

DRAFT program for CREATOUR/CES Summer School: Uncovering cultural DNA of place, and activating for local development

	Monday/8 th July	Tuesday/9 th July	Wednesday/10 th July	Thursday/11 th July	Friday/12 th July
9:00-11:00	9:00-9:30 Registration 9:30-10:30 Welcome from officials, group introductions and outline of the summer school's aim.	Recapping and "instruction" on some techniques. Group organization and initial in-group discussions, what is the goal of the group, what the "clients" need, and the time we have (projects/package outcome)	Share ideas and visions Orientation for visit and group work	Group work, and using/documenting map/collage to refine contributions. Orientation for visit	Class presentation to local leaders
11:00 -11:30	Coffee break	Coffee break	Coffee break	Coffee break	Coffee break
11:30-13:00	'Step Outside' activity 1 : Walking visit to Penela centre and castle.	'Step Outside' activity 2: Visit to Roman excavation site.	'Step Outside' activity 3: Visit to Roman Museum and Creative Tourism activity with MosaicoLab.pt	'Step Outside' activity 4: Visit to Cave Information Centre	Discussion with local leaders
13:00-14:30	Lunch	Lunch	Lunch	Lunch	Lunch
14:30-16:00	Reinventing the local through (cultural and creative) tourism. Why and How? A general introduction to local DNA mapping.	Cultural Mapping activity	Brainstorming. Use mind-maps and other simple tools. Creative Tourism techniques and principles explained and applied at this stage	Group review and final work. Share and all work together to create a "package of ideas and visions."	Collective documentation of summer school findings on the Cultural DNA of Penela (audience: local leaders) Closing remarks by course organizers (15-30 min.)
16:00-16:30	Coffee break	Coffee break	Coffee break	Coffee break	Coffee break
16:30-18:00	Tools: Diagnostic Qualitative and Quantitative Tools: Brainstorming alternatives Adapting the tools to the task (case studies)	Group work//Prototyping	16:30 – 17:30 Mini Creative Tourism Prototyping Lab 17:30 -18:00 Contextualising	Presentation rehearsal and notes.	Visit to river beach
Evening	Free	Free	Free	Free	Farewell dinner

Funders



Partners



Organization

