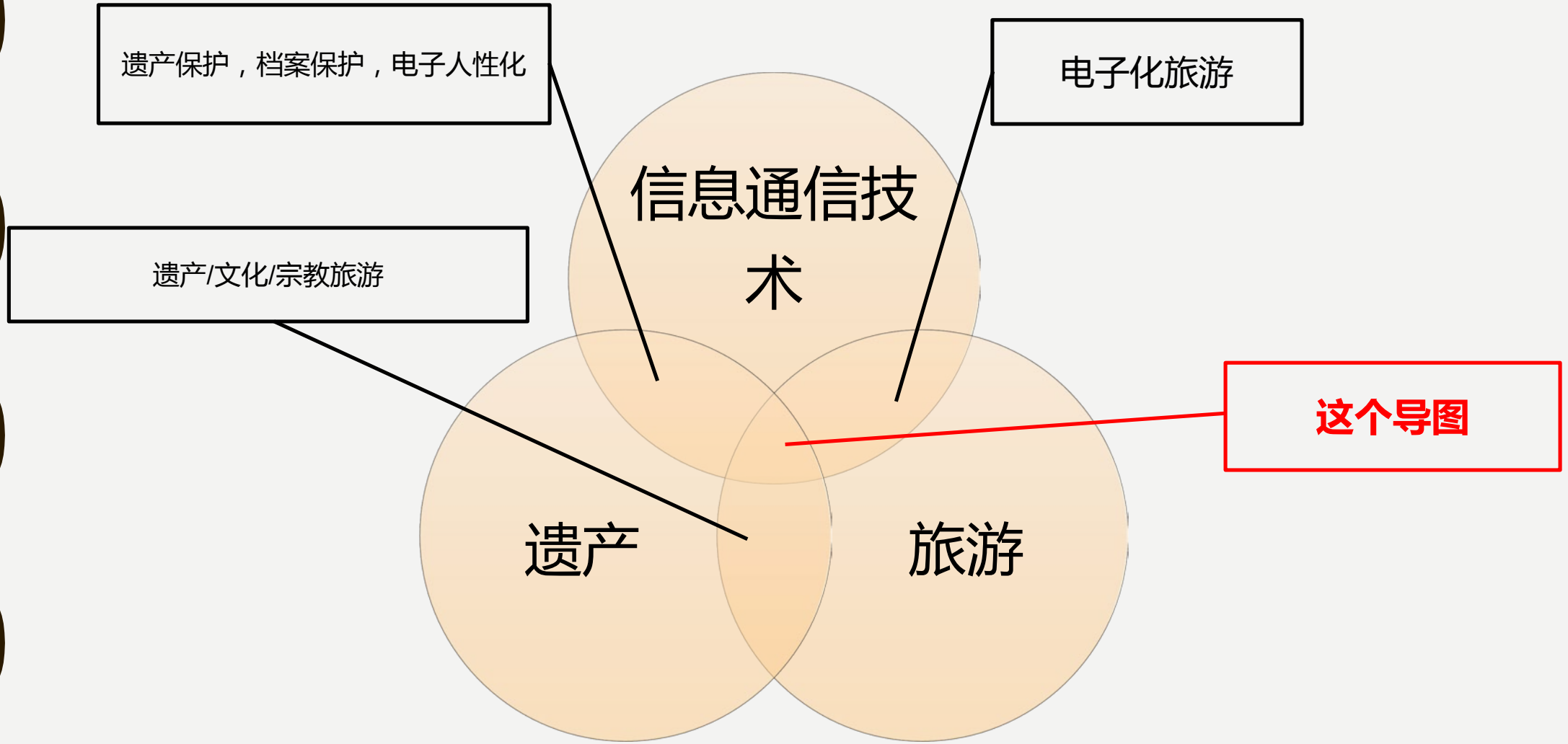
Lorenzo Cantoni
Asta Adukaite
Silvia De Ascaniis
Jingjing Lin

信息通信技术，世界遗产和旅游：导图


遗产保护，档案保护，电子人性化
电子化旅游
信息通信技术
遗产/文化/宗教旅游
这个导图
遗产
旅游

导图：信息通信技术的五个主要干预方向

加强信息接入 (Access: widen access & raise awareness)

