

Deliverable 6.2: Ways to Trondheim – Second pilot report

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This document summarizes the work done in the rurAllure pilot on the St. Olavs ways to Trondheim, including reports of the actions conducted up to November 2022 with pilgrims or tourists, stakeholders and policymakers. It also documents the efforts invested in the documentation of Points of Interest and in the creation of featured trips and narratives.





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1. Pilot status and overview of implementation up to M24

2022 has been a good and productive year for the pilot “Ethnographic heritage on the ways to Trondheim”. NTNU has established a good working environment with our local partners and at the same time represented the pilot in the project consortium and cooperated with the other relevant work packages of the project as fit. The main efforts in the pilot for the duration of 2022 can be sorted into the following areas of activity:

- **User research:** Gathering data and knowledge about potential users and stakeholders in the pilot, and more specifically for the digital platform under development for the pilot and the rurAllure project.
- **Content:** Developing and editing rich, high-quality content for the digital platform in the form of text and images for points of interest (hereafter, POIs), recommendations and narratives, mostly from the perspective of ethnographic heritage, but also taking into consideration more general interests.
- **Networking:** Reaching out to stakeholders and relevant institutions in the region of the Gudbrandsdalsleden path of the St. Olav ways and also to Nordic partners in Finland, Sweden and Denmark.

Different efforts have been undertaken for the three areas of activity. This document is a summary of what has been done and achieved for each area, arranged as per the following sections:

- Section 2 reviews the actions conducted with pilgrims and tourists, whereas Section 3 reviews actions with different types of stakeholders and policymakers.
- Sections 4, 5 and 6 document the efforts aimed at developing and editing the different types of digital contents, namely information sheets for POIs, featured trips and narratives, respectively.
- Section 7 discusses the contributions from the work conducted within WP6 to the other work packages of the project.
- Section 8 presents the conclusions from the reported work and the plans for the final year of the project.
- Annexes I and II provide additional information in support for the aforementioned sections.

2. Actions with pilgrims and tourists

Passive, digital ethnography (“netnography”)

In 2021 the pilot started a process of systematically collecting an overview of relevant digital channels and social media (Facebook, Instagram and YouTube) for pilgrims and pilgrim tourists along the St. Olav paths in Norway. Our aims were to gain an initial understanding of how users experience the St Olavs path, extract user needs, and gain helpful insights from openly shared information on social media. We were particularly interested in understanding the motivations of users for walking the St. Olavs path. After gaining an overview of relevant channels we started a systematic observation and analysis through a process of “passive, digital ethnography” in the identified channels:



- On Facebook, the included content was found on groups and pages that was about pilgrimage in Norway. The main group, with the most posts included, was the “Pilegrimsleden”. The survey included the “Pilegrim” group and pages for pilgrimsocieties, too.
- On Instagram and YouTube, the content was mainly found using searches related to the pilgrim routes in Norway. Some posts included in the analysis was therefore posted in earlier years. On Instagram, hashtags were used for finding relevant content; these were: #pilegrimsleden, #pilegrim, #stolavways and #gudbrandsdalsleden. The placetag “Pilegrimsleden - St. Olav Ways” was also used. In addition, some posts on the Instagram profile page “pilegrimsleden” were included. On YouTube, searches for “Pilegrimsleden” and “St. Olav Ways” were used to find relevant videos. The videos included were from several previous years, though generally recent.
- Twitter was not included because of lack of activity.

The activities in this research can be summarized thus: Passive observation and documentation of social media posts, content, and comments relating to Norwegian pilgrims and pilgrims along the St.Olav ways. Our data collection is comprised of social media posts collected between June until late October 2021. In searches for content on YouTube and Instagram, some posts were taken from earlier years. Across the three social media in the period of observation and also through some historical material, several hundred posts have been observed and analysed.

Each of the collected posts was annotated and categorized into themes to get a general overview of the kind of content that was posted in the different social media channels. All the content included is openly available online, and only privately analysed (not republished with any personal information present). Not all the content on the social media channels were included for analysis, but were selected according to relevance, engagement, and in the case of searches, what came up first and was deemed the most “relevant” by the search system. In the case of the group “Pilegrimsleden” on Facebook, most of the content from the pilgrim-season (June to September) was included. Miro was used as a tool for sorting and organising the data.

The clustering of themes was related to different facets, including:

- Physical location of the post/pictures
- What is being posted
- Media present in the post (e.g., images, video),
- Who is posting (I. E. organisations or private people)
- Themes observed in the text and/or pictures in the post
- The amount of engagement, and the kind of engagement (comments, likes)
- The social media platforms the posts are being posted in
- Number of pictures and text present in the post

The process and observations of the digital ethnography was conducted during the second half of 2021 and the findings where sorted and described in a report at the beginning of 2022 (see Annex I).

The knowledge gained from the digital ethnography can be summarized in an illustration from the report, shown in Figure 1:

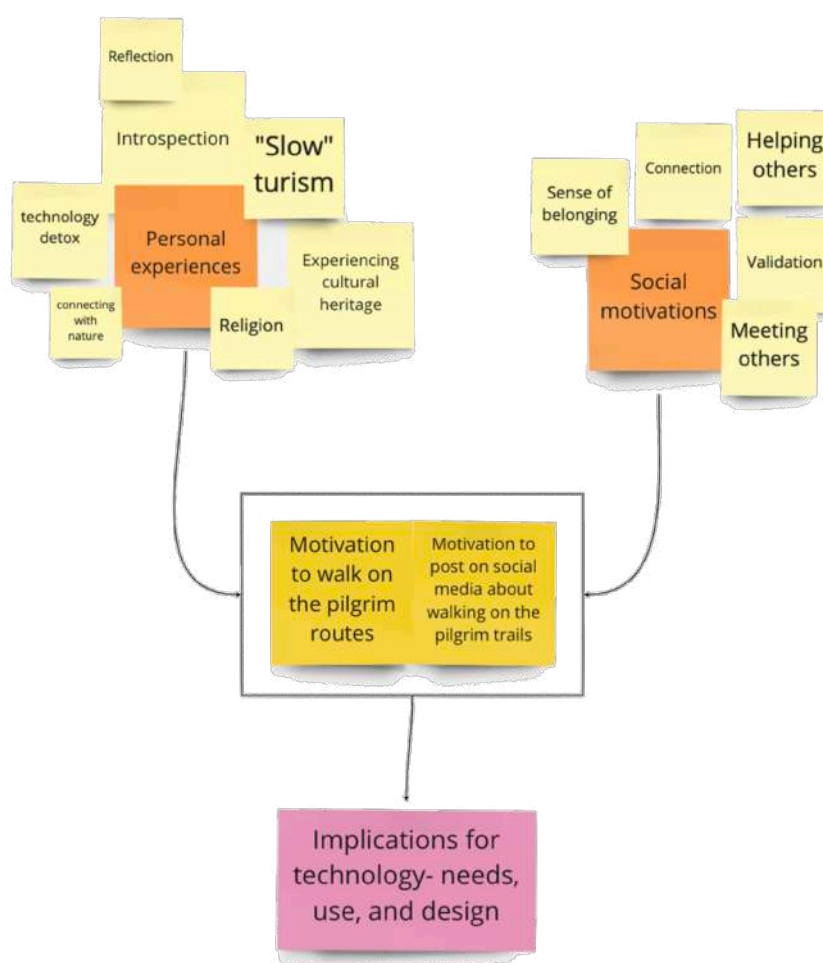


Figure 1: Summary of findings from passive, digital ethnography.

As we can see they are sorted into two main motivational categories for (existing) pilgrim tourism as shared on social media: personal experiences and social motivations that converge into general motivations for travelling along the St. Olav paths and can have implications for the needs, use and design of technological systems for this target group. The knowledge gained from the exercise of digital netnography is currently being used when working on content for the digital system through user profiling and personas (see below) and the findings will also be further elaborated in a user research report due in M6 2023.



Further user research: Questionnaire, interviews and observations

The pilot's research assistants Eira Taksdal and Ida Parelius were given the task to use the knowledge gained from the digital ethnography and from active observations of people on the paths during summer 2021 to build a plan for further user research for the first half of 2022. The established plan summarised was to undertake the following types of user research:

- In-depth interviews of pilgrims, pilgrim tourists and service providers along the Gudbrandsdalsleden.
- A questionnaire survey for distribution among pilgrims, pilgrim tourists and service providers.
- Observations and spontaneous interviews of pilgrim tourists on the paths and at pilgrim centres.

The main topics of inquiry and the motivation for these research activities was to deepen our understanding about:

- Experiences with using the paths.
- Duration(s) of trip(s).
- Help with the trip planning.
- Preferences for detours and stops along the trails.
- Use of digital technology while travelling.
- Use of technology for wayfinding.
- Type of activities along the trail.
- Accommodation.
- Communication about the journey(s).
- The use of food services along the trail.
- Planning of future trips.
- Motivational factors in planning.
- Use of information sources in planning.
- Identification as a "pilgrim".

The questionnaire (see Annex II) was made in two versions, one Norwegian and one English and distributed through social media and QR-codes left at the regional pilgrim centre at Granavollen. In total it has received 39 respondents who completed the questionnaire.

All in all, 13 in-depth interviews of approximately 1 hour duration each have been conducted with eight pilgrim tourists and five with people offering services along the paths. All of the interviews have been fully, verbatim transcribed and the data is currently being coded and analysed.



Observations and talks at Granavollen pilgrim centre

In June, a day was spent at the regional pilgrim centre at Granavollen¹ for observations and interviews / talks with the manager of the centre, local guides and volunteers and any pilgrims stopping by. The main purpose was to involve stakeholders and gain knowledge about and perspectives on:

- The everyday running of the pilgrim centre.
- The motivation(s) they observe among the pilgrims.
- The questions and perspectives they get from pilgrims.
- The needs they see that pilgrims have when approaching them or arriving at the centre.
- Their perspectives on broadening the scope of pilgrim tourism by making detours more accessible and by highlighting ethnographic and cultural heritage along the path.

This is a summary of the main findings from observations and talks at the pilgrim centre at Granavollen:

- The centre wants to be a social meeting place but does not want to become “too popular” out of fear of losing its special character.
- There is wide-ranging variety in pilgrim backgrounds and demographics.
- Most solo pilgrims use tents and lean-ins for accommodation to keep costs down.
- Awareness of tenting spots varies.
- The level of preparedness among the pilgrims varies a lot.
- “Marathon pilgrims”: Run one marathon a day along the path.
- “Bilgrimer”: Some, older wanderers combine on foot and car-transport along the path.
- Some of the solo pilgrims struggle with travelling solo after a while: the ideal of isolation becomes hard and they seek social connections.
- More young travellers observed during the pandemic.
- The largest group of foreigners are Germans (this is also confirmed in official statistics of the path), but also many other Europeans from the Netherlands, Belgium, Spain, Italy, Bulgaria and also people from the rest of the world, USA, Australia.
- The different municipalities are responsible for maintaining the different parts of the path especially clearing of re-growth is sometimes challenging.
- Pilgrims are often aware of the weight of what they carry; even to the point where they will remove pages from guidebooks once they are done with them.
- Some issues around the existing digital system at pilgrimsleden.no is discussed: It is important to keep it maintained and updated, some distance info is not accurate, wrong price info can create frustration among the travellers (price increases), POI-info and websites are not always updated and correct.

¹ <https://pilegrimsleden.no/regionale-pilegrimssenter/pilegrimssenter-granavollen>



- Most pilgrims plan ahead and are well prepared, but some show up unprepared and need help and guidance to find accommodation etc.
- The unique point of St. Olavs ways is that you can travel alone and solitary without meeting many people if you wish.
- Motivations to wander: Many of the “long-wanderers” (people who wander the complete path from Oslo to Trondheim) explain that they have experienced a change in their life before wandering, some seek isolation.
- Visiting churches on the path is a popular activity among pilgrims. The centre received inquiries about the opening hours of churches frequently.

User profiles and personas

Based on the knowledge accumulated through our user research up to June 2022 we have developed four *personas* for the pilot. Personas and scenarios are a much used method for user-centred design and it helps researchers, designers and developers to stay focused on user needs and it is an effective method for resolving questions and focusing efforts. The four personas we have made are meant to represent the following user segments:

- **The traditional pilgrim tourists** “long-wanderer” who seeks the spirituality of a pilgrimage after a life changing event or at a point in life where it is possible to conduct a long pilgrimage. Statistics tell us that he or she is most likely German. Would like to plan and travel solo but to some extent be social and meet people while underway. *Persona: Wilhelm Müller (56) (Figure 2).*

Keep smiling, because life is a beautiful thing and there's so much to smile about

Bio

Wilhelm has lived in Germany with his wife and children, but his wife recently passed due to cancer. His children has moved out, and he doesn't want to sit alone at home during summertime. He has for a long time wanted to explore Norway, but due to his wifes condition, it was put on hold. He has spent some time researching and planning, and has decided to go on a pilgrimage from Oslo to Trondheim. He wants to travel alone, hoping to meet up with like-minded people. He loves planing, but isn't very strickt with keeping up with the plans he has made, he is willing to join what others would like to do.

Demographics

Name:	Wilhelm Müller
Age:	56
Job:	Engineer
Location:	Lübben, Germany
Marital status:	Widower
Family:	2 adult children

Goals and motivation

1. Find out who he is without his wife
2. Explore the spiritual parts of life
3. Find new friends and make memories

Frustrations

1. Being alone
2. Hills and steep slopes
3. New technology

Personality

Introvert Reserved Patient Curious Optimistic

Figure 2: Persona Wilhelm Müller..

- **A young, local person** who is active on social media and enjoys the outdoors but has little knowledge about and would like to know more about the region and the possibilities in the area, since she just recently moved here. She would like to build a network of people with common interests. She is interested in places and their history and she “lifelogs”. *Persona: Lise Solheim (26) (Figure 3).*
- **A local, family person** who wants to involve the children in activities, and who wants the children to enjoy the outdoors and the same time gain knowledge about local history and geography. Not a very active outdoors user but would like to involve the family in activities away from computer screens and the home. *Persona: Henrik Olsen-Berg (38) (Figure 4).*

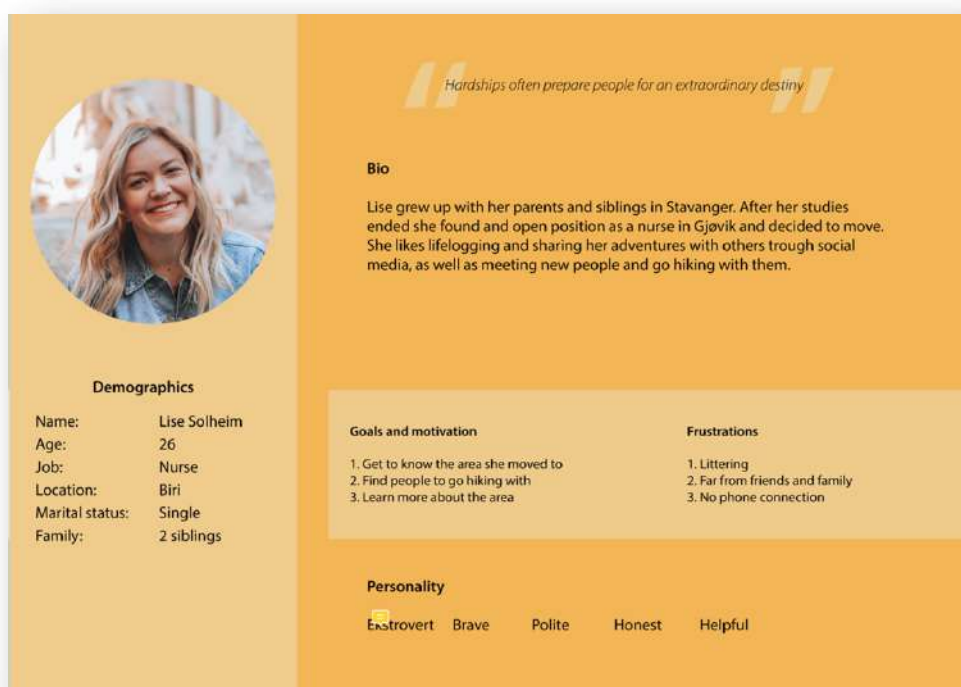


Figure 3: Persona Lise Solheim.

