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## HERITAG Final conference

*Tbilisi, April 3<sup>rd</sup> 2019*

# Higher Education interdisciplinary Reform in Tourism management and Applied Geoinformation curricula HERITAG

**Erasmus+ Capacity Building in Higher Education**

**Education, Audiovisual and Culture Executive Agency**

*October, 2015 – April, 2019*

***Luis A. Ruiz***

*Polytechnic University of Valencia (Spain)*

*HERITAG Project Coordinator*

















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## Consortium

### Partners

	<b>UPV</b>	SPAIN	<u>POLYTECHNIC UNIVERSITY OF VALENCIA</u>
	<b>AUTH</b>	GREECE	<u>ARISTOTLE UNIVERSITY OF THESSALONIKI</u>
	<b>KTH</b>	SWEDEN	<u>ROYAL INSTITUTE OF TECHNOLOGY</u>
	<b>UNIBO</b>	ITALY	<u>UNIVERSITY OF BOLOGNA</u>
	<b>NUACA</b>	ARMENIA	<u>NATIONAL UNIVERSITY OF ARCHITECTURE AND CONSTRUCTION OF ARMENIA</u>
	<b>ASUE</b>	ARMENIA	<u>ARMENIAN STATE UNIVERSITY OF ECONOMICS</u>
	<b>GSU</b>	ARMENIA	<u>GORIS STATE UNIVERSITY</u>
	<b>SERF</b>	ARMENIA	<u>SCIENTIFIC AND EDUCATIONAL REFORMS FOUNDATION</u>
	<b>UITO</b>	ARMENIA	<u>UNION OF INCOMING TOUR OPERATORS</u>
	<b>RUMEA</b>	ARMENIA	<u>RUMEA Tempting Trips Club Ltd.</u>
	<b>ISU</b>	GEORGIA	<u>ILIA STATE UNIVERSITY</u>
	<b>GTU</b>	GEORGIA	<u>GEORGIAN TECHNICAL UNIVERSITY</u>
	<b>BSU</b>	GEORGIA	<u>SHOTA RUSTAVELI BATUMI STATE UNIVERSITY</u>
	<b>GeoG</b>	GEORGIA	<u>GEOGRAPHIC Ltd.</u>
	<b>NACHPG</b>	GEORGIA	<u>NATIONAL AGENCY FOR CULTURAL HERITAGE PRESERVATION</u>
	<b>SkyT</b>	GEORGIA	<u>SkyTravel Ltd.</u>



