

WEEK 1

Color code: **visits**, **sessions**, **open lecture**, **workshops**

Day	Sunday 19.8.	Monday 20.8.	Tuesday 21.8.	Wednesday 22.8.	Thursday 23.8.	Friday 24.8.	Saturday 25.8.
Theme	Arrival & Welcoming	General Introduction Tourism in the local cultural ecosystem	Nature Based Tourism	Intangible Cultural Heritage on Karelian Culture	Co-design Workshop #1 ICT adds value to Heritage Tourism		
Location	Helsinki (Suomenlinna)	Helsinki, Verla, Kitee	Kitee	Kitee, Möhkö, Ilomantsi, Koli	Koli	Koli, Lieksa, Koli	Koli
Schedule of Activities	Welcoming dinner / welcome apero hosted by Visit Finland. Susanna Markkola (Visit Finland) Prof. Erkki Sutinen (University of Turku) Petteri Takkula (Development Manager Suomenlinna)	7:30-8:20 Breakfast 8:30-9:00 Presentation of the summer school format Dr. Carolina Islas 9:10 Take ferry towards Helsinki market square (~22 min) 09.45 Bus (COMFORT CONFERENCE COACH) pick us up at Helsinki market square	8:00-8:55 Breakfast 9:00-9:10 Welcoming by Eeva Nygren 9:15-10:10 Plamen Dimov 10:15-12:10 Henna Kone, Juho Pesonen, Katri Vuorjoki	8:00-8:50 Breakfast 8:50-9:00 Boarding the bus DRIVE from Kitee to Möhkö (Approx. ~ 1.5 hrs) Session on the bus (tba)	8.30-9.00 Breakfast 9.00-9.30 Pickup everybody to go to the visitor center. 9:30-12:30 OPEN LECTURE Prof. Cantoni, Susanna Saastamoinen, Dr. Timo J Hokkanen, Dr. Antony Harfield	8.30-9.00 Breakfast 9.00-9.30 Pickup participants to go to Vaarinkallio. 9:30-12:00 Workshop #1 time 12:00-13:00 Lunch	8.30-9.00 Breakfast 9.00-9.30 Pickup participants to go to Vaarinkallio. 9:30-12:00 Workshop #1 time 12:00-13:00 Lunch 13:00-15:20 Workshop #1 time
	Tour in Suomenlinna (UNESCO WHS) with Petteri Takkula	DRIVE From Helsinki to Verla (Approx. 184 Km ~ 2.5 hrs) 10:00-11:50 Sessions on the BUS self-presentations (Everybody)	12:30-13:20 Lunch 13:25-13:30 Boarding bus DRIVE to Karelia Cottages	10:30-12:00 Möhkö. Ironworks Museum, Wartime fortifications, and more. Ulla Vartiainen Reetta-Mari Kellokoski. 12:00-12:50 Lunch DRIVE to Ilomantsi	12:30-13:30 Lunch 13:30-14:00 Concert 14:30-15:30 Walk in Koli 15:30-16:00 Drive to Vaarinkallio	13:00-14:30 DRIVE From Koli to Lieksa (Approx ~ 1 hr) Workshop #1 continues. Teams can work on the bus	15:30-17:30 Workshop #1 Presentation of the results to the City of Lieksa and City of Juuka
		12:10-12:25 Arrival at Verla (UNESCO WHS) 12:30-13:20 Lunch 13:30-14:30 Visit Verla 14:35-15:30 potential lecture 15:20-15:40 Free time 15:40-15:45 Boarding bus.	Activities outdoors located in the UNESCO Biosphere region of North Karelia	13:30-15:25 Activities at Parpeinpirtti* 15:30-16:00 coffee break 16:10-18:00 Activities Ilomantsi** 18:15-19:15 Dinner	16:00-17:30 Workshop #1 starts	14:30-17:30 Visit Lieksa. Guided visit to Pielisen Museum & Paateri. 18:00-19:00 Dinner	17:30-18:00 DRIVE to dinner 18:00-20:00 Dinner
		DRIVE From Verla to Kitee (Approx. 288Km ~ 3.5 hrs) 16:00-17:45 Sessions on the BUS Dr. Antony Harfield Dr. Nadzeya Kalbaska	DRIVE to Kitee	DRIVE From Ilomantsi to Koli (Approx ~ 1.5 hrs) Potential session on the bus (tba)	18:00-19:00 Dinner 19:00-19:30 Drive to the accommodation	19:00-20:30 DRIVE Lieksa to Koli (Approx ~ 1.5 hrs) Workshop #1 continues. Teams can work on the bus	20:00-20:30 DRIVE to accommodation
		Arrival at Kitee 18:00-19:00 Dinner	Arrival at Kitee 18:00-19:00 Dinner	18:00-19:00 Light dinner	21:00 Approx. arrival at Koli	<i>Note: If people wants to keep on working on their challenge it is possible at their accommodation</i>	

