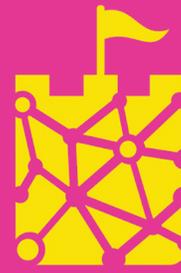


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to digital heritage

Open Educational Resources

VET Implementation Guide

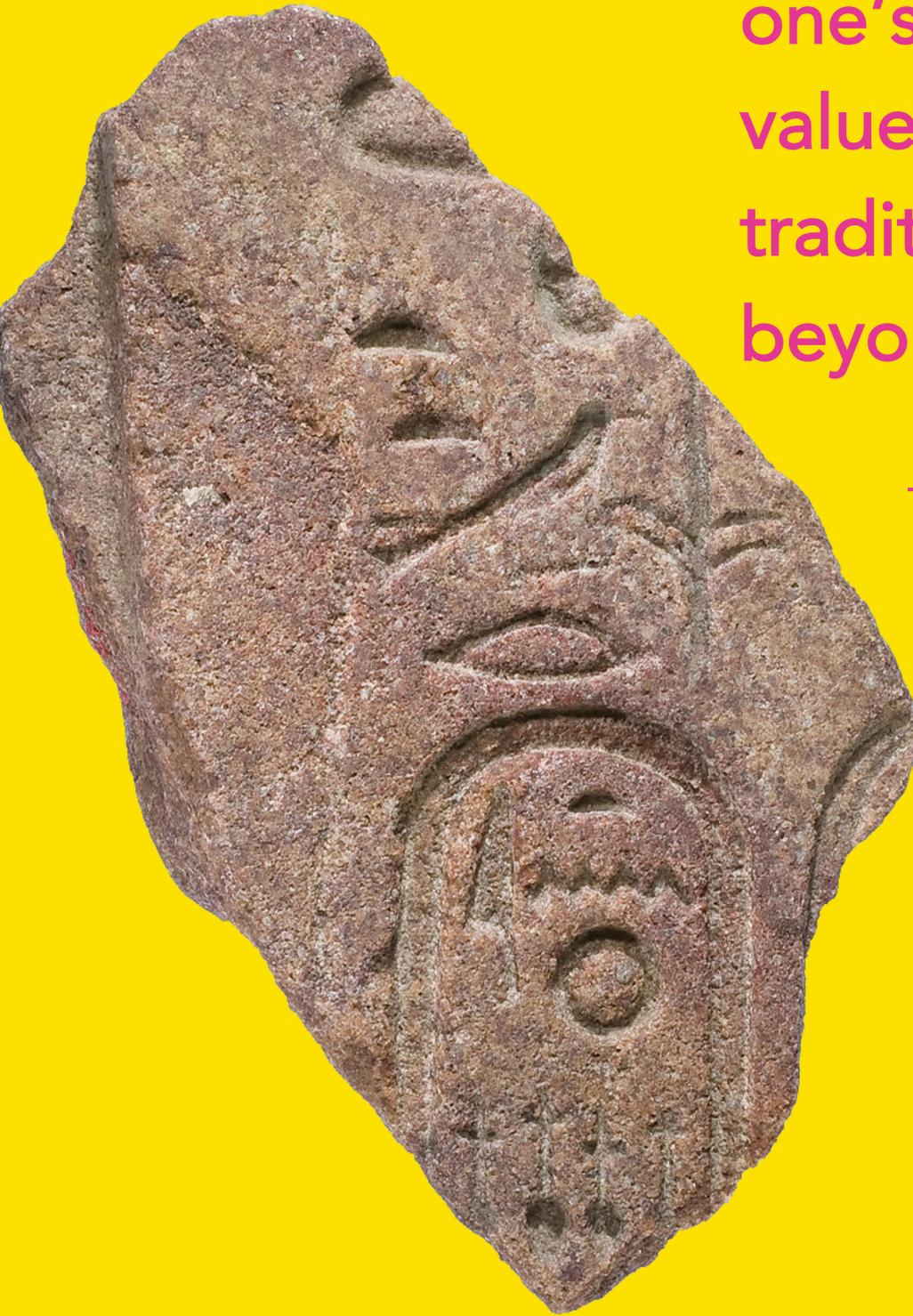




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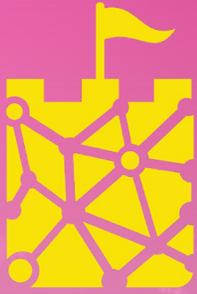
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"Maintaining
one's culture,
values and
traditions is
beyond price."

- *Getano Lui*



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About the Insites project





About Insites

INSITES is a cultural heritage project, funded by the Erasmus+ programme developed over 2 years from January 2021. The project is led by Banbridge District Enterprises Ltd, UK and includes 6 other project partners from Slovenia, Ireland, Denmark, Turkey, Greece and Italy.

Cultural heritage tourism is a vital part of Europe's economy with 8.4 million people employed in this sector and 4 out of 10 tourists choosing their destination based on its cultural and heritage offering. However, Europe's cultural heritage is under threat. The decay and abandonment of some European cultural heritage gems and the over development/insensitive tourism of others are two very pressing areas for concern.

According to UNESCO, people-centered approaches which include young people in future preservation actions of cultural heritage are key, because communities and people are key sources of resilience for cultural heritage. This is reinforced by the EU Commission, which also highlights the need for visualizing and interpreting cultural heritage in new ways and encouraging sustainable tourism.

Technology and innovation have a leading role to play in Europe to build a strong, sustainable cultural heritage tourism sector for and of the future.

