



insites  
to digital heritage

## Curriculum (CV) Structure



# Module content at a glance

## Module 1

- Experiential and Cultural Tourism
- Digital Cultural Heritage
- Digitizing Cultural Heritage
- Audiences evolution
- The extended cultural experience

## Module 2

- Overcoming the Barriers to Digitisation
- Lack of inspiration, vision and strategy
- Lack of confidence with the technology
- Lack of skills and resources

## Module 3

- Immersive Tourism Experiences (ITEs)
- The building blocks for ITE
- Designing a valuable cultural ITE
- Transforming a Tourism Experience into an ITE

## Module 4

- Understanding cultural audiences
- Digital natives and digital immigrants
- Focusing on your target audience



# Module Content at a glance

## Module 5

- Digital Marketing for Digital Cultural Heritage
- Spotlight on Digital Storytelling
- Leveraging the potential of User Generated Content

## Module 6

- Introduction to collaborative processes
- Involving your stakeholders
- Collaborative strategies

## Module 7

- Immersive Tourism Experience Canvas