WEEK 2

Color code: **visits**, **sessions**, **open lecture**, **workshops**

Day	Sunday 26.8.	Monday 27.8.	Tuesday 28.8.	Wednesday 29.8.	Thursday 30.8.	Friday 31.8.
Theme	Tourism Accessibility and entrepreneurship***	Co-design Workshop #2: ICT catalyzes Heritage Tourism		Science, Tourism & Sustainability		Close up
Location	Koli, Petäjävesi, Rauma	Rauma	Rauma, Sammallahdenmäki	Rauma, Nauvo, Seili	Seili	
Schedule of Activities	7:00-7:55 Breakfast	8:00-9:10 Breakfast	8:00-9:10 Breakfast 9:25 Pick up	8:00-9:10 Breakfast 9:15-9:25 Ready to leave, upload luggage to the bus. Walk to the presentation area	8:00-9:10 Breakfast	8:00-8:50 am Breakfast 9:00 Ferry from Seili to Hanka
	8:00 DRIVE Leaving early, we have a long drive from Koli to Petäjävesi. (377 km ~4h 50min) 12:00 Lunch on the bus	9:30-11:45 OPEN LECTURE Prof. Heike Winschiers-Theophilus, Dr. Teijo Lehtonen, Prof. Cantoni	9:30-10:30 DRIVE to the Burial Site of Sammallahdenmäki (WHS) (Approx. ~1hr) Teams can work on the bus	9:30-11:25 Presentation of the results Workshop #2 to the City of Rauma	10:00-12:00 Session: Prof. Heike Winschiers-Theophilus, Dr. Silvia De Ascaniis, Dr. Antony Harfield	9:10-9:40 on the Ferry towards Hanka
	13:00-15:00 Visit to Petäjävesi Old Church (UNESCO WHS)	11:50-12:30 Walking tour City of Rauma 12:30-13:40 Lunch 13:45-14:00 Walking to workshop location	10:35-11:35 Guided Tour Bronze Age Session: Salminen Hanna-Leena	11:30 Departure towards Seili. It belongs to the Archipelago Sea Area (UNESCO Biosphere Reserve)	12:30-13:25 Lunch 13:30-15:00 Session: Dr. Kirsi Lehto, Dr. Pasi Nurmi	9:40 COMFORT REGULAR COACH is waiting for us to drive towards Helsinki Airport
	15:00 DRIVE From Petäjävesi to Rauma (299 km ~3h 50min)	14:05-17:30 Workshop #2 starts	11:35-12:30 Workshop #2 12:30-13:40 Lunch 13:45-14:00 Workshop #2	DRIVE: 12:00-13:00 Lunch on the bus 13:15-13:45 Session Katriina Siivonen. 3:25pm Must be in the Ferry of Nauvo****	15:10-16:30 Round table with: Juulia Räikkönen, Ilari Sääkjärvi, Lorenzo Cantoni, Anttoni Hardfield, Heike Winschiers-Theophilus, Erkki Sutinen 16:35-17:40 Team work of reflections	We will stop in Turku to drop some passengers there. (Approx. ~4hrs)
	~7pm Arrival at Rauma (UNESCO WHS)	18:00 Dinner	16:30 - 17:30 DRIVE to Rauma (Approx. ~1hr) Teams can work on the bus 18:00 Dinner	Arrival at Seili. Session Juulia Raikkonen, Ilari Sääkjärvi	18:00 – 20:00 Closure dinner	~14:00 hrs Arrival at Helsinki airport
	19:30 Dinner	<i>Note: If people wants to keep working on their challenge it is possible at their accommodation</i>		18:00 Dinner Sauna	Potential walk at night	

* Activities in situ: Visit of the Museum Runonlaulajan Pirtti, workshop to learn to play Kantele (Karelian folk music), listening about Finnish believes in hunting, fishing, food gathering (berries and mushrooms), etc.