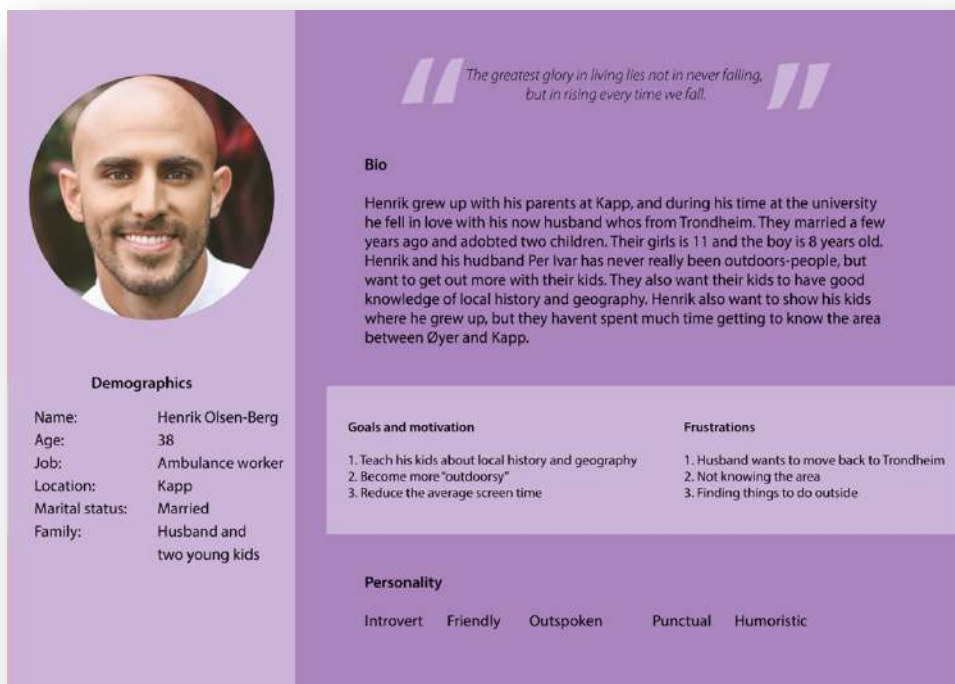


Figure 4: Persona Henrik Olsen-Berg.

- **An international tourist** who is interested in travelling and trekking and who wants to explore new experiences and exotic places with friends. Likes to cross off popular destinations on the “bucket list”. Seeks unique experiences and local flavour. *Persona: Veronica Brown (42) (Figure 5).*

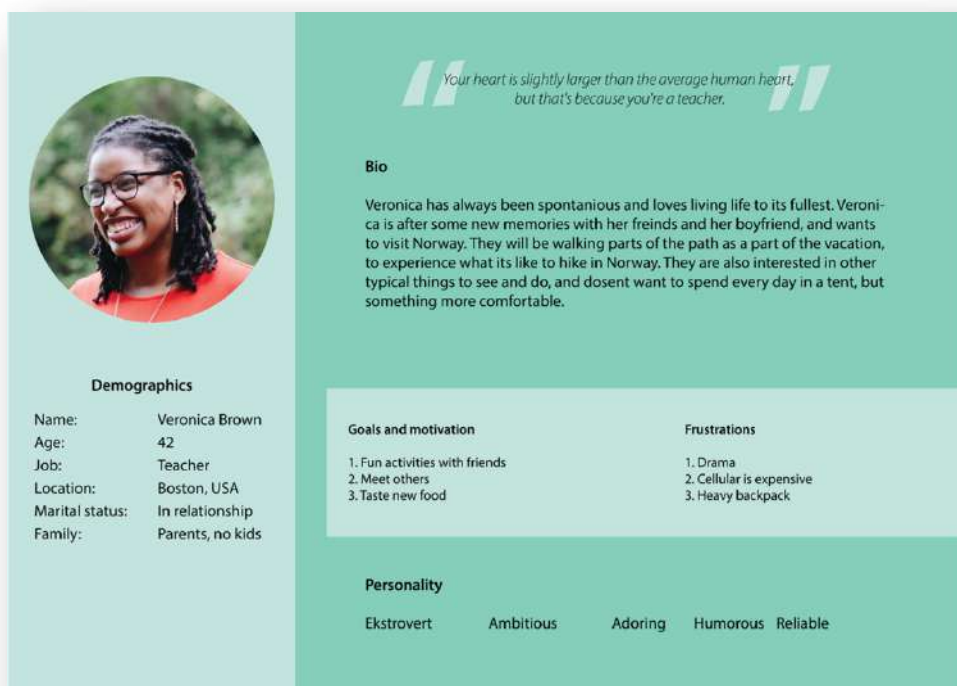


Figure 5: Persona Veronica Brown.

The personas have so far been actively used and “consulted” when planning and developing content for the digital systems in the form of POIs, featured recommendations and narratives, and will continue to be so.

Feedback on, and a heuristic evaluation of, the digital platform

As part of our user research, the people from NTNU involved in the St. Olav pilot have systematically gathered our experience of using the digital system being developed for rurAllure in the form of a desktop web interface and an app. Errors, usability issues and proposed changes have been documented and reported through the reporting routines of WP3 (“Technological platform”) in the documents “Pilgrim Portal Feedback”, “Translations Pilgrim Portal” and “App Feedback”. In addition, our research assistant Eira Taksdal has made a heuristic evaluation of the web-interface as it appeared in June 2022. The analysis was shared with WP3 and WP3-lead from GVAM. Most of the issues discovered through the heuristic evaluation is related to terminology used for labelling information objects and functions in the system:

- Ambiguities in terms.
- Duplication of terms across functions.
- Unclear separation between faceted, filtered navigation and search results.
- Match between the system and the real world, consistency and standards.
- Recognition rather than recall.

The complete report from the heuristic evaluation was taken into account in WP3 in preparation of D3.3 (“Tests report”), submitted in September 2022 and expecting a final update in March 2023.



During 2021 we conducted two days of field studies through observation along our local path in the Gjøvik region engaging with pilgrims, tourists and locals. In 2022 we have been active in the Facebook groups called “Pilegrimsleden”, “Pilegrimsleden St. Olav Ways” and “Pilegrim” where we have posted about the rurAllure questionnaires and photo competition, in addition to the passive observations as described above in chapter 1. In addition we arranged an “open day” of observation, walk-alongs and interaction with volunteers, pilgrims and staff at Granavollen regional pilgrim centre as detailed in Table 1.

Table 1. Open day at Granavollen.

EVENT	Open day at the regional pilgrim centre at Granavollen
DATE	June 10 th 2022
REFERENCE ROUTE	Gudbrandsdalsleden
MOTIVATION	To get in touch with and engage the regional pilgrim centre and visitors
TOPICS	Interviews, observations, “walk-along”
GEOGRAPHICAL SCOPE	The Western path between Oslo and Lillehammer
TARGET AUDIENCE	Staff, volunteers, pilgrims, visitors
NUMBER OF PARTICIPANTS	Around 20-30
STAKEHOLDERS' INVOLVEMENT	NTNU, regional pilgrim centre Granavollen
VENDORS' INVOLVEMENT	None
IT PLATFORM COVERAGE	Yes
DISTANCES FROM THE OFFICIAL PATHS	Right on the path
FACILITATED TRANSPORT	None
COST OF PARTICIPATION	Free
PROGRAMME	Open day meeting volunteers, staff and visitors
ITINERARY	At Granavollen and the adjacent “sister churches”

TRIP AND TERRITORY CHARACTERISTICS	Local territory around Granavollen and the medieval “Sister churches”. Semi-rural area with farms, villages and scattered housing.
INCENTIVES TO PARTICIPANTS	None
COST SHARING	Cost covered by project / NTNU
RURALLURE PARTNERS’ CONTRIBUTION	Regional pilgrim centre and NTNU
CONTRIBUTION TO KPIS	Mainly knowledge, insight and research
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	It was difficult to plan for the number of visitors who appear on the day. We had planned for a walk-along with pilgrims on a spiritual walk, but on the day this had been rescheduled so this part of the program was not accomplished, but we got to involve staff, volunteers and visitors at the pilgrim centre at Granavollen.

PICTURES FROM THE EVENT





3. Actions with stakeholders and policymakers

Stakeholder content workshops

Table 2.

EVENT	Stakeholder content workshop
LOCATION	Maihaugen, Lillehammer
DATE	February 16th 2022
REFERENCE ROUTE(S)	St. Olavs ways: Gudbrandsdalsleden
MOTIVATION	To engage partners and stakeholders in content development for the rurAllure digital system, specifically for the WP6 pilot along Gudbrandsdalsleden
TOPICS	Research and user involvement, themes for content development and focus, developments of narrative topics
GEOGRAPHICAL SCOPE	Gudbrandsdalsleden with a special focus on the Mjøsa region



RELATION TO PREVIOUS ACTIONS	Building on and follow up of previous workshop meetings
PARTICIPANTS	Stiftelsen Lillehammer Museum, Mjøsmuseet AS, National pilgrim center, regional pilgrim center, NTNU, local journalists
PROMOTION	Project internal
COST SHARING	Stiftelsen Lillehammer Museum and NTNU
RURALLURE PARTNERS' CONTRIBUTION	NTNU arranged the workshop, Stiftelsen Lillehammer Museum hosted it and was responsible for historical contexts and framing, Mjøsmuseet AS contributed with historical knowledge and perspectives.
AGENDA	<ul style="list-style-type: none">• Historical guided tour of the indoors and outdoors collections at Lillehammer Museum, Maihaugen.• POIs: How can we identify, document and prioritize POIs for inclusion in the digital system of rurAllure?• How can we use identified POIs as basis for recommended plans and produce good recommendations for the digital system of rurAllure?• Ideas for narratives: Can we identify ideas and perspectives for possible narratives for inclusion in the digital system of rurAllure? What about tone-of-voice and perspective (narration)?• Research and user insight: Plans for user insight and research activity for the next four months.
AGREEMENTS AND OUTCOMES	<p>The following topics were identified, they are summarised in this list, and there was agreement to explore them for content and narratives:</p> <ul style="list-style-type: none">• Fish and fisheries both as religious symbols and as historical livelihoods along the lake Mjøsa as well as importance in the context of industrial development in the Gjøvik region with the Mustad fish hook factories.• The Nobel laureate author Sigrid Undset: Her life and literature has interesting connections to medieval history, the local area, pilgrimages, catholicism and religious history, as well as contemporary history and her writer's home is part of Stiftelsen Lillehammer Museum.• Local history and historical sites linked to the life of King Olav Haraldsson (later St. Olav).• Norse mythology and the religious precursors to Christianity in the region along the Gudbrandsdalsleden pilgrim path.• Historical architectural typologies specific for the region: The "langhus" and the stave church as examples of local building traditions and their functions from an ethnographic perspective. Church art and decorations of the stave churches are also important contributions to the cultural heritage of the region. There are the following stave churches in the Innlandet region:



-
- Garmo, Lom (n. p. Maihaugen) – 1157/58
 - Hedalen, Sør-Aurdal – 1150-1200
 - Hegge, Øystre Slidre – Etter 1216
 - Høre, Vang – 1180
 - Lom, Lom – 1150-1200
 - Lomen, Vestre Slidre – treverk fra 1179ÅN
 - Reinli, Sør-Aurdal – Etter 1326
 - Ringebu, Ringebu – 1220
 - Øye, Vang – Ca. 1200
- Religious history in the region: The christening of Norway, reformation, Protestantism and Catholicism, the pilgrim tradition and St. Olav as a national saint.
 - Churches along the paths: The church as architectural type(s), as religious institution, as cultural heritage and as important meeting point in people's lives throughout history.
 - Landscape art and art collections and institutions along the path in our region. The Innlandet region has a rich tradition for sculpture, landscape and art-in-nature as well as collections, galleries and museums for historical and contemporary art.
 - The lake Mjøsa is an important geographical reference in the region and the lake has served many purposes from an ethnographic and historical perspective: As a food source through fisheries, for transport and communications in summer time with boats and in winter with horses, cars, skis and skates on the ice, for strategic and military purposes, as a water basin for drinking water and farm irrigation, as a dumping-ground for industrial and military waste, and as a source of environmental activism in the 1980s with "Mjøsaksjonen" as a wake-up call for cleaning up and reducing pollution.
 - Industrial history in the region and around lake Mjøsa with Kapp melkefabrikk, Gjøvik glassverk, Mesna kartong, Mustad fabrikk and other important factories and industrial sites by the lake.

The proposed plan for user insight with observations, interviews and a short questionnaire was agreed upon.

CONTRIBUTION TO KPIS

Number of relevant POIs and number of thematic "recommended plans" as well as number of narratives.

MEDIA CLIPPING

<https://rurallure.eu/1st-rurallure-event-in-norway-ethnographic-heritage-on-the-ways-to-trondheim/>

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

First physical meeting and workshop with partners after the pandemic lockdown. Focus was on planning of user research and framing of content development.

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PICTURES FROM THE EVENT



Table 3.

