ArTVision+ “Enhancing touristic development and promotion through prism of culture”

Priority Axis: Environment and cultural heritage
3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

D3.2.1 - Design of IT Platform

WP3 - Destination promotion concept
A 3.2. IT Platform

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LP - PRIMORJE-GORSKI KOTAR COUNTY

Final version
Public document
In Application form, as part of WP3- Destination promotion concept and activity 3.2. IT Platform, deliverable D3.2.1 - Design of IT Platform is defined as:

“D3.2.1 - Design of IT Platform – the elaboration of the IT platform will be given to an external expert, and it will be based on two principal functions: The first function - the promotion of the destination - in fact it represents an interactive map of the cross-border area, where artists and producers of all cultural contents can and are absolutely free (free of charge) to present each destination through their work and experience. Second function - part of the IT platform will be used as a basic tool for communication between artists (producers of cultural content) and organizers of cultural and tourism events. The platform will provide a unified overview of the available cultural content uploaded by original artist, with detailed text description supported by pictures and video production, and an estimation over costs for the presentation on any future event.”

LP - Primorje-Gorski kotar County, as responsible partner, contracted the production of documentation for the design of IT platform which Artvision Advisory Board checked and approved. Referring to the AAB endorsement, the documentation process was completed and based on it the production of the IT platform started. The IT platform design is completed, and to access the IT platform please follow the link https://artvision.plus/.

The project/ IT platform specification documentation is attached below.
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1. The ArtVision+ Platform

This document specifies the functions and technical requirements for the development of the ArtVision+ Project Web platform (AV+). The aim of the AV+ Platform is to collect, integrate and represent information and audio-visual content from the Cultural Shareholders (CS), i.e. artists, cultural and touristic institutions and organizations, as well as to enable interactive networking of cultural and tourist shareholders with the aim of enhancing cooperation among CS, promotion of the tourist destinations and distribution of valuable cultural and tourist information about the Primorje-Gorski Kotar County and Split-Dalmatia County in RH as well as the Veneto and Puglia regions in IT, and possibly wider.

ArtVision + Platform is intended for promoting and initiating cooperation between cultural stakeholders to create new cultural-artistic content, cultural-tourist events and programs. Cultural-artistic content is defined as an artistic or cultural expression, product or performance realized in one of the medias. Cultural-tourist event is an organization of representation and performing the cultural-artistic content in a certain space and time. The cultural-tourist program involves the organization of a series of cultural-tourist events.

Targeted platform audience is:

a) Citizens who want to get information about cultural-tourist activities in a modern and interactive, visually appealing manner, by searching for the content and filtering the categories, spatial-temporal characteristics of the required information

b) Cultural Stakeholders that offer information and cultural-artistic content through platform resources

c) Cultural Stakeholders that want to collaborate by offering and/or demanding cultural-artistic content or offering and/or demanding the organization of cultural and artistic events and programs

2. Types of users

AV+ information system users can be divided into two groups of users, namely:

o Visitor / User

The user is a citizen, tourist, any person visiting a website as an anonymous guest or a registered user. Functions enabled by the user:

- Retrieves informative content in a static and interactive form from the User Interface
- Retrieves the information on the offer of tourist or cultural stakeholders (KD)
- Registered users have optimized access to user data according to their activity on the portal

o Cultural Stakeholder

Cultural stakeholders (CS) are:

a) natural or legal persons who offer cultural content. These are institutions, associations, companies, music-scene artists, painters, audio-visual productions, art groups, etc.

b) natural or legal persons, organizations or cultural-tourist institutions, which enable the creation and organization of cultural events. These include: tourist boards, travel agencies and other tour operators, catering facilities and crafts, museums, cultural institutions, etc.