** Activities in situ related to the Orthodox traditions. We'll visit the Church of Saint Prophet Elijah. We will have a 20 min. service in English and the local church choir will be singing. Finalize the day walking through the old Kokonniemi cemetery.

*** This day we have a long drive, and we might be tired. During our journey we will have free discussions, movies, music and board games.

**** At this point we should say good bye to our COMFORT CONFERENCE COACH. It cannot join us to Seili. So, we will take the ferry by foot and each one of us will carry her/his personal luggage. Once in Seili, the accommodation is in a walking distance. You can see a map of Seili here: <https://www.visitseili.fi/en/map/>

OTHERS:

As you might notice, there is not much free time for shopping. We will coordinate as the situation unfolds. However, let me share with you some “windows of opportunity” in case you are interested in this activity.

FOOD SHOPPING. We will have drinks and cookies available in the bus. However, if you want to buy something else for the journey, then in the following stops you can find supermarkets (e.g. small K-market or S-market) in a walking distance from our accommodation: Suomenlinna, Kitee, Rauma. We might stop in a supermarket during our time in Koli as well.

HANDICRAFT SHOPPING. In the following locations you might find handicrafts produced by locals: Verla, Ilomantsi, Lieksa, Petäjävesi, Rauma.

Speakers

Monday 20.8.

EVERYBODY

Presentation of participants

Dr. Antony Harfield

Naresuan University, Phitsanulok, Thailand

Dr. Nadzeya Kalbaska

USI – Università della Svizzera italiana, Lugano, Switzerland

Title: *"eLearning & Tourism"*

Tuesday 21.8.

Eeva Nygren

Rector of Kitee Evankelinen Kansanopisto

Plamen Dimov

Musician and Music teacher at charge of Kitee International Music and Art Week

Henna Kone

Project manager at the Centre for Tourism Studies, University of Eastern Finland

Juho Pesonen

Head of eTourism research at the Centre for Tourism Studies, University of Eastern Finland

Title: *"How digital marketing enables sustainable business models for outdoor tourism businesses"*

Katri Vuorjoki

CEO at Karelia Cottages Oy LTD and PK Media Service

Wednesday 22.8.

Dr. Nadzeya Kalbaska

USI – Università della Svizzera italiana, Lugano, Switzerland

Title: *"Fashion and eTourism"*

Ulla Vartiainen

Ilomantsi Museum Director

Reetta-Mari Kellokoski

Ilomantsi, Curator

Thursday 23.8. Open Lecture at Koli, Finland

The growth of tourism with sustainable natural resources

Prof. Lorenzo Cantoni: UNESCO chair holder

USI – Università della Svizzera italiana, Lugano, Switzerland

Title: *“eTourism and Heritage”*

Susanna Saastamoinen

Director of Business Development of the City of Lieksa

Title: *“What visions does the city of Lieksa has for Koli?”*

Dr. Timo J Hokkanen

Coordinator at Centre for Economic Development Talk

Title: *“Sustainable tourism needs both soft and hard methods”*

Dr. Antony Harfield

Naresuan University, Phitsanulok, Thailand

Title: *“Technology and Sustainable Tourism”*

Concert with Jussi Makkonen

Friday 24.8.

Liisa Eskelinen

Lieksa, Museum Director

Katri Tolonen

Lieksa, Museum Curator

Monday 27.8. Open lecture at Rauma

Procedural Nature of Heritage Knowledge and Tourism

Prof. Lorenzo Cantoni: UNESCO chair holder

USI – Università della Svizzera italiana, Lugano, Switzerland

Title: *“What is culture? And how can ICT promote Sustainable Tourism to cultural places?”*

Dr. Teijo Lehtonen

Department of Future Technologies, University of Turku

Title: *“Mixed reality applications for cultural heritage”*

Prof. Heike Winschiers-Theophilus

Namibia University of Science and Technology, Windhoek, Namibia

Title: *“Creating new realities with the digitalization of intangible cultural heritage”*

Sunday 26.8.

