Slide 1

Tourism Informatics / 観光地理情報学特論Ⅱ 2014 #7

Co-creation of Tourism and Tourism Information

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Slide 2

Learning from Geocaching

People may participate in the creation of tourism if there is an appropriate media

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Slide 3

Today's Goal

We look at new phenomena in tourism where new sorts of tourism and tourism information are created thanks to the power of CGM
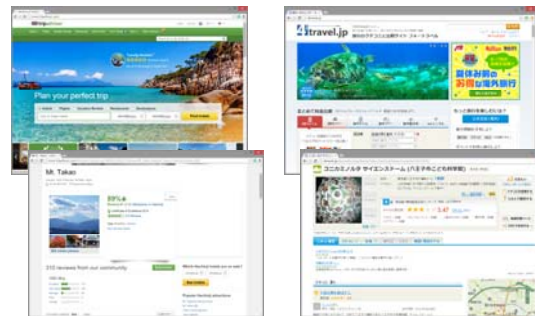
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Slide 4

Do you remember CGM and UGC?

- CGM: C   G   M
- UGC: User-Generated Contents

twitter facebook tripadvisor get the truth. then go.

YouTube Pan⊕ramio flickr Wikitravel The Free Travel Guide

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Slide 5

CGM for Tourism: Word-of-Mouth Sites

TripAdvisor   4Travel.jp

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Slide 6

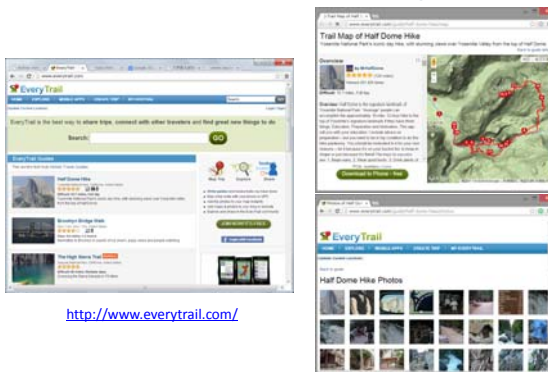## CGM for Tourism: Map-based BBS

Onsen Japan (Hot Springs Japan)
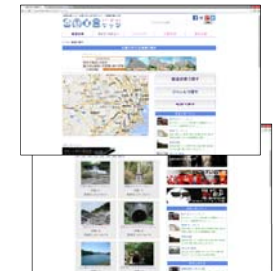
Zenkoku Shinrei Map (All Japan Ghost Map)
http://ghostmap.sakura.ne.jp

Jitensya Daisuki Map (I-Love-Bycicle Map)

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Slide 7

CGM for Tourism: EveryTrail

http://www.everytrail.com/

Slide 8

CGM for Tourism: My Experiment in Ogasawara Is.

10 days later

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Slide 9

Merits and Demerits of Tourists' Word-of-Mouth Information

○ Standing on tourists' viewpoints

○ Not commercial-oriented

○ "If you can do it, I can do it"

○ Effective when no guidebook is available
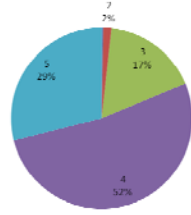
× True tourists?

× Nasty report

× Non-neutrality

How wonderful it is! (I want to believe so ..) Best in the world! Lots of Cockroaches!

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User Evaluation of Tokyo's Tourist Attractions in TripAdvisor
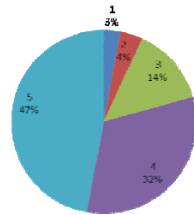
Written in English

Written in Japanese

A Controversial Example

Sometimes new sorts of tourism are generated through CGM

Ghost Tourism

- Ghost sites are often born from the rumors of local people
- Such rumors are now widely shared in CGM

All Japan ghost map

Yarimizu Tunnels

Former Hachioji Castle

Ruin Tourism

Ruin tourism, which used to be an underground hobby of a small number of people, is now recognized as a popular genre of tourism in Japan

Gunkan-Jima Island, Nagasaki

All Japan Ruin Map

Ruin Tourism in Ohkuno Is.

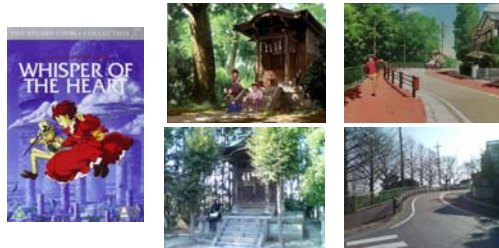---

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Film tourism

- Visits to filming locations of movies and dramas
- Before internet, such locations are often discovered by fans and gradually known through word-of-mouth information
- Today this process becomes almost instant thanks to CGM!

http://loca.ash.jp/

Seichi Junrei (Anime Pilgrim)

A new style of film tourism visiting fictive "filming" locations of animations (and sometimes those of comics and games as well)

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What anime does this house appear?

