**Upskilling Rural**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Module Title:*** | **E-marketing – AI and metaverse spaces** | | | | |
| ***Session n. 1*** |  | | | | |
| ***Duration*** | *1h* | | | | |
| ***Delivery method*** | Blended ☒ | Face to face □ | | Online learning □ | Distance learning (Learning Platform) □ |
| Time: | | Time: | Time: |
| Notes on the choice:  \**The trainer will choose the course delivery method taking into account the interested students location, the available teaching space and resources, social situation, etc.* | | | | |
| ***Intended learning outcomes:*** | * Understand the basic concepts of artificial intelligence and the metaverse. * Explore how these technologies can benefit rural tourism. * Learn tools and techniques to create engaging virtual environments for rural tourism | | | | |
| ***Session Details:*** | **Lesson Item:** | | **Method(s) and instructions for trainers:** | | **Required Resource(s):** |
| **Introduction** | | The tutor will briefly present the topic and objectives of the lesson.  The first activity can be a brainstorming session to discover what students know about artificial intelligence and the metaverse.  For discussion, the tutor will consider the following topic: “How would you define artificial intelligence/metaverse?” Do you think they have practical applications in professional/business environments? “And in the framework of rural tourism?” This will help us understand the versatility of these concepts.  The tutor will ask the participants the following questions and then:  • (for face-to-face class) Ask them to write their idea on a coloured Post-it and paste it on a white poster (the tutor will provide it).  • (online lesson) Each participant will express her point of view and then write her response in the available chat. The tutor, at the end, must briefly summarize all the answers. | | * Internet connection * PC/ Laptop & Video   Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons   * Paper, pens, post-it – for face-to-face sessions * Upskilling Rural oline platform (both for online and face-to-face sesions) |
| Activity 1**:** | | After brainstorming, the tutor will begin the lesson focusing on the main topics:  Fundamentals of Artificial Intelligence and the Metaverse in Rural Tourism  Artificial intelligence as a tool to improve experiences in rural environments  Design and Development of Immersive Experiences in the Metaverse.  Once the topics have been developed, the tutor will pose the following discussion questions, encouraging all students to participate:  - How do you think artificial intelligence can personalize the rural tourism experience for different types of visitors?  - What might be some ethical challenges related to the use of AI in rural tourism?  - What benefits do you think immersive experiences in the metaverse offer for rural tourism compared to traditional methods of tourism promotion?  - How could immersive experiences in the metaverse appeal to different types of tourists? | | * Internet connection * PC/ Laptop & Video   Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons   * Paper, pens, post-it – for face-to-face sessions * Upskilling Rural oline platform (both for online and face-to-face sesions) |
| Activity 2: | | The tutor will also present the students with topics to expand their knowledge, encouraging them to continue learning on their own:  - Investigate how AI can be used to address specific rural tourism problems, such as capacity management in natural protected areas.  - Investigate how augmented reality can be integrated into rural tourism experiences to improve interaction with the natural environment. | | * Internet connection * PC/ Laptop & Video   Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons   * Paper, pens, post-it – for face-to-face sessions * Upskilling Rural oline platform (both for online and face-to-face sesions) |
| Post-Activity Discussion | | At the end of the lesson the tutor will discuss with the group their considerations about the lesson, asking:   * What was the most interesting topic for you? Why? * What topic you have not understood completely? * Did you know all the topics explained in this lesson?   Which topic would you like to be explained more in detail? | |  |
| ***Evaluation methods*** | Informal non-formal evaluation | | The tutor will divide the students into 2 groups. The tutor will then provide a real-life example of the metaverse applied to real tourism and show it to the students.  The members of the 2 groups must work together to identify the techniques used to develop the metaverse and the tools that could have been used.  The tutor will listen to the arguments and give informal feedback to the participants. | | |
| ***Didactic materials*** | Face to face: power point presentation, paper, pens, post-its, projector, internet connection. | | | | |
| Distance learning: Upskilling Rural online platform / power point presentation | | | | |
| ***Additional notes and tips for trainers***  The tutor should engage participants by introducing participatory tasks and using real-life examples to demonstrate the practical nature of the information. | | | | | |