Topic 4.2:
collaborative Web & Tourism
Wikimedia and tourism

DIGITAL RESOURCES FOR TOURISM: CHANNELS, QUALITY, CO-CREATION, AND COLLABORATION

PROF. PIERLUIGI FELICIATI, AA 2021/22

uniMC
UNIVERSITÀ DI MACERATA
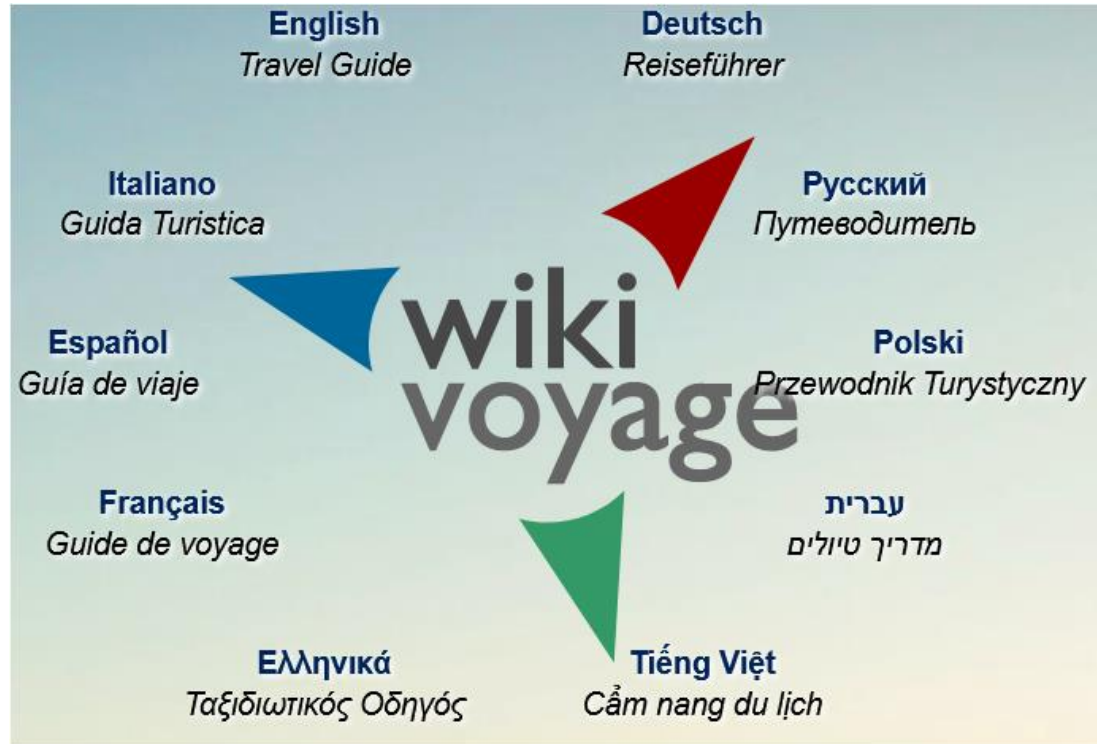
l'umanesimo che innova

content

- The Wikimedia projects and their impact on Tourism

- WikiVoyage / OpenStreetMap

- Wiki Loves Monuments

- Exercise

Wikimedia and Tourism

- High ranking of Wikimedia content and data on search engines (much more than official websites!)
- Wikipedia + Open Street Map: crowdsourced geodata for collaborative itineraries and destinations' localization + WikiVoyage
- Qrpedia: QR codes to deliver Wikipedia articles to users, in their preferred language

- *Wikipedia matters*: a 2019 research demonstrated a causal impact of online user-generated information on real-world touristic economic outcomes (tourists' choices of overnight visits), read it *here*

Wikivoyage

Launched in September 2006
when editors at the German and Italian versions of
Wikitravel decided to move their editing activities

www.wikivoyage.org

600k guides
(1/5 of high quality)

22 language versions (2020)

1° English - 2° German – 4° Italian –
11° Spanish – 17° Romanian

Italian version: it.wikivoyage.org

2.501.967 total registered users of
which 1.063 recently active.

What is *Wikivoyage?*

a free web-based travel guide for **toristic destinations, itineraries** and **travel topics** written by **volunteers.**

a multilingual project, with each language-specific project developed independently. It accept commercial information on destinations' facilities. Unlike Wikipedians, WV is not bound to provide sources: editors are allowed to freely express a destination, in fair manner. Wikivoyage content is broadly categorized as: **destinations, itineraries, phrasebooks, and travel topics**.

→ *Informations*

→ *Itineraries, Maps*

→ *Storytelling*

→ *Info on DMOs*

→ *Reception facilities*

→ *Word of mouth*

Wikivoyage Policies

Guiding principles

The traveller comes first (*Our work is guided by what is best from the traveller's perspective*), Goals and non-goals (*Our goal is to create a free, complete, up-to-date and reliable world-wide travel guide*), Consensus *(Almost all decisions are made by achieving consensus rather than voting),* Plunge forward *(Don't worry about being perfect or making mistakes. If something needs to be done, do it. Jump in and make useful edits to articles).*

Core content policies

- ❑ Be fair *(Provide honest information so travellers can make informed decisions)*

- ❑ Don't tout (*avoid being an "advertising brochure" for any business, city, or service*)

- ❑ Tone (*Avoid exaggerations, superlatives and vague, flowery language*)

Discussion / exercise

- Ever heard about Wikivoyage?

- Do you think that adopting it could support Destination management?

- What is your opinion about the average authority of Wikivoyage guides?

Select the Wikivoyage article (in the language you prefer) regarding **your place of origin or a destination you are interested in** and evaluate its quality: usefulness, completeness, update level, richness, and images.

What would you do to improve it?