



## Winter School on Digital Valorization of Heritage and Tourism

### Detailed program

#### Part 0 :

##### 0.1. Virtual Classes (6h)

Exchanges beforehand, preparation of the groups, presentation of the field study, Internet research; downloading of applications (account creation, configuration, etc.) for example Strava, Open StreetMap, QGIS,... Organisateurs

##### 0.2. Welcome (2h) *Monday am*

Presentation of the organisers, the participants and the programme, checking of the groups,...

#### Part 1: Definition of cultural heritage and tourism (3 hours) – Monday pm

- Definitions of cultural heritage (tangible and intangible) and tourism
- Data: collection (field studies, archives, etc.), verification, input, online process
- Data exploitation tools (applications and resources):
  - o Renabl, Gertrude, etc. for cultural heritage
  - o Datatourisme, SIRTAqui, etc. for tourism
- Collection processes and databases of other UNITA partners

#### Part 2: Digital technology for heritage and tourism - examples of projects (3h) – Tuesday am

- TCVPYR ERDF project: promotion of the tangible cultural heritage of the spa towns of the Pyrenees via a mobile application - recommendation of tourist itineraries
- DA3T New Aquitaine Region project: Analysis of tourist tracks in the city of La Rochelle- services dedicated to geographers and planners
- Wikipedia projects
- PCILab projects
- POP projects
- UPPA projects:
  - o QR-code and sound project (recording available to visitors) on Boulevard des Pyrénées
  - o Project to enhance the Foirail district (ville d'art et d'histoire)
  - o Others projects
- One or more projects from other UNITA partners?



### **Part 3: Creation of tourist routes (9 hours) on the heritage of Pau and Bearn for different audiences (family, individual seniors, couples, young people, groups).**

- 3.1. Methodological elements, digital tools – consultation and analysis of the digital communication tools of the territory's cultural and tourist actors according to the audiences studied (websites, social networks, online review sites, booking sites, brochures, press kits, documentation for service providers in the territory, etc.). (Tuesday pm)
- 3.2. Field visit (observations, photos, sound recordings, video, GPS points, etc.) and meetings with the cultural and tourist players in the study area: tourist offices in the area, *Label Ville d'Art et d'Histoire*, *Château de Pau*, *Musées*, *Cluster Tourisme – CCI*, *Entreprise voyageur réceptif Tendances Sud*, *ADT64 - Agence Développement touristique du 64*, meeting with the carnival organisers to understand this tradition. (Wednesday am)
- 3.3. Discovery of intangible cultural heritage: Béarn carnival (encounter with bears (confrontation between bears and rosettes) (Wednesday evening).

### **Part 4: Digital models and tools (9h) for processing cultural heritage and tourism data**

- Geographic perspective (Wednesday pm, Thursday am)
  - o Spatial, temporal and thematic dimensions
  - o Representation models
  - o Spatial NER (Named Entity Recognition) in texts (geotagging, geocoding and cartographic visualisation)
  - o eveningProcessing of mobility tracks from sensors (cleaning, analysis and cartographic visualisation)
- Discovery of tools dedicated to geographic information (Thursday am and pm)
  - o GIS (Geographic Information System) : ArcGIS, GeoConcept, QGIS
  - o NER systems: from OpenCalais to GATE
  - o Mobility tracks : Google routes, OSM, Strava, etc.
  - o Geovisualition of qualitative and quantitative data: Tableau, Power BI, Qlik, etc.

### **Partie 5 : Group work and presentation (6h)**

#### 5.1- Group work (Friday am) :

- o synthesis of field trip and construction of primary database and routes on web tools (google maps, openstreetmap) and route proposals.
- o preparation of the presentation (computers rooms or others)

#### 5.2- Presentation feedback (Friday pm) – Tous les organisateurs