Cultural stakeholders get access to the Organizational Interface:

- Registered CS gains access to the Organizational Interface
- During the registration CS selects the legal status and shares his basic profile data, type and category of the offered cultural-tourist activities. The registration is confirmed after the verification by the Administrator
Registered CS gets information about the profiles of other registered cultural shareholders and their projects and collaborations

Registered CS can publish their own audio-visual art and information content about the cultural-tourist offer that becomes available in the user base of knowledge and the User Interface

Registered cultural stakeholders through the Organizational interface can publish information about the offer or demand for cultural-artistic content and/or event organization with the aim of realizing new co-operation and networking with other cultural stakeholders of AV + Platforms

Administrator (Admin)

Administrator is a body authorized by the AV+ Platform to:

- Manage users at all levels
- Manages published projects and service
- Manages the content, User interfaces and Organizational interface of the AV + Platform

3. AV+ Interfaces

1. User Interface for Visitors and Registered users

The AV+ Platform User Interface is a web interface for representation of information about cultural-tourist programs and events, texts and audio-visual material published on the AV+ for visitors of the platform. The user interface has the following components:

- User registration
- User login
- Password reset
- User profile
  - Changing user data.
  - Settings: localization, email notifications
  - User data download and account management (according to GDPR regulations)
- News
  - List of new published programs of cultural stakeholders and relevant cultural news.
  - The details of the selected news items are displayed in the information box on the interactive map with time values, location and metadata data.
  - News data are generated and integrated automatically through:
    a) Publication of cultural programs or events created by CS through the Organizational Interface AV + Platform interface (see section 2).
    b) Publication of collected and integrated data about the cultural-tourist offer from external sources of selected sites of Cultural Shareholders. Data harvesting is enabled by connecting to existing APIs or downloaded datasets/databases.
    c) Publication of collected and integrated data about the cultural tourism offer from external sources from partner institutions on the project, i.e. tourist boards.
    d) Publication of harvested and integrated data from popular web sites (once a day, according to Client instructions).
- Video
  - Representation of the art films created within the ArTVision+ project, along with a description of the features that are integrated with the data displayed on the interactive map.
  - Other audio-visual content promoted by the CS on the Organizational Interface will be linked to a video interface and an interactive map.
Search Engine
Search Engine matches the query combinations related to the database data.
- Answers appear in the interactive map section and the corresponding information box.

Interactive map
Interactive map and the relevant information frame with the list of cultural-tourist offers and attractions. An interactive map combines geographic and textual data with multiple filtering options including geo-temporal parameters and search for categories of cultural offers, tourist attractions, and KD events. In the side section of the interactive map section there is an information box that displays text and/or audio-visual data. Interactive map contains:
- An overview of all CD events by search engine query and filters
- Cultural-tourist attractions
- Textual and geo representation of cultural-tourist programs, sites of cultural and tourist importance: historical-cultural routes, archaeological sites (e.g. castles, towers, walls, excavations), natural beauties, etc. with related services and cultural-tourist offer, time stamp
- The option to share the interactive map by using a nested HTML code that a User can place in the form of an HTML iframe on their own network page.

HTML iframe
The downloaded HTML iframe code stores user search data: current location on the map, filter options and text in the search engine. The Interactive iframe Map is limited to current search results on the map. Clicking on a data point on the map opens an internal pop-up window with more information about the selected result, including images, videos, and text. For more detailed information, there is a button that leads to the web site of the platform in the new window of the browser.

- List of cultural stakeholders
  - Profile of the selected CS
  - Disclosed CS content that binds to an interactive map

Visit Attraction / Program - Add to Favorites List for Registered Users

My visits / activities
List of user’s favorite locations / events for registered users
Overview of all past and upcoming activities of the user.
  - Detailed information about the selected visit
    - Evaluating visits after a certain time
    - List related CSs if CS is the organizer or is responsible for the respective selected interest

2. Organizational Interface for the Cultural Stakeholders

The organizational interface enables registered cultural stakeholders to publish the promotional artistic and cultural-touristic information. The interface offers the additional functionality of establishing collaboration in cultural-tourist programs and events. The collaboration is based on mutual exchange of the information about the offer or demand of the artistic content and cultural programs. Registration of cultural stakeholders goes through administrative verification. The organizational interface has the following components and functionalities:

- Registration of CS
  Cultural stakeholders are (but not exclusively):
o Artists and Art Associations (e.g. singers, dancers, film producers, etc.)
o Cultural-tourist institutions and institutions (e.g. tourist boards, museums, theaters, etc.)
o Organizations and legal entities involved in organizing and promoting cultural-tourist offer (e.g. hotels, clubs, cafes, etc.)