EVENT	Stakeholder content workshop
LOCATION	Mjøsmuseet, Kapp
DATE	March 30th 2022
REFERENCE ROUTE(S)	St. Olavs ways: Gudbrandsdalsleden
MOTIVATION	To engage partners and stakeholders in content development for the rurAllure digital system, specifically for the WP6 pilot along Gudbrandsdalsleden
TOPICS	Research and user involvement plans, themes for content development and focus, identification of heritage sites / POIs in the area, further developments of narrative topics.
GEOGRAPHICAL SCOPE	Gudbrandsdalsleden with a special focus on the central Mjøsa region
RELATION TO PREVIOUS ACTIONS	Building on and follow up of previous workshop meetings
PARTICIPANTS	Stiftelsen Lillehammer Museum, Mjøsmuseet AS, National pilgrim center, regional pilgrim center, NTNU, local journalists



PROMOTION	Project internal
COST SHARING	Mjøsmuseet AS, National Pilgrim Center and NTNU
RURALLURE PARTNERS' CONTRIBUTION	NTNU arranged the workshop, Mjøsmuseet A/S hosted it and was responsible for historical contexts and framing, Lillehammer museum Maihaugen contributed with historical knowledge and perspectives.
AGENDA	<ul style="list-style-type: none">• Historical guided tour of the indoors and outdoors collections of Mjøsmuseet A/S at Kapp.• POIs: Further development of thematic identification, documentation and prioritization of thematic POIs for inclusion in the digital system of rurAllure?• POIs as basis for thematic plans.• Ideas for narratives: Building narratives based on the collections and perspectives of Mjøsas Ark and Mjøsmuseet.• Research and user insight: Further plans for user insight and research activity for the next four months.
AGREEMENTS AND OUTCOMES	<p>The following topics were identified, they are summarised in this list, and there was agreement to explore them for content and narratives:</p> <ul style="list-style-type: none">• “Democracy” with a basis in The Castberg children's laws: six laws that were passed in April 1915. They were radical European context, because they gave children born out of wedlock the right to name after father. The laws came into force on 1 January 1916 and have their origins in the radical leftist Johan Castberg from Gjøvik. Castberg worked closely with his sister-in-law, the women's activist Katti Anker Møller, who has his share of the credit for the laws. With the Castberg children's laws, Norway paved the way for legal equality between children born in and out of wedlock. Similar laws first appeared in the 1920s and 1930s in Iceland, Finland and Denmark, and in Sweden first in 1967. The documents from the Children's Law case are from 2017 part of the UNESCO World Heritage Documentary Register and are one of six Norwegian world heritage sites. (SNL, 2022)• “Gjøvik Farm.” Nedre Gjøvik farm was bought in 1804 by Caspar Kauffeldt as a farm and residence for him and his family. Caspar Kauffeldt got leased land from Hunn farm in Vardal, and established the country's first privately owned glassworks there. Gjøvigs Glasværk was in operation from 1807 to 1843. Nedre Gjøvik farm was owned by the Kauffeldt family until 1860. At that time, the entire property was sold to state agronomist (state inspector) Niels Hansen, married to Augusta Mjøen. The farm with mill and sawmill became a model farm. The farm passed to Hansen's son, later General War Commissioner Alf Mjøen in 1893. Shortly afterwards, parts of the farm were laid out as residential plots on Gjøvikjordet. Mjøen started at that time with pig farming in a new barn, before he in the 1920s went over to chickens. The hen house had a capacity of over 3,000 hens and was in operation until 1952. The same year, General War Commissioner Alf Mjøen bequeathed the property to Gjøvik municipality under certain conditions. After the general war commissioner's death in 1956, the



property was managed by Gjøvik municipality, but from 1996 Gjøvik farm's cultural center was placed under the administration of Gjøvik historical collections (GHS). The museum, which is now part of the new Mjøsmuseet A / S, also manages the Eiktunet Cultural History Museum and other buildings in Gjøvik. In 2008, the farm and the entire area were protected. (Gjøvik Gård, u.å)

- **“Peder Balke.”** Peder Balke was a Norwegian painter who after his death was recognized as one of the best landscape painters in Norway in the 19th century. He grew up as a homeless boy in cramped conditions on Helgøya but stayed in the 1820s on the farm Vester-Balke in Toten. Here he was regarded as "A son of the House" and took the name Balke. He began as a self-taught village painter, but later received his education at the Drawing School in Christiania (1827), at the academy in Stockholm (1829–1833) and in Dresden (1836). Farmers on Toten paid for his education, and as a thank you he painted the halls on their farms. Balke was also concerned with social issues. In 1842 he raised the question of artist scholarships, and in 1851 he was one of the first to raise the question of pensions in Norway. The residential area Balkeby (or Kunstnerlund) on Majorstua in Oslo was established after Balke in 1856 bought land from the farm Nedre Blindern, and parceled it out to residential plots. He himself lived there with his spouse and 4 children in 1875 (according to the 1865 census). As early as the 1840s, paintings by Balke were bought by King Ludvig Filip of France and are today exhibited in L'aile Rohan in the Louvre in Paris. In 2014, pictures of Peder Balke were exhibited at the National Gallery London (UK's National Gallery). For the exhibition in London, Balke was described as "an early modernist, with a special eye for the dramatic and romantic landscape in northern Norway". Next to Edvard Munch, Peder Balke is the only Norwegian artist who has been exhibited in the National Gallery, and one of a total of three artists from Scandinavia. (Wikipedia, 2021). There is a Peder Balke center and gallery in the area at Toten.
- **“Peasant Uprising 1818.”** The background for the farmers' protests was partly the silver tax, partly the bad times as a result of the decline in the freight trade. The Storting of 1818 had decided to maintain the silver tax, and only provide minor relief for those who were unable to pay. The failure of the timber trade also meant that the farmers in Drammensoppland did not have the money to pay the ordinary taxes. There had already been several peasant uprisings in the late 1700s and early 1800s. The reasons were usually economic. None of the actions were armed, but if there was a hint of violence, severe punishments were imposed on the exemplary penitentiary. Christian Vs Norske Lov said that the one who protested against the king's command at the parliament or in another public assembly, had violated honor, life and property. When the Norwegian Constitution was written in 1814, none of these laws were repealed. The constitution allowed for military force against the citizens if they disturbed peace and order.
- **“Women's rights.”** The post-war period until the mid-1960s was the “housewife”- era in Norwegian history. People got married early, and there were more housewives than ever before. With the exception of



a small but industrious feminist opposition, there was broad agreement that society should be built on the nuclear family, where the husband had paid work while the wife worked at home. During the 1960s, this changed. More women took education, and more and more married women entered working life. The number of children per family decreased from three to two. Attitudes towards equality and women's individual rights became more positive. In the early 1970s, a new, radical women's movement demanded liberation from the male-dominated society. Established women's organizations with the goal of gender equality at the same time continued their work. Overall, the women's movement made demands for kindergartens, self-determined abortion, equal pay, equal working conditions and political influence. In the 1980s, more women joined both the municipal councils, the parliament Stortinget and eventually in the government. More women than men were in education, and the number of women in working life increased sharply. Many worked in schools, kindergartens and the health service, where women also held management positions. In this way, they enabled a strong development of the welfare state. This in turn led to more women being able to combine family and profession. (SNL, 2022)

- **“Olav Johan Sopp”**. Doctor Sopp (“sopp” is the Norwegian word for fungi) was a doctor and a pioneer in Norwegian and international mycology. He laid the foundation for the Norwegian milk condensing industry and also made important contributions to the modernization of the Norwegian brewing and dairy industry. Johan Oluf Olsen grew up in Hamar. After graduating in art in 1879, he began to study medicine at the University of Kristiania and took the 1st department in 1882. Already in his youth he had taken an interest in fungi, and in 1880-85 he traveled around Norway with a public contribution and gave lectures on edible fungi, among others. .a. in military bases. In 1883 he published a mushroom book which came in several, expanded editions until 1924. In 1882–85 he was an assistant to Professor Hjalmar Heiberg at the Department of Pathology and Anatomy, at the same time as he arranged the university's mushroom collection. Before completing his medical studies in 1888, he had a longer study stay with the famous mycologist Oscar Brefeld in Münster in Germany and a shorter stay at the Carlsberg brewery's laboratory in Denmark. After graduating, he practiced as a doctor in Kristiania for a couple of years. He received his philosophical doctorate in 1893 on the dissertation on fungi and soil.

“Lake Mjøsa.” Mjøsa is located in Innlandet county and in Viken county, and is Norway's largest lake, and the deepest point is 453 meters. The name Mjøsa comes from Norse Mjors, with unknown etymology. One suggestion of meaning is "the shining". The story of Lake Mjøsa: 50,000 years ago, the animals followed when the ice began to retreat, and humans followed to hunt the animals.

Distribution, contact and mobility. Lake Mjøsa has historically been a transport and traffic artery, even in a frozen state. I Sverre's saga tells that King Sverre pulled boats from Randsfjorden over Einavatnet and along Hunnselva to Mjøsa. The wind conditions make sailing slow compared to on the coast, and the simple raw sails could not be used



for crossing. The transport of goods on the lake was probably extensive and well organized in the Viking Age and in Hamar's heyday in the High Middle Ages. Guided boats on Lake Mjøsa are known from written sources from the 17th century onwards. The boats were probably, like the Torgunrud boat, relatively flat-bottomed to be able to walk up to the shallow beaches, but they had keels. North went salt, grain (in bad years), iron, coffee, sugar and tobacco; to the south went liquor, glass, ore, timber, cheese, butter and in good years grain. "Dølvegen" was the ice road along Lake Mjøsa between Eidsvoll and Fåberg, the name comes from the fact that the traffic was dominated by gudbrandsdøler who took on this as extra work in the winter.

The steamboats: In August 1840, Norway's first iron ship, and Mjøsa's first steamship DS "Jernbarden" was launched at Eidsvoll. This ship marked a technological boost that resulted in increasing transport volumes and faster transport between ports. The "Iron Bard" sailed twice a week during the summer months of 1841. In 1847, the steamship "Dronningen" was put into service, it was specially equipped for passenger traffic with six cabins and a larger engine. Both "Dronningen" and "Jernbarden" were acquired by companies formed by farmers in Fåberg and merchants in Lillehammer. Traders in Christiania also had interests in the steamships, plans for the Hamar-Elverum railway meant that østerdøler also invested in steamships on Lake Mjøsa. The distilleries along Lake Mjøsa, in which the farmers also invested to ensure the sale of goods, had a great need for transport. In 1844, Minnesundet was cleaned so that steamships could go all the way to Eidsvoll.

Railway. The Christiania-Øyeren-Mjøsa road was around 1850 the country's busiest. A railway, at the planning stage called Mjøsbanen, of only 65 km from Christiania to Eidsvoll connected the steamboats on Lake Mjøsa with the capital and the sea. With the completion of the main line at Eidsvoll in 1854, the steamships on Lake Mjøsa were in a golden age, with the founding of the Opland Steamship Company and the acquisition of DS «Færdesmanden» and DS «Skibladner» in 1856. Vormo and Minnesundet were cleaned up so that the steamships could go down to Eidsvoll where at Eidsvoll station there was a direct transition between boat and train. With a railway from the capital and steamships on Lake Mjøsa, travel time dropped considerably from Kristiania and Mjøsbyene, as well as the start of Gudbrandsdalen.

Car traffic, ferries and roads. In 1859, the road between Gjøvik and Odnes by the Randsfjord opened with a connection to Lærdal. After this, much of the traffic between Christiania and Bergen went through Lake Mjøsa and Gjøvik. The railway company also ran horses and carriages between Odnes and «Gjøvik Station» (steamboat pier). At the beginning of the 20th century, the internal combustion engine became more and more common, both in boats and in cars. In 1923, the first car ferry, MF "Mjøsfergen", was put into operation between Gjøvik, Mengsholog Smedstua (both the latter on Nes). Gjøvik-Mengshol was for a long time one of the busiest stretches in the country. In 1984, Mjøsfergen carried 335,485 vehicles and 742,000 people, about three times as many as in 1965. In 1955, 28,800 vehicles were transported, compared with 118,700 in 1965. The last ferry was "Mjøsfergen V", which was sold out of the district when Mjøsbrua was



opened in 1985. In 1938, MF “Helgøya” was put into operation between Helgøya and Nes. The ferry was in operation until 1957, when a bridge was built over the Nessundet. MF “Helgøya” later went for a while in Tyrifjorden, and is now exhibited in Mjøssamlingenes museum on Minnesund. During the winter, the ferry had to break through the ice.

Timber floating. During the 16th century, Lake Mjøsa and the entire Glomma watercourse were used for timber floating. The timber was stacked in booms and sailed across the lake, the booms may also have been rowed in periods with too little wind. In the 1850s, “Færdesmanden” began hauling timber. The timber hauling became widespread in the 1870s, the timber was carried further down Vormå and Glomma. Especially the period 1900-1960, this activity had a large scope on Lake Mjøsa. The timber float on Lake Mjøsa was closed down in 1980, because the timber was no longer going to Borregaard, but to Tofte and therefore it could not be floated.

- **Narratives**

This part of the meeting was more of a discussion between all participants, where several of the points can be discussed further.

- Take inspiration from Denmark’s “voices from the past”
- The ability to filter what the user chooses
- Choose what you want to listen to before or while walking
- Automatic playback- Recommendation of interesting sound recordings
- A kind of guide where you get connected to the personal aspect
- Trigger playback in specific areas (Geofencing)
- What actually works for Maihaugen and Mjøsmuseet AS?
- A mix between emotional and factual presentation
- Relate to something you have experienced or something personal
- The person speaking should be connected to the topic to make it more interesting
- Relate to things that are interesting
- The listener must be in the centre
- What motivates people to walk? Relax and get away from the technological world
- Can use narratives to get to know one area better (for tourists, newcomers or residents)
- Construct narratives – Myths
- Cultural heritage
- Stories: Someone who reads aloud



	<ul style="list-style-type: none"> o Different sounds o The stories should be good but the media production should be simple. Agile methodology: Minimal viable product: Important to get something produced and published.
CONTRIBUTION TO KPIS	Number of relevant POIs: 20-30, and number of thematic “recommended plans”: 2-3 as well as number of narratives: 2.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Second physical meeting and workshop with partners after the pandemic lockdown. Focus was on content development and user profiling for the digital system.

Table 4.

EVENT	Stakeholder content workshop
LOCATION	NTNU, Gjøvik
DATE	May 19th 2022
REFERENCE ROUTE(S)	St. Olavs ways: Gudbrandsdalsleden
MOTIVATION	To involve partners and stakeholders in content development for the rurAllure digital system, specifically for the WP6 pilot along Gudbrandsdalsleden
TOPICS	Research and user involvement plans, themes for content development and focus, identification of heritage sites / POIs in the area, further developments of narrative topics.
GEOGRAPHICAL SCOPE	Gudbrandsdalsleden in general
RELATION TO PREVIOUS ACTIONS	Building on and follow up of previous two workshop meetings
PARTICIPANTS	Stiftelsen Lillehammer Museum, Mjøsmuseet AS, National pilgrim center, regional pilgrim center, NTNU, local journalist.
PROMOTION	Project internal
COST SHARING	NTNU
RURALLURE PARTNERS' CONTRIBUTION	NTNU arranged and hosted the workshop. Mjøsmuseet A/S and Lillehammer museum Maihaugen contributed with historical knowledge and perspectives.