My Neighbor Totoro

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Visits to Dirtiest Hotels

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Visits to Dirtiest Hotels

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Tourists themselves discover, create, and report new tourism values, and triggers further visits of tourists in a chain reaction

- Anime Pilgrim
- Geocaching
- Dirtiest Hotels
- Ghost Tourism
- Ruin Tourism

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History of Information Media

Mass-Media

On-demand media

User-creatable Media

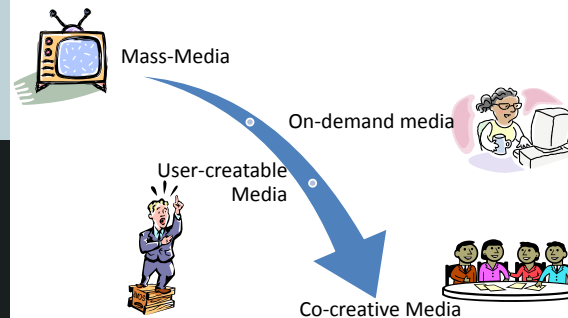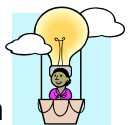Co-creative Media

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Third Generation of Tourism?

- Market-oriented Tourism
- Destination-oriented Tourism
- Consumer-generated Tourism

In addition to considering how to inform people, we should also consider how to control people to inform other people
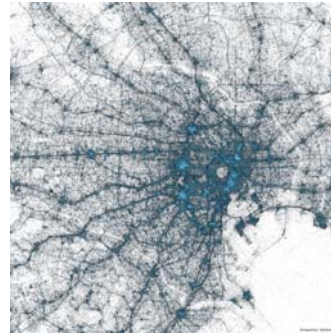
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Utilization of CGM data: Another Side

The Geography of Tweets

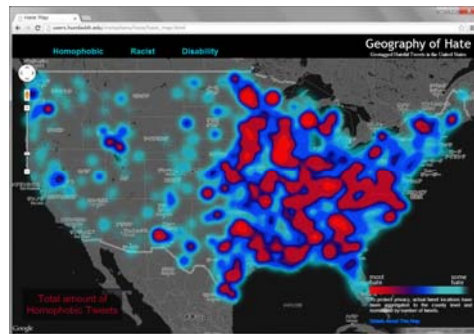http://geoawesomeness.com/the-geography-of-tweets-every-geotagged-tweet-since-2009-mapped/
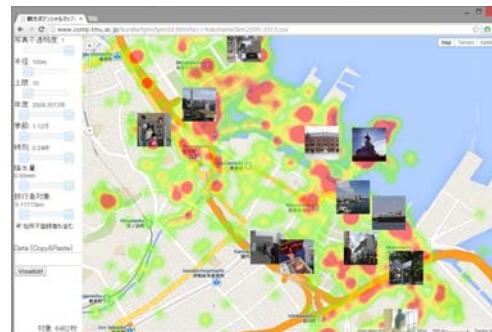
"See something or say something"

https://www.flickr.com/photos/walkingsf/sets/72157627140310742/detail/

Hate Map

Potential-of-Interest Maps

http://www.comp.tmu.ac.jp/kurata/tpm   Kurata (2012)

How to Create Potential-of-Interest Maps

Post

Automated Filtering & time-stamp correction

Download

Special Versions of Potential-of-Interest Maps
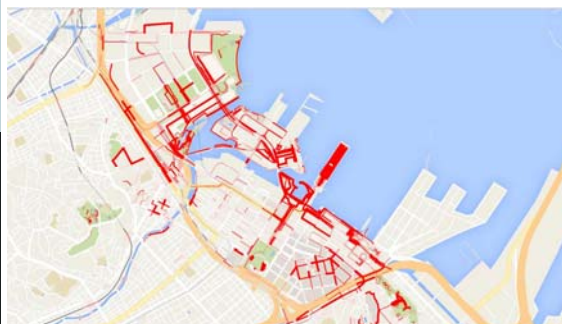
PoI Maps for Rainy Days

Thematic PoI Maps

降水量
8-92mm

by Fu Sanada (M2)

Special Versions of Potential-of-Interest Maps

Various Applications of Flickr Data for Tourism

- Estimating distribution of tourists (Hidaka&Isoda 2010)
- Automated generation of tourist maps which show major attractions in an area (Chen *et al.* 2009)
- Identifying popular photo-shooting locations and angles for famous landmarks (Shirai *et al.* 2012)
- Estimating tourists' intra-city movement (Giradin, *et al.* 2008)
- Estimating tourists' inner-city movement (Kisilevich, *et al.* 2010; Lu, *et al.* 2010)
- Mobile tour recommender based on similar inner-city movement (De Choudhury, et al. 2010)

flickr

Today's Keywords

- CGM
- Word-of-mouth information
- tripAdvisor
- Film tourism
- Seichi Junrei (Anime Pilgrim)
- Consumer-generated tourism
- Twitter / Tweet
- Flickr
- Potential-of-Interest Maps

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