



TOURiBOOST

REORIENTING TOURISM
EDUCATION WITH DIGITAL, SOCIAL
AND INTERCULTURAL
COMPETENCES TO SUPPORT
LOCAL STAKEHOLDERS TACKLE
STRATEGIC INNOVATION IN
HERITAGE TOURISM
KA2 - COOPERATION FOR INNOVATION AND
THE EXCHANGE OF GOOD PRACTICES KA203 -
STRATEGIC PARTNERSHIPS FOR HIGHER
EDUCATION

M02: ATTRACTON PLANNING PART 01: PARTICIPATORY CULTURE

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Reorienting tourism education with digital, social and intercultural competences
to support local stakeholders tackle strategic innovation in heritage tourism
2018-1-TR01-KA203-058344

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PARTICIPATORY CULTURE

To connect with **Experience Seekers**, we need to understand the trends and global transformations that are happening in society and the new cultural aspirations and technology and more particular the mobile telephony. Participatory is a culture in which private persons (the public) do not act as consumers only, but also as contributors or producers. The term is most often applied to the production or creation of some type of media. ICT advances in have enabled private persons to create and publish such media, usually through the Internet. This new culture relates to the Internet and more specifically to the Web 2.0 tools. In participatory culture individuals creatively respond to a plethora of electronic signals and cultural commodities in ways that surprise their makers, finding meanings and identities never meant to be there and defying simple nostrums that bewail the manipulation or passivity of “consumers. The term “prosumer” originated with Alvin Toffler (1980), who defined the prosumer as someone who blurs the distinction between a “consumer” and a “producer.” The term has since come to mean a variety of things, but here we define it as someone who makes little distinction between his or her home and work lives. The prosumer engages in activities belonging to either sphere, regardless of time or location. The term is also used to differentiate the traditional passive consumer with an active consumer role more involved in the process, such as *individual action* in the design or customization of the end product.

Because of their complex and mobile lifestyles, which combines a demanding workload and an active family life, prosumers embrace Web 2.0 products and services—a convergence of process innovation, global marketplaces, and

advanced technologies that fundamentally changes the way consumers buy, retailers sell, and products are brought to market. **Experience Seekers** typically embrace Web 2.0 technologies such as social networking (Facebook, MySpace, YouTube, Vimeo, Twitter, LinkedIn, etc), blogging, video on demand (VoD), podcasting, VoDcasting, virtual realities (Second Life, There.com), mobile communications, and other Internet-based technologies and services that allow people to stay connected anytime anywhere, valuing any technology that enhances and serves individual needs and connectedness on the go:

- **Experience Seekers** want to connect with friends and family, and see technology as a way of balancing and helping to manage their busy lives.
- **Experience Seekers** work at home some percentage of the time, while many prosumers are full-time home workers.
- **Experience Seekers** access whichever technology subset best suits their individual preferences and lifestyles, preferring laptops to desktops because of their need to be mobile.
- Their commutes are longer, and they view their commute as time that can be spent working, connecting to others, or being entertained
- They spend more of their discretionary income on entertainment than the average consumer in this category, and are interested in multi-screen applications as the tendency is to convergence the three screens—

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mobile, computer, and television in one device

shows and watch them when/if they have time—skipping commercials.

- **Experience Seekers** rarely see television (ads): instead, they record their favorite

1.1 Mobile Telephony

Information technology has reached the remotest places on the planet. Rapidly declining IT costs, rising penetration of mobile phones, and increasingly pervasive broadband Internet access have fueled an information flood that has transformed the way people interact with the world and with each other. The Internet's distributed architecture is designed for resilience. As information distribution is becoming more mobile and pervasive, information networks are creating new social capabilities and heritage assets that governments, citizens,

civil society organizations, and businesses are already using to change the way they work, relate to their customers and partners, and drive innovation. Mobile telephony frees individuals from fixed-line communications, making them reachable when away from home delocalizing and de-materializing the overall experience. New mobile services free individuals from the communication and socioeconomic context in which they are embedded, giving them access to ideas and markets that aren't constrained by location.

1.2 Pervasive Media

The rapid digitization of a wide variety of content and data streams, their convergence onto interoperable Internet Protocol-based networks, rising access to increasingly pervasive connectivity, and the consumerization of technologies such as the smart phone, laptop, and tablet have combined new capabilities for collaboration and communication that, in turn, are changing or even inventing social and economic institutions. The **6 Local Attraction Plans (LAPs)** builds a first attempt to exemplify that the ability to connect and collaborate in the heritage sector, delivering an integrative experience, motivating to new forms of cultural heritage production and consumption across the Attraction Cluster Area

Pervasive Media are basically any experience that uses sensors and/or

mobile/wireless networks to bring content (film, music, images, games) sensitive to personal situations – which could be where a person is, how s/he feels, or who s/he is with. Pervasive Media are Digital Media delivered into the fabric of real life and based on the situational context at the moment of delivery. During the last 3 years there have been significant changes in different socio-economic sectors, the marketplace and its operations. Example of these are the role of social media, the multiple reservation channels, the shift of the consumer into the “prosumer”, a creative personality producing and consuming information in real time such as videos, photos, and commentaries using pervasive media affecting thus the state of equilibrium of different geo-locations at a time, starting with the Attraction Cluster.

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1.3 Challenging the Heritagescape

The Attraction Cluster is a conurbation that leverages human and social capital together with traditional (e.g. transport) and modern (e.g. ICT) communication infrastructure in order to sustain economic growth and to produce a higher quality of life through participatory management and governance. Diversification of skills for new jobs and demand for customized services everywhere, including the cultural heritage sector, is closely interlinked with changes happening in the Project Area. ICT infrastructure embedded in the Smart City becomes the central nervous system of the City pulling and pushing information whenever and wherever it is needed.

An effective ICT infrastructure can be the means through which the Project Area and its various stakeholders can use data in order to significantly transform the experiences of those that live within its boundaries. With the advent of pervasive technology and social media to the digital landscapes of today there is an ever increasing dynamism in data production and consumption: tribes of talented prosumers produce and consume videos, photos, and commentaries using pervasive media affecting the state of the equilibrium of different geo-locations at a time.

Social media can assist heritage entrepreneurship in the Project Area and across the Project Area to earn attention and ultimately relevance, if return on investment (ROI) is tied to the connected consumers. Although different for every business related to the heritage sector, social media create a balance between reaching the traditional and the connected consumer.

Traditional customers still find value in classical media. However, social or connected customers want a more engaged, enriching, and efficient

relationship. The Local Pilot Projects being a business model per se designs and delivers integrative experiences for differen

publics focusing on connected consumers, while at the same time it monitors the performance of each selected geo-location achieving thus optimization of the ROI and gaining new insights for future trends and follow up Projects.

The challenge is for the Project Area and their stakeholders is to become 'smart' enough through developing the dynamic capabilities required responding in 'real time' to trends expressed in the real time data. However, having access to real time data is but one side of the coin – the other being the ability of such organizations to innovate their internal operations, customer interfaces, and products (i.e. goods and services) in response to trends in the data.

The challenge is for organizations – both public and private – to innovate their business models accordingly and to offer new experiences to consumers and potential consumers. As a result of these individual changes, Local Pilot Projects (IO3) as a whole is in a constant state of regeneration as they deliver a cultural experience in response to both internal and external influences.

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