During registration, CD indicates the organizational status (e.g. artist, tourist community, association, etc.) and generic type of artistic, cultural-touristic activity, as well as the generic offer and/or demand for collaboration (music program, film, art, dance, drama, etc.).

To complete the registration process, the user profile data of the CD is sent to the administrator’s approval. The publishing content must comply with the requirements of AV+ Platform and the Open Source nature of published content.

- Login CS
  - Reset the password
  - Profile - Data Conversion.

- List of programs and events
  List of programs (including pre-realized programs of the County Cultural Network, i.e. a potential list of the partner programs) with a representation of categories and filters. The program profile shows: place, date, type of the art program, participants, program organizer.

- List of CS
  List of registered cultural stakeholders.
  - CS profile with publicly available data
  - List of collaboration offers and / or demands of the selected CD user

- Programs of CS users
  List of artistic or cultural-touristic programs in which the CS user participates as a participant or organizer:
  a) past implemented artistic or cultural-touristic programs
  b) new programs.

The registered CS can announce the offer and demand for cooperation with another CS, but also promote its own content or announce the organization of the cultural-tourist program.

- Creating new events, programs
  - Profile of the selected program
  - New Program / Edit / Publish Program
  - Entering and managing the data about the event or program
    - Selecting a spatial (map) and time frame (calendar)
      - Calendar: view of temporal distribution of the events
      - Multilingual description of the program
      - Attractions / cultural-tourist program geo tagging

- Announcement of the collaboration offer of artistic content and organization of cultural-tourist programs
  CS can start the process of the collaboration with another CS by indicating an offer of:
  A) A cultural-artistic content (music performance, art, drama, etc.)
o Offer describes the cultural-artistic content, time limit of the offer, area, price of engagement, contact method
After creating the offer, the system automatically sends a message to potential KD users with expressed needs for artistic skills with the specified parameters.

B) Organizing a cultural-tourist event or program.
   o Offer describes the cultural-tourist program or event, place, time of offer, area, price, contact method

After creating the offer of organizing a cultural-tourist program, the system automatically sends a message to potential KD users with expressed needs for program organization with the specified parameters. Data about the offers are integrated in the interactive map.

o Announcement of the collaboration demand for artistic content and organization of cultural-tourist programs
CS can start the process of the collaboration with another CS by indicating a demand for:
   A) A cultural-artistic content (music performance, art, drama, etc.)
      o Description of the wanted cultural-artistic content, time limit of the engagement, area, price of engagement, contact method
      After creating the demand, the system can automatically send a message to potential CD users with specified artistic skills.
   B) Organizing a cultural-tourist program or event with artistic content.
      o Description of the wanted cultural-tourist program or event, place, time of engagement, area, price, contact method

After creating the demand for organizing a cultural-tourist program, the system automatically sends a message to potential CS users with expressed skills in program organization with specified parameters. Data about the offers are integrated in the interactive map.

o Video Embedding
A list of audio-video works with an interface for embedding audio-video sources and space-time marking of content on the platform. It is recommended that audio-video sources are stored on servers such as YouTube or Vimeo. Embedding is enabled for display of:
   o Art films created within the ArTVision+ project, for the purpose to promote cultural-tourist centers
   o other audiovisual content that promotes CS artist or cultural programs

o Reporting
Detailed system usage statistics.
   o Interactive report display and statistical review of data
   o Statistics related to all user activities
   o Overview of Co-operation Report and Partner Assessment
3. **Administration Interface for Administrators of the AV+ Platform**

The Administrator interface is used by the platform manager authorized by the Contractor and / or the Client. The interface consists of the following components and functionalities:

