

Concept

ICTs can provide heritage destinations with a range of relevant services and experiences, from increasing access to information, to improving visitors' experience and understanding; from better connecting locals and visitors to heritage, to disintermediating some relationships and educating relevant stakeholders. When designing ICT interventions, one needs to have a holistic understanding of the site in terms of its cultural significance, history, actual uses, impact on territorial development. The local community, as well as people working – at different levels – with heritage sites, represent a key source of such information.

This Summer School aims at facilitating an immersive learning experience, where participants have the possibility to visit heritage sites and work with local stakeholders to design ICT solutions, which might help developing and promoting sustainable tourism at those sites. A co-creation approach will be followed, which combines lectures, workshops, team work, meetings with stakeholders, site visits. We are aware that all participants will have different skill sets and expertise, and we have prepared an environment where everyone can contribute and learn from each other.

This Summer School wants to contribute to the “**European Year of Cultural Heritage 2018**”.

Virtual Summer School

It is designed as a virtual space for people, who are not able to attend in person this Summer School, but would like to access materials and resources, and communicate with other participants.

Practical Information

SUMMER SCHOOL COMMITTEE

Prof. Lorenzo Cantoni

USI - Università della Svizzera italiana
Chair-holder of USI UNESCO Chair
Scientific co-director

Prof. Erkki Sutinen

University of Turku
Head of the department of Future Technologies
Scientific co-director

Dr. Silvia De Ascaniis

USI - Università della Svizzera italiana
Coordinator of USI UNESCO Chair

Dr. Carolina Islas Sedano

University of Turku
Project manager

HOW TO APPLY

Please send a complete CV and a one page motivation letter to unescochair@usi.ch.

Accepted candidates will be notified within 2 weeks.

Full payment needs to be done by **June 29, 2018**.

FEE

FEE (IN EUROS)	STUDENT **	NON-STUDENT
Participation for two weeks*	€1'500	€1'800
Participation only in virtual school	€100	€100

* The fee includes: accommodation, board, transportation, lectures, visits and all activities during the Summer School from August 19th, 2018 dinner (arrival day in Helsinki) to August 31st, 2018 breakfast and arrival in Helsinki.

** Students discount apply only to FULL-TIME students with certificate from their home University.



Turun yliopisto
University of Turku

Summer School Co-creation ICT4WHS

Co-creating on-the-road ICT solutions to promote Sustainable Tourism in World Heritage Sites

AUGUST 19 - 31, 2018
FINLAND



This Summer School is part of



PATRIMOINE2018
KULTURERBE2018
PATRIMONIO2018
PATRIMONI2018
REGARDE! SCHAU HIN! GUARDA!

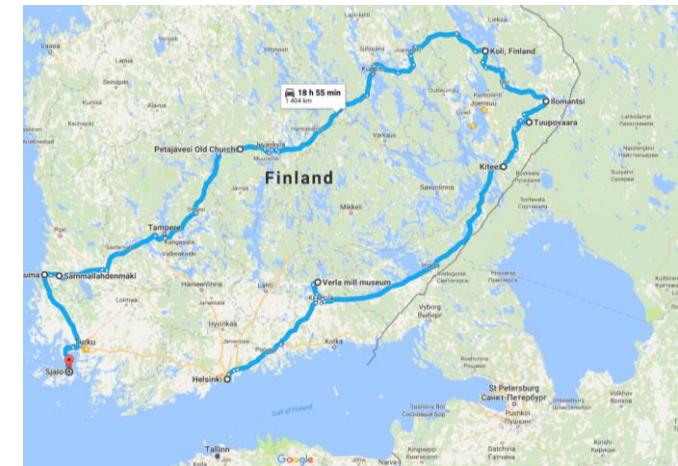


Photo screenshot google maps

Location

The Summer School will take place on the road, and will have a conference bus as main classroom. Workshops are organized at stops along the way: in Koli, Rauma, and Seili. Visits to World Heritage Sites (Fortress of Suomenlinna, Verla Groundwood and Board Mill, Petäjävesi Old Church, Old Rauma, Bronze Age Burial Site of Sammallahtenmäki) and Biosphere Reserves (North Karelia, Archipelago Sea area) will complement the experience, allowing for a more effective co-creation work.

Advice

For the nature of this Summer School, it is important you consider to take all needed measures to learn on the road.

This means:

1. if you get sick while travelling (bus or boat), then please bring your medication with you;
2. pack lightly.

Accommodation is according to the facilities of the location. Mostly, two participants will share one room with two beds. However, in some locations the rooms might have a bigger capacity.

Organizers

The UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites at USI – Università della Svizzera italiana (Switzerland) is committed to perform extensive research and teaching on how ICT can be effectively exploited to develop and promote sustainable tourism at WHSs.

This year it has partnered with the Department of Future Technologies of the University of Turku, in Finland, which has been ranked among top 1.3% in World University Rankings by the Center for World University Rankings.

Among the Instructors

Prof. Lorenzo Cantoni, Dr. Nadzeya Kalbaska, Dr. Silvia De Ascaniis (*USI – Università della Svizzera italiana*)

Prof. Erkki Sutinen, Dr. Carolina Islas Sedano (*University of Turku*)

Prof. Heike Winschiers-Theophilus (*Namibia University of Science and Technology, Namibia*)

Dr. Antony Harfield (*Naresuan University, Thailand*)

Please check the website www.unescochair.usi.ch for an updated list of presenters.

Summer School Structure

DAY	OVERNIGHT	FOCUS
19.8.2018	Helsinki	Welcoming
20.8.2018	Kitee	General Introduction
21.8.2018	Kitee	Eco-friendly Tourism
22.8.2018	Koli	Intangible world heritage
23.8.2018	Koli	Workshop #1
24.8.2018	Koli	Workshop #1
25.8.2018	Koli	Workshop #1
26.8.2018	Rauma	Tourism accessibility and entrepreneurship
27.8.2018	Rauma	Workshop #2
28.8.2018	Rauma	Workshop #2
29.8.2018	Seili	Workshop #2
30.8.2018	Seili	Workshop #2 Farewell dinner
31.8.2018		Departure to Helsinki after breakfast

Participants

Researchers

Advanced Master students

PhD candidates

Post Docs

Practitioners

World Heritage Site managers

Destination managers

Interested tourism professionals



Old Rauma, Photo CC: <http://shaynethomas.com>

Why to Participate

- Be part of a unique on-the-road Summer School
- Contribute with your talents to the co-creation of ICT solutions to enhance sustainable tourism at heritage sites (University of Turku will support with computer scientists)
- Strengthen your knowledge through seminars and workshops
- Work with local tourism and heritage stakeholders
- Network with academics and practitioners
- Experience Finnish World Heritage Sites