INSITES contributes to the strength and sustainability of the cultural heritage sector by **exploring** the dual ability of technology to digitally preserve Europe's tangible and intangible cultural heritage gems and to future proof the sector by making it more attractive to young people (digital natives) who are the future consumers/custodians of Europe's cultural heritage.

Cultural heritage tourism is defined as "travel to experience the places, artefacts and activities that authentically represent the stories and people of the past and present, including cultural historic and natural resources" such as urban and rural landscapes, museums, theaters, archaeological sites, monuments and cultural interpretation centres.

INSITES aims to **upskill** people at all levels of heritage organisations and businesses and also the VET providers and business mentors who serve them.



INSITES Resources

The Insites project brings you four interlinking sets of resources to dip into when constructing a digital cultural heritage course:

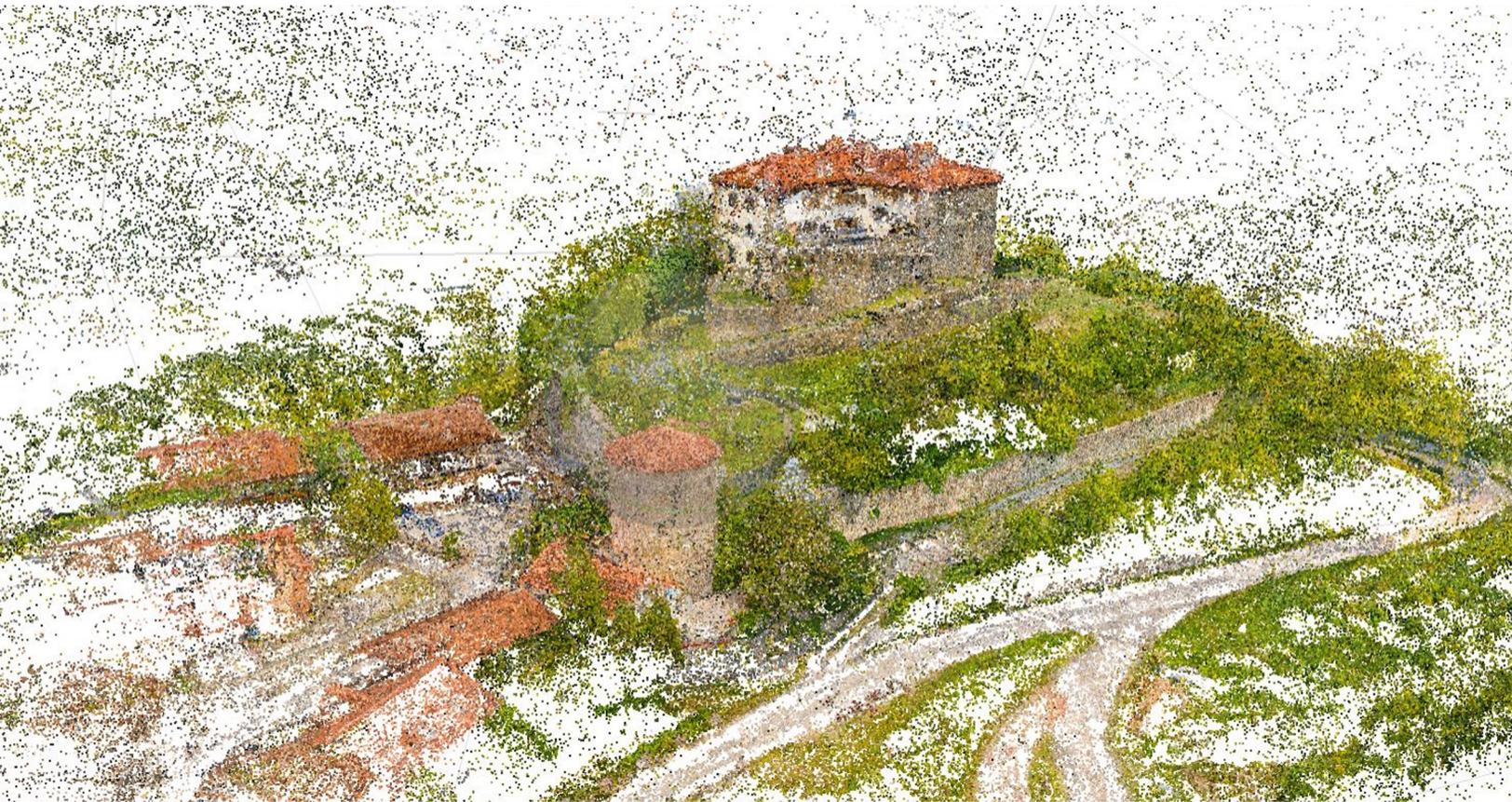
1 Immersive Cultural Heritage Experiences Open Educational Resources provide you with a free, open source, multilingual training pack which upskills learners in the powerful potential of digital technology to rejuvenate, preserve and grow cultural heritage tourism in Europe. It includes learning outcomes, teachers' guides for VET classroom delivery with multimedia lecture materials, and exercises to enhance and assess learners' progress.

2 Active Peer Learning Guide captures inspirational case studies and best practice examples of cultural and heritage tourism custodians across Europe who have improved their digital skills and embraced technology in innovative ways to rejuvenate, preserve and grow their cultural heritage tourism business. These can be used to deepen the experience of your learners as you go through the Insites modules or simply as a stand alone resource to add to your own courses.

3. Digital Cultural Heritage MOOC - a multilingual one-stop digital training point where cultural heritage custodians can "drop-in" and access up-to-date info, guidance/training from European digital cultural heritage experts.

