing styles. Text will be simplified in some places in order to suit all educational levels in the school system and it will be congruent with content of current curriculums, taking all pedagogical postulates into account.

The COVID-19 global pandemic has also shown that schools have a greater necessity for efficient digital educational platforms. Cultural digital Map of Montenegro will have a very important role in an eventual case of conducting online classes again in the future, in the circumstances of any crisis situations.

The importance of the platform will be also visible in regular circumstances, because students will have a tool that will help them in learning about the cultural heritage of their country, in an attractive, digital format. Photographic material will be especially valuable in this regard.

CITIZENS OF MONTENEGRO: This version of the text will be the closest one to the descriptions that Initial repository contains. It will be written in Montenegrin language, which means that it will be also completely understandable to speakers of Serbian, Croatian and Bosnian language (four mutually intelligible standard varieties, with the total of approximately 21 million speakers). Also, this version will be most suitable for academic researchers who are collecting and analyzing data related to Montenegrin culture and history.

All three text versions will be presented with a zoom-in option in order to accommodate users with visual impairment.