AGORA

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Educator's Guide

Module 4

Enhancing regenerative tourism activities through technology

Prepared by:

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Module 4	Enhancing regenerative tourism activities through technology
Learning approach	**Active learning** **Collaborative learning** **Challenge-based learning**
Teaching method	**Blended-learning opportunity** **F2F training** **Individual e-learning**
Learning Outcomes	After completing the modules, learners will acquire the following knowledge, skills, and competences: **Knowledge** • Describe the fundamental concepts, principles, and terminology used in the process of designing or enhancing regenerative tourism activities through technology • Assess the needs in the deployment of technology to create/improve existing tourism experience • Apply the principles and best practices discussed in the chapter to create/improve tourism experience **Skills** • Plan and develop a co-design project to enhance regenerative tourism activities through technology with representatives of community actors • Collaborate effectively in interdisciplinary “co-design” teams • Apply technical and content development skills in creating/improving existing tourism experience **Competences** • Functional: improve methodological, technological, and communicative abilities to be used on a daily or regular basis when (re-)designing a tourism experience • Critical thinking: be able through system thinking to see the weak points and find the solutions to make the tourism experience regenerative

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	• Interpersonal: work effectively in a transversal team to (re-)design a tourism experience
Group size	Depending on the session format and needs of the participants: 5-25 participants
Preparation	**Before the workshop, participants must read Module 4**, paying special attention to the *Taste of Berlin* and *Primarolia Festival* experiences (both indicated in the section "Food for Thought" of Module 4).
Warm-up/ice-breaking activity 10min	As a **warm-up/ice-breaking activity,** participants can talk about the Primarolia Festival experience, listing interactive elements and suggesting other elements that can be added.
Module Overview 15 min	At the beginning of the workshop, a trainer gives an **overview of the module (using this presentation - TBC)** (10 min) At the end of the presentation, the participants list the pros and cons of the *Taste of Berlin* experience (5 min) After this, a group continues with either of the suggested options.
	Option 1 **SCAVENGER HUNT ACTIVITY** **Duration: 1h - 1h15min**
Facility/ Equipment	• Computers with Internet access • Smartphones with AR capabilities • Tablets or additional smartphones • Projector and screen • Handouts with activity instructions • Wi-Fi access • VR headset • Small prizes (optional)
Introduction 5 min	- Explain the scavenger hunt activity and divide participants into teams of 3-4-5. - Hand out the first clue to each team.

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Main Tasks / Procedure 60-75 min	**Station 1: Virtual Reality (VR) Experience** **- Clue:** "Step into another world without leaving the room. Find the device that lets you explore new places through a screen in front of your eyes." **- Activity:** Teams find the VR headset station and take turns experiencing a short VR tour of a famous tourist destination. **- Tasks. Option 1:** Name one landmark they saw during the VR tour **Option 2:** Describe one potential use of VR for promoting a destination. **- Hint:** The QR code on the headset directs to an informational video about VR in tourism **Station 2: Augmented Reality (AR) Application** **- Clue:** "Enhance your reality with added layers of information. Seek out the device that overlays digital content on your surroundings." **- Activity:** Teams use an AR app on a tablet to view historical information overlaid on a physical map of a city. **- Tasks. Option 1:** Identify three historical facts provided by the AR app **Option 2:** answer three questions regarding the information. **- Hint: The** QR code on the tablet directs to a demo of AR applications in cultural heritage tourism. **Station 3: 360-Degree Videos** **- Clue:** "Experience a place as if you were there, with a view all around. Look for the screen that shows you everything, from every angle." **- Activity:** Teams watch a 360-degree video of a natural landscape or cityscape using a smartphone. **- Tasks. Option 1.** List two features or landmarks visible in the video. **Option 2:** Describe a cultural aspect shown in the video **- Hint:** The QR code next to the video directs to more 360-degree tourism videos. **Station 4: Design unique experiences with your digital passport** **- Clue:** "A digital passport to create your journey without leaving the room". **- Activity:** Participants are divided into small groups of 4-6 people, where each group operates as a virtual travel agency. Each group selects a destination and works on various itineraries focused on places to visit (areas such as gastronomy, arts & culture, nature & adventure). **- Tasks:** **Option 1.** Through role-playing, each group presents their travel package to the others, trying to convince them to virtually explore the destination. **Option 2:** Create brochures, videos, and/or digital presentations to promote the travel package through a sales pitch. **- Hint:** The QR code next to the travel itinerary links to additional travel itineraries for further exploration

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Completion and Debrief 5 min	Once all tasks are completed, teams return to the starting point. Review the answers and activities with the entire group. Announce the winning team and distribute small prizes. Facilitate a short discussion on what participants learned about immersive tourism technologies.
Closing 5min	Thank participants for their engagement. Encourage networking and further discussion on integrating these technologies into their professional practices.
Tips/ Additional activities	<u>Additional activities - if you have more time (or if you want to substitute some of the abovementioned stations)</u> **Station 4: Interactive Touchscreens** **- Clue:** "Touch to discover more. Find the screen that responds to your fingertips, revealing secrets about places near and far." **- Activity:** Teams interact with a touch screen displaying a digital map with tourist attractions and information. **- Task:** Identify three tourist attractions highlighted on the digital map. **- Hint:** QR code on the touchscreen directs to an article about the benefits of interactive displays in tourist information centers. **Station 5: Gamification in Tourism** **- Clue:** "Play to learn and earn rewards. Locate the station where games and tourism meet." **- Activity:** Teams engage with a simple gamified app designed to educate tourists about local culture and history. **- Task:** Complete a short quiz or challenge within the app. **- Hint:** QR code on the app's interface directs to case studies of gamification in tourism **Station 6: Smart Sensors and IoT** **- Clue:** "Discover how tiny sensors are making big impacts in tourism. Find the station where the Internet of Things connects devices for smarter travel experiences." - **Activity:** Teams find the IoT display showcasing smart sensors used for crowd management in tourist hotspots. - **Task:** Describe one benefit of using IoT sensors for managing tourist flow. - **Hint:** QR code on the display directs to a video about smart sensors in tourism. **Station 7: Mobile Applications**