4. Digital Cultural Heritage Technology Toolkit which identifies and guides the use of 20+ low/no-cost digital tools with the potential to rejuvenate, preserve and grow cultural heritage tourism. It makes digital cultural heritage accessible and achievable for smaller tourism providers/custodians. These again can be used to expand your learners' knowledge on specific technologies they discover through the modules, or to support topics and resources of your own.

Read more about INSITES: <https://www.insitesproject.eu/>



INSITES objectives

The need to promote resilience and sustainability has only become more urgent through the COVID19 crisis and its long lasting impact on the whole tourism industry. INSITES will upskill tourism businesses, communities and local tourism stakeholders to embrace technology to future proof Europe's cultural heritage assets.

Supporting the uptake of innovative approaches & digital technologies

Understanding how to deliver more immersive experiences

Learning how to engage with new audiences

Supporting the uptake of innovative approaches and digital technologies

With a rapidly evolving digital world which permeates the lives of almost every age group, digital technology training for innovative approaches to cultural heritage development has never been more vital.

Understanding how to deliver more immersive experiences

Authentic and immersive experiences are now absolutely basic elements of successful cultural heritage businesses, particularly for the younger age groups that are the future of the sector. Insites offers trainers and learners the ability to develop participatory, interactive, culturally authentic experiences which excite and engage younger audiences.

Learning how to engage with new audiences

With many more interactive digital tools available to heritage custodians, it's a whole new world of audience engagement where new skills and understanding lead to new audiences, such as immersive explorers, who make the sector culturally relevant and economically sustainable.

Target groups



Teachers/Trainers
in tourism, entrepreneurship, history and heritage

Tourism
students

Young people

Decision-makers

Cultural heritage
custodians -
small tourism/heritag
e businesses

Cultural heritage custodians -
cultural heritage
/community groups

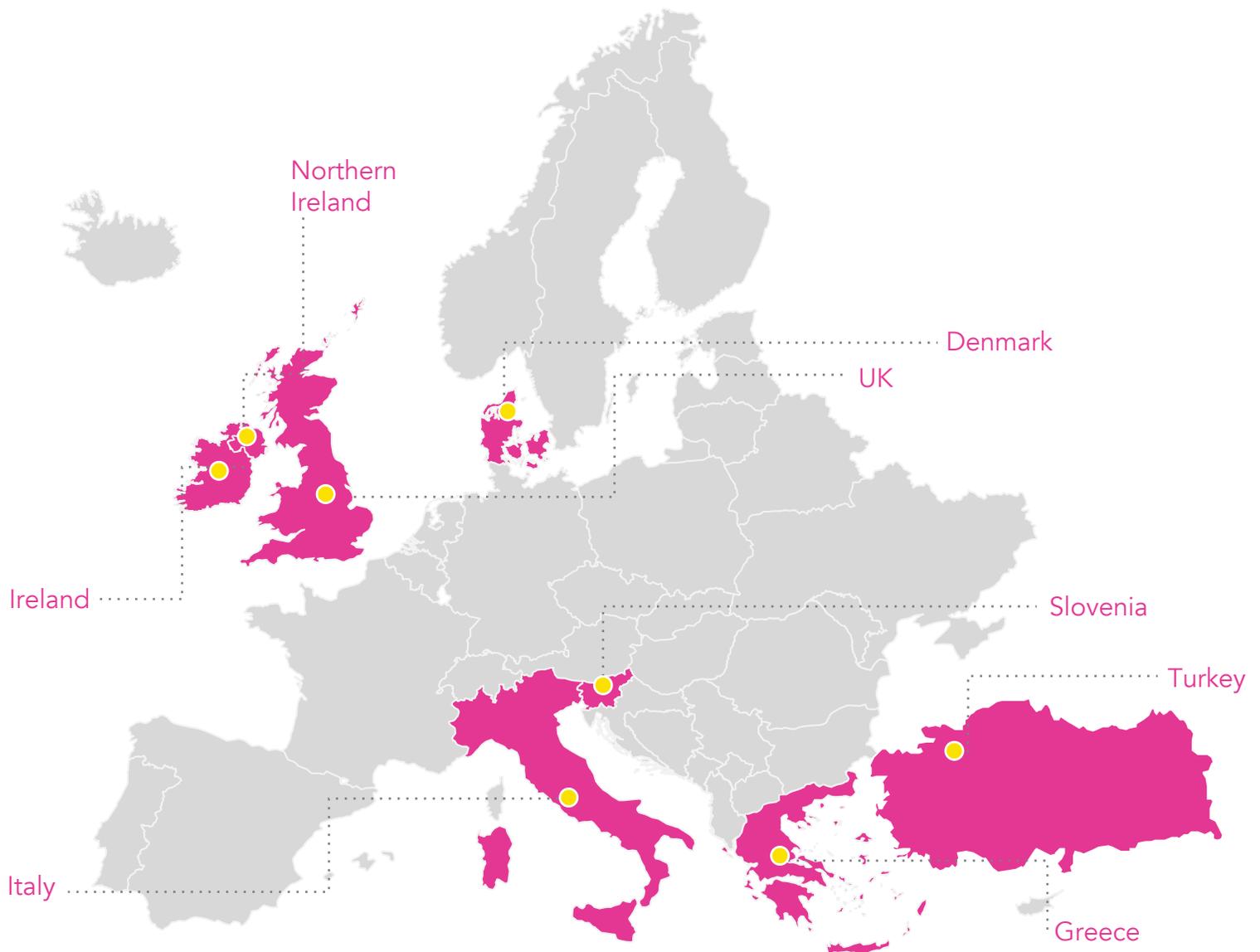
Cultural heritage professionals
(museum staff, etc.)

