

Tourism and social media to share heritage with the world

LOCATION: Granada

DURATION: 1'34"

SUMMARY: The Heritage Secretariat of the University of Granada together with the Free Software Office have organised visits to the university heritage that are complemented by initiatives and workshops. This way, visitors will disseminate this heritage through tools such as Wikipedia or the social media.

VTR:

A new way to know heritage and make it known at the same time. The University of Granada organises visits, like this one to the Royal Hospital, where visitors learn about the monument but also contribute to its dissemination thanks to new technologies.

María Luisa Bellido
Dir. of the Cultural Goods
Secretariat

"The idea is to disseminate heritage but in a very participative way. This way not only the University will be in charge of this task, but also a very diverse public. We are offering them the possibility to participate and letting them guide that dissemination."

Nuria Rico
Deputy Dir. Free Software
Office

"Currently everyone is on the Internet. If you aren't online you don't exist, so this is a way to put knowledge within everyone's reach."

After discovering the rooms and stories of the Royal Hospital, visitors go to the Virtual Teaching Centre of the University to participate in a workshop about Wikipedia and free culture, where they will be taught how to disseminate what they have seen and learnt.

Nuria Rico
Deputy Dir. Free Software
Office

"And Wikipedia is a very useful tool for us, because it is open knowledge, it is built by people of all kind, of all races, from every sphere."

The pictures taken during the visit can be uploaded to Wikipedia to complement the entries they write about the visit or the university.

VISITOR

"Everyone has a different perception of things, and this way we can offer a description from different points of view. I think that the water supply system of the building is very interesting and I am going to write my entry about it."

In these visits, people are more than tourists, they are also ambassadors of this heritage through tools such as Wikipedia, the social media and photography.

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