The Contribution of ICT to Cultural Tourism: A Roadmap

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Agenda

ICTs

Sustainable Tourism

Culture / Heritage

This presentation
Latin «cólere» and its three main areas

HERITAGE AND CULTURE
eTourism

• **Pre**
  - **Dreaming**
    - Social Media (eWord-of-Mouth)
    - Images & Videos
  - **Planning & booking**
    - Search engines, Websites, OTR – Online Travel Rev.
    - OTA – Online Travel Agencies, Direct booking (airlines, hotels, trains, car rentals, cruises...)

• **During**
  - **WiFi** (hotels & public venues)
  - **Mobile technologies**
    - Apps, navigation systems, maps, AR – Augmented Reality, LBS – Location Based Services
    - Sharing of pictures and videos on Social Media

• **After**
  - Sharing and reviewing
Sustainable Tourism

1. Economic Viability
2. Local Prosperity
3. Employment Quality
4. Social Equity
5. Visitor Fulfillment
6. Local Control
7. Community Wellbeing
8. Cultural Richness
9. Physical Integrity
10. Biological Diversity
11. Resource Efficiency
12. Environmental Purity

Research & Policy Making

ICTs

Sustainable Tourism

Culture / Heritage

#PATRIMOINE2018
#KULTURERBE2018
#PATRIMONIO2018
#REGARDS_SAM_NIN_GUERDAI

2018 EUROPEAN YEAR
OF CULTURAL HERITAGE
#EuropeForCulture
FIVE MAIN STEPS FOR A ROADMAP

«ABCDE» framework
Some relevant applications/examples
Widen access & raise awareness
Access information and share experiences online
E.g.: videos ¦ websites ¦ Social Media ¦ 3D printing...

ACCESS_1

https://vimeo.com/unescocch/collections
ACCESS_2

• Making sure the message is understood by prospects/travellers with very different cultural backgrounds – **Localization (L10N)**

• A definition:
  – “the process of modifying products or services to account for differences in distinct markets” (LISA, 2007:11).

• Some examples:
  – Unit of measure, dates, currency, laws ...
  – Texts, images, colors, layout...
  – Common symbols...
  – Cultural elements & values
    – E.g.: Religion, symbols, holidays, heroes, history...

[Website link: www.etc-corporate.org/reports/localising-websites-of-national-tourism-organisations]


Figure 2. Scattered map of how National Tourism Organisations’ Websites cover music-related topics

Emerging focus

Extensive focus

Light focus

Niche

That is the sum of 24 categories, specifically: 5 for “location”, 5 for “type of section”, 7 for “format”, 7 for “type of message”.

www.etc-corporate.org/?page=report&report_id=119
Enrich visitor’s experience while onsite: mobile access | location based services (LBS) | augmented reality (AR) | multiple voices | gamification | [tourist flows management | smart cities/destinations]...

**BETTER_1**
E.g.: Cluny (France) | archeological sites | museums | «Sound Shirt» | ...
Locals with Heritage | Locals with Visitors | Visitors with Heritage
Increase ownership and promote interpersonal encounters: Digital StoryTelling | informal learning | gamification | sharing economy | ...

CONNECT_1
Connecting young generations with their Heritage, and empowering them through it

E.g.: WHACY – World Heritage Awareness Campaign for Youth in Southern African Development Community (SADC):
100’000+ students involved; «Junior Minister Competition»

CONNECT_2
Listening to Online Travel Reviews
E.g.: food and gastronomy in online travel reviews about Italian agritourism experiences (#1’710)

**CONNECT_3**

Listening to Online Travel Reviews
E.g.: Saint Paul Outside the Walls (Rome, Italy); Lalibela Rock-Hewn Churches in Ethiopia
Social media campaigns

E.g.: #faces4heritage campaign in support of the global #Unite4Heritage UNESCO initiative

CONNECT_5

www.faces4heritage.org | https://twitter.com/faces4heritage

www.faces4heritage.org
Dis-intermediate (some) relationships: distribute info \ support communication & promotion \ ...
E.g.: www.ilhademocambique.org (collab. \ local involvement \ SME)

DIS-INTERMEDIATE
The peculiarities of tourism-related work-force

EDUCATE_1
E.g.: Switzerland Travel Academy
Different localized platforms, registered learners: 6’914, certified ones: 2’177 (31.5%)

EDUCATE_2

www.myswitzerland.com/academy
E.g.: «Tourism Management at UNESCO World Heritage Sites»
MOOC, registered learners: 5’108, certified ones: 397 (7.8%)

EDUCATE_3

www.fun-mooc.fr/courses/course-v1:Paris1+16008+session01/about
In a «nutshell»
Thank you!

www.unescochair.usi.ch

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