

How to use data for monitoring tourism flows?

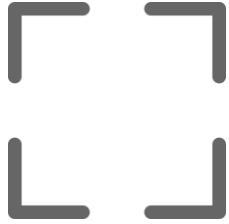


The DATA TCM project: *Data for Tourism and Cultural Management*

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DATA-TCM : what is it ?



A **framework for reflection** : data for sustainable culture and tourism



A **portfolio** of concrete projects associating data and tourism dimensions to federate stakeholders



A multidisciplinary and multi-actor **network**, for the benefit of all



A supporting **structure** under study

DEVELOP relationships, knowledge, Expertise, and solutions



Why DATA-TCM ?

Tourism for territories : a **golden nugget** to preserve

A healthy sector that boosts regions...

- 8% of GDP for Brittany
- 4.3% of the regional employment

... but imbalances :

- Coastal / Inland
- Seasonal wings / High season
- Over-attractiveness / under-attractiveness
- Etc.

... with an impact on

- the heritage
- the tourist experience
- the experience of residents



Data, an **opportunity** for the sector

A digital transition already well **underway** (dematerialization of agencies, platformization of players, use of smartphones, etc.)

The **potential** of digital traces has been identified (requests made, sites and places visited, purchase and consumption data, geolocation details, etc.)

A **need for data from stakeholders** : for quantitative and qualitative follow-up, reporting, monitoring, communication and strategy



Data, tourism & research: a place **to take**

Absence of a federating pole in this field in Brittany

The **absence of a national cluster** focused on the impact of digital technology and the systematic use of digital technology (innovative technologies, digital history and traces, automated processing, big data, artificial intelligence)

A mature ecosystem of local and national players :

- Teacher-researchers specialized in tourism (and their scientific and professional networks)
- Historical linkage between the players
- A subject aligned with the priorities of the UBS Innovation Ecosystems



Develop research on digital for sustainable tourism,
→ DATA TCM project



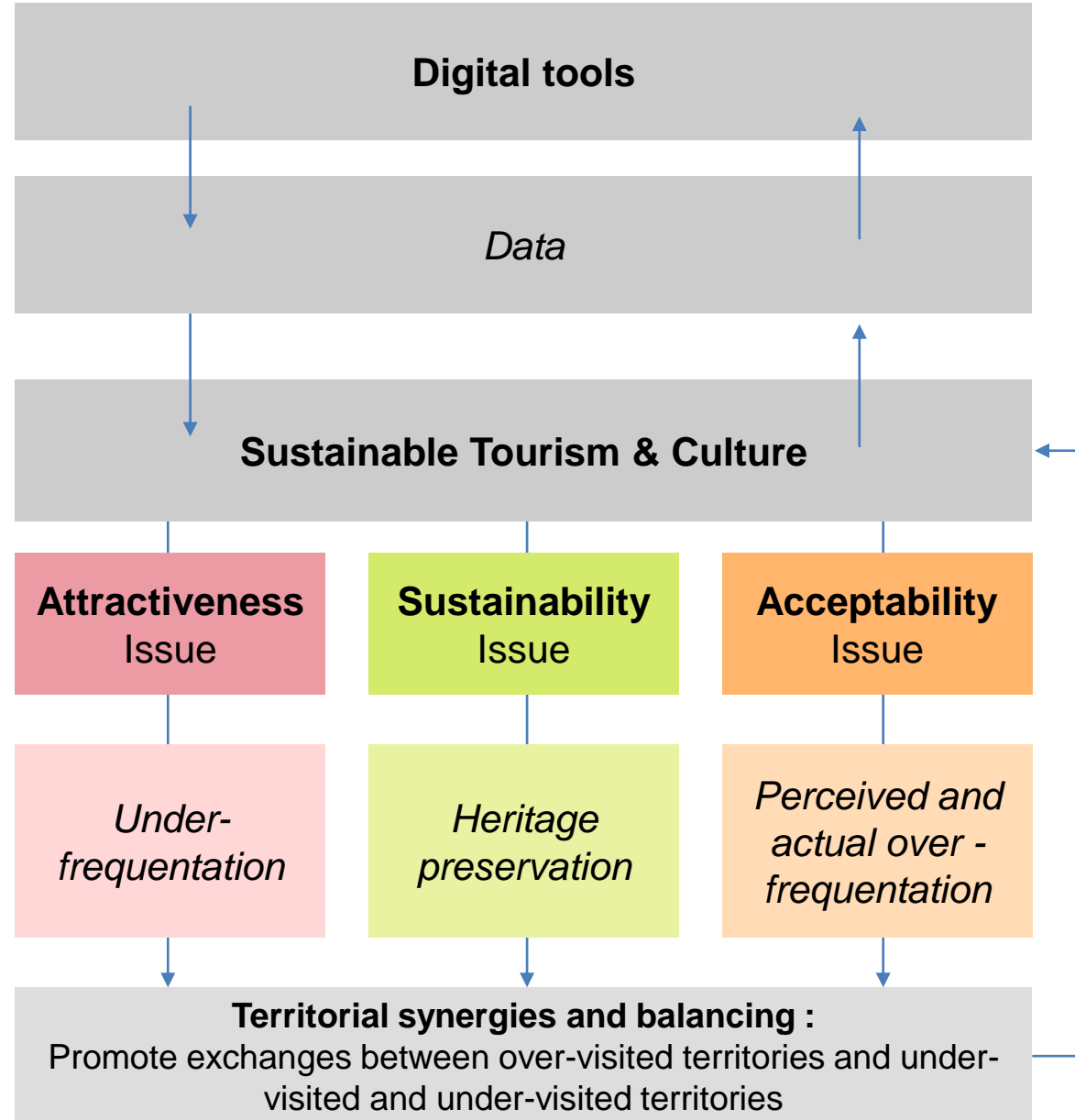
Which research **framework** ?

