

»»» NEWSLETTER «««

TOURITAGE NEWS

TOURISM-LED HERITAGE DEVELOPMENT



KICK-OFF MEETING IN DJERBA



»»» EXCITING NEWS!

The Kick-Off Management Meeting of the TOURITAGE project, "Tourism-Led Heritage Development," was successfully held from May 10-12, 2023, on the beautiful island of Djerba, Tunisia, hosted by Université de Gabès.

OFFICIAL START «««

This meeting marks the start of our journey towards enhancing cultural heritage through tourism, bringing together experts and partners to collaborate on innovative strategies for sustainable development. Partners discussed the objectives, tasks, and key milestones for the successful delivery of the project's outcomes.



TOURITAGE OBJECTIVES

TOURISM-LED HERITAGE DEVELOPMENT

- TOURITAGE aims to develop the academic sector in order to acquire the suitable skills for innovative Management of Cultural Heritage via Tourism Development.
- The project delineates the drivers connected to the potentials of cultural heritage in the context of developing a touristic destination, encouraging a socio-economic recovery. From another angle, it also investigates the role of touristic sites in promoting the preservation and revival of heritage assets.
- The project has a cross-sectorial approach, as it will involve several sectors during the ISPs, including the academia, business, tourism, heritage authorities, local government, and local citizens.

SSC MEETING IN ASWAN

The second SSC – Steering and Scientific Committee of the Touritage Erasmus+ project took place at the Arab Academy of Science, Technology and Maritime Transport, South Valley Campus, Aswan – Egypt, from March 5 to 7, 2024. During the meeting, the teams discussed the latest project progress, milestones achieved, and the next steps in the efforts to integrate innovative technologies in managing cultural heritage in tourism.



SSC MEETING IN PALERMO

The TOURITAGE team successfully held the 4th SSC Meeting on September 2, 2024, in Palermo, Italy! During the meeting, teams engaged in comprehensive discussions on the project's recent developments and key milestones achieved so far. They reviewed progress in implementing various strategies and initiatives, highlighting successes and areas for further improvement. A major focus was on integrating cutting-edge technologies, such as virtual and augmented reality, to enhance the management and preservation of cultural heritage within the tourism sector. Additionally, participants outlined the next steps, identifying new opportunities for collaboration and setting actionable goals to continue advancing the project's mission of fostering sustainable cultural tourism through innovation.

INFO-DAYS

Info-days are dedicated for students and fellow members of the university to attend and know more about the ISP content and progress and available opportunities through the training provided. The goal is to encourage students to participate in the ISP of their university and in other partner universities.

»»» INFO-DAYS IN NUB

Several Info-Days were organized for the Department of Architecture at Nahda University (NUB) throughout the year of 2024. During these events, the team explained the numerous benefits related to the project, highlighting opportunities for skill enhancement, professional growth, and global exposure. These sessions are designed to engage and inform students about the significance and advantages of participating in the Touritage project.



»»» INFO-DAY IN AASTMT

An info session took place at AASTMT Alamein Campus on July 21, 2024, dedicated for students and staff from the Architecture Department.

This session aimed to highlight the project's objectives, its importance for cultural heritage management, and the benefits of integrating tourism development. The team was thrilled to see the enthusiastic participation of attendees and look forward to their engagement in the upcoming trainings!

»»» INFO-DAY IN UNIVG

On April 24, 2024, the TOURITAGE team from the University of Gabes organized an informative meeting with master's students at the Higher Institute of Human Sciences of Medenine. The session aimed to introduce the students to the TOURITAGE Program and explain the selection criteria for the students who will be chosen to attend the International Intensive Study Program (ISP). The meeting provided an excellent opportunity for students to learn about the program's objectives and how they can participate in this unique learning experience focused on cultural heritage and tourism.



TRAINING OF TRAINERS AT UNIPA

DAY 1

The TOURITAGE team participated in the "Training of Trainers" from September 3-7, 2024, at Università degli Studi di Palermo. On the 1st day, Participants experienced hands-on demonstrations of VR & AR exhibitions, gaining insight into creating similar setups at partner campuses.

Participants also toured the UNESCO Arab-Norman sites of Palermo city center and other sites including Palatina Chapel, S. John of Eremites church, Palermo Cathedral, Cassaro (Vittorio Emanuele street) and Garibaldi Garden (Marina square), exploring the fusion of Western, Islamic, and Byzantine cultures.



DAY 2

Participants explored 3D digital tools for documenting archaeological artifacts and experienced advanced Augmented Reality (AR) and Virtual Reality (VR) technologies, such as HoloLens, Oculus, and Olobox, highlighting their transformative potential for heritage experiences. They also attended a session on how gamification and serious games are revolutionizing learning and cultural heritage valorization. The day concluded with a visit to the UNESCO Arab-Norman sites in Monreale, including the impressive Monreale Cathedral and Cloister.

DAY 3

Researchers provided an in-depth explanation of the processes and steps involved in scanning heritage buildings into BIM systems, focusing on HBIM, which interprets how buildings were originally constructed, decayed, or developed over time. The lecture covered project management, the tools and data required for scanning, and strategies for handling large amounts of information. They also shared details about an upcoming project, soon to be patented, which aims to digitize point cloud data and improve accessibility to this information.



DAY 4

The TOURITAGE team had the incredible opportunity to visit the stunning Cefalù Cathedral and its historic city center!

The visit provided rich insights into the cathedral's history and the significant social, political, and economic changes it has witnessed over the centuries. They learned about the extensive preservation and restoration efforts that have been undertaken to safeguard its heritage, ensuring that it remains accessible to both locals and tourists.



DAY 5

On the final day of the TOURITAGE training, the team visited Agrigento Temples Valley and Kolymbethra Gardens in Sicily. Agrigento Temples Valley, one of the most remarkable ancient Greek ruin sites, provided insights into heritage management and the importance of public involvement in preserving cultural landmarks for the community's benefit. At Kolymbethra Gardens, which dates back to the Greek colonization in 500 BC, they explored the ancient water system that continues to nourish the garden today. Thanks to FAI's 1999 restoration efforts, the garden's beauty and historical significance have been preserved for future generations to enjoy.



ACHIEVED activities



- Kick-Off Meeting and official launching of the project
- Consortium Agreement prepared and signed
- Project's visual identity created
- Quality Assurance Manual (QAM) developed
- Quality Plan elaborated
- Needs Analysis surveyed
- SSC meetings conducted
- Info-days conducted at beneficiary Universities
- Training of Trainers in Palermo conducted
- Intensive Study Program Designed

UPCOMING events



- ISP in Palermo
- Official entry of new partners from Spain
- Training of Trainers in Granada
- ISP in Granada
- ISPs of beneficiary Universities



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