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	- Clue: "Your phone is more than a communication device; it's your guide to new adventures. Locate the station where apps turn smartphones into personal tour guides." **- Activity:** Teams explore a mobile app that provides personalised itineraries based on user preferences. **- Task:** Identify one feature of the app that enhances the visitor experience. **- Hint:** QR code on the app demo directs to a case study of mobile apps in tourism.
	Option 2 **WORKSHOP: TECHNOLOGIES AND IMMERSIVE EXPERIENCES IN TOURISM** **Duration: 3 h**
Group Size	Depending on the session format and needs of the participants: 5-25 participants
Facility/ Equipment	• Computers with internet access • Smartphones with AR capabilities • Tablets or additional smartphones • Projector and screen • Handouts with activity instructions • Wi-Fi access
Main Tasks / Procedure	**<u>Activity 1:</u> Virtual Reality (VR) with Smartphones** **Introduction (10 min):** Present a brief overview of VR technology and its applications in tourism, including case studies (based on Module 4) **Hands-on Activity (25 min):** - Split participants into small groups. - Each group uses a smartphone with a VR app (e.g., YouTube VR) to experience a pre-selected virtual tour (e.g., a famous landmark or a cultural heritage site). - Afterwards each group discusses how VR could be integrated into their services. **Debrief (10 min):** Groups share their insights and potential applications with the entire workshop. **<u>Activity 2:</u> Augmented Reality (AR) Applications on Smartphones (45 min)**

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	Introduction (10 min): Explain AR technology and its use cases in tourism, showcasing successful examples (based on Module 4) **Hands-on Activity (25 min):** - Participants use AR apps on smartphones (e.g., Google Lens, Wikitude) to explore digitally enhanced content over a map or physical surroundings. - Participants complete a short task to identify and describe points of interest highlighted by the AR app. **Debrief (10 min):** Discuss how AR can enhance visitor engagement and provide additional layers of information. **Activity 3: Creating 360-Degree Content with Smartphones (45 min)** **Introduction (10 min):** Overview of 360-degree photography and videography, including techniques and mobile apps that support 360-degree capture (e.g., Google Street View, Samsung Gear 360). **Hands-on Activity (25 min):** - Participants work in pairs or small groups to capture a 360-degree photo or short video using smartphones with compatible apps. - Participants use simple editing software available on their smartphones to create a seamless 360-degree experience. **Debrief (10 min):** Share and review the created content, discussing potential uses in virtual tours and marketing. **Activity 4: Big Data and Analytics with Computers (45 min)** **Introduction (10 min):** Present how big data and analytics can transform tourism experiences and management. **Hands-on Activity (25 min):** - Participants access a sample data dashboard displaying tourism analytics (e.g., visitor demographics, peak times, popular attractions) on computers. - They work in groups to analyse the data and come up with actionable insights or strategies to improve visitor experiences. **Debrief (10 min):** Groups present their findings and proposed strategies. **Closing and Q&A (15 min):** - Summarise key takeaways from the workshop. - Open the floor for questions and further discussion. - Provide additional resources and next steps for implementing these technologies. **Follow-up:** - Email participants a summary of the workshop, including key insights and resource links.

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	- Provide a platform (e.g., a LinkedIn group or Slack channel) for ongoing discussion and networking.
Tips	Here are some user-friendly editing software options available on smartphones for creating and editing 360-degree content, particularly suited for novices: **Google Street View:** • **Features:** Easy capture of 360-degree photos, simple connectivity to create virtual tours, direct sharing to Google Maps. • **Platform:** Android and iOS. • **Why It's Good for Novices:** Intuitive interface, minimal setup, and integrated with Google Maps for easy sharing. **Insta360 ONE X App:** • **Features:** Basic and advanced editing options like trimming, filters, FreeCapture (reframe 360 content into standard video), and simple transitions. • **Platform:** Android and iOS • **Why It's Good for Novices:** User-friendly tutorials and guides, straightforward interface, and versatile editing tools. **Theta+ (for Ricoh Theta Cameras):** • **Features:** Basic editing like trimming, applying filters, cropping, and adding music. • **Platform:** Android and iOS. • **Why It's Good for Novices:** Simple and intuitive controls, easy-to-follow editing process, good for quick edits. **VeeR Editor:** • **Features:** Basic editing functions including trimming, adding music, filters, and effects specifically for 360-degree videos. • **Platform:** Android and iOS. • **Why It's Good for Novices:** Designed for 360-degree content, user-friendly interface, easy sharing options. **Collect 360° Editor:** • **Features:** Edit 360-degree photos and videos, apply basic filters, and create virtual tours. • **Platform:** Android and iOS. • **Why It's Good for Novices:** Simple editing tools, straightforward user interface, good for creating and editing basic 360-degree content.

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Annexes	Virtual Scavenger Hunt Ideas & Sample Lists: • https://teambuilding.com/blog/virtual-scavenger-hunt Canva Templates Scavenger Hunt: • https://www.canva.com/templates/s/scavenger-hunt/

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