AGENDA	<ul style="list-style-type: none">• Historical guided tour of the NTNU campus at Gjøvik and the Mustad historical industrial site with the Department of design facilities.• POIs: Further development of thematic identification and documentation of thematic POIs for inclusion in the digital system of rurAllure.• Planning of POI-content sourced from existing content – text and images – with right clearance for re-use.• Features plans: Identification and development of plans based on POIs.• Research and user insight: Ongoing user research, planning of observation and interviews at Granavollen pilgrim centre, development of user profiles and personas.
AGREEMENTS AND OUTCOMES	<p>The following topics for POIs and featured plans were identified, and they are summarised in this list:</p> <ul style="list-style-type: none">• “Church paths”: Highlight the churches that are in the vicinity of the Gudbrandsdalsleden path. Section into different geographical and / or thematical sortings: Medieval churches, Stave churches, local churches etc.• Art galleries and collections along the path: Highlight art galleries and collections in the vicinity of the paths to create an “art gallery plan”.• Land-art and sculpture plans: The Innlandet region has a strong tradition for site specific land-art and sculpture and there are several installations and sculptures that can be visited along the paths. Some of the art installations are developed with a direct link to the pilgrim paths in the project called “Tankeklassen” (https://kulturnett.innlandetfylke.no/kunstprosjekt/tankeklass/). Thematic plans can be built around this outdoors, publicly available art.• Industrial history plans. Along the Gudbrandsdalsleden there are several sites with industrial history. In a Norwegian context industry was often established based on mining or hydro power from waterfalls. These industrial sites are sometimes museums today and they have interesting histories from economic, social, industrial and architectural perspectives. Plans should be developed to highlight these POIs.• Rural museums and historical collections along the paths. Plans should be made based on POIs of different types of rural museums.• Historical local communities. Plans focusing on and highlighting ethnographic history POIs in local communities along the paths.• Alf Prøysen. Recommended plan focusing on the writer and songwriter Alf Prøysen in a local, geographical and historical perspective.
CONTRIBUTION TO KPIS	Number of relevant POIs: 50-60, and number of thematic “recommended plans”: 5-6.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Third physical meeting and workshop with partners. Focus was on features plans, themes and planning of user involvement and research in the form of observation, questionnaire, and interviews.

Stakeholder content involvement and networking

During 2022 activities relating to networking for the Norwegian pilot can be sorted into the following categories:

- *Networking with the consortium of the rurAllure-partners* through digital meetings and consortium meetings: WP6 and NTNU has been present at both the consortium meetings in Padova in January and in Bratislava and Budapest in September.
- *Networking with the local partners of the WP6 pilot*: Several workshops and meetings have been conducted throughout 2022, as well as asynchronous, digital cooperation.
- *Networking with local stakeholders*: Meetings with regional pilgrim centres and Innlandet municipality has been conducted throughout 2022.
- *Networking with local service providers*: Our pilot has during 2022 established contact with more than 20 heritage based institutions, collections and museums in the vicinity of the Gudbrandsdalsleden path – see Table 5 below for details.
- *Networking with other partners, interest groups or interested parties*:
 - Mattias Jansson from our local partner the National Pilgrim centre represented and presented rurAllure at the international summer school “**Heritage-based regeneration at regional level: learning from practice**” of the Horizon 2020 RURITAGE-project in Kuopio, Finland in May. The 3-day Summer School event was arranged within the H2020 funded RURITAGE project by Savonia University of Applied Sciences. The course was devoted to practices within the opportunity-driven innovation areas: landscape, local food, art & festival, and pilgrimage.



Figure 6. Opening slide from Mattias Jansson's presentation at the RURITAGE summer school.

- *Liaison with the Danish Santiago pilgrims and the Swedish pilgrim paths for inclusion in the rurAllure digital system*. To expand the geographical reach and build networks and community across borders the Danish and Swedish pilgrim organisations



Foreningen af Danske Santiagopilgrimme and *Riksförbundets Pilgrim* have been invited in to be part of the digital system of rurAllure. The first contact has been established and a working group of Johan Wihlborg and Emanuel Eriksson representing *Riksförbundets Pilgrim*, Rikke Ærtbjerg representing *Foreningen af Danske Santiagopilgrimme* and Ole E. Wattne representing NTNU and the St. Olavs pilot has been established and we are currently planning our meetings and the way ahead for this cooperation.

Table 5.

EVENT	Stakeholder involvement: Museums and collections in the vicinity of the Gudbrandsdalsleden path
LOCATION	NTNU, Gjøvik
DATE	Asynchronous, digital contact: April – October 2022
REFERENCE ROUTE(S)	St. Olavs ways: Gudbrandsdalsleden
MOTIVATION	To involve and network with museums, collections, and other not-for-profit stakeholders along Gudbrandsdalsleden and collect information for inclusion in the digital system through POIs. To make stakeholders aware of the rurAllure-project and give them the opportunity to be part of the system.
TOPICS	POI inclusion and themes for the digital system to meet user wants and needs
GEOGRAPHICAL SCOPE	Gudbrandsdalsleden between Oslo and Hjerkin (so far – will be continued to Trondheim)
RELATION TO PREVIOUS ACTIONS	Follow up of previous workshop meetings for content development and inclusion and network actions.
PARTICIPANTS	NTNU
PROMOTION	Project internal
COST SHARING	NTNU
RURALLURE PARTNERS' CONTRIBUTION	NTNU has been responsible but has consulted with local partners
AGENDA	<ul style="list-style-type: none">• Reach out to local institutions; museum, collections, and other not-for-profit institutions in the vicinity of the pilgrim paths at Gudbrandsdalsleden to invite them to be part of the digital system of rurAllure with POI(s)• Ask for and source images and text for publishing in the rurAllure system with rights cleared for this and back-linking to the stakeholder websites



-
- Disseminate knowledge about, and awareness of, the rurAllure-project and the local pilot
-

The following not-for-profit institutions have been contacted with positive replies and rights cleared material for inclusion in the rurAllure system:

- Munch (Munch museum) <https://www.munchmuseet.no/>
- National Museum <https://www.nasjonalmuseet.no/>
- Blaaifarveverket: <https://blaa.no/>
- Kistefos museum: <https://www.kistefosmuseum.no/>
- Norsk tegneseriemuseum: <http://www.tegneserieforum.no/tegneseriemuseet-.html>
- Hadeland Folkemuseum: <https://randsfjordmuseet.no/hadeland-folkemuseum>
- Peder Balke-Senteret: <https://pederbalke.no/>
- Kunstbanken Center for contemporary art: <https://kunstbanken.no/>
- Norsk utvandremuseum: <https://utvandremuseet.no/>
- Domkirkeodden museum: <https://domkirkeodden.no/>
- Kirsten Flagstad museum: <https://kirsten-flagstad.no/>
- Norsk Jernbanemuseum: <https://jernbanemuseet.no/>
- Tenk Tre forest paths: <https://www.tenktre.no/skogstier>
- Prøysenhuset: <https://www.proysenhuset.no/>
- Smaragdgruvene Eidsvoll: <https://www.smaragdgruvene.no/>
- Norsk vegmuseum - Norsk kjøretøyhistorisk museum - Norsk fjellsprenningsmuseum: <https://vegmuseum.no/>
- Oppland Kunstsenter: <http://kunstopp.no/>
- Skulpturstopp: <https://www.skulpturstopp.no/>
- Tankeplass – Innlandet municipality: <https://kulturnett.innlandet-fylke.no/kunstprosjekt/tankeplass/om-tankeplass/>
- Kunstlandskap Gubrandsdalen: <https://stedskunst.no/>
- Harpefoss hotell art arena: <https://www.harpefosshotell.no/>
- Ullinsvin old vicarage: <https://ullinsvin.no/>
- Norsk Villreinsenter Nord: <https://nvs.villrein.no/hjerkinn>

AGREEMENTS AND OUTCOMES

CONTRIBUTION TO KPIS

A number of relevant POIs and possible inclusion in a number of thematic “recommended plans”. Dissemination in the form of knowledge and awareness of the rurAllure-project, pilot and digital system among local stakeholders and service providers within cultural heritage. Hyperlinks between the rurAllure system and the external sites of the contacts is established for SEO.

reach out!



FEEDBACK	Mostly positive feedback and responses. Some concerns about possible costs and maintenance in the future and most have conditions of proper photo credits for re-use of images.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	A standardised text for reaching out and contacting the institutions is used where we inform about the project, provide the URL to rurallure.eu and ask for rights-cleared text and images for re-publishing; by this we have written consent from the rights-bearers with possible conditions for re-use. Also, the institutions are made aware of the rurAllure-project and our digital system.

Table 6.

EVENT	Stakeholder involvement: Regional pilgrim centre Hamar
LOCATION	Hamar
DATE	September 21st 2022
REFERENCE ROUTE(S)	St. Olavs ways: Gudbrandsdalsleden
MOTIVATION	To involve and network with the regional pilgrim centre at Hamar
TOPICS	In depth presentation of the rurAllure-project and the Norwegian pilot. Identifying common interests and possibilities for further cooperation. Promotion of local service providers and stakeholders on the Eastern path and in the Hamar region.
GEOGRAPHICAL SCOPE	Gudbrandsdalsleden in the Innlandet region, especially the Hamar region and the “Eastern” path via Hamar.
RELATION TO PREVIOUS ACTIONS	Follow up of previous contacts and the contacts with the National pilgrim centre in Trondheim.
PARTICIPANTS	The regional pilgrim centre Hamar leader Tone Stræte, Ivar Bae and Ole Wattne from NTNU
PROMOTION	Project internal
COST SHARING	NTNU
RURALLURE PARTNERS' CONTRIBUTION	NTNU has been responsible but has consulted with local partners and institutions
AGENDA	<ul style="list-style-type: none">• In-depth presentation of the rurAllure-project and the St. Olavs ways pilot and the current perspectives and status of the pilot.



	<ul style="list-style-type: none"> • Presentation of the strategies and interests of the regional pilgrim centre, regional service providers and stakeholders and opportunities for promotion. The regional pilgrim centres have a special responsibility for working with local service providers. • Presentation of the regional pilgrim centre's experience with pilgrims: Challenges, needs, wishes and opportunities for further development. • Discussions about further collaboration within the rurAllure-project.
AGREEMENTS AND OUTCOMES	<ul style="list-style-type: none"> • Agreement of further knowledge exchange and communication. • Agreement about the involvement of the regional pilgrim center in the rurAllure-project. • Agreement for the regional pilgrim center to help liaison with regional service providers for inclusion in the rurAllure digital system.
CONTRIBUTION TO KPIS	Dissemination and awareness of the rurAllure-project. Engagement and networking. Possible POIs and recommended plans for the rurAllure digital system.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Important local stakeholder with a lot of involvement in and engagement for the pilgrim paths and experiences and for local service providers. Need to develop further specific plans for cooperation in the long term.

Table 7.

EVENT	Stakeholder involvement: Innlandet fylkeskommune (Innlandet County Municipality)
LOCATION	Innlandet County Municipality culture department, Lillehammer
DATE	October 6 th 2022
REFERENCE ROUTE(S)	St. Olavs ways: Gudbrandsdalsleden
MOTIVATION	To network with Innlandet County Municipality culture department: https://kulturnett.innlandetfylke.no/
TOPICS	Presentation of the rurAllure-project and the Norwegian pilot. Networking and possible common interests and cooperation
GEOGRAPHICAL SCOPE	Gudbrandsdalsleden in the Innlandet region
RELATION TO PREVIOUS ACTIONS	Follow up of previous workshop meetings for network actions.



PARTICIPANTS	Innlandet County Municipality culture department, Lillehammer, and NTNU.
PROMOTION	Project internal
COST SHARING	NTNU
RURALLURE PARTNERS' CONTRIBUTION	NTNU has been responsible but has consulted with local partners and institutions
AGENDA	<ul style="list-style-type: none">• Presentation of the rurAllure-project and the St. Olavs ways pilot to disseminate knowledge about, and awareness of, the rurAllure-project and the local pilot• Presentation of Innlandet County Municipality culture department and their work with development of the pilgrim paths, especially the project "Tankepass": Tankepass ("thinking place") is a project for the development of stops of artistic quality along the Pilgrimsleden in the Innlandet region. The thinking places should be places that invite reflection and contemplation, where you can be within your own thoughts, enjoy the view, exchange thoughts with other passers-by, "think up". The art project will also draw attention to and highlight qualities and identity linked to areas and roads that have been abandoned in favor of modern infrastructure, and in addition contribute to revitalizing and activating culturally historically central areas. https://kulturnett.innlandetfylke.no/kunstprosjekt/tankepass/om-tankepass/• Discussions about further collaboration.
AGREEMENTS AND OUTCOMES	<ul style="list-style-type: none">• Agreement about inclusion of the Tankepass-locations as POIs and Recommended plans in the rurAllure-system.• Agreement about rights clearance for images and text about the art installations of Tankepass for re-use by rurAllure.• Agreement about further collaboration; possibly also for a new Tankepass-project with more installations.• Agreement about looking into the possibilities for a presentation of the Tankepass-project as part of the consortium meeting in Norway in June 2023.
CONTRIBUTION TO KPIS	Dissemination and awareness of the rurAllure-project. Networking. Possible 10 POIs and 2 recommended plans for the rurAllure digital system.
FEEDBACK	Positive feedback, but some concerns about how Innlandet County Municipality culture department should and could contribute to the rurAllure-project in the long run and about the long-time plans for the project and the digital system.



HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

Important networking partner with a lot of involvement in and engagement for the pilgrim paths. Need to develop further plans for cooperation in the long term.

Table 8.

EVENT	Partners and stakeholders' involvement network meeting: National pilgrim centre, Trondheim and Regional pilgrim centre, Hamar
LOCATION	Nidaros cathedral visitors centre, Trondheim
DATE	December 6th 2022
REFERENCE ROUTE(S)	St. Olavs ways: Gudbrandsdalsleden
MOTIVATION	To engage partners and stakeholders in coordination, content development for the rurAllure digital system, specifically for the WP6 pilot along Gudbrandsdalsleden and planning for further cooperation and exploitation.
TOPICS	Current status, target groups and targeting, wayfinding and navigation for travellers on the paths, plans for involvement of local vendors, exchange of information between digital systems, networking opportunities, maintenance and development of https://ways.rurallure.eu/ after 2023 and exploitation plans, hosting of the consortium meeting in June.
GEOGRAPHICAL SCOPE	All of Gudbrandsdalsleden but with a special focus on the Mjøsa and Trondheim region
RELATION TO PREVIOUS ACTIONS	Building on and follow up of previous workshop meetings and involvement of the pilgrim centres
PARTICIPANTS	Mattias Jansson: National Pilgrim center, Tone Stræte: Regional pilgrim center Hamar, Per André Munkeby Fenne and Ole Edward Wattne: NTNU.
PROMOTION	Project internal
COST SHARING	National Pilgrim center and NTNU
RURALLURE PARTNERS' CONTRIBUTION	National Pilgrim center hosted and arranged, and NTNU lead the workshop meeting.
AGENDA	The following topics were on the agenda: <ul style="list-style-type: none">• Update on the current status of the rurAllure-project, the Norwegian pilot and the digital system.



-
- Target groups and targeting for rurAllure.
 - Plans for 2023.
 - Networking and local engagement among vendors and other interested parties.
 - Plans for conferences and meetings in 2023 where rurAllure could be present.
 - POI and data-exchange between digital systems.
 - Maintenance and exploitation of the rurAllure digital system after 2023.
 - Plans for hosting the consortium meeting in June 2023.
 - Navigation and wayfinding tools, behaviours and procedures along the St. Olav ways.
 - A guided tour of the Nidaros cathedral.