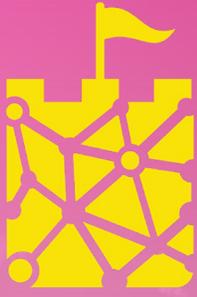


Our Partners

The INSITES project brings together expertise from a total of 7 project partners:

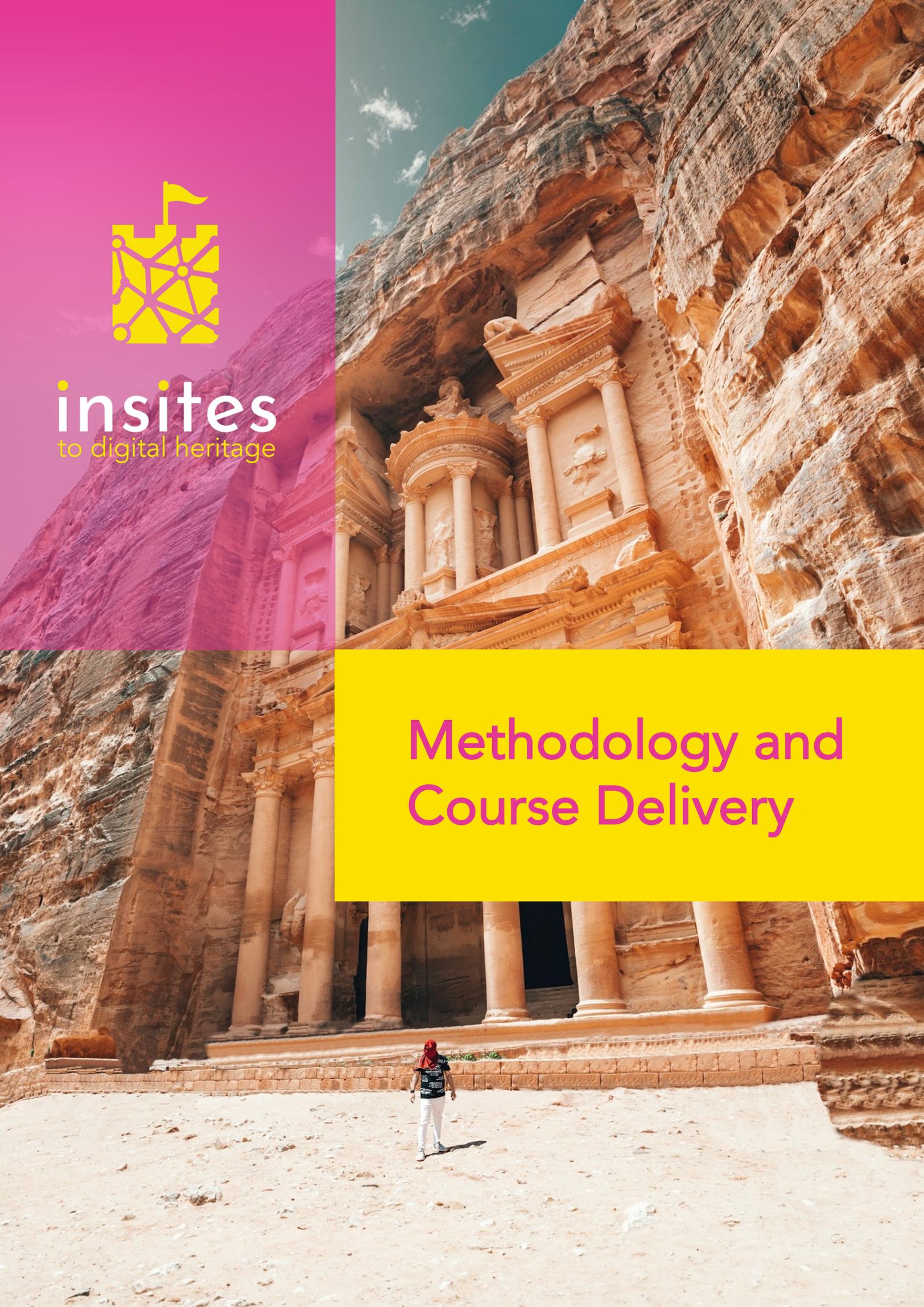
- Akmi from Greece
- Arctur from Slovenia
- Banbridge District Enterprises from Northern Ireland
- Destination Makers from Italy
- EUEI from Denmark
- Momentum from Ireland
- And the Trabzon Ortahisar Municipality from Turkey



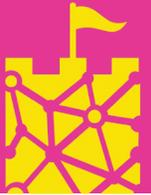


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Methodology and Course Delivery