- **Login for administrators**
  - Password reset
- **Users management**
  - Changes of the selected user profile
  - Role management
  - Super administrator (the first and only administrator who cannot be deleted) approves new CS users
- **News**
  - Managing sources and articles (suspending sources, hiding or editing articles, etc.)
- **User Activity**
  - Views all visits / activities that users have created.
  - Review of the selected activities, attractions / programs and desired services
- **Cultural offer and list of attractions**
  - Interactive map and data table
    - Overview of projects by filters (spatial and temporal dimensions)
    - Tourist Attractions
      - List of all locations: historical-cultural routes, points of archeological significance (eg. castles, towers, walls, excavations), natural beauties, etc.
- **Video content management**
- **Management**
  - Manages the content of all users (hiding, removing, modifying and approving the content of cultural stakeholders)
- **Reporting**
  - Detailed system usage statistics.
    - Overview of all sites visited
    - Statistics related to the activities of all users
    - Interactive report display and statistical review of data
4. Basic technical elements

1. Information system

1. General characteristics

- The information system should be based on web technologies
- The information system should provide equal opportunities to the browsers that support the HTML5 standard:
  - MS Internet Explorer (9 or higher)
  - Chrome
  - Mozilla Firefox
  - Safari (OSX, OS)
  - Android browser
  - Opera
- The information system must be multilingual
  - Croatian language
  - English language
  - Italian language
  - The information system must allow translation into other languages without the need for reccompilation, e.g. By means of language files
- The information system must provide standard browsing capabilities with multiple tabs simultaneously on different pages within a browser (e.g. one for viewing the stakeholders in the culture offer, the other for stakeholders in the tourism industry, and in the third the user registers creates his program)
- The user of the information system using two different browsers on the same computer (not windows within the same browser) must be able to log in as two different users (various roles) within the Information System
- All software support required for the operation of information systems, including system support, bug reports, etc., must be installed on servers at a location provided and determined by the Client
- Page print should be clearly available on all pages of the information system, indicated for example with a thumbnail of the printer; printing process should remove items that are not important, e.g. navigation

1. Server

The Client is required to provide all the necessary conditions for server operation, to configure and optimize for a safe and efficient platform operation.

2. Programming language

- The information system can be written in multiple programming languages; however, it is advisable to use as little as possible different programming languages
- Only widely used programming languages are allowed e.g. PHP, .NET

3. Design

- The information system should use rules of the responsive web design, equally accessible to all accessed from devices according to their limitations (e.g. desktop computer, tablet computers, smart phones, etc.).
- The information system must allow use of other browsers that do not support responsive design functionalities, e.g. older versions of MS Internet Explorer
- The information system should not ask for the installation of add-ons in the browser (plug-in)
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- The information system should use HTML5 standard without using Java, Flash and similar technologies that require installation of additional software support
- The visual design must comply with the visibility rules of the Interreg Italy-Croatia CBC Programme, ArTVision+ project and Primorje-Gorski Kotar County

4. Transmission and storage of data
- In all parts, the interface to the information system end-users, data storage, etc. must use UTF-8 code page, unless exceptionally otherwise required
- All work through the application must use a secure SSL connection
- Any changes that the information system user makes in the application must be recorded in the log update including: the date of the change, the user ID and IP address from which the change was created, modified data and what is the change. The log information is necessary for any adding, deleting and modification of the data
- The administrator should have the ability to easily access all the changes made by a user, IP address, time of certain data modification
- In the base is necessary to ensure all the rules of referential integrity
- When accessing all the data it is important to ensure the protection of personal data in accordance with the relevant legal regulations
- In all the places where the user information system can see the personal data of a specific person, it is necessary to specifically indicate the importance of protecting such data - their confidentiality
- The information system user should not in any way be able to retrieve unauthorized data. The exceptions are general summary statistical data that don’t contain personal information, approved by the Client