The following agreements were made for follow-ups from the meeting:

- rurAllure (WP6) will plan to be present at the Pilgrim networks-meeting in January 2023.
- We will make further plans to liaison with local vendors in the Hamar region through the regional pilgrim centre and in the Trondheim region through the National Pilgrim center.
- rurAllure will share POIs and recommended plans with pilgrimsleden.no. A format for sharing either through export and CSV-files or an API will be explored.
- Planned the next pilot workshop in March 2023.
- Mattias and Tone will be involved in the planning of hosting the consortium meeting in June 2023.
- Mattias will write up thoughts and recommendations for the maintenance of the rurAllure digital system post 2023 from the perspective of the National pilgrim center (suggested under the auspices of Cultural Routes of the Council of Europe programme and the ACSOW (Association for the cultural route of st olav ways)).
- A research paper on wayfinding and navigation tools and preferences along the St. Olav ways paths is being written.

AGREEMENTS AND OUTCOMES

CONTRIBUTION TO KPIS

Network opportunities, POIs, vendors, further collaborations.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

Focused meeting and workshop with one of the partners allow for concentrated efforts.

reach out!

PICTURES FROM THE EVENT





4. POI documentation

Content

Throughout 2022 a large focus of the pilot of WP6 has been on defining, developing and sourcing content for the pilot for publishing on the digital systems. In 2021 the decision was made that the pilot would be bi-lingual when it comes to system and content: English and Norwegian Bokmål. This decision was made to keep language-issues as simple as necessary and to avoid spending large parts of the resources for development and publishing on translations and quality control of these. Still, with this “simplification” through sticking to only two languages, we see that it is resource-intensive to source and publish in two languages even with a minimum of quality control of translations.

Location based, historical content

The main organising principle of the rurAllure digital system is based on geographical location, and indeed the opening page of the desktop version is a map and planner service. As the digital system is organised, content can fall within three categories:

- Points of interest (POIs)
- Featured (recommended) plans
- Narratives

POIs are singular geolocations (even though they might start and stop at different locations) of interest, featured plans are “recommendations” founded on a collection of POIs in a sequence, based on a theme or pathway we can recommend to the users. The recommended plans are thus an opportunity to highlight content, experiences, detours, and stopping points. Whereas narratives are meant to be more lengthy, in-depth stories delivered in different modalities such as text, sound, images or video to give context and added value to the experience of travelling along the paths. The narratives are also meant to be connected to locations and may be activated when entering an area or being in a certain location. As, such, all the different forms of content for the system are connected to location, and the model of the system is based around a map-based interface with a location-based planner as the opening screen.

The theme of our pilot is “ethnographic heritage on the ways to Trondheim”; in this context we are using the term ethnographic heritage in a broad sense with the possibility to include any heritage or trace of human activity from pre-historical times and right up to our immediate, and even contemporary history. The heritage may be in the form of archaeological finds, folklore, economic history, religious heritage, cultural heritage, immaterial heritage, industrial heritage, agricultural heritage, literary heritage, art history, contemporary art, sports heritage and more. In short: any trace of human activity and heritage can be of interest. With this open approach to “ethnographic heritage” and the concept of location-based systems and services we have set to work on content planning, development and creation along several tracks and activities during 2022:

- A series of three workshops with pilot partners National Pilgrim Centre, Lillehammer Museum Maihaugen and Mjøsmuseet A/S in February, March and May. The main purpose of the workshops has been to identify (heritage based) POIs, themes and perspectives for content.
- Employment of experienced journalist Ivar Bae to help us with documenting POIs and featured plans through travelling to locations, writing and photography, to help write



narratives and to act as a liaison between the pilot and stakeholders and other resources in the region.

- Collecting and editing of already existing POIs from our local partner National Pilgrim Center and the website pilgrimsleden.no. Three categories of POIs have been sourced: cultural heritage, churches and accommodation.
- Editing of JSON-files from pilgrimsleden.no and publishing to the CMS through the rurAllure Info Retrieval Service at <https://irs.rur.kifu.hu/>
- Collection of POIs and POI-info through desktop research with search activities and contact with stakeholders.
- Writing up, photography and publishing of POIs “manually” based on collected info, and published in the CMS rurAllure by Ventour at <https://rurallure-cms.gvam.es/list-featured-points-of-interest>
- Writing up, building and publishing “Featured plans” (called “Recommended plans” in the front-end) based on POIs. Established and published in the CMS.
- Concept development, topic-definition and writing of narratives for production and publishing in the CMS.

From these activities we have (by November 2022) published 500 POIs in the vicinity of the Gudbrandsdalen path of the St. Olavs ways. The majority of these POIs fall in the categories “Culture”, “Heritage”, “Traditions” “Nature” and “Religion”. We have published 25 “Recommended plans” in the vicinity of the Gudbrandsdalsleden path, mainly focused on heritage sites, museums, art or historical POIs. The following are examples of recommended plans that so far have been published:

- Visit Mjøsa’s own museum Mjøsas Ark.
- Visit Maihaugen.
- Mjøsmuseet – Gjøvik Farm & open Air Museum Eiketunet.
- Art in Lillehammer.
- Travel with the pilgrimage boat Skibladner from Kapp to Hamar.
- Spend a day in the author’s homes of Sigrid Undset and Bjørnstjerne Bjørnson.
- Church path – church buildings along Mjøsa.
- Art collections and galleries along the pilgrim trail.
- Art Landscape Gudbrandsdalen.
- Industrial history along the trail.
- Art and nature at Harpefoss.
- Spend a day at the Norwegian Road Museum and the next day at Hunderfossen family park.
- Explore medieval, church and architectural history at Domkirkeodden in Hamar.
- Visit the museums of Hamar.



- Præstvægen i Prøysens rike (A detour in the area of renown writer and song writer Alf Prøysen).
- Historical Moelv.
- Alf Prøysens Rudshøgda (A visit to the writer's home and cultural center of Alf Prøysen).
- Historical Stange.
- Historical Eidsvoll.
- Historical and Beautiful Helgøya.
- Medieval churches along the west trail.

We will continue to develop, edit and publish POIs and recommendations towards the start of the pilgrim season in May 2023.

From the workshops and cooperation with our local partners we have developed the following concepts and themes for narratives:

- Pilgrims and transportation on lake Mjøsa throughout history.
- Distilleries around lake Mjøsa: Industrial, cultural and political history of the important distilleries on the lake.
- “De Castbergske barnelover”. Six important laws on the UNESCOs Memory of the World Register and originating in the Innlandet region.
- Pilgrim motives in the literature of Nobel-laureate author Sigrid Undset.
- The history of the indigenous Sami people along Gudbrandsdalsleden.
- Prillar-Guri, the battle of Kringen and the massacre of Scots in 1612.

The narratives are currently being written and will be produced and published for the duration of 2022 and until the local pilgrim season starts in May 2023.

POI-exchange with pilgrimsleden.no

Table 9. Cultural heritage POIs from pilgrimsleden.no

PARTICIPATING RURAL ALLURE PARTNERS	NTNU, National pilgrim center
DATES	January - February 2022
REFERENCE ROUTE	St Olav ways: Gudbrandsdalsleden
MOTIVATION & STRATEGY	Download and exchange POIs from pilgrimsleden.no, try to establish a workable exchange between this platform and the rurAllure digital system
NUMBER OF POIS UPLOADED	100
NUMBER OF ACTIVITY POIS	Cultural heritage



SELECTION CRITERIA	Selected from the category Cultural heritage in the json-file from pilgrimsleden.no: "c": "Cultural Heritage",
DISTANCES FROM THE OFFICIAL PATHS	< 1km
SOURCES OF INFORMATION & METHODOLOGIES	Downloaded as json-file from pilgrimsleden.no, manually edited to just contain entries from the "c": "Cultural Heritage", category.
USED THE IRS SERVICE FOR BULK UPLOADS?	Json-file uploaded for bulk upload of 100 entries
ESTIMATIONS OF COST AND EFFORT	Approximately 0,75 PMs
CHALLENGES	Manual editing of json-files, automatic translations not of good enough quality, URLs to pilgrimsleden.no follow POIs into Ventour. Even though a bulk import, the POIs require quite a lot of manual curating after the import.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	POIs need manual redaction in the CMS after bulk upload: Content quality is of essence and is also a "moving target" as POIs change over time.
OTHER QUANTITATIVE DATA: NUMBERS OF PICTURES, AUDIO CLIPS AND VIDEOS, ...	Around 100 images linked to POIs

SNAPSHOT FROM THE IT PLATFORM

Search results (251)



Petroglyphs at Stein

Archaeological site. 30m from the beach: Large boulder where there are moose figures on the S, Ø and lake and N side. Location: Inland, Ringsaker Profice status: Auto-Free...

Historical site Archaeological site Cultural heritage



Hamar Pilgrimage Centre - Visitor and Information Centre

Hamar Pilgrimage Centre provides guidance and facilitates pilgrimage walks through the Hamar region and further towards Nidaros. We have guidebooks, brochures and...

Pilgrim centre



Korskirken - hospital church ruins

The Cross Church ruins at Hamarkaupangen. Just south of Domkirkeodden and within walking distance are the remains of the Church of the Cross (fenced in), which was th...

Historical site Archaeological site Church



Sveen Farm

Sveen farm is a farm in full operation. Here Morten Nordstad is engaged in the production of onions, carrots, cereals and caraway. The farm is beautifully located in...

Farm or Agro Accommodation



Store Gillund Farm

Find calm at Mjøsa. Store Gillund is located in scenic surroundings, 500 metres from the swimming beaches of Mjøsa. A stay here is well suited for those who want a base...

Farm or Agro Accommodation



Table 10. Accommodation POIs from pilgrimsleden.no

PARTICIPATING RURAL LURE PARTNERS	NTNU, National pilgrim centre
DATES	January – April 2022
REFERENCE ROUTE	St Olav ways: Gudbrandsdalsleden
MOTIVATION & STRATEGY	Download and exchange POIs from pilgrimsleden.no, try to establish a workable exchange between this platform and the rurAllure digital system
NUMBER OF POIS UP-LOADED	185
NUMBER OF ACTIVITY POIS	Accommodation
SELECTION CRITERIA	Selected from the category Accommodation in the json-file from pilgrimsleden.no: "c": "Accommodation",
DISTANCES FROM THE OFFICIAL PATHS	< 1km
SOURCES OF INFORMATION & METHODOLOGIES	Downloaded as JSON file from pilgrimsleden.no, manually edited to just contain entries from the "c": "Accommodation", category.
USED THE IRS SERVICE FOR BULK UPLOADS?	JSON file uploaded for bulk upload of 185 entries
ESTIMATIONS OF COST AND EFFORT	Approximately 1 PMs
CHALLENGES	Manual editing of JSON files, URLs to pilgrimsleden.no “follow” POIs into Ventour, POIs not updated for current season.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	POIs need manual redaction in the CMS after bulk upload: Content quality is of essence and is also a “moving target” as POIs change over time, especially info on accommodation.
OTHER QUANTITATIVE DATA: NUMBERS OF PICTURES, AUDIO CLIPS AND VIDEOS, ...	Around 120 images linked to POIs



SNAPSHOT FROM THE IT PLATFORM

?

Filters

Date from
 No date selected

Date to
 No date selected


Who you are travelling with
 Alone Friends
 Family Couple

Transportation preference
 Walking Bicycle
 Car Public transport


Type of POI
 Culture Gastronomy
 Accessibility Heritage
 Nature Religion
 Shopping Sports
 Traditions

Pilgrim credential point


Search results (105)




The wooden skyscraper in Brumunddal
31/12/2021 - 31/12/2023
The world's tallest wooden building can be found in Brumunddal. Along Mjøsa in Brumunddal is the world's tallest wooden house. With a height of 85.4 meters, the...
[Popular architecture](#) [Accommodation](#)



Hostel Hesthagen
Welcome to this unique and historic site, just off the Pilgrim trail and the culture road Prestvægen in Ringsaker. Here you can spend the night in the old threshold barn, wh...
[Accommodation](#)



Sveen Farm
Sveen farm is a farm in full operation. Here Morten Nordstad is engaged in the production of onions, carrots, cereals and caraway. The farm is beautifully located in...
[Farm or Agro](#) [Accommodation](#)



Store Gillund Farm
Find calm at Mjøsa. Store Gillund is located in scenic surroundings, 500 metres from the swimming beaches of Mjøsa. A stay here is well suited for those who want a base...
[Farm or Agro](#) [Accommodation](#)

reach out!



POI documentation by NTNU

Table 11. Church POIs and plans.

PARTICIPATING RURAL LURE PARTNERS	NTNU
DATES	April – October 2022
REFERENCE ROUTE	St Olav ways: Gudbrandsdalsleden
MOTIVATION & STRATEGY	Collection of information, production of text and images
NUMBER OF POIS UPLOADED	App. 100 church or church-related POIs
NUMBER OF ACTIVITY POIS	
SELECTION CRITERIA	Active or historical church buildings in the vicinity of the Gudbrandsdalsleden path.
DISTANCES FROM THE OFFICIAL PATHS	< 5km
SOURCES OF INFORMATION & METHODOLOGIES	Churches have been visited and documented by NTNU. Other information through desktop research sourced from: snl.no, Wikipedia, pilgrimsleden.no, https://kirken.no/nb-NO/ and more
USED THE IRS SERVICE FOR BULK UPLOADS?	A combination of JSON file uploaded for bulk upload of 43 entries from pilgrimsleden.no, the rest published manually.
ESTIMATIONS OF COST AND EFFORT	Approximately 1 PMs
CHALLENGES	Manual editing of JSON files, URLs to pilgrimsleden.no “follow” POIs into Ventour, sourcing of pictures for re-use, establishing of exact locations / addresses, URLs and possible opening times.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Through interviews and observations churches were identified as of “high interest” among existing pilgrims. There is a rich variety and typology of church buildings and church art from different time periods along the Gudbrandsdalsleden path which we have endeavoured to document and present. Churches in Norway have limited opening times, contact info is important if people would like to visit inside. For recommended plans churches have been sectioned into different geographical and thematic sortings.

OTHER QUANTITATIVE DATA: NUMBERS OF PICTURES, AUDIO CLIPS AND VIDEOS, ...

Around 100 images linked to POIs

SNAPSHOT FROM THE IT PLATFORM



Kapp church

Kapp Church is one of the newer churches in the area, a wooden long church that was consecrated in 1939. The construction of this church is closely related to the...

Church Religious place Cultural heritage



Balke church

Balke Church is the second medieval church on Toten, and like the other medieval churches around Mjøsa, this one has also been rebuilt and restored several times. Today it...

Church Religious place Cultural heritage



Hoff Church

Hoff Church in Østre Toten is Toten's oldest church, built sometime between 1150 and 1200. Originally it was built as a basilica, but after a number of rebuildings up over the...

Church Religious place



Kolbu church and Molstad church place

Today's church at Kolbu is a cruciform timber church built in 1730. But this is the third church to have serviced this area and this is marked in several ways. The first church built he...

Church Religious place Cultural heritage



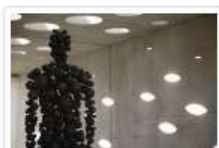
Table 12. Art themed POIs and plans.