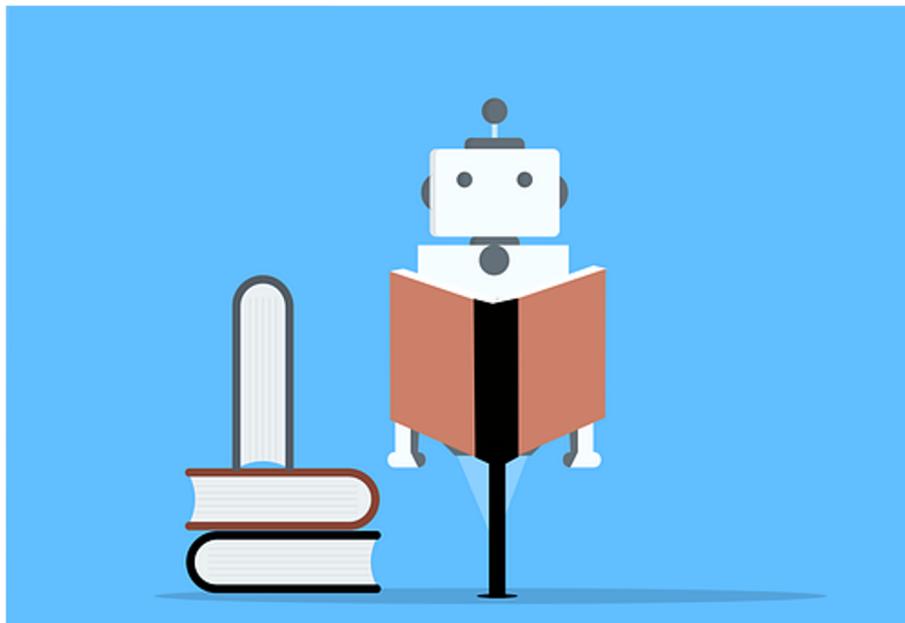


Digital Teaching Methodology



The participatory teaching methodology provided by Insites is particularly important when the overall aim of the course is to increase the skills of the learners to provide the best possible immersive experience for tourists.

Traditional methods were based on 90% lecturing and 10% participatory methods. Nowadays, that has dramatically changed to 5% of teaching time given to the traditional lecture, 10% to reading, while other 85% should include combination of image & sound, demonstrations, group discussions, practical activities, case studies and mostly of **personal experience & coaching**.



Digital media are a huge support in the learning process. They can be duplicated and shared and they increase your connection with students. The multimedia digital learning content Insites includes is accessible and offered for students to direct their own learning and develop their own thinking skills both inside and outside a classroom setting. It is also highly adaptable to online and hybrid learning methodologies. The content is flexible enough to relate to different learning styles and delivery methods.



Some of the most successful delivery methods that are supported by Insites resources:

- **Flipped Classroom**

A pedagogical approach in which direct instruction moves from the group to the individual learning space. There is a dynamic, interactive learning environment created, where the educator guides participants as they are actively engaged in learning. Insites' Powerpoint slides can be easily shared with learners in a group or individual setting, whether shared on a large screen or computer screen.

- **Blended/Hybrid Learning**

Combining face to face learning with online learning. It brings together the best parts of both methods (giving classes in the classroom and the homework/preparation online). It is one of the most popular methods and the teaching of cultural heritage skills is no exception, as Insites modernizes it with multimedia tools and exercises as well as additional online resources such as the Digital Cultural Heritage Technology Toolkit.

- **Enriched Virtual model**

Participants have face-to-face sessions with their teacher and then complete their remaining coursework remotely by themselves and without additional teachers support.

- **Collaborative/Peer to Peer Learning**

Involves more learners working together in pairs or smaller groups to discuss, learn and find solutions to the challenges. Group exercises are included throughout the Insites modules and backed up with multimedia references.

- **Project work**

Students research and gain knowledge from various areas of learning and transfer it into real life situations. Insites exercises can be set as individual or collaborative projects with the support of the teacher. The modules come with references to texts at different levels to allow you to decide as a trainer which to set as course reading. A set of case studies are also available on the Insites website to enable learners to transfer these real life experiences into course work.

- **Online workspaces**

The Insites resources' downloadable format allows it to be incorporated into online collaboration tools (Google Drive, DropBox, etc.) where everyone can share, work on and comment on documents, where all group members can work at the same time, with changes saved automatically and the possibility to see all the past changes by time and author.

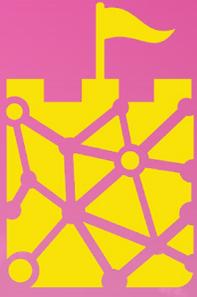


Tools

The table below present some of the most often used teaching tools and also some that are sometimes overlooked. You will find a variety of these tools are used and required throughout the Insites modules.

If possible, we recommend that the teaching of the modules should take place in smaller groups, where a creative environment can evolve and where each participant can be included in discussion.

Tool	Use	Resources
PRESENTATIONS PowerPoints, etc.	Resources can be displayed on a large classroom screen, including visual and textual material with main points written on the presentation and links to other multimedia sources, case studies, etc.	computer, projector, large screen
VIDEOS, WEBINARS, OTHER MULTIMEDIA MATERIALS Youtube, social media, etc.	Links are included in the resources for introducing and reviewing content, improving accessibility for students, explaining parts of the content in more depth and providing video material for a further discussion	computer, projector, large screen, audio system
WEBINARS (online learning)	Insites Powerpoints can be used within online sessions and all the Insites resources are either downloadable or directly accessible online for use in a webinar	computer, microphone, camera, link to the Insites website
WHITEBOARD	Modules have exercises which can use visual, physical and kinetic prompts and tools to guide learning and enable group work and feedback	whiteboard, coloured markers, magnets, papers
Parts of BOOKS, ARTICLES from digital media	Insites has text-based references throughout that can be printed out as well as, or alongside the Powerpoint module slides to cater for different learning styles, explain parts of the content and use written material for a further discussion	Black and white or coloured printer
OTHER TEACHING AIDS/TOOLS incl. DIGITAL TOOLS	There are a variety of potential traditional and new tools that could support the Insites resources such as flipcharts and VR glasses	Flipchart, markers, post its paper&pencil, VR glasses, etc.