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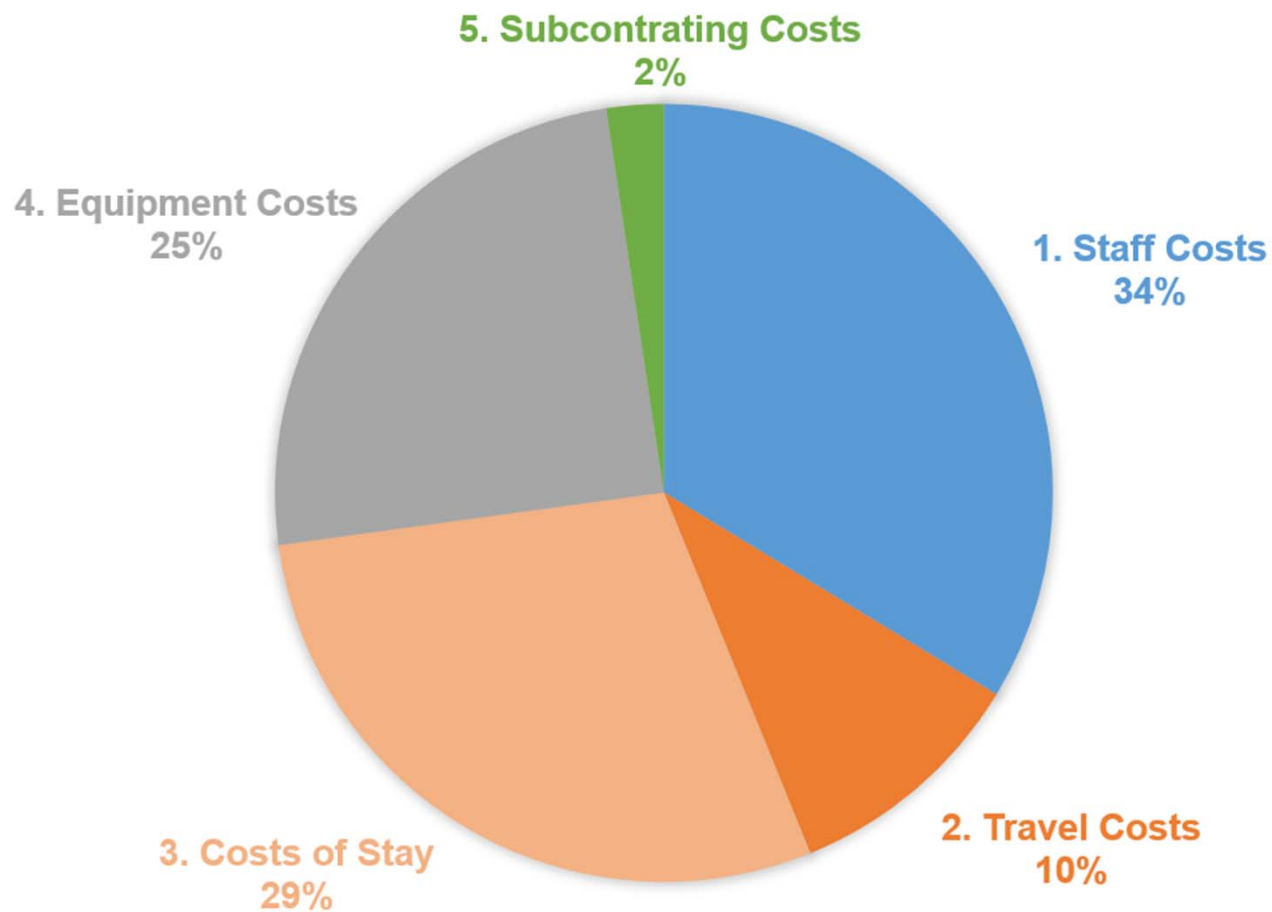
## Objectives - HERITAG

- To create **interdisciplinary master courses** in GIT for cultural heritage and tourism, integrating marketing and entrepreneurship skills oriented to consolidate local industry
- To establish Geoinformation and Tourism **Technology centres** (GTTC), new **GIS laboratories** and update existing equipment in partner country universities
- To foster **continuing education** in Higher Education institutions
- To **re-train academic staff** in GIT, tourism management and entrepreneurship
- To introduce and improve **good practices** for quality assurance in partner countries universities
- To establish **links** between universities, administration and society