PARTICIPATING RURAL ALLURE PARTNERS	NTNU
DATES	May–August 2022
REFERENCE ROUTE	St Olav ways: Gudbrandsdalsleden
MOTIVATION & STRATEGY	The county of Innlandet has a strong tradition for land-art and art in nature and there has also been art-initiatives in connection with the pilgrim paths; we think this perhaps unique for the Norwegian paths and pilot. Art-relevant POIs in the vicinity of Gudbrandsdalsleden are sourced and documented; art-collections, galleries, institutions and standalone sculptures and land art.
NUMBER OF POIS UP-LOADED	App. 30
NUMBER OF ACTIVITY POIS	Sculpture, galleries, land-art
SELECTION CRITERIA	Selected by vicinity to the paths and by representing publicly available art owned by not-for profit or state run institutions
DISTANCES FROM THE OFFICIAL PATHS	< 5km
SOURCES OF INFORMATION & METHODOLOGIES	Personal knowledge, web-pages and contact with stakeholders and institutions. Contacts with institutions and collections to clear image rights for re-publishing.
USED THE IRS SERVICE FOR BULK UP-LOADS?	No. Manually created and up-loaded POIs
ESTIMATIONS OF COST AND EFFORT	Approximately 1 PMs
CHALLENGES	Finding right stakeholders and / or owners, precise locations and valid descriptions. Rights clearance of images for re-use, no field for image-credits in the CMS or front-end and image crediting is often part of licensing conditions. The rurAllure digital system lacks good functions and design for high quality presentations of visual art: There are no options for formatting of images and text and no fields for crediting rights or copyrights.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	The connection between pilgrim paths and publicly available art is unique and has been developed over years in the Innlandet region. Reaching out to stakeholders and institutions is also a way of making the rurAllure-project known and create networks.

OTHER QUANTITATIVE DATA: NUMBERS OF PICTURES, AUDIO CLIPS AND VIDEOS, ...

Around 90 images linked to POIs

SNAPSHOT FROM THE IT PLATFORM



Sculpture Stop Lillehammer: Human in the Mothership by Antony Gormley (2007-08)

The artwork *Menneske in the Mothership* consists of a sculpture by Antony Gormley inside a pavilion designed by the Norwegian architectural office Snøhetta. The sculpt...

Sculpture



Sculpture stop: MENTAL GENBANK (Per Inge Bjørlo 2016)

MENTAL GENE BANK (2016) For Per Inge Bjørlo, art is about investigating being human. The Mental gene bank sculpture can be seen as an image on something deep...

Land-art Sculpture



Gallery Fjordheim

Galleri Fjordheim has changing sales exhibitions of contemporary art and crafts. The gallery's premises are a Grade II listed building in beautiful location as a focal point b...

Art gallery



Kunstbanken Center for Contemporary Art

The arts center's activities span a wide range of dissemination initiatives: Gallery operations, walking exhibitions, art projects in public spaces, educational disseminati...

Arts center



Art Landscape Gudbrandsdalen: --O-- (Pekka Stokke 2016)

Pekka Stokke's art project titled *--O--* is located at Fellekjøpets kornsilo in Otta, and is a landmark both day and evening time. The light signals are controlled by laboratory...

Land-art Sculpture

Table 13. Museum POIs and plans.

PARTICIPATING RURAL LURE PARTNERS	NTNU
DATES	June – October 2022
REFERENCE ROUTE	St Olav ways: Gudbrandsdalsleden
MOTIVATION & STRATEGY	To work on the project idea of “promotion of rural museums” the Norwegian pilot has collected information about rural museum and historical collections as POIs in the vicinity of Gudbrandsdalsleden. NTNU has contacted institutions and stakeholders for re-use of text and images and inclusion in the rurAllure-platform.
NUMBER OF POIS UP-LOADED	Around 20
NUMBER OF ACTIVITY POIS	20
SELECTION CRITERIA	Museums and historical collections selected by vicinity to the paths and by representing publicly available museums and collections.
DISTANCES FROM THE OFFICIAL PATHS	< 5km
SOURCES OF INFORMATION & METHODOLOGIES	Personal knowledge, desktop research, web-pages and contact with institutions. Contacts with institutions and collections to clear image and text rights for re-publishing.
USED THE IRS SERVICE FOR BULK UP-LOADS?	No. Manually created and uploaded POIs
ESTIMATIONS OF COST AND EFFORT	Approximately 1 PMs
CHALLENGES	Rights clearance of images for re-use, no field for image-credits in the CMS or front-end (image crediting is often part of licensing conditions).
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	There are many smaller museums and collections in the vicinity of the paths which potentially adds ethnographic history and cultural heritage perspectives to the experience. By reaching out to stakeholders and institutions it is also a way of making the rurAllure-project known and create networks.
OTHER QUANTITATIVE DATA: NUMBERS OF PICTURES, AUDIO CLIPS AND VIDEOS, ...	Around 60 images linked to POIs



SNAPSHOT FROM THE IT PLATFORM



National Museum

31/05/2022 - 31/12/2022

The new National Museum in Oslo is the largest cultural building in the Nordic countries and a world-class museum building. Experience older and modern art, cont...

Museum Arts center



Munch (Munch Museum)

A museum dedicated to the life and work of the renown Norwegian artist Edvard Munch. The museum contains Edvard Munch's works which he bequeathed to the m...

Museum Arts center



Blaafarveværket

The Royal Modumske Blaafarveværk has a long history, and was created as early as 1776. For over 100 years, thousands of people worked on extracting cobalt from the...

Industrial site Mining site Museum



Kistefoss Museum

Kistefos - a cultural destination with a twist Kistefos can offer world-class architecture, industrial history, art exhibitions and an impressive sculpture park in sc...

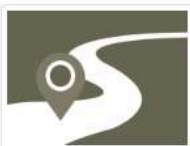
Industrial site Museum Arts center



The cartoon museum Norway

The Comics Museum in Norway was established in 1996 by the Norwegian Comics Forum. The museum took over responsibility for the collections from the Comics Aca...

Museum



Hadeland Folk Museum

Hadeland Folkemuseum is located at Tingelstadhøgda in the municipality of Gran on Hadeland. We have permanent and temporary exhibitions, artifacts collection, archiv...

Museum Traditional architecture

reach out!



5. Recommended plans creation

Recommended plans for museums and historical collections

Table 14. Museums and collections.

PARTICIPATING RURAL LURE PARTNERS	NTNU, Lillehammer Museum, Mjøsmuseet AS
DATES	April - October 2022
REFERENCE ROUTE	St Olav Ways, Gudbrandsdalsleden
TYPE OF FEATURED TRIP	Recommended plans for museums and collections along the path
END-TO-END DISTANCE AND DURATION	Variable on different plans
NUMBER OF POIS INCLUDED	16
NUMBER OF ACTIVITY POIS	16
OPPORTUNITY AND MOTIVATION	<p>A collection of plans highlighting different museums and collections in the vicinity of the paths:</p> <ul style="list-style-type: none">• Visit Mjøsa's own museum Mjøsas Ark• Visit Maihaugen• Mjøsmuseet – Gjøvik Farm & open Air Museum Eiketunet• Spend a day in the author's homes of Sigrid Undset and Bjørnstjerne Bjørnson• Spend the day at the Norwegian Road Museum and the next day at Hunderfossen family park• Explore medieval, church and architectural history at Domkirkeodden in Hamar• The museum town of Hamar
DISTANCES FROM THE OFFICIAL PATHS	< 5km
PROVISIONS FOR ACCESSIBILITY	Most locations accessible



Recommended plans for art collections and galleries along the paths

Table 15. Art collections and galleries.

PARTICIPATING RURAL LURE PARTNERS	NTNU
DATES	April – October 2022
REFERENCE ROUTE	St Olav Ways, Gudbrandsdalsleden
TYPE OF FEATURED TRIP	Recommended plan for art collections and galleries along the path:
END-TO-END DISTANCE AND DURATION	300 kms, 4 days duration by car or public transport, 20 days by walking. 5 km, 1 day of walking.
NUMBER OF POIS INCLUDED	12 + 13 + 5 + 5
NUMBER OF ACTIVITY POIS	15
OPPORTUNITY AND MOTIVATION	Plans highlighting different art galleries and collections along the path between Oslo and Vågå: <ul style="list-style-type: none">• Art collections and galleries along the pilgrim trail 12• Art Landscape Gudbrandsdalen 13• Art in Lillehammer 5• Art and nature at Harpefoss 5
DISTANCES FROM THE OFFICIAL PATHS	< 20km
LINKED PHYSICAL INTERVENTIONS	12
PROVISIONS FOR ACCESSIBILITY	Variable accessibility



Recommended plans for churches along the path

Table 16. Church plans.

PARTICIPATING RURAL LURE PARTNERS	NTNU
DATES	April – October 2022
REFERENCE ROUTE	St Olav Ways, Gudbrandsdalsleden
TYPE OF FEATURED TRIP	Recommended plans for church buildings along the path
END-TO-END DISTANCE AND DURATION	120 km, 5 days walking. 100 km, 4 days walking.
NUMBER OF POIS INCLUDED	16 + 12
NUMBER OF ACTIVITY POIS	0
OPPORTUNITY AND MOTIVATION	Plans highlighting church buildings along the Gudbrandsdalsleden path: <ul style="list-style-type: none">• Church path – church buildings along Mjøsa• Medieval churches along the West trail
DISTANCES FROM THE OFFICIAL PATHS	< 10km
LINKED PHYSICAL INTERVENTIONS	16 + 12
PROVISIONS FOR ACCESSIBILITY	Not very accessible



Recommended plans for historical locations in towns

Table 17. Historical locations / towns.

PARTICIPATING RURAL LURE PARTNERS	NTNU
DATES	April – October 2022
REFERENCE ROUTE	St Olav Ways, Gudbrandsdalsleden
TYPE OF FEATURED TRIP	Recommended plans for historical locations in towns along the path
END-TO-END DISTANCE AND DURATION	5 km, 1 day walking for each plan
NUMBER OF POIS INCLUDED	28
NUMBER OF ACTIVITY POIS	20
OPPORTUNITY AND MOTIVATION	<p>Plans highlighting historical locations in towns along the Gudbrandsdalsleden path (number of POIs):</p> <ul style="list-style-type: none">• Explore medieval, church and architectural history at Domkirkeodden in Hamar (3)• Historical Moelv (5)• Alf Prøysens Rudshøgda (4)• Historical Stange (3)• Historical Eidsvoll (6)• Historical and beautiful Helgøya (7)
DISTANCES FROM THE OFFICIAL PATHS	< 10km
LINKED PHYSICAL INTERVENTIONS	28
PROVISIONS FOR ACCESSIBILITY	Variable



Recommended plan for industrial history along the path

Table 18. Industrial history.


PARTICIPATING RURAL LURE PARTNERS	NTNU
DATES	April – October 2022
REFERENCE ROUTE	St Olav Ways, Gudbrandsdalsleden
TYPE OF FEATURED TRIP	Recommended plans for industrial historical sites along the path
END-TO-END DISTANCE AND DURATION	5 km, 1 day walking for each plan
NUMBER OF POIS INCLUDED	6
NUMBER OF ACTIVITY POIS	3
OPPORTUNITY AND MOTIVATION	<p>There are several sites of industrial history along the path and varied industry has been important in the region along with agriculture. The plan highlights important industrial historical locations along the Gudbrandsdalsleden path (number of POIs):</p> <ul style="list-style-type: none">• Industrial history along the trail 6
DISTANCES FROM THE OFFICIAL PATHS	< 5 km
LINKED PHYSICAL INTERVENTIONS	6
PROVISIONS FOR ACCESSIBILITY	Variable



SNAPSHOT FROM THE IT PLATFORM

[View on map](#) [Replicate plan](#)


Days 1 2 3



Holmen Brendæri and Vitensenteret Innlandet

From old time, liquor production took place around the individual garden. However, in 1845 Parliament passed prohibition of this private burning. This was the start of the...


[Museum](#) [Cultural heritage](#)



Mustad Næringspark and factories

Old factory belonging to O. Mustad & Søn, most famous for producing fish hooks. Now a commercial park with two canteens. O. Mustad & Søn is one of Norway's oldest industria...

[Historical site](#) [Traditional architecture](#) [Cultural heritage](#)



Kapp Milk Factory

Kapp Melkefabrikk was established in 1889, and two years later started the production of a unique product, namely condensed and canned milk without added sugar. The new method of...

[Historical site](#) [Industrial history](#)

reach out!



6. Narratives creation

Narratives currently under development

Table 19. Narratives and topics.

TITLE(S)	<ul style="list-style-type: none">• Pilgrims and transportation on lake Mjøsa throughout history.• Distilleries around lake Mjøsa: Industrial, cultural and political history of the important distilleries on the lake.• “De Castbergske barnelover”. Six important laws on the UNESCOs Memory of the World Register and originating in the Innlandet region.• Pilgrim motives in the literature of Nobel-laureate Sigrid Undset.• The history of the indigenous Sami people along Gudbrandsdalsleden.• Prillar-Guri, the battle of Kringen and the massacre of Scots in 1612.
REFERENCE ROUTE	Gudbrandsdalsleden of the St. Olav paths
TOPIC(S)	<p>Pilgrims and transportation on lake Mjøsa throughout history.</p> <ul style="list-style-type: none">• There are historical sources indicating that the first, medieval pilgrims on the Gudbrandsdalsleden path used boat transport on the lake due to the fact that the roads along the lake were inaccessible and it was faster to cross over to Helgøya by boat before they stopped at the cathedral in Hamar. The lake has a rich history as a channel for transport; both on water and on ice in the winter. Goods, people, timber, nobilities, war-ships, pilgrims and more has been transported on the lake through history. The transportation history of Mjøsa gives a rich source for narrative(s). <p>Distilleries around lake Mjøsa: Industrial, cultural and political history of the important distilleries by the lake.</p> <ul style="list-style-type: none">• Throughout the 1800s there developed a rich industry of small distilleries around the lake which produced alcohol from grains and later from potatoes. The distilleries became an important addition to the agricultural economy and farmers entered into “circular” economies where they would produce crops for the distilleries, and then use the remains from the production as fertilizer for the next harvest of crops. The local farmers established the first active cooperatives in Norway with joint ownership of the distilleries and they were thus important forerunners for the later dairy and produce cooperatives. There are also interesting stories of smuggling on the lake Mjøsa during the prohibition in the 1920s and the Hoff distillery at Gjøvik is today the world’s largest – and only – distillery making alcohol from potatoes and sells its product to Sweden and Denmark for their “local” production of aquavita. <p>“De Castbergske barnelover”. Six important laws on the UNESCOs Memory of the World Register and originating in the Innlandet region.</p> <ul style="list-style-type: none">• The Castberg Children's Laws are six laws that were passed in April 1915. They were radical in a European context, because they gave



children born out of wedlock the right to inherit and be named after their father. The laws came into force on 1. January 1916 and originated in the radical liberalist Johan Castberg who lived in Gjøvik. Castberg had a close collaboration with his sister-in-law, the women's campaigner Katti Anker Møller, who has a large share in the credit for the laws and who lived across Mjøsa from Castberg, in Hamar. With the Castberg Children's Law, Norway paved the way for legal equality between children born in and out of wedlock. Similar laws were first passed in the 1920s and 30s in Iceland, Finland and Denmark, and in Sweden as late as in 1967. (source: https://snl.no/Castbergske_barnelover). The laws can be considered an important stepping stone in the establishment of rights at the basis of the Norwegian welfare state.