Data...

... for **sustainable** tourism

... from a **flow management** perspective

... anchored on the territory





Which research **approach**?

Multidisciplinary approach

Main entry point:
humanities and social sciences

Tourism marketing
Territorial marketing
Tourist behavior
Social acceptability
Creative tourism
Sustainable tourism
History
Geography
Economics
Public Policy
Psychology
Philosophy
Anthropology
Etc.

Understanding and modeling

*Complementary dimension :
technical approach*

Sensors, measurement and collection IS
Database management
GIS, geomatics
Data processing
Statistics
Mathematical models
Algorithms
Predictive models
Etc.

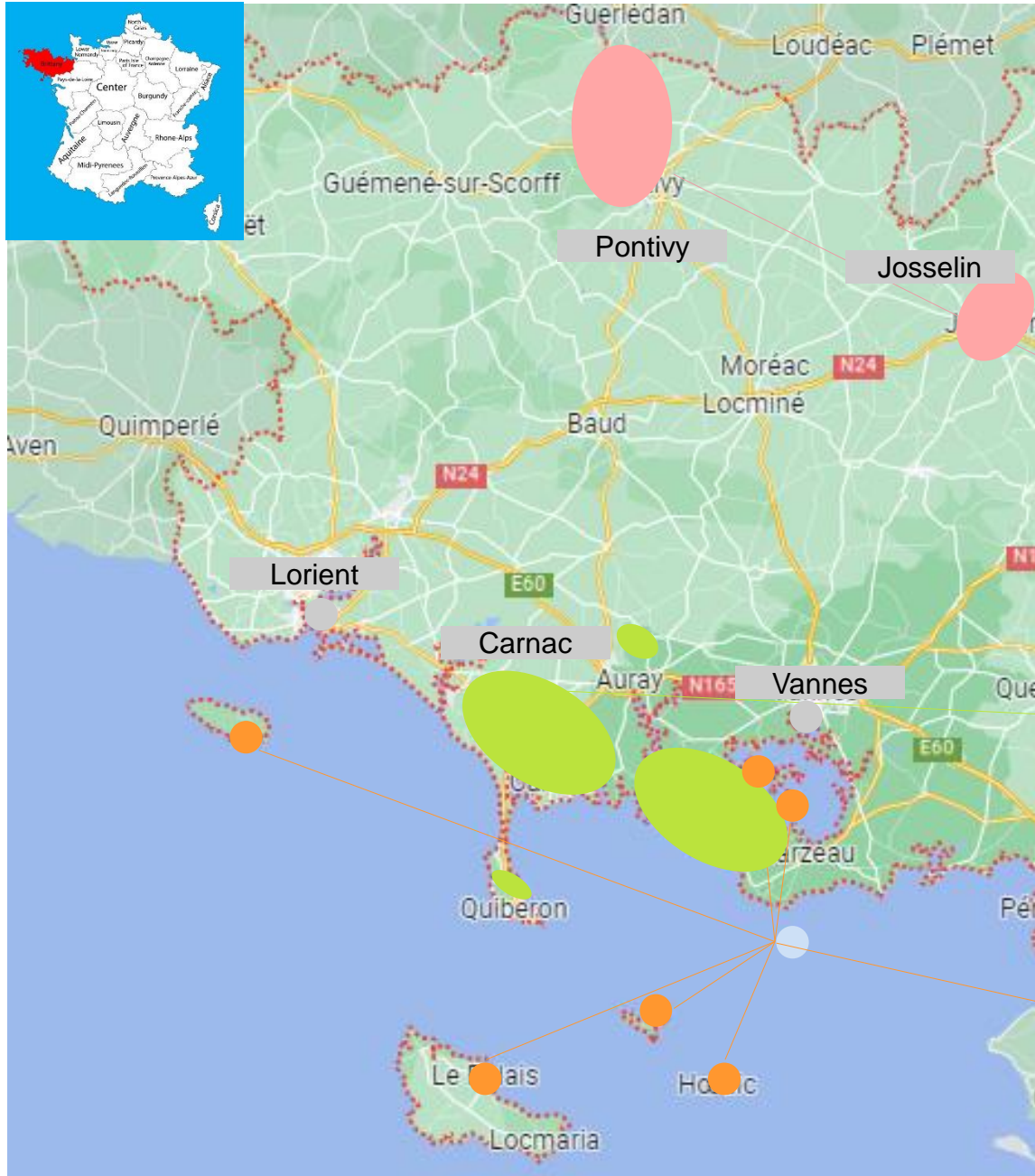
Tests and field experiments



Which **projects** portfolio ?

Examples of partnerships under construction

To complete and to replicate abroad



3 fields with complementary issues

Development of Tourism in Remote Areas

Attractiveness Issue	●●●●
Sustainability Issue	●●
Acceptability Issue	●

UNESCO Labeling of the Megalithic Landscape

Attractiveness Issue	●
Sustainability Issue	●●●●
Acceptability Issue	●●

Management of tourist flows on Île aux Moines

Attractiveness Issue	●
Sustainability Issue	●●●
Acceptability Issue	●●●



Which **projects** portfolio ?

