Blended Intensive Programme (BIP)

TOURISM BUISNESS PROGRAMME

Topic: Use of geographical information systems (GIS) for the delivery of tourism resources
Aim - To introduce students to the use of geographic information systems (GIS) for the delivery of tourism resources. During the training, students will create a static maps of tourist routes in arcGIS Pro programme and prepare the presentation of routes in arcGIS online StoryMap application format.

Host institution: Klaipeda State University of Applied Sciences, Lithuania

Partner institutions:
Liepaja University, Latvia
Life Science University in Lublin, Poland

Dates: 20 April (online) and 2-6 May (physical)
Total number of participants from partner institutions: 20 (10 from LV, 10 from PL)

Credits: The successful attendance awards 3 ECTS, students will receive the certificate

Participants: Bachelor level students are welcome to join the programme.
Working language: English

KVK will provide: all activities related to the programme, free accommodation in the studio apartments, free lunch.

Accommodation: Students will be accommodated in our partner's studio apartments, located in city centre. Rooms are double and triple, each room has a shower, toilet, mini kitchen, towels are provided (https://kubu.lt/klaipeda/loft-studia/).

Deadline: Nomination should be sent by email till 31 March, Learning Agreement for studies should be sent by email till 8 April.

Financial support: Students from partner institutions are eligible to receive a daily allowance supported by the Erasmus programme and granted by the sending institution.

Accompanying staff: Teaching staff from partner institutions can also participate in this project as an Erasmus lecturer/coach/guest speaker. Staff should receive funding from the sending university, which should cover mobility expenses, such as travel, accommodation, food.

Contacts:

Jurgita Kaspariene, Head of Business Administration Department, j.kaspariene@kvk.lt

Ina Berenyte, Specialist of International Relations Department, i.berenyte@kvk.lt

DAY & LOCATION	PROGRAMME	NOTES
20 April Online meeting	Students will be introduced to practical activities during these studies and what they need to prepare before coming to Lithuania.	Lecturers: Dr. Eduardas Spiriajevas Erika Čepienė Laurencija Budrytė-Ausiejienė
1 May	Arrival. Accommodation in a student dormitory.	
2 May Monday KVK, Business Faculty	TRAINING PART I **ArcGIS Pro Introduction** **09:00-13:00** Students will learn the basics of ArcGIS Pro (signing in to Arcgis Pro, ArcGIS Pro projects, adding layers, renaming layers, changing the orders of layers, making folder connections, exploring maps, identifying features, making selections, changing the selection color, finding features). Preparation of data collected by students for visualization.	Lecturers: Dr. Eduardas Spiriajevas and Erika Čepienė
	Lunch break **13:00-14:30**	
Klaipeda TIC Turgaus str. 7 Klaipeda Castle Museum Priešpilio str. 2	**Visit to Klaipeda Tourism and Culture Information Centre, excursion to Klaipeda Castle museum and orientation game in Klaipėda Old town** **14:30-18:00** Students will visit Klaipeda Tourism and Culture Information Center and learn about the specifics of Klaipeda as a tourist region, tourist flows, the main tourist attractions. After that we will go to Klaipeda Castle Site and see the latest exhibition of the Castle Museum presenting the history of the city. After that students will discover Klaipeda Old Town in an interesting and active way- by playing an orientation	Guide and game organiser: Laurencija Budrytė-Ausiejienė Comfortable clothing and footwear are required.

	game.		
3 May Tuesday KVK, Business Faculty	TRAINING PART II **Visualizing objects** **09:00-13:00** Students will learn how to create features from tabular data (display x,y coordinate data), how to create new features and how to add text (labeling basics) to the map. Students will work on their individual projects and visualize selected tourist objects.	Lecturers: Dr. Eduardas Spiriajevas and Erika Čepienė
	Lunch break **13:00-14:00**	
Palanga Tourism Information Center Vytauto str. 94 Palanga Amber Museum Vytauto str. 17	**Trip to Palanga and excursion in Palanga Amber Museum.** **14:00-19:00** During this trip, students will discover Palanga - one of the four Lithuanian resorts. At the Tourism Information Center they will learn about Palanga's tourism resources, tourism infrastructure, and the latest tourism products and services. They will visit the sea park created by the famous French landscape architect Eduard Andre and the palace of Count Tiškevičius, which houses the most valuable collection of Baltic amber in Lithuania.	Guide: Laurencija Budrytė-Ausiejienė
4 May Wednesday KVK, Business Faculty	TRAINING PART III **Creation of map layout** **09:00-13:00** Students will create and design a layout of a static map, add map elements, arrange map elements and other information related their individual projects (photos and descriptions of tourist objects) and export a layout to PDF, JPEG, TIFF formats.	Lecturers: Dr. Eduardas Spiriajevas and Erika Čepienė
	Lunch break **13:00-14:00**	
Cold War Museum Šilinė str. 4, Plokščiai, Plungė District	**Trip to Žemaitija National Park and and excursion to the Cold War Museum** **14:00-19:00** Students will learn more about the ethnographic regions of Lithuania, get acquainted with Žemaitija (Samogitia), visit tourist sites in the Žemaitija National Park. One of the most interesting place is the Cold War Museum, which is located in the former Soviet Union`s complex of ballistic missile base. This place can be visited only with a professional tour guide.	Guide: Laurencija Budrytė-Ausiejienė

5 May Thursday KVK, Business Faculty	TRAINING PART IV **ArcGIS Online basics: Story Map creation** Students will create Story Map with integrated tour route.	Lecturers: Dr. Eduardas Spiriajevas and Erika Čepienė
	Lunch break 13:00-14:00	
Sea Side Reagional Park Placio str. 54, Karklė	**Hike along the seaside to the cliff "Holland's Hat", and visit to the Seaside Regional Park Center. 14:00-19:00** Students will get to know the Lithuanian seaside, its flora and fauna, visit the Seaside Regional Park Visitor Center. During the hike, they will play games that will help you them to know each other better.	Guide: Laurencija Budrytė-Ausiejienė
6 May Friday KVK, Business faculty	TRAINING PART V **Presentations of student-created projects 10:00-13:00** Students will present their individual projects that were developed during these studies. Farewell.	Lecturers: Dr. Eduardas Spiriajevas and Erika Čepienė
7 May	Departure	
9 May Online meeting	Feedback	Lecturers: Dr. Eduardas Spiriajevas Erika Čepienė Laurencija Budrytė-Ausiejienė

*The programme will be updated

Before arrival, students must be prepared material for their individual projects.

For students from Latvia. 10 students should choose from five border regions, 5 students should collect information on natural tourism resources in the neighbouring regions of Latvia-Lithuania, and another 5 on cultural tourism resources in the same neighbouring regions:
• Klaipeda county + Liepaja county
• Telšiai county + Kuldiga & Saldus county
• Šiauliai county + Dobele & Jelgava county
• Panevėžys county + Bauska & Aizkraukle county
• Utena County + Jekabpils & Daugavpils county

For students from Poland. 5 students should collect information on natural tourism resources, and another 5 on cultural tourism resources in listed regions:
• Lubelskie county + Volyn county

• Podlaskie county + Brest County
• Podlaskie county + Hrodna county
• Alytus county + Podlaskie county
• Marijampolė county + Warminsko-Mazurskie county

Students need to collect information about resources they have been chosen:
• Good quality photos with references.
• Description of resources with references. The description should be about 50 words.