Pilgrim motives in the literature of Nobel-laureate Sigrid Undset.

- In 1928, Undset was awarded the Nobel Prize in Literature for her powerful depictions of the Middle Ages in the Nordic region. Her best-known work is the trilogy about Kristin Lavransdatter from 1920–1922, which depicts life in 14th-century Norway. Undset's novels have been given different labels within the realist spectrum and can be seen as neo-realist, Christian-realist or as realistic with melodramatic overtones. Undset was herself later in life a catholic and religion and pilgrimages are motives in her medieval trilogy Kristin Lavransdatter. This trilogy is also a religious novel that depicts a person's journey to God (source: https://snl.no/Sigrid_Undset). Undset was also an advocate for women's right and a devout anti-fascist in the build-up to and during WWII. Her writer's home Bjerkebæk is part of the collection of project partner Lillehammer museum.

The history of the indigenous Sami people along Gudbrandsdalsleden.

- The Sami are an indigenous people who have their traditional settlement areas in Norway, Sweden, Finland and Russia. The area of land that the Sami people traditionally inhabit is called Sápmi. The Sami population lives scattered in all the countries that have divided Sápmi between them, both inside and outside the traditional settlement area. There are traditionally eleven Sami languages: South Sami and Ume Sami (southern), Pitesamian, Lule Sami and Northern Sami (central), Inarisamian, Kemisamian, Skolt Samian, Akkalamian, Kildin Sami and Tersamian (eastern). In Norway, the traditional Sami languages are South Sami, Pites Sami, Lule Sami, Northern Sami and Skolt Sami. Northern Sami is the largest Sami language, both in Norway and worldwide. (source: <https://snl.no/samer>). In the Innlandet region there is ethnographic heritage and historical sources of Sami life, also in the collections of partner Lillehammer museum, Maihaugen. We think the stories of Sami life in the region surrounding Gudbrandsdalsleden are interesting to tell and highlight in the context of rurAl-lure.

Prillar-Guri, the battle of Kringen and the massacre of Scots in 1612.

- The Scottish convoy is a common term for Scottish mercenaries' journey through Norway on their way to Sweden during the Kalmar War (1611–1613). The mercenaries were recruited by the Swedish king



	<p>Gustav II. Adolf to fight on the Swedish side against Denmark-Norway. The Scots was stopped at Kringen in Sel in Gudbrandsdalen on 26 August 1612, when the Scots (about 300–400 men) were attacked by a local force led by bailiffs and sheriffs. Large parts of the Scottish forces were liquidated here. Those who survived the battle were taken prisoner and executed in the next few days (de-facto a war crime by today's standards), with the exception of 18 men. The leader of the Scottish entourage, Lieutenant-Colonel Alexander Ramsay, was sent as a prisoner to Copenhagen, while one of the company commanders, George Sinclair, whom popular tradition has made the leader, was among those who died. A number of legends are linked to the Scottish convoy and the battle at Kringen, including the legend of the woman Prillarguri, who is said to have alerted the farmers to the arrival of the Scottish army by blowing a traditional "prillar" horn (source: https://snl.no/Skottetoget).</p>
CONTRIBUTING RURALURE PARTNERS	Stiftelsen Lillehammer Museum, Maihaugen, Mjøsmuseet AS, NTNU.
TARGET AUDIENCE	International adult audience in the age-range from 16 and upwards. Narratives to be written in Norwegian and translated into English.
LINKED FEATURED TRIPS	<ul style="list-style-type: none">• Visit Mjøsas own museum at Kapp• Visit Maihaugen• Visit the writers' homes of Bjerkebæk and Aulestad• Industrial history and distilleries around Mjøsa
DURATION	To be developed
OTHER QUANTITATIVE DATA	Variable length: We intend to pilot narratives of variable length – some short and some more substantial – to test how they are received and used.
FORMATS INVOLVED	Text, sound, images
PEOPLE INVOLVED IN THE CREATIVE PROCESS	<i>Stiftelsen Lillehammer Museum, Maihaugen:</i> Kristina Skåden, Kåre Hosar. <i>Mjøsmuseet AS:</i> Arne Julsrud Berg, Ingvild Hasle, Evald Kvam. <i>NTNU:</i> Ivar Bae, Mari Bjerck, Linda Aandalen, Ole E. Wattne,
ESTIMATIONS OF COST AND EFFORT	Estimated to an average of 0,5PMs pr. narrative. If this turns out to be unrealistically low for the full media production we will reduce the number of narratives produced and published.
CHALLENGES	From our user-research we cannot really confirm that narratives are something that is in demand among the target audiences; in this perspective the narratives can be seen as experimental within the pilot. Language-adaptations and translations are potentially time-intensive. Technical platform for publishing the narratives still in development with possible limitations on formatting of different modalities.



SOURCES OF INFORMATION AND CONTENT	Partner institution historians Kåre Hosar, Arne Julsrud Berg and Evald Kvam. Historical documentation and biographies, local historical societies and their publications (“historiske årbøker”), libraries, archives at partner museums, digitaltmuseum.no, snl.no and other open sources. Interviews.
NARRATIVE STYLE	Factual, neutral, non-personal tone-of voice. Different perspectives for different narratives.
SEQUENCING	Depending on length but we plan for maximum 3-4 minutes of reading / audio per chapter (one narrative can have many chapter).
MEANS OF PRESENTATION	Text, audio, images
PROVISIONS FOR ACCESSIBILITY	WCAG-compliance on publishing platform, multi-modality with text and audio available.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Not yet.

OTHER INFORMATION

The narratives have so far been in a development, ideation, conceptual phase. The topics are now locked in and we have moved on to a production phase. The texts for the narratives are currently being written and plans are being set up for production and publishing of them.

7. Contributions to other work packages in the rurAllure project

Below, we list the input from the St. Olavs ways pilot to the communication of the main project handled under WP8 (“Dissemination and outreach”) and to other work packages during 2022:

- Social media research in the form of “netnography”.
- Personas built from our user research.
- Regular communications with WP8 with info and updates.
- Contributions to the production of a rurAllure brochure and press and media kit.
- Contributions to, dissemination of and jurying of the rurAllure photo contest with follow up of the local winners.
- Dissemination of rurAllure communications to the local network of stakeholders.
- Partaking in meetings of WP3 (“Technological platform”).
- Contributions to building knowledge about competitors to the rurAllure digital system in the Norwegian context for the task group working with exploitation plans.
- Contributions to a catalogue of actions under WP2 (“Common strategies and pilot analysis”).
- Efforts to help WP7 publish articles about the Ways of Mary in Norwegian media.

reach out!



- Efforts to help WP4 network with institutions concerned with literary heritage among our partners in Norway.

8. Conclusion and plans for 2023

The St. Olav ways pilot has been in a good working drive for the duration of 2022. We are producing content for the digital system through the inclusion of rich POI descriptions, the creation of recommended plans based on POIs and through the development of narratives for production and publishing. Simultaneously, we are currently analysing, and structuring collected data from our user research activities. We are planning to produce an academic paper based on the data we have collected and conclude on recommendations for further development of the pilot. A large part of our efforts for the first half of 2023 will be devoted to continuing to develop content for the digital system for the pilgrim season of 2023, and the production of the narratives will be an important part of this. We are planning to spend the winter, off-season to build relations and networks with local service providers along Gudbrandsdalsleden. In the first half of 2023 – towards the consortium meeting in Norway in June – we plan to step up the efforts for dissemination and visibility in local and national media.

The pilot is in touch with the following local media for publicity towards the season of 2023:

- Oppland Arbeiderblad.
- Hamar Arbeiderblad.
- Gudbrandsdølen Dagningen.
- NRK Innlandet.

And we will approach national media like the Norwegian broadcasting company NRK, the national newspapers Aftenposten, Vårt Land and Nationen.

The following channels for more research-based news will also be approached in 2023:

- Gemini.no
- Forskning.no

For the remains of 2022 and until July 2023 we have allocated 1PM to a local “working group” that will specifically be looking at physical accessibility along the Gudbrandsdalsleden path and also the connection between physical and digital accessibility for the digital system of rurAllure, highlighting the needs for accessibility information in the planning phase in order to be able to make decisions about travels.

The Norwegian pilot will be hosting the final consortium meeting of the project in June 2023 and we are currently planning for the facilitation of this along with our local partners to make it into a rich and professional experience of our local context, heritage and landscape.



9. Calendar and resources

Table 21. WP6 planned activities 2022 (M11–12), 2023 (M1–6)

ACTIVITY	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	PMS
EU reporting	Work on D6.2 and reviewing other deliverables	M24 report deadline							0,75 PM
Consortium meetings					Spain 27-30. March			Norway 26–29. June	1 PM
Planning and arranging consortium meeting in Norway		Pre-bookings	Invite scholars	Practical plans	Practical plans	Confirm bookings	Practical plans	Arrange	2 PM
User research	Coding and analysis of data	Article 1 and 2 drafts		Articles ready for submission				Report ready	1 PM
Accessibility study and report		Assessment	Scope	Investigation			Survey	Report deadline	1 PM
Gudbrandsdalsleden POIs		500 edited POIs				550 edited POIs			1 PM
Recommended plans		22 published plans				30 published plans			1 PM
Narratives		First written	Media production	Four more written	Media production	Media production	Five published		2.5 PM
Maintain and update content			Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	0,5 PM
Expand geographical coverage	Working group with Sweden and Denmark		Plan for inclusion of Sweden and Denmark in system	Content management	Content management	Content management	Content management	Content management	0.5 PM



Networking and dissemination	Meeting Innlandet county. Photo competition over. Contact Visit Innlandet	Presentation for local service providers	Snowball conference?	Press briefings: OA, GD, HA, NRK Vårt Land, Nationen, Aftenposten...	Scholarly parts of consortium meeting	1 PM
Total						11,75

Annex I: Digital ethnography report

What has been done

Passive observation and documentation of social media posts, content, and comments relating to Norwegian pilgrims and pilgrims along the St. Olavs ways was done using Miro. The posts observed were generally posted from June until late October 2021. In searches for content on YouTube and Instagram, some posts were taken from earlier years. Themes for each post was then written down close to the post, to get a general overview of the kind of content that was posted in the different social media channels.

All the content included is openly available online, and only privately analysed (not republished with any personal information present). Not all the content on the social media channels were included for analysis, but were selected according to relevance, engagement, and in the case of searches, what came up first and was deemed the most “relevant” by the search system. In the case of the group “Pilegrimsleden”, most of the content from the on-season (June to September) was included.

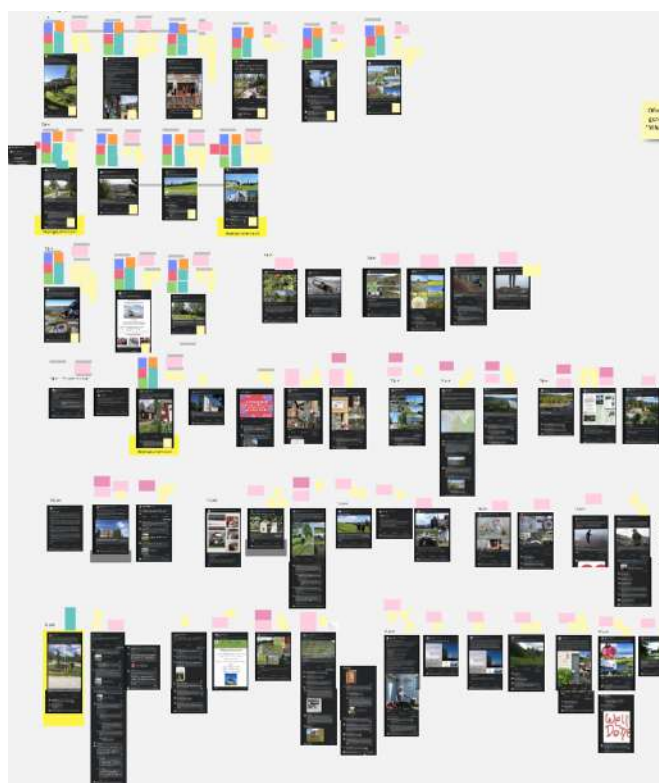


Figure 7. Overview of sampled posts as sorted and coded in Miro.

The clustering of themes was related to different facets, including:

- Physical location of the post/pictures.
- What is being posted about.
- Media present in the post.



- Who is posting (i.e. organisations or private people).
- Themes observed in the text and/or pictures in the post.
- The amount of engagement, and the kind of engagement (comments, likes).
- The social media spaces the posts are being posted in.
- Number of pictures and text present in the post.

Findings on Facebook

Facebook is generally the place with the most activity and active engagement, which happens mostly in private groups. While a lot happens during the on-season in summer, there is decent activity during off-season. There are posts about a wide variety of Norwegian pilgrim paths, with the most popular being Gudbrandsdalsleden.

The groups on Facebook are generally open and helpful communities that answers questions and welcomes others. The groups themselves and most of the posts are in Norwegian, though there are some posts in English. The posts are mostly about the different St. Olav Ways, and sometimes Santiago de Compostela. There are in general very little talk about “detours”. There are also organised “pilgrimage communities” that also have a presence on Facebook, either in the form of groups, or pages. “Pilegrimsleden – St. Olav Ways” also have an official page on Facebook.

Story-telling posts

A common type of post on Facebook, were “story-telling” posts from private people that about personal experiences along a pilgrim path. This included stories from both private trips and arranged group trips. These posts often gathered a lot of engagement. These posts typically included a lot of pictures and little text, however, sometimes paragraphs of text were also used to recount experiences. A lot of cultural and natural landscape was documented, including churches, farms and cabins. Some personal posts also documented special events, or their meetings with other pilgrims, often pilgrims from other countries.

Some personal stories also linked to other pages, like personal blogs that went more into detail. The length of the trips described varied a lot, from day trips to those over several days, to those that recounted a walk over an entire pilgrim route. Often, people would post several times from different stages of their journey, if it went over a longer period. These kinds of posts always feature natural landscapes, and often features pictures/descriptions of cultural heritage and/or religious places.

Some seemingly very personal posts, that tells stories of personal experiences, with a further focus on the struggles on their journey instead of only the “nice parts” that other pilgrims seem to relate to, gets even more engagement and positive feedback.

In these personal posts, and in the posts available in general, there are very little talk of “detours” explicitly. There are only a couple of posts where detours are explicitly asked about.



The following are some examples:

- Post from the west path: “Fra Kapp til Gjøvik» telling the story of a day-trip with Skibladner down to Kapp and then walking up to Gjøvik.
- A post about a pilgrim-related concert in Domkirkeodden, held by an artist on their own pilgrimage.
- “A pilgrim looking for shelter for the night”, relatable post about weather challenges that can be experienced by pilgrims.
- Story about someone having to end their trip because of physical challenges and their experiences with this, says they will do the rest next year.
- Post about cultural history related to medieval churches in Østfold: -«interessant kulturhistorie, stykkevis og delt, østfolds 16 middelalderkirker».
- “Kommet til Nidarosdomen”, a post about someone finishing their journey at Nidarosdomen and celebrating this.
- A post about someone going on a detour to watch Peer Gynt.
- A post where a “Car pilgrim” asked for advice for detours and accommodation.