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Insites to Digital Heritage Content



Course content overview

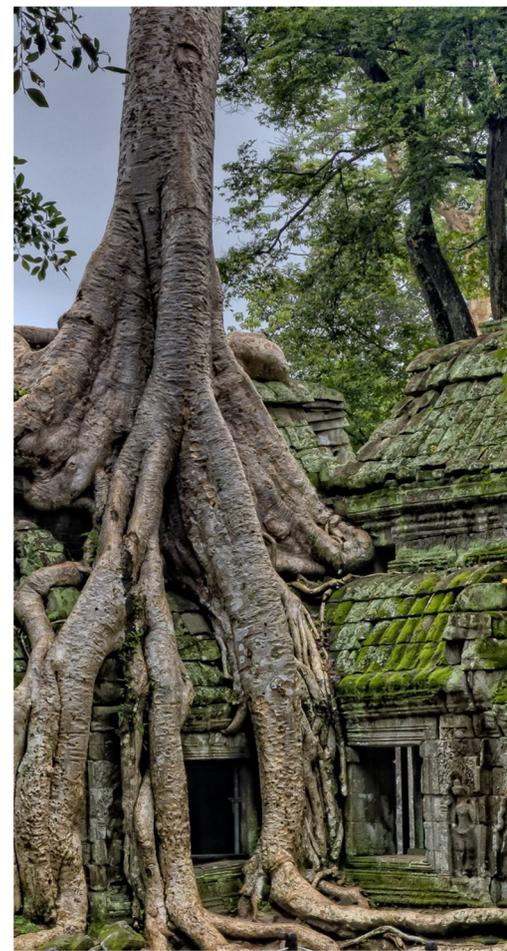
Modules' description & progressive learning objectives

The course is structured around 7 modules

1. Introduction to Digital Cultural Heritage
2. Overcoming the Barriers to Digitisation of your Cultural Heritage Experience
3. Introduction to Immersive Tourism Experiences Design
4. Understanding Immersive Tourism Audiences
5. Digital Marketing for your Digital Cultural Heritage Experience
6. Collaborating with others to protect, preserve and promote Cultural Heritage at Destination level
7. Immersive Tourism Experience Canvas

The ideal way to take the course is to follow the order outlined for the modules. However, course designers have been careful to design for modules to be used independently for learners who want to deepen their understanding of just a specific topic/module.

As trainers we would encourage you to adapt the material for your own students' particular learning needs and the Powerpoint format is specifically designed to allow you to do that, mixing and matching slides as required to relate to different levels, learning styles and interests.





Module 1

Introduction to Digital Cultural Heritage

Overview	<p>This module offers an overview on the powerful potential of digital technology to rejuvenate, preserve and grow cultural heritage tourism. It sets the framework for the following modules and it provides learners with the basic knowledge of immersive experiences and cultural tourism audiences they can build on in the rest of the course.</p>
Learning objectives	<p>Upon completion of this module participants will be able to:</p> <ul style="list-style-type: none">● Define experiential, immersive and cultural tourism● Explain what digitisation means and its potential for culture and heritage organisations/businesses● Describe 5 key areas for digitisation in the cultural and heritage tourism sector● Describe the changes in cultural audiences since the pandemic, the move to digital consumption and the implications for the cultural heritage organisation/business● Explain what the extended cultural experience involves● Evaluate their readiness for digitisation
Case studies	<ul style="list-style-type: none">● The National Archaeological Museum of Taranto, Italy● The Ochre Atelier at the Tate Modern, United Kingdom● The Baden State Museum at Karlsruhe Palace, Germany● Atelier des Lumieres, Paris● Google Arts and Culture● Engage and Create at the Cleveland Museum of Art
Further resources	<p>Microsoft's Libraries and Museums Education Transformation Framework</p>



Module 2

Overcoming the Barriers to Digitization of your Cultural Heritage Experience

Overview	This module is focused on analysing the main barriers that cultural and tourism operators encounter in relation to the digitization of cultural heritage and on offering possible solutions and strategies to overcome these barriers.
Learning objectives	<p>Upon completion of this module participants will be able to:</p> <ul style="list-style-type: none">● Describe and evaluate the most common barriers to digitization of cultural heritage● Explain some key strategies for dealing with the following barriers:<ul style="list-style-type: none">➤ lack of inspiration➤ lack of vision and strategy➤ lack of confidence with the technology➤ lack of skills➤ lack of resources● Define design thinking and its importance to innovation within their own business
Case studies	<ul style="list-style-type: none">● Digitisation of Slovenian cultural heritage● Acropolis, Athens, Greece● Škocjan Caves, Slovenia
Further resources	<ul style="list-style-type: none">● MOOC Cultural heritage free courses● Cultural Heritage Research Projects● Tourism 4.0 partnership - innovative digital tools & services, projects, etc.● Game of TraCEs - gamification for cultural tourism experiences



Module 3

Introduction to Immersive Tourism Experiences

Overview	This module demonstrates what Immersive Tourism and Cultural experiences are and analyses in details the main elements that constitute them. It offers essential tools and tips to successfully build an immersive tourism experience.
Learning objectives	Upon completion of this module participants will be able to: <ul style="list-style-type: none">● Define experiential and cultural tourism● Describe the building blocks for designing successful immersive tourism experiences● Evaluate the main technological tools and approaches for digitization (e.g. AR, VR, holographic projections, etc.) and their relevance to their work● Explain what makes an immersive experience stand out● Recall and apply the fundamentals of the experience design process
Case studies	<ul style="list-style-type: none">● The National Gallery, United Kingdom● Arcimboldi Museum, Italy● teamLab Borderless of Shanghai, China
Further resources	<ul style="list-style-type: none">● User Centered Design Canvas● Unique Selling Proposition Canvas● Persona Canvas● Storytelling Canvas