联合国教科文组织世界遗产中心：遗产名录 - http://whc.unesco.org/en/list

联合国教科文组织世界遗产Youtube频道 (204个视频): https://www.youtube.com/playlist?list=PL288C6EE6ABAE0B3F

“Yes, with my face!” 在线活动 http://www.unescochair.usi.ch/faces4heritage

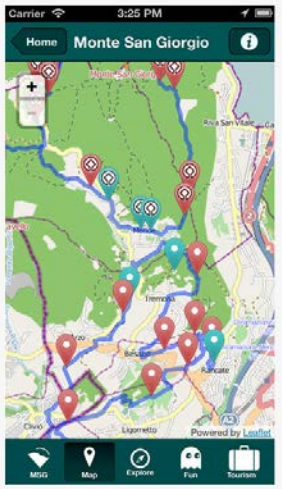
TOP HASHTAGS

	TWEETS	CONTRIBUTORS	IMPRESSIONS
#Unite4Heritage	20.8k	10.1k	272.3M
#faces4heritage	2,377	694	24.6M
#Yemen	1,716	1,206	24.2M
#culturalheritage	1,038	726	16.8M
#WorldHeritage	395	280	13.7M

View hashtags report »

www.faces4heritage.org

#faces4heritage campaign in support of the global #Unite4Heritage UNESCO initiative



Patrimonio Mondiale Ticino app - an app for experiencing two UNESCO world heritage sites in Ticino. Available in German and Italian.

呈现在瑞士提契诺州两个联合国教科文组织世界遗产：贝林佐纳三座城堡，和自然遗产“圣乔治山”。该应用程序提供了详细的资料，图片，以及在两个遗产地的音频和视频材料，还包含有趣的游戏，和该地区的有用旅客信息。程序内还整合了一张地图，允许用户确定自己的位置，并发现周边景点。该程序可离线使用，为来自国外的游客省去高额的手机漫游费。

2 改善浏览体验 (Better: Enrich visitor's experience while onsite)

如，旅游目的地游览体验：

移动体验 (ME)

基于地点的服务 (LBS)

增强现实 (AR)

The WHACY Campaign - http://www.whacy.org/ (WHACY is a World Heritage Awareness Campaign for Youth in Southern African Development Community (SADC)为非洲南部的发展社区设计的世界遗产意识增强竞技活动)

超过十万的学生参与，脸书活动页面获得超过3250个赞。

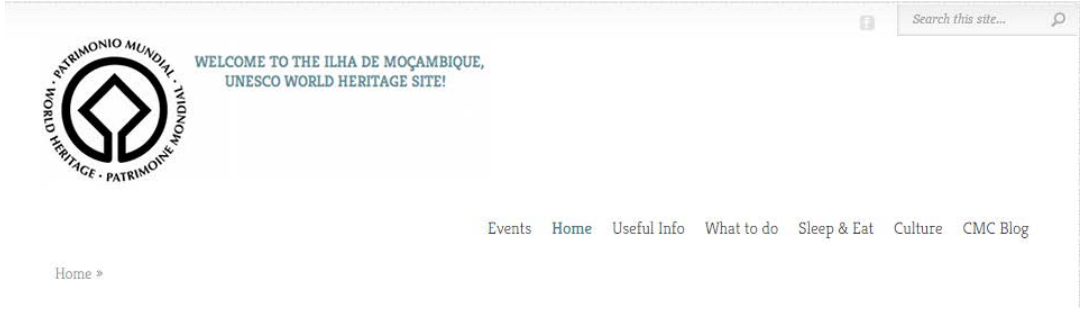
3

加强所有权意识，增强人际联系 (Communicate: Increase ownership and promote interpersonal encounters)

故事的电子化表达和讲述 (digital storytelling)