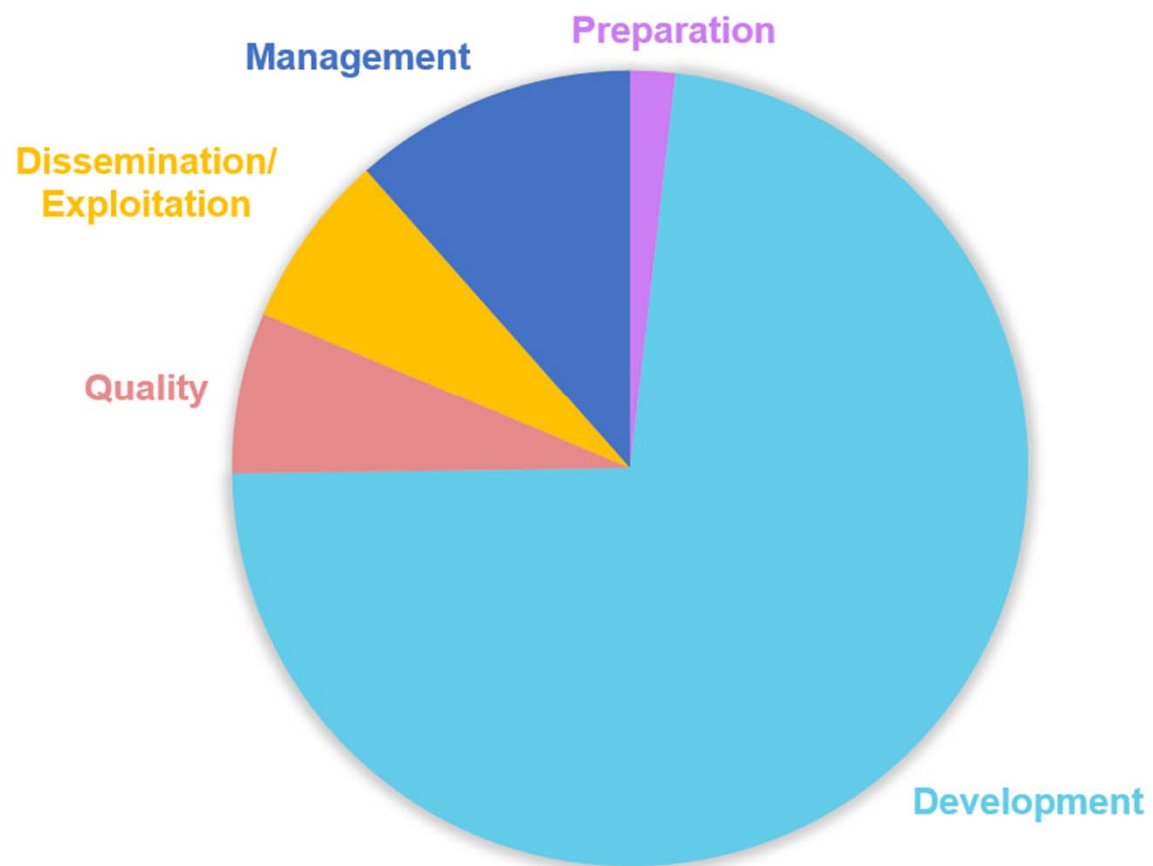
Total budget: 764,348 euros

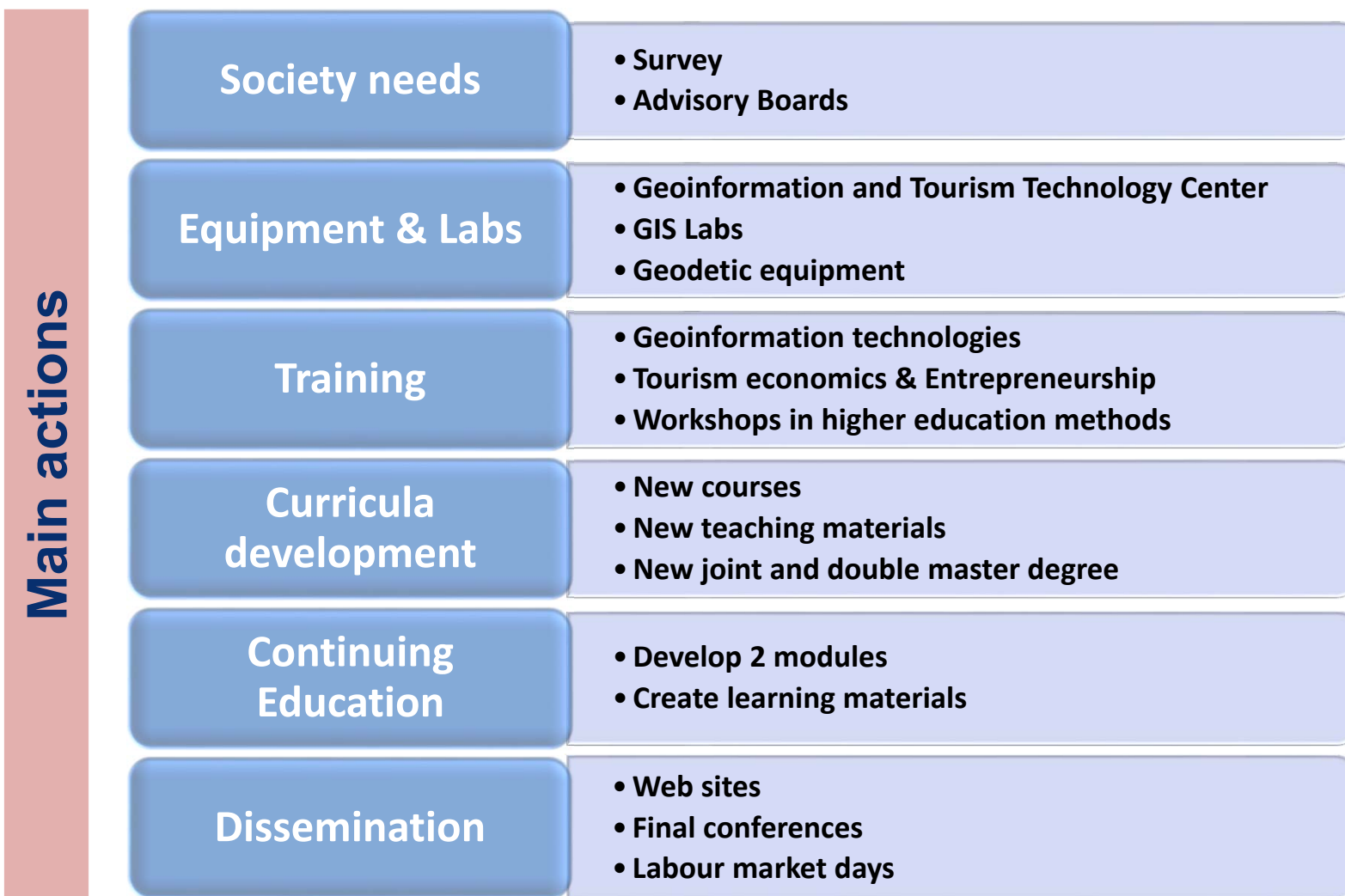
## BUDGET BY HEADINGS





### BUDGET BY WP TYPE







# Outcomes – Society needs

- **Survey** and analysis of Geospatial information Technology (GiT) **education and stakeholder needs** and opportunities in cultural heritage and tourism sectors
  - Need to impulse of **renovation of tourism sector**
  - Demand for **training in GIT** in tourism sector
  - **GIT for promotion** of cultural heritage
- Creation of **Advisory Boards academy-industry:** to provide sustainability to GTTC and promote activities from university to society





## Outcomes – Equipment and labs

- Creation of 2 **Geoinformation and Tourism Technology Centers (GTTC)** in Armenia (NUACA) and Georgia (ISU) with geodetic equipment, hardware and software
- Creation of 3 **Geographic Information Systems Labs** in ASUE, GSU and BSU with hardware and software
- Acquisition of **laser scanner equipment** for the Geodesy and Geoinformatics Dept. at GTU







## Outcomes – Training

### Training of teachers

#### 6 technical trainings

- **GIS for economics** and tourism (*Tbilisi, Georgia*)
- Mobile and **web mapping** for CH tourism (*Valencia, Spain*)
- **Entrepreneurship** for tourism (*Valencia, Spain*)
- Laser scanning and **3D modelling** (*Stockholm, Sweden*)
- **Photogrammetry** for CH documentation (*Thessaloniki, Greece*)
- **Economics for tourism** development (*Rimini, Italy*)

#### 2 workshops in Higher Education

- **Quality Assurance** (*Batumi, Georgia*)
- **New teaching methods** (*Goris, Armenia*)





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## Outcomes – Curricula development

- Development of **new interdisciplinary courses** in Geoinformation, Tourism Economics and Entrepreneurship at master level
- **Reform courses** at master and bachelor levels
- Development of **new teaching materials**
  
- **Longlife Learning modules** in Geoinformation and Tourism economics
- Learning materials



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## Outcomes – Curricula development

Joint Master in Project Management (ASUE-NUACA)

Master in Geoinformation Management for Cultural Tourism (UPV)