Module 4

Understanding Immersive Tourism Audiences

Overview	Module 4 presents an analysis of tourism and cultural audiences, with a specific focus on digital natives and how to reach them. It allows learners to understand the basics of the segmentation of cultural audiences based on their motivation for visiting, so that they can target particular audiences more successfully and design immersive experiences that meet their needs. It presents some effective tools and exercises for learners to implement in the development of their own digital projects.
Learning objectives	Upon completion of this module participants will be able to: <ul style="list-style-type: none">● Differentiate between different cultural and tourism audiences, based on their behaviours and needs● Explain the main motivations for visiting a cultural institution● Describe digital natives and key strategies for reaching them● Define and build a customer persona for their target visitor● Create an empathy map for their target customer● Understand and create a visitor journey map
Case studies	<ul style="list-style-type: none">● StoryTrails UK● The Museum of English Rural Life, United Kingdom● The Cleveland Museum of Art, USA
Further resources	<ul style="list-style-type: none">● Empathy Map● Visitor journey● Google Trends● Google Analytics● Facebook IQ



Module 5

Developing and Marketing your Digital Cultural Heritage Immersive Experience

Overview	This module focuses on digital marketing with an emphasis on digital storytelling and user generated content marketing. It explains how to develop an effective digital storytelling approach, media analysis and media strategy.
Learning objectives	Upon completion of this module participants will: <ul style="list-style-type: none">• Differentiate between marketing and digital marketing• Explain and use the elements of digital storytelling as a key 21st-century marketing tool• Explain and use the user-generated content in your future marketing efforts• Evaluate best practice case studies of digital storytelling and user-generated content in practice• Recall 5 useful tools which can be used for the digital marketing of your digital cultural heritage experience
Case studies	<ul style="list-style-type: none">• The Met Museum, USA• The British Museum, UK• Virtual Tours of Dubrovnik, Croatia• Royal Palace of Caserta, Italy
Further resources	<ul style="list-style-type: none">• Tools:<ul style="list-style-type: none">○ Social media, Streamyard, Zoom, Miro, Butter○ Stackla, CrowdRiff, Squarelovin• Reports:<ul style="list-style-type: none">○ The Complete Guide to UGC for Museums○ Successful marketing for Museums



Module 6

Collaborating with others to protect, preserve and promote Cultural Heritage at Destination level

Overview	Module 6 focuses on how to work with other cultural heritage organisations and technical experts to develop a new digital heritage experience. It offers a focus on the stakeholders to be involved and the main things to consider while developing digital cultural experiences.
Learning objectives	Upon completion of this module participants will: <ul style="list-style-type: none">● Define the key categories of collaborators for a digital cultural heritage project● Describe 4 common mistakes when dealing with partners and collaborators● Describe 4 key steps in designing a partnership
Case studies	<ul style="list-style-type: none">● The Sanxingdui Museum and Tencent, China● L'Internationale, International partnership● The Valentine Museum and ARtGlass, USA● Izi.TRAVEL
Further resources	<ul style="list-style-type: none">● Tools: Miro● Report: The Comprehensive Guide to Impact Partnerships



Module 7

Bringing it all together

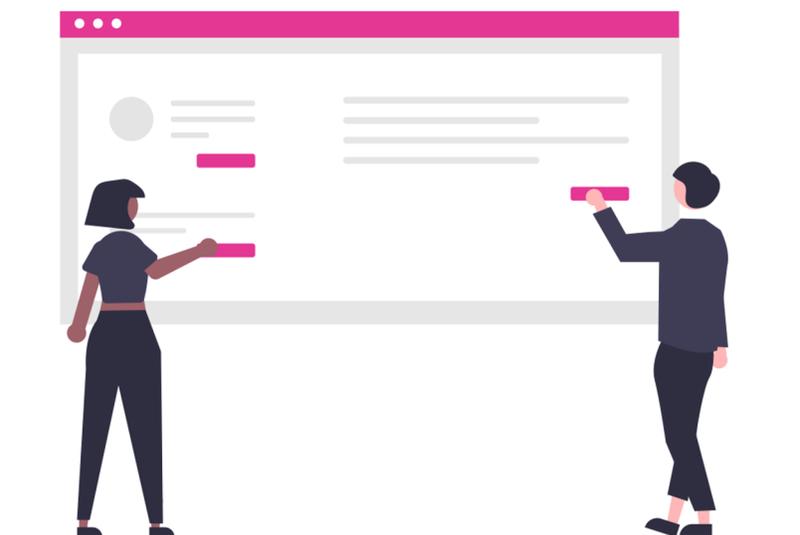
Overview

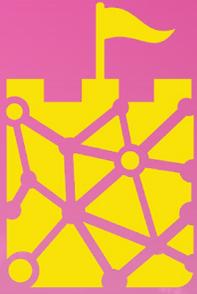
This module offers a wrap-up of all the previous modules with a practical exercise of building a “Digital Cultural Heritage Immersive Action Plan” - a template resource for end-users to design their immersive cultural tourism experience and make it actionable.

