



Co-funded by
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UPREST PROJECT

UP- & RESKILLING SUSTAINABLE TOURISM
IN A NEW DIGITAL ERA

Second seminar

12-14 SEPTEMBER 2023
UNIVERSITY WEST
TROLLHÄTTAN



Vänersborgs kommun



VISIT
TROLLHÄTTAN
VÄNERSBORG



Trollhättans Stad



ABOUT UPREST

The general objective of UPREST is to increase the digital skills of the actors in the field of sustainable tourism while promoting new learning pathways in order to contribute to the recovery of the sector.

THREE PROJECT RESULTS WILL BE DEVELOPED:



MAP OF THE LOCAL TRAINING NEEDS

A set of local “maps” providing a detailed picture of the situation in terms of knowledge and skills, and related training needs in the sustainable tourism ecosystem and a set of examples of digital solutions and tools that could be applied at local level.



TRAINING PACKAGE FOSTERING DIGITAL SKILLS IN SUSTAINABLE TOURISM

A package addressing the topic of sustainable tourism from different perspectives, starting with a comprehensive theoretical understanding of the changes that have brought sustainable development to the agenda and deepening different areas such as sustainable tourism management, the post-pandemic approach and the role and use of digital tools and solutions.



GUIDELINES FOR CONTINUING FOLLOW-UP ACTIVITIES ON SUSTAINABLE TOURISM

A set of practical indications aimed at ensuring a successful long-term process of upskilling for a larger number of actors of the ecosystem and an upscaling of the process locally and regionally.



THE SEMINAR

The 3-day seminar will be functional to the development of the project results. It has 2 main goals:

- to conduct the peer review (The activities will have three phases the first one before the meeting will consist of a self assessment report carried out by the hosting organisations, the second phase will be the peer-review visits, the third phase will be the peers' evaluation report carried out after the visit)
- to test the methodology of the training package (PR2).

DAY 0

MONDAY, 11 SEPTEMBER 2023

- Arrival of the participants in Gothenburg (GOT)
- Transfer to Trollhättan
- Check in at Hotel Kung Oscar

DAY 1

TUESDAY, 12 SEPTEMBER 2023

08.30 *Registration at **University West***

Introduction to **Sustainable Tourism**

- Delta 2000

09.00

Training day on **Artificial Intelligence (AI)**

Part 1: Introduction to Artificial Intelligence

Part 2: Machine Learning and Deep Learning

12.00

*Lunch at **Oden Bistro***

Part 3: Applications of AI

Part 4: Ethics and AI

Part 5: The Future of AI

17.00

Peer review meeting at Visit Trollhättan Vänerbsorg

18.45

*Bus transfer from **Hotel Kung Oscar***

19.00

*Dinner at **Hunneberg***

21.30

*Departure from **Hunneberg** back to the hotel*

DAY 2

WEDNESDAY, 13 SEPTEMBER 2023

- 09.00 Training day on **Virtual Reality (VR)**
Part 1: Introduction to Virtual Reality
Part 2: The technology behind VR
Part 3: Uses of VR
- 12.00 *Lunch at Sour Bar & Restaurant*
Part 4: Design principles for VR
Part 5: The Future of VR
- 17.45 *Bus transfer from Hotel Kung Oscar*
- 18.00 *Visit at the Saab Car Museum*
- 19.30 *Dinner at Nova Restaurant*
- 21.15 *Departure from Nova back to the hotel*

DAY 3

THURSDAY, 14 SEPTEMBER 2023

- 09.00 Training day about **Big Data**
Part 1: Introduction to Big Data
Part 2: Techniques for Big Data management
- 12.00 *Lunch at Restaurant Västan, University West*
Part 3: Big Data Analysis
Part 4: Applications of Big Data
Part 5: Challenges and Future of Big Data
Final discussion and conclusion

DAY 4

FRIDAY, 15 SEPTEMBER 2023

- Departure of delegations
- Possible "Stay the weekend package" arranged by VISIT Trollhättan - Vänersborg



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