Double degree programme



UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA



ARMENIAN STATE  
UNIVERSITY OF  
ECONOMICS



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA



## Outcomes – Sustainability

- Interuniversity **agreements to ensure sustainability** of new degrees and programmes and foster the future exchange of students and teachers



*Signature of agreements between University of Bologna, Armenian State University of Economics and Center for Advanced Studies in Tourism. Rimini, March 27<sup>th</sup> 2019*



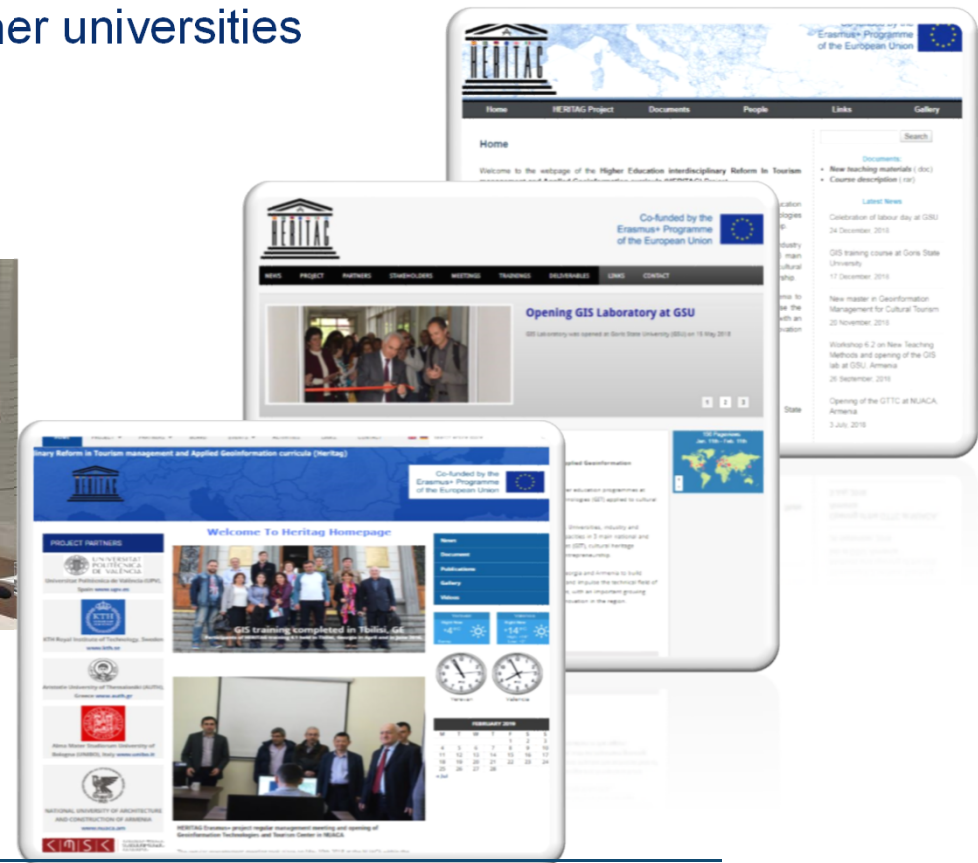


## Outcomes – Dissemination

- Project dissemination websites (Georgia, Armenia, Spain)
- Labour market days at partner universities
- Joint dissemination events
- Final conference



*INNOCENS-HERITAG Joint Dissemination Seminar – Yerevan 14-February, 2019*



*HERITAG Final conference – Tbilisi, April 3<sup>rd</sup> 2019*



## Final remarks

- **Potential of cultural tourism** in Armenia and Georgia is key to activate economy, and its development should be done in a sustainable manner to preserve traditions and culture
- **GIT** can contribute to document and promote cultural heritage and to develop the tourism sector
- **Entrepreneurial activities** should be fostered from administration, and links created between academy and industry
- **Armenian and Georgian universities** are prepared and willing to establish **interdisciplinary collaborations** inside and outside of their countries



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# Thank you!



<http://heritag.ge/>  
<http://heritag.am/>  
<http://heritag.webs.upv.es/>