Learning objectives

Upon completion of this module participants will:

- Plan an immersive tourism experience, taking into account all the fundamental steps to build it successfully





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Contacts and useful links



Contacts

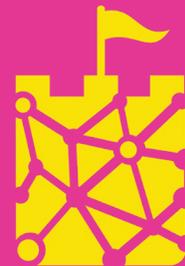
Insites contacts:

- Insites project website: www.insitesproject.eu
- Insites Facebook page: <https://www.facebook.com/InsitesProject>

Project partners websites:

- Destination Makers: www.destination-makers.com
- ARCTUR: www.arctur.si
- Banbridge District Enterprises Ltd: www.bdelonline.com
- Momentum marketing services Ltd.: www.momentumconsulting.ie
- European E-learning Institute: www.euei.dk
- Trabzon Ortahisar Belediyesi: www.trabzonortahisar.bel.tr
- Akmi Anonimi Ekpaideftiki Etaria: www.iek-akmi.gr

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Banbridge District Enterprises Ltd, UK

www.bdelonline.com

Established in 1989, BDEL is a provider of development and training services to new and established small businesses. BDEL has a strong background of supporting a sustainable local tourism enterprise culture by working in partnership with the public, private and voluntary sectors, reflecting the fact that many heritage sites in the UK are in the hands of the public and voluntary sectors.

Their expertise also includes:

- supporting community regeneration
- empowering VET providers with a core model for creative industry training
- Supporting young people with training in pop culture entrepreneurship
- Creating lean innovation training models for micro-enterprises.

Momentum marketing services Ltd., Ireland

www.momentumconsulting.ie

Since 2003, Momentum (MMS) have worked in developing progressive learning programmes and platforms for education with special focus on the tourism innovations that transformational impact on local communities and rural economies. MMS combine an intimate knowledge of the Irish tourism landscape with their VET specialisms of blended learning and professional development training in entrepreneurship, rural economy regeneration, community stimulus training incorporating new approaches to marketing, innovation, internationalisation, competitiveness and business improvement.



European E-learning Institute, Denmark

www.euei.dk

European E-learning Institute (EUEI) specialises in the creation of powerful online platforms, immersive educational environments and provision of resources and tools to create truly valuable learning experiences. EUEI was founded on the concept of 'continuing education'; a post-secondary education programme that provides further enrichment to learners in a wide range of sectors, covering topics that are professional and/or personal. As an organisation, they place tremendous worth on the informal and flexible nature of continuing education and crafting flexible, online learning courses for those wishing to improve themselves and stay ahead in their careers and in business.

Trabzon Ortahisar Belediyesi Turkey

www.trabzonortahisar.bel.tr

Trabzon Ortahisar Municipality (ORT-BEL) is the biggest district located in the centre of Trabzon province. A hub of the Eastern Black Sea Region, with a long history, rich culture and great natural beauty. Of significant cultural heritage importance is Trabzon's position on the Silk Road which connected Europe and Asia and resulted in the city hosting many civilisations and interesting historical events throughout its history.

The preservation and promotion of Ortahisar historical and cultural heritage is a primary concern of Trabzon Ortahisar Municipality. It works hand in hand with the Ministry of Culture and Tourism to restore and revive Ortahisar's cultural gems.



Akmi Anonimi Ekpaideftiki Etaria, Greece

www.iek-akmi.gr

AKMI was founded in 1989 and today is one of the leading Vocational Training Institutes in Greece, with approximately 950 permanent staff, 600 of whom are educators and academic staff recognised for their innovative research and teaching approaches, qualifications, language knowledge, critical thinking and mindset. Among their key competencies is design and running of demand-led and industry informed curricula. Keeping up with new developments in education and facilitating best practice is a key concern for AKMI.

AKMI School of Tourism & Gastronomy is the largest VET educational force in the field of Tourism and Nutrition in Greece and currently offers 6 VET training programmes.

Arctur, Slovenia

www.arctur.si

Arctur is a specialist agency working to inspire and empower cultural heritage organisations to reinvent themselves and co-create innovative cultural heritage products and services. They are a one-stop-shop for problems and solutions surrounding travel, tourism, hospitality and leisure. Arctur has also been instrumental in helping Slovenia to achieve its ambitious vision for a digitally rich experience of its cultural heritage.

It has developed the Tourism 4.0 paradigm which takes key enabling technologies from the Internet of Things, Big Data, Blockchain, Artificial Intelligence, Virtual Reality and Augmented Reality and makes them accessible to local inhabitants, local authority, tourists, service providers and government to enable a co-creation approach to enriched tourism experience in both the physical and the digital worlds. They have expertise in the fields of 3D scanning and modelling, AR/VR/xR, mobile and web apps, holograms, object recognition tables, as well as digital storytelling and digital strategies.



Destination Makers, Italy

www.destination-makers.com

Destination Makers is a boutique consulting company active since 2014 with the aim of working with local communities to enhance and promote cultural heritage destinations according to the latest market trends. The team has been involved in developing internationally recognized best practice in releasing the potential of marginal areas. They intend to shape new experiences and create authentic, sustainable tourism destinations that are off the beaten track.

Destination Makers support their destinations with practical training solutions and provide seamless advice and motivation. They provide a full range of services from co-designed destination strategies, research, branding and marketing, experience design workshops and training, advocacy and community building, start-up of DMC/DMO and tailor-made destination projects also by creating European networks and cooperation programs.

Their expertise in destination marketing and management involves:

- analysis of the tourism product(s)
- analysis of current and future target markets with a focus on their travel/tourism needs/motivations
- development of a tailored destination strategy which meets these needs
- engagement of key stakeholders already operating in the area
- the construction of authentic local experiences with quality digital content and interception of funds and investments,