5. Modularity and scalability
- The information system must be written modularly to allow for the change and expansion of the basic functionalities
- The information system should use defined and documented methods of using basic elements such as database access, data retrieval of the logged users, codebook retrieval, ready-made interface elements, etc. that can be used for expansion of the system
- The information system must be structured in a scalable manner and provide possibilities for easy expansion of servers that are supporting information system, databases, and file servers. Expansion of new servers should be possible without further intervention in the programming code and documented in a user-friendly way for use by a system administrator
- All data must be stored in a relational database enabled for continuous and periodical back up procedures as well as supported for subsequent clustering on multiple computers and expansion
- Only the use of widely used database systems is allowed e.g. MySQL, PostgreSQL

6. Response speed
- The entire page reload should be avoided whenever possible. The only exception is when a customer information system goes to another page
- In case of parameter changes report it is required to retrieve new information via Ajax for the report or graphic display, without reloading the page
- The basic elements of the page must be loaded within 1 second, additional reports on the page can be loaded separately. If the page load takes more than 3 seconds due to the complexity of the data structure to the information system should print the appropriate message
- All reports and screens intended for the user must be loaded within 1 second
- The information system must not block the browser
7. Designing fields
   - All fields must be designed in accordance with the grammatical rules of the print data
   - The rule, along with the rest of the data fields, applies to:
     - Use of the decimal mark and thousand separators for numeric fields
       - appropriate print out of the date, months, and years in the field
       - correct display of currency, and its position in relation to the value in the accounts of currency
     - All form fields that the user information system changed, but it has not yet been deposited must be clearly indicated as changed - except the fields that are not part of the form, e.g. Search fields
   - If the user information system creates the change in some form field and tries to leave the page, system must notify that all changes will be lost and prompt the user to confirm the leaving of the page - exceptions are fields that are not part of the form, e.g. Search fields

2. Interactive map with geo-temporal representation
   1. Data Visualization:
      - The possibility of data visualization on the map:
        - World - countries
        - Europe - countries
        - Croatian - county and lower organizational units if possible or necessary
        - Italy – regions and lower organizational units if possible or necessary
      - The level of visualization depends on the report that is displayed
      - Visualization should be achieved with a color or icon for which there is an appropriate legend
   2. Characteristics
      - Geographical representation should have features like Google Maps in terms of: pulling data, representing the data generated by pulling, zoom in and out correlated with the increase and decrease of data representation
      - Visualization should use a real-world map as background (e.g. OpenStreet map)
      - Zooming in should be up to the maximum level offered by the service provider (e.g. OpenStreet map)

3. Mail users
   1. Basic features
      Characteristics:
      - After each data exchange or other type of complex action affecting the information, it is necessary to update the user in a clear manner about the success of the action
      - In the event of a successful action is necessary to print the message that the operation carried out successfully
      - In the event of a fault it is necessary to:
        - inform the user of the information system that has been a mistake, explaining what the error is (e.g. name missing tourists) and, where applicable, instructions on how this can be amended
        - Keep all the data in a form which had previously registered
        - Mark all defective sections in the form
      - In case that execution of some action lasts longer than 1 second, it is necessary to inform the user that action lasts longer and that it is necessary to wait for the response
• If case of an anticipated longer execution, the user should be pre-warned of this possibility without any other notification
• Before carrying out any action that deletes the user data is necessary to issue a warning

2. Other elements
All other elements, not described in this document, must have common properties, and in the case of ambiguities the Contractor is obliged to consult with the Client.

5. Background processes

1. About the background process
• The application should be able to carry out actions that occur periodically. It is necessary to set such actions system-wide. An example of such action is the data synchronization with external systems.
• Period of execution needs to be set system-wide, and maintenance of such a process does not have to be built into the web application but can be run through the system commands e.g. cron for Unix and GNU / Linux operating system, Task Scheduler for MS Windows OS.
• Administrator documentation must elaborate lists of all background processes, methods for their administration as well as the procedures in case of errors.