Arranged group trips

There are often advertising for, and description of completed group trips along the pilgrim paths, planned by different organizations. Sometimes these arranged trips are for a certain group of people, like young people, people with disabilities, or former prisoners.

Examples:

- A post about an arrange pilgrim-trip for prisoners
- A post about a pilgrim trip for people with visual- and mobility-impairments

Questions and advice

The groups are used by some people to ask questions about walking the pilgrim paths. These are often practical questions, like asking for which consideration they should take when walking with a dog or biking the paths instead of walking. There are also people giving general advice walking the pilgrim paths, or about current things going on with the pilgrim paths, like advice about where there has been re-routing and new marking.

Examples:

- A post giving advice about safe water-drinking
- A post where someone asked questions and for advice about bringing a dog along

Advertising for events

There are regularly advertising, and information posted about things that may be relevant for pilgrims. Often this is for events like concerts, seminars, theatres, sermons, or other cultural and religious events. There is also advertising for new offers for pilgrims, or for everyone (sometimes with special deals for pilgrims) like accommodation, restaurants or



other places related to cultural heritage, as well as some general advertising for the pilgrim-centres present along the St. Olav ways.

Examples:

- A post about the “Olsok”- festival happening.
- A post about church concerts at Sør-Fron.
- A post about new accommodation, “Steinbua by Granerudsjøen” -opening.

News articles and research about Pilgrim-related themes

There are some posts posted that links to news-articles written either directly about pilgrims and the pilgrim routes, or about themes relevant to pilgrims, like advice about safe hiking. There are also some posts about research done on pilgrim-related themes.

Examples:

- A post linking to a Pilgrim-related news-story in a major news-outlet.
- A post linking to research done on Pilgrim guidebooks.

Findings on Instagram

Instagram has some similar types of posts as Facebook. There are fewer personal conversations and question asking, and more general advertising and promoting. Compared to groups on Facebook, which primary language is Norwegian, there are many posts in other languages, most often German and English, especially in the English “St. Olav Ways” tag.

Story-telling posts

As on Facebook, there are many story-telling posts, in which people typically use a lot of pictures to tell their story of a journey along the pilgrim paths. Some posts, that often gets a lot of engagement are specifically about goals achieved, like finishing the journey to Trondheim.

Examples:

- A post about goals achieved, reaching a “pilgrim-stone” marking how many km there is left to Nidaros.
- From the artist Moddi: a personal story about his experience of walking Gudbrandsdalsleden, and his reflections upon life. (A lot of engagement)

Commercial posts

Some posts are of a more commercial nature and are about advertising for the pilgrim paths, events and places related to the pilgrim paths, usually located directly along the pilgrim paths. There are also informational posts about cultural heritage and cultural history, like churches, farms, and information plaques.

Examples:

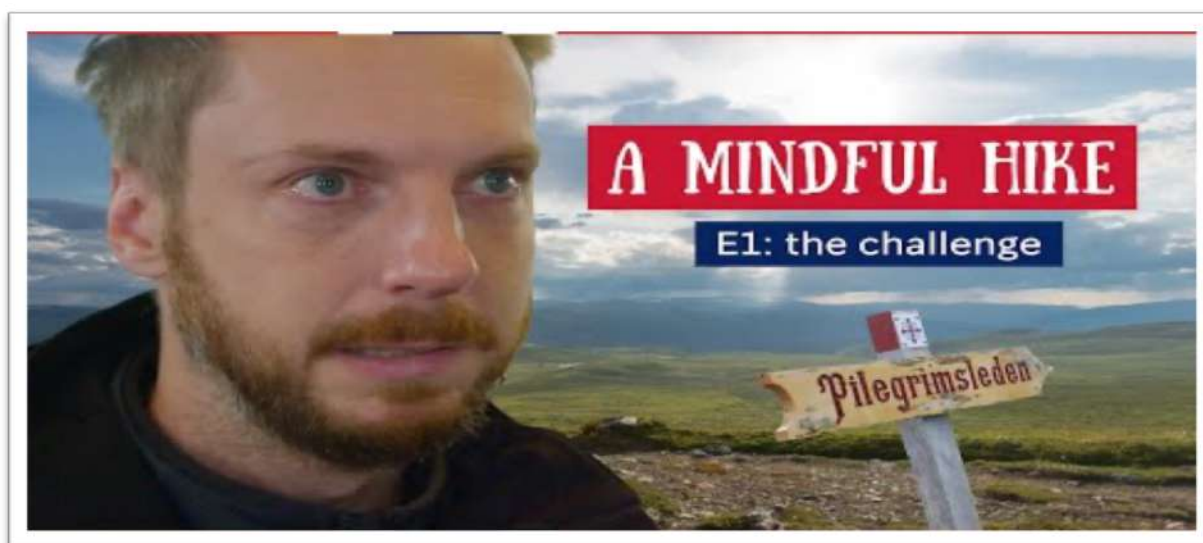
- Promotional post from Visit Innlandet promoting Granavollen and its cultural history.
- Promotional post from Pilegrimsleden promoting accommodation at the Pilgrim centres along Gudbrandsdalsleden.

As on Facebook there is very little mention of detours, with only a few exceptions.

Findings on YouTube

YouTube has some videos about Pilegrimsleden/The St. Olav ways with a decent number of views, and a couple with a lot of views (over 100k). The videos typically focus on the experience of being a pilgrim and hiking the St. Olav ways, specific places, cultural history, advertising, or a mix of these themes. Some videos series are about documenting their own walks along the pilgrim paths, which typically consisting of slideshows or short video clips. As on both Facebook and Instagram there is a mix of posts from private people and organizations.

[“HIKING or Trekking? BE a pilgrim in NORWAY”](#) and [“Hike as a pilgrim in Norway”](#) by Visit Norway, tell the story of pilgrim and what the experience meant to him. Reflections on life, from 2020.





Overarching themes and implications

Some general overarching themes was suggested, put into a model to inform further insight work and development for rurAllure and the St. Olav Ways, detailing how experiences and goals might contribute to the motivations to walk on the pilgrim routes and to post about it on social media, and how this might have implications for technology that is made to enhance the experience of the pilgrim routes.



Annex II: Questionnaire of profiles and intents

Sjekk universell utforming i skjemaet

Questionnaire about previous and planned trips along the St. Olav Ways

Obligatoriske felter er merket med stjerne *

This is a questionnaire about your experiences on previous trips along the St. Olav Ways and / or planning of trips along the St. Olav Ways. It should take approx. 10 minutes to answer the questionnaire. No personal data is collected in the questionnaire. The questionnaire is sent out as part of research for the EU project "rurAllure" which is about promoting cultural history and offers around the pilgrimage routes in Europe. You can read more about rurAllure at rurallure.eu


NTNU in Gjøvik is responsible for the questionnaire. If you have any questions, you can contact Ole E. Wattne at ole.wattne@ntnu.no

Previous trips along the St. Olav Ways

Have you previously travelled along the St. Olav Ways? *


- Yes
- No

How many trips have you completed along the St. Olav Ways?

-  Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Have you previously travelled along the St. Olav Ways?»
- 1-2
- 3-4
- 5-10
- 11+
- Not sure




How long have the trip or trips you have made along the St. Olav Ways lasted?

 Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Have you previously travelled along the St. Olav Ways?»

Multiple choice possible. One or more trips. Detours that may be taken along the trail during the trip are considered here as part of the trail.


- Short trips
- Day trips
- 2-3 days
- 4-7 days
- 8-14 days
- 15-21 days
- 22+ days

Have you been on one or more trips along the trail that were planned by an organization?

 Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Have you previously travelled along the St. Olav Ways?»

- Yes
- No


If you took any detours away from the trail, what was the longest detour you took?

 Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Have you previously travelled along the St. Olav Ways?»

A "detour" means that you travel on other paths/roads than exactly where the St. Olav Ways goes, whilst on a trip that is otherwise along the trail, either to get to a specific place, or just to walk another path.

- Less than 100 meters away, or have not taken detours
- 100 - 500 meters away
- 500 meters to 1 kilometer away
- More than 1 kilometer away

Have you used digital technology while travelling along the trail?

 Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Have you previously travelled along the St. Olav Ways?»

Multiple choice possible.

- Yes, mobile phone
- Yes, smart watch or similar
- Yes, tablet, laptop or similar
- Yes, other
- No



i Dette elementet vises kun dersom minst ett av alternativene «Yes, smart watch or similar», «Yes, mobile phone», «Yes, other» eller «Yes, tablet, laptop or similar» er valgt i spørsmålet «Have you used digital technology while travelling along the trail?»

To what extent have you used digital technology while travelling along the trail?

	Not at all	To a small degree	To some degree	To a large degree	To a very large degree
To find the way?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To find activities, exciting places, or things to do?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To find accommodation or places to get food?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To communicate with others, or to tell others about the trip?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


How often have you used digital technology while travelling along the trail?

i Dette elementet vises kun dersom minst ett av alternativene «Yes, smart watch or similar», «Yes, mobile phone», «Yes, other» eller «Yes, tablet, laptop or similar» er valgt i spørsmålet «Have you used digital technology while travelling along the trail?»

- Not at all
- Rarely
- Sometimes
- Often
- All the time




How did you find your way while travelling along the trail?

-  Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Have you previously travelled along the St. Olav Ways?»

Multiple choice possible. Including detours.

- Paper maps
- Analog compass
- Digital aids, e.g. mobile, tablet or GPS (sat nav)
- Markings along the trail
- The sun and nature
- Other

What kind of activities, if any, have you done while travelling along the trail?


-  Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Have you previously travelled along the St. Olav Ways?»

Multiple choice possible. Also along detours, if these were done as part of the trip along the trail.

- Adventure tourism (e.g. organized rafting, amusement parks, climbing park, craft workshop)
- Cultural heritage-related or religious events (e.g. historical theater, pilgrimage events, concerts)
- Visited cultural heritage or religious sites (e.g. museums, historic farms, churches)
- Purchase of farm foods, local crafts, antiques or the like
- None of these




Have you told others about your trip or trips along the trail after completion?

-  Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Have you previously travelled along the St. Olav Ways?»

Multiple choice possible.

- Yes, I have told about my trip on the internet, for example via posts in social media
- Yes, I have told about my trip in traditional ways without using the internet
- No, I have not told anyone about my trip

How have you spent the nights on a longer trip or trips along the trail?

-  Dette elementet vises kun dersom minst ett av alternativene «22&543; days», «15-21 days», «2-3 days», «8-14 days» eller «4-7 days» er valgt i spørsmålet «How long have the trip or trips you have made along the St. Olav Ways lasted?»

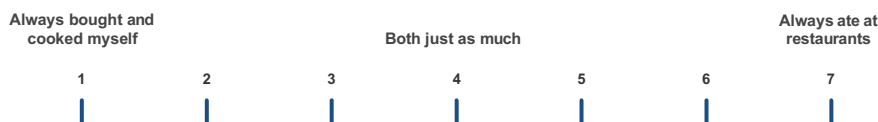
Multiple choice possible. Please check all that you have used.

- Hotel
- Pilgrim hostel or farm accommodation
- Tent or open sky
- Other hostel
- Lean-to
- The homes of friends or acquaintances
- AirBnB or other forms of private rental
- Other



On longer a longer trip or trips along the trail, to what extent did you buy food yourself, and to what extent did you eat at restaurants or similar?

i Dette elementet vises kun dersom minst ett av alternativene «22&543; days», «15-21 days», «2-3 days», «8-14 days» eller «4-7 days» er valgt i spørsmålet «How long have the trip or trips you have made along the St. Olav Ways lasted?»



Value

What means of transport have you used on your actual trip(s) along the trail (excluding transport to or from the trail)?

i Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Have you previously travelled along the St. Olav Ways?»

Multiple choice possible. Including detours.

- By foot
- Wheelchair or similar
- Public transport
- Bike
- Car
- Other

Planning of future trips

Are you planning to travel along the St. Olav Ways in 2022 or 2023? *

Not including trips in 2022 you have already completed.

- Yes
- No

If you are planning to take detours from the trails, what is the longest detour you are planning to take?


i Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Are you planning to travel along the St. Olav Ways in 2022 or 2023?»

Not including trips in 2022 you have already completed.

- I am not planning any detours, or just less than 100 meters away
- 100 - 500 meters away
- 500 meters til 1 kilometer away
- More than 1 kilometer away
- Not sure




What length trip or trips do you plan to complete along the St. Olav Ways in 2022 and / or 2023?

 Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Are you planning to travel along the St. Olav Ways in 2022 or 2023?»

Multiple choice possible. Not including trips in 2022 you have already completed.

- Shorter trips
- Day trips
- 2-3 days
- 4-7 days
- 8-14 days
- 15-21 days
- 22+ days
- Not sure

How many trips do you plan to make along the St. Olav Ways in 2022 and 2023?


 Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Are you planning to travel along the St. Olav Ways in 2022 or 2023?»

Not including trips in 2022 you have already completed.

- 1-2
- 3-4
- 5-10
- 11+
- Not sure



Do you plan to travel alone and / or with others?

 Dette elementet vises kun dersom alternativet «Yes» er valgt i spørsmålet «Are you planning to travel along the St. Olav Ways in 2022 or 2023?»

Multiple choice possible. Not including trips in 2022 you have already completed.

- Alone
- With one other person
- In a group of three or more
- Don't know, or have not decided

Planning in general

When you have planned your trip or trips, what tools and assistance have you used?

Multiple choice possible. Including both previous trips and planned trips.

- Paper-based guide books, brochures and / or maps
- Received advice from acquaintances
- Received advice from a pilgrim center, tourist office or similar
- Social media like Facebook or others
- Searched for information with an online search engine, e.g. Google
- Visited specific websites (e.g. www.pilegrimsleden.no)
- Newspapers and / or TV
- Other
- I have not done any planning yet, or have not had to plan anything

To what extent have you used information online to plan your trip or trips, before setting out on a trip?

	Not at all	To a small degree	To some degree	To a large degree	To a very large degree
To find the right way to go and / or plan transportation?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To find activities, exciting places, or things to do?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To find accommodation or places to get food?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To communicate with others, e.g. by asking questions or getting advice?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



How important were / are these different factors for your motivation to travel along the trail?

	Not important at all	Mostly unimportant	Neither important nor unimportant	Important	Very important
The cultural landscape and cultural heritage along the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature experiences and the outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious or spiritual motives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To wander alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To wander with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet others on the journey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calmness and reflection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities or places that are along the trail or near the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exercise and health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good food along the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent would you define yourself as "a pilgrim"?

- Not at all
- To a small degree
- To some degree
- To a large degree
- To a very large degree



How old are you?

- 18-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71+

Where do you live?

- Norway
- Sweden
- Denmark
- Germany
- The Netherlands
- Other country in Europe
- Outside of Europe

Do you have any comments?



reach out!

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