Hanna Hautamäki

Owner of Lemettilän tila

Annamari Maukonen

Marketing Project Manager Petäjävesi Old Church marketing project

Katriina Holm

Marketing Project Manager
Petäjävesi Old Church marketing project

Tuesday 28.8

Salminen Hanna-Leena

Museum Curator of the City of Rauma

Wednesday 29.8.

Vice-Rector Prof. Katriina Siivonen

Vice Director of the Finland Future Research Centre, University of
Turku

Title: *"Cultural sustainability?"*

Prof. Ilari Sääksjärvi

Department of Biology, University of Turku

D.Sc. (Econ. & Bus. Adm.) Juulia Räikkönen

Department of Marketing and International Business, University of
Turku, Finland

Thursday 30.8.

Dr. Silvia De Ascaniis

USI – Università della Svizzera italiana, Lugano, Switzerland

Title: *"Social media awareness campaigns for cultural heritage"*

Round table

Prof. Lorenzo Cantoni: UNESCO chair holder

USI – Università della Svizzera italiana, Lugano, Switzerland

Prof. Heike Winschiers-Theophilus

Namibia University of Science and Technology, Windhoek, Namibia

Prof. Erkki Sutinen

HoD Future Technologies, University of Turku

Dr. Silvia De Ascaniis

USI – Università della Svizzera italiana, Lugano, Switzerland

Dr. Antony Harfield

Naresuan University, Phitsanulok, Thailand

Dr. Carolina Islas

Department of Future Technologies, University of Turku

Dr. Kirsi Lehto

Adj. professor, Department of Biochemistry, University of Turku

Title: *"Connecting Science with Sustainable Development themes by
the UNESCO "*

Dr. Pasi Nurmi

Science Centre of the University of Turku

Title: *"Connecting Science with Sustainable Development themes by
the UNESCO"*

Workshop Challenges

The following challenges will be addressed in the workshops. Each challenge is given by local stakeholders, thus all of them are real challenges that the community is facing.

We will work in teams (*you, as an expert on tourism at World Heritage Sites, and local stakeholders*) to look for solutions to these challenges. The output of our work will be presented to the corresponding city representatives of each location at the end of the workshop.

Challenge Koli Workshop #1		Technology wishes
1	How to link tourism from Lieksa city and Koli?	assume WEB
2	How to increase the visibility of private cottages rent?	assume WEB
3	How to support the growth of international tourism in Koli while still protecting the environment and natural resources? Think about type of investors. How to reach them? etc. Are there different ways / channels to grow? Which services to offer? Volumes?	open (web, AR/VR....)
4	How to attract international tourism, especially from Asia?	open (web, AR/VR....)
5	AR application to experience the honeymoon house of Sibelius	AR/VR
6	How ICT could enhance a business model and attract international tourism for music and art festivals inspired by biosphere region?	assume WEB

Challenge Rauma Workshop #2		Technology wishes
1	How can ICT help the tourism in old Rauma and the Bronze Age Burial Site in Sammallahtenmäki?	assume WEB
2	How can get feedback in open spaces?	Use on mobile WEB based
3	What <u>kind of experience can be offered</u> at Bronze Age Burial Site in Sammallahtenmäki with AR/VR technology? Shall we include aerial view of the site? What kind of services should be included or experience? What should be the business model to offer this experience online free of charge and/or for a cost?	AR /VR
4	<u>How to experience</u> Bronze Age Burial Site in Sammallahtenmäki <u>when one cannot be there?</u> (e.g. being disable, in winter season) Shall we include aerial view of the site? What kind of services should be included or experience? What should be the business model to offer this experience online free of charge and/or for a cost?	open
5	Platform services where travelers can start their experience. The platform will be based on the museum virtual space (e.g. website) and it should offer: - tickets online - online tours - calendar of event - connect community with tourists	web based
6	With a futuristic vision: how we can support visitors' experience without a visitor center in a WHS? A visitor center might contain: - Basic information of the site - Deepen information for those who already know the site or have information about the site - Why is a WHS - How to use the site in a sustainable way	open

Thank you

To all the persons and organizations that support us to make this Summer School a reality!