Examples of partnerships under construction



**UNESCO Labeling of the
Megalithic Landscape**
*Involving residents in heritage
preservation*



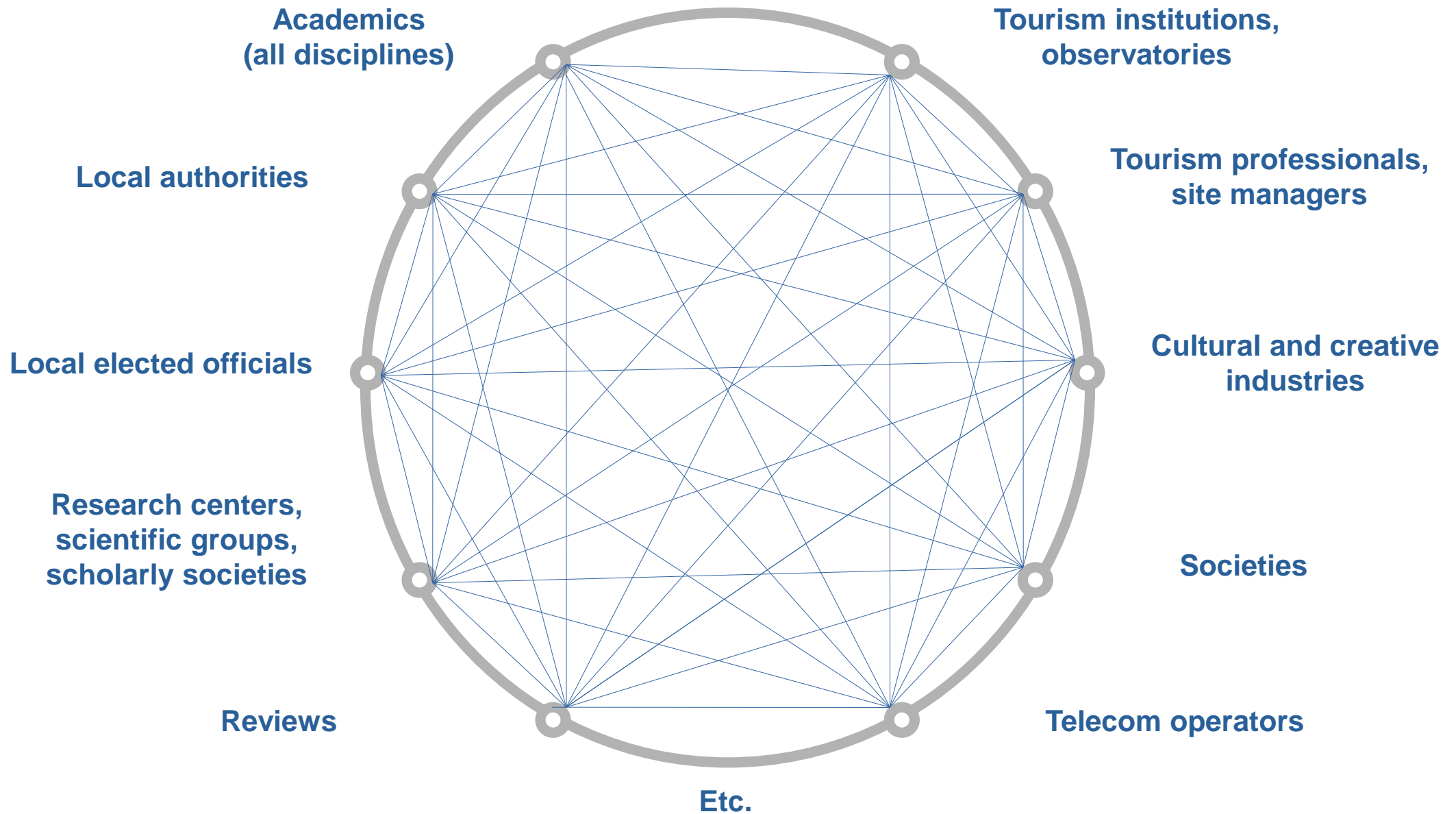
**Management
of tourist flows in islands**
*Objectivize the real and felt
tourist frequentation*