非正规化学习

游戏化元素



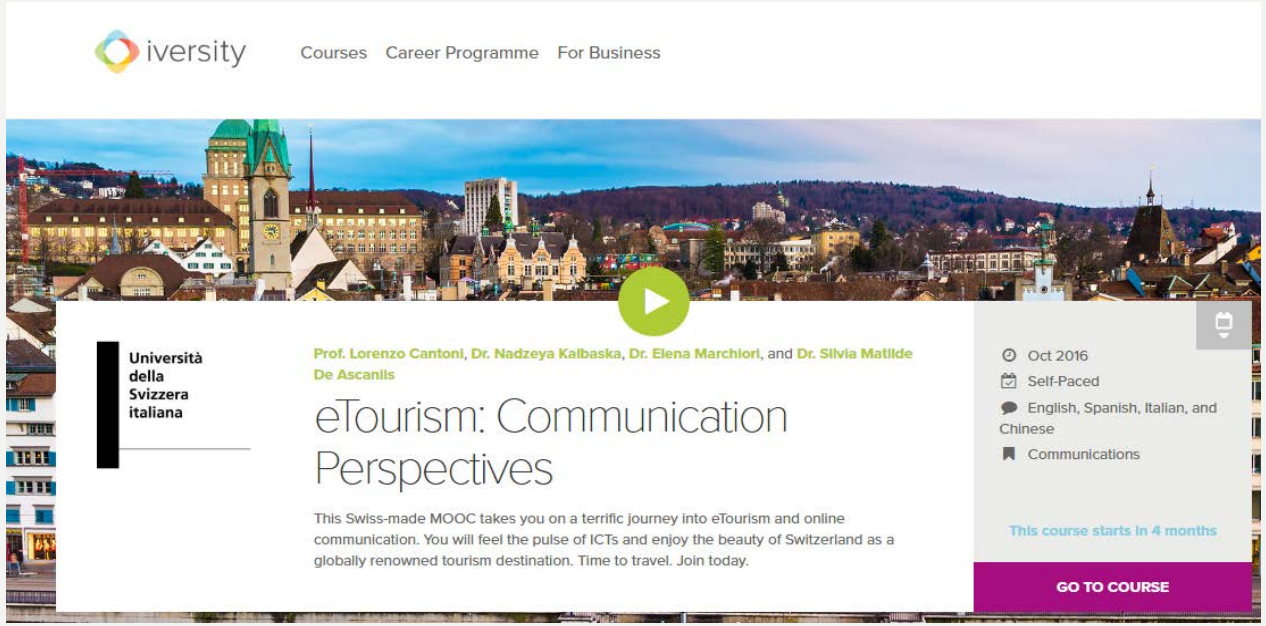
www.ilhademocambique.org
(莫桑比克，collaboration, local involvement, SMTE)

www.olgasproject.com
(赞比亚，from NGO's to tourism communication)

4 调节产业关系 (Dis-intermediate (some) relationships)

公布和分享信息

帮助加强交流和推广



作为一门基础性教育电子化旅游的慕课，它跨越时空来阐释交流的主题。事实上，它通过营造一个良好的学习体验，来引导参与者一起探索信息通信技术和旅游的关系。从另一个角度来说，这门慕课主要是使用了交流科学领域的模型和工具来探索电子化旅游行业的。

