

## BIP PROGRAMME

### KLAIPĒDOS VALSTYBINĒ KOLEGIJA/HIGHER EDUCATION INSTITUTION

#### THE USE OF GEOGRAPHICAL INFORMATION SYSTEMS (GIS) FOR TOURISM PRODUCT DEVELOPMENT

22/04/2024 – 03/05/2024

**The Aim** - To introduce students to the use of geographic information systems (GIS) for the creation of tourism products. 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.

#### Programme of Virtual Activities

Date	Place	Programme	Comment
2024-04-22/23 10:00 – 13:00	MsTeams platform	Students will be introduced to the city of Klaipėda, Klaipėdos valstybinė kolegija, content of the course and homework*. There will be lectures on touristic rout planning methodology and basics of GIS.	Participation obligatory

\* Students will be given homework, the completion of which is essential for the success of the course.

#### Programme of Physical Activities

Date and time	Place	Programme	Comment
28/04/2024	Klaipėda	Arrival and accommodation in a guest house.	Accommodation paid by KVK
<b>29/04/2024</b>			
9.00 – 13.00	Jaunystės str. 2, 400, Klaipėda	<b>ArcGIS Pro Introduction and workshop on object visualization.</b> 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. 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.	Coffee break paid by KVK



		Students will work on their individual projects and visualize selected tourist objects.	
13.00 – 14.00	<i>Jaunystės str. 1, Kavuke</i>	<i>Free time (lunch option at KVK buffet “Kavuke”)</i>	
14.00 – 17.00	Liepų str. 83 Klaipėda, Lithuania	<b>Tour to Light House, Baltic Tech Park.</b> Students will be introduced with the technologies and their implication in business processes.	
17.00 – 19.00		Free time	
<b>30/04/2024</b>			
09.00 – 13.00	Jaunystės str. 2, Klaipėda, room 400	<b>Touristic route development workshop.</b> Students will continue to develop individual projects and visualize selected tourist sites. The day will be dedicated to the development of a tourism route. Students will learn how to create a line feature to display tour route.	Coffee break paid by KVK
13.00 – 14.00	<i>Jaunystės str. 1, Kavuke</i>	<i>Free time (lunch option at KVK buffet “Kavuke”)</i>	
14.00-17.00	Klaipėda TIC Turgaus str. 7	<b>Visit to Klaipėda Tourism Information Center and orientation game in Klaipėda Old town.</b> Students will learn about the specifics of Klaipėda as a tourist region, tourist flows, the main tourist attractions. After that students will discover Klaipėda Old Town in an interesting and active way - by playing an orientation game.	Paid by KVK  Comfortable clothing and footwear are required.
<b>01/05/2024</b>			
09.00 – 18.00		<b>Tour to Curonian Spit</b> (UNESCO world heritage site) Students will be introduced to ArcGIS field apps.	Paid by KVK (Lunch is provided)
<b>02/05/2024</b>			
09.00 – 13.00	Jaunystės str. 2, 400, Klaipėda	<b>Creation of map layout and ArcGIS Online introduction: Story Map creation</b> 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	Coffee break paid by KVK



		formats. Students will create Story Map with integrated tour route.	
13.00 – 14.00	<i>Jaunystės str. 1, Kavuke</i>	<i>Free time (lunch option at KVK buffet “Kavuke”)</i>	
14.00 – 17.00	Kretinga city	Excursion in the city.	Paid by KVK
<b>03/05/2024</b>			
09.00 – 13.00	Jaunystės str. 2, 400, Klaipeda	<b>Completion and presentation of practical work.</b> Students will finalize and present their individual projects developed during these studies.	Coffee break paid by KVK
13.00 – 14.00	<i>Jaunystės str. 1, Kavuke</i>	<i>Free time (lunch option at KVK buffet “Kavuke”)</i>	
14.00 – 16.00	Jaunystės str. 2, 400, Klaipeda	<b>Certificates and farewell.</b>	

*\*The program may be slightly changed.*

Fees

Coffee breaks are provided once per day.

Accommodation is provided.

Tours and guided excursions are provided.

Lunch is not provided.