**Development of Tourism
in Remote areas**
*Encourage the transition from
excursion to overnight stay*



Weaving a multi-disciplinary and **multi-actor** network



DATA-TCM is **part of the research strategy** of the Université Bretagne Sud

UBS Innovation Ecosystems

Sea & Coastal

Thematic actions

Nautism
and ocean
racing

Ports of
the future

Tourism

**DATA
TCM**



Environment, health & disability

Thematic actions

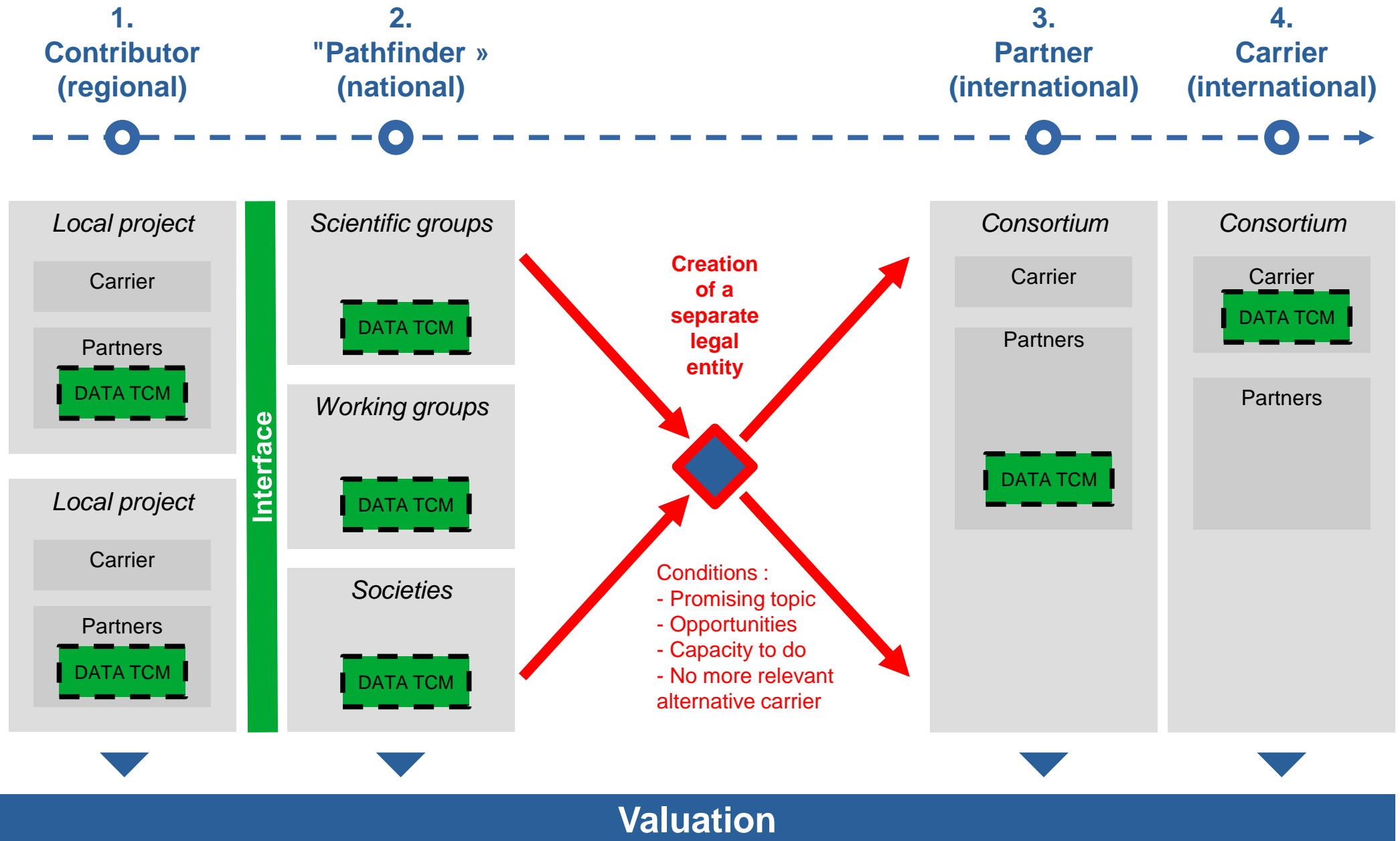
Cyber & Data Intelligence

Thematic actions

Industry of the future

Thematic actions

The **positioning** of DATA TCM will evolve over time



**Any ideas, projects, desires
related to the subject ?**



Contact us !

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