https://iversity.org/en/courses/etourism-communication-perspectives-october-2016

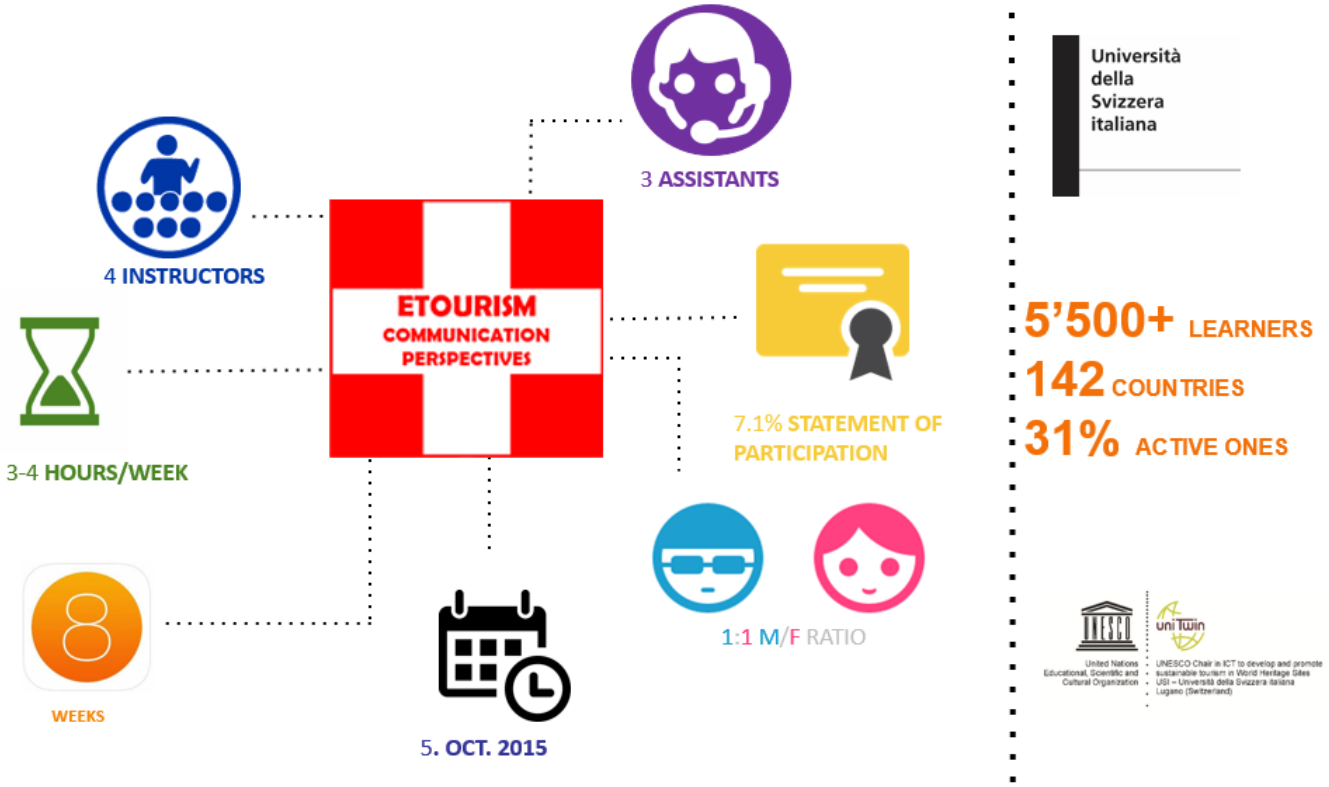
5

教育和提升产业知识和技能 (Educate: Upgrade knowledge and skills)

电子化学习(eLearning)

开源教育资源(OER)

慕课(MOOCs)



Università della Svizzera italiana

5'500+ LEARNERS
142 COUNTRIES
31% ACTIVE ONES

United Nations Educational, Scientific and Cultural Organization

UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites
USI – Università della Svizzera italiana
Lugano (Switzerland)

eTourism: communication perspectives
2015 – First Edition

- Course trailer

http://v.youku.com/v_show/id_XMTU5NTIyOTc4OA==.html?from=s1.8-1-1.2

eTourism: communication perspectives
2016 – Second Edition

October 3, 2016

REFERENCES

1. UNESCO world heritage centre. (2016). World heritage list . retrieved on june 13, 2016 from http://whc.Unesco.Org/en/list
2. Wikipedia. (2016). Table of world heritage sites by country. Retrieved on june 13, 2016 from https://en.Wikipedia.Org/wiki/table_of_world_heritage_sites_by_country
3. Pederson, A. (2002). Managing tourism at world heritage sites: a practical manual for world heritage site. Cultural heritage, 153.
4. Unwto. (2013). Sustainable tourism for development. Retrieved from http://cf.Cdn.Unwto.Org/sites/all/files/docpdf/devcoengfinal.Pdf
5. Thank with Google (2014). The 2014 Traveler's Road to Decision. Retrieved from https://storage.googleapis.com/think/docs/2014-travelers-road-to-decision_research_studies.pdf
6. Cantoni, L. (2014). ICT for Sustainable Tourism in World Heritage Sites. An Overview and Some Cases. Retrieved from http://www.slideshare.net/lorenzocantoni/usi-unesco-chairistanbul2014?next_slideshow=1
7. Schieder, T.K. (2013). Mobile applications for UNESCO world heritage sites. Retrieved from http://www.Otur.Usi.Ch/sites/www.Otur.Usi.Ch/files/uploads/masterthesis_schiedertheresa.Pdf

Università della Svizzera italiana

信息通信技术，世界遗产和旅游：导图

Information and Communication Technologies, Heritage and Tourism: A Map

Lorenzo Cantoni, Asta Adukaite, Silvia De Ascaniis, Jingjing Lin

Contacts: jingjing.lin@usi.ch,
lorenzo.cantoni@usi.ch

Q & A

欢 迎 提 问