2. Background processes
1. User information procedures
• The users who wish to receive news should be notified via e-mail

2. Monitoring of the system
• It is necessary to use automated control system operation in case of problems such as: server downtime, deceleration or the lack of disk space, CPU over load, excessive memory usage, etc.
• The monitoring system must simultaneously inform an administrator about the problem, and after the termination of the problems issue automated notice about start, end, and duration of the problem. The log of all such events should be kept.
• An administrator must be automatically notified when the number of e-mails with the requirements for registration of tourists waiting due to the overload of the system is larger than the pre-set number, e.g. 20 messages. This warning message must be repeatedly (re-send) in a predetermined interval until the number of the tourist is less than the default.

3. Creating complex reports
• To achieve higher speed operation, it is possible to make a ready-made report during the time in which the system is less loaded (e.g. In the early morning)

6. Download data (export)

1. Interface
• The application must provide an interface for easy retrieval of all data on the platform within the GDPR
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regulations, i.e. all the information that the public and the users have allowed to use through the platform interface
• Data export must be in easily recognizable format e.g. JSON, Excel or CSV tables
• Exporting data does not include content such as pictures and videos but already provides a link (link) to it
• Data retrieval statistics are noted
• Data export is only allowed to registered users
• All resources must be unambiguous, with the use of English names

7. Documentation system

1. Types of documentation

The documentation should contain several separate manuals in digital format prepared for print (eg. PDF) and identical in form, as well in editable form e.g. Google Docs or DOCX. Visual documentation must be consistent with the visual information system solution. Each document in the documentation must be adapted to previous knowledge and capabilities to the information system which is intended. Each separate file must have a special section dedicated to frequently asked questions. This chapter may be a separate manual when necessary with the same rules as the basic manual to which it refers.

The necessary documentation:
• User documentation (more documents according to the user group requirements)
• Technical documentation (one document) for the initial setup and maintenance of the system. The user is a system administrator who maintains the operating system and installs the necessary software
• The required operating system specifics
• The operating system settings
• The required additional software support
• The software info and settings
• The description of the procedures for regular system maintenance
• System configuration information
• Description of possible problem resolutions in the procedures
• Description of the system scaling for larger or smaller number of servers
• Administrator documentation (one document). The user is the main administrator of the application that uses a web interface
• The procedures for regular maintenance of the information system
• Description of possible problems in the work and procedures for administrator
• Maintenance procedures help screen
• The database structure (Model ER)
• The definition and description of database fields
• Translation documents (one document) for translators with the support administrator
• Places and content of language files (if not in the database)
• Add a new language
• The process of translation into a new language
• Guidelines for translators
• Program code must be clear and well commented and easily readable
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8. Master data

1. About Master Data

The information system must use the master data wherever possible. Client will provide initial data for all master data. The information system should provide a simple way to quickly import and export of all master data. Every parent information can be marked as active and inactive. Static data that is not active may not be visible to end users if used in the menus, e.g. Name of the state but, must be printed in reports if some data referenced it. Every parent data must have recorded period of validity.

Master data must anticipate the possibility of using multilingualism in print data.

2. Code names

• City / Municipality
  o belongs to one county
  the geolocated data

• District
  o belongs to a cluster
  geolocated data (form and geographical position on the map of the world)

• Region / Cluster
  o belongs to one state
  geolocated data (form and geographical position on the map of the world)

• Country
  o belongs to a group of states
  geolocated data (form and geographical position on the map of the world)

• Continent
• Country Assembly
  A group of states, multiple groups may have the same state

• Identification type (e.g. identity card)
• Gender (male, female)

3. Initial data load

About existing data

The information system should provide a mechanism for initial load of previous data from the County Cultural Network (CCN http://kultura.pgz.hr/). Client will define the record input file, based on which should be carried out initial load of data.

It is necessary for the initial loading to load the following data:

• Data on CCN users
• Data on CCN offer
• Data on cultural and tourist offer of ArtVision+ partners and selected CS (e.g. Veneto region manages content related to events and point of interest (related both to tourism and culture) using a Destination Management System (Deskline 3.0 by Feratel))

Information about each of these groups can be loaded from several separate files, e.g. Customer data can be placed in multiple files, not just one. Client will provide all the input in an agreed format. It is necessary to
provide the ability to acquire any required data in a reasonably short period of time.