Topic 4:
collaborative Web & Tourism
the Wikimedia ecosystem

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

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l'umanesimo che innova

content

- The value of cultural landscape turned upside down

- The participatory Web

- Wikipedia: origins, governance, principles, licences

- Exercise

We are entering "a **post-media era** in which communications technologies will serve to filter and help us navigate knowledge, and enable us to **think collectively** rather than simply **haul masses of information** around with us.

Unfortunately, although the promoters of the information highways may be aware of the problem, they remain mired in **discussions about bandwidth**."

Pierre Lévy, *L'intelligence collective: Pour une anthropologie du cyberspace,* **1994**

COLLECTIVE INTELLIGENCE
OR GLOBAL SHOPPING MALL?
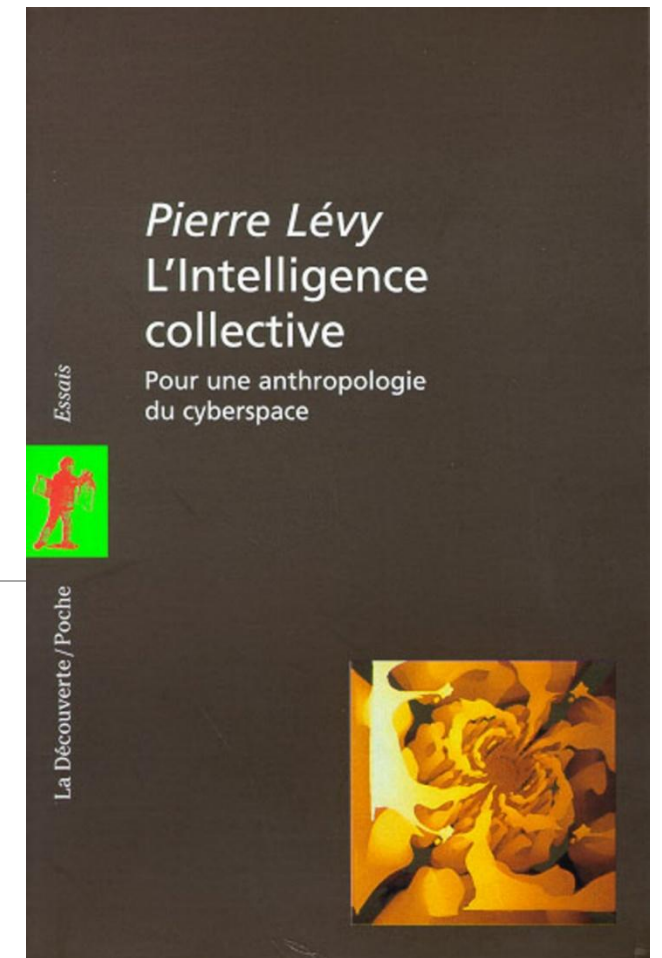
- **From monuments to people**

- **From objects to their functions (even intangible)**

- **From preