

## 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](mailto:unescochair@usi.ch) by **April 20, 2018**.

Acceptance will be notified by **May 7, 2018**.

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 19<sup>th</sup>, 2018 dinner (arrival day in Helsinki) to August 31<sup>st</sup>, 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**

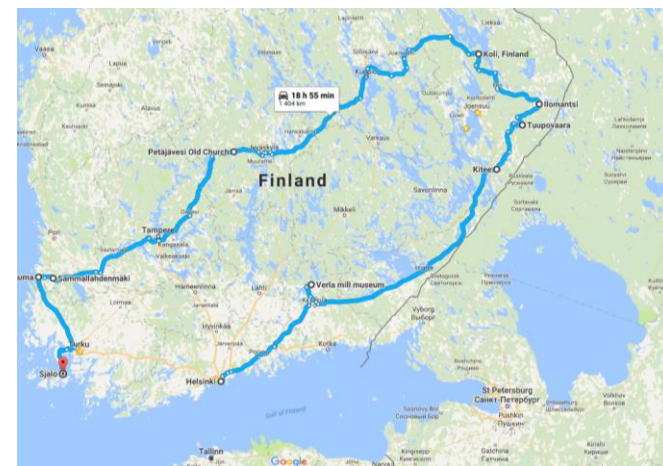


Photo screenshot google maps

## 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 (WHS) will complement the experience, allowing for a more effective co-creation work.

The WHS to be visited are: Suomenlinna, Verla, Old Rauma, and the Bronze Age Burial Site of Sammallahdenmäki.

## 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*)

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

Please check the website [www.unescochair.usi.ch](http://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