DIGITAL TECHNOLOGIES AND TOURISM
WORKSHOP ON CULTURAL ROUTES

May 7th 2015
Cité Internationale Universitaire de Paris

PRESENTATION

The workshop is organized around two major themes:

Digital technologies at the service of the experience of the tourist in European Cultural Routes.

The workshop explores what is / could be the role of ICTs (Information and Communication Technologies) in order to enrich the travellers' experience through the whole travel cycle (before, during, and after).

Before, tourists use internet to collect information about the destination, they make reservations and buy services. How to generate useful content focused on the demands and needs of visitors? How to get a relevant position on search engines, relevant online communities and social networks? How to improve the online presence?

During the trip ICTs can improve the travel experience and even exceed previous expectations of tourists. How to access information quickly and comfortably? Which applications can be used for the visits to the monuments that are part of cultural routes? How augmented reality, virtual environments and 3D animations can help the user to enjoy the visit in a different way?

After the trip, tourists use new technologies (social networks, blogs, etc.) to share their experiences, recommend and evaluate the destination. How to know the degree of satisfaction of visitors, and how to improve accordingly? Should listening be accompanied by answers (especially in case of negative comments)?
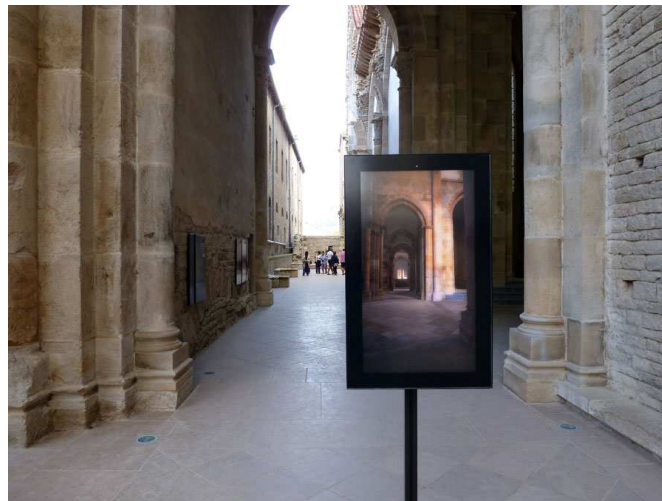
Source : Cluny

The issue of webanalytics and so-called Big Data

From the context of cultural routes, webanalytics and Big Data become a key resource to obtain information of visitors through the analysis of large volumes of information that come from very different sources such as logfiles, social networks, mobile devices, apps, official databases, etc. Analyses of this data are based on real user actions and not on surveys, opening many possibilities to cultural tourism, which can improve its services, management, and decision process. Where and how to obtain this volume of data? How to analyse them? How to know which data can be most useful? How to know what data are freely available? Where are the limits of privacy? How the managers of cultural routes can monitor the movement of visitor flows? How through Big Data can be analysed the tastes and preferences of tourists?

PROGRAMME

9h00 – Accueil / Opening

9h30 – Introduction :   **Pourquoi les TIC constituent-ils un enjeu spécifique pour les Itinéraires Culturels? /** *Why TIC are important for Cultural Routes ?*

Lorenzo CANTONI, **Chair**-holder, UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites, Università della Svizzera italiana (USI Lugano, Switzerland)

9h50 – Présentation :   **La cartographie des Itinéraires Culturels /** *The mapping of Cultural Routes of the Council of Europe*

Eleonora BERTI, **Institut** Européen des Itinéraires Culturels / European Institute for Cultural Routes

10h20 – Discussion

11h00 – Pause-Café / Coffe break

11h15 – Session 1 :   **Table Ronde. TIC et expérience touristique. Les applications /** *Round Table. TIC and Tourist experience. The aps*

Echange autour des bonnes pratiques des Itinéraires Culturels / *Exchange on the experiences of Cultural Routes*: Itinéraire des Chemins de Saint-Olav ; Sites clunisiens en Europe ; Transromanica ; Itinéraire européen des villes thermales historiques ; Chemins de Saint-Jacques de Compostelle ; Via Francigena ; Fédération Européenne des Cités Napoléoniennes ; Sur les pas des Huguenots et des Vaudois ; Ordre de Tiron.

Présentation de l'application « Carré d'Or » / Presentation of the « Carré d'or »
Animation : Lorenzo CANTONI, Università della Svizzera italiana

12h45 – Repas

14h00 – 2ᵉ session :   **TIC et Expérience augmentée. Le cas de Cluny /** *TIC and augmented experience. The case of Cluny*

Christophe VOROS, Directeur de la Fédération Européenne des Sites Clunisiens et président de la Fédération Française des Itinéraires Culturels Européens (FFICE)
Claire MATRAT, Guide, Abbaye de Cluny.

15h00 – 3ᵉ session :   **Table Ronde. Connaissance et suivi des pratiques touristiques** *via* **les** *big data* **» /** *Round Table « Knowledge and Tracking of the tourist practices through big data »*

Gaël CHAREYRON, Maître de Conférences, ESILV et EIREST
Sébastien JACQUOT, Maître de Conférences, IREST/EIREST, Université Paris 1 Panthéon-Sorbonne
Frédéric CORNET, European Cities Marketing, Brussels

16h30 – **Conclusion**

Eleonora BERTI, Institut Européen des Itinéraires Culturels et Maria GRAVARI-BARBAS, Professeur, IREST/EIREST, Université Paris 1 Panthéon-Sorbonne

Coordination:
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Montserrat Crivillers, LABPATC, University of Barcelona, EIREST, Paris 1 University Panthéon-Sorbonne

Langues : Français et anglais (traduction simultanée) / Langages French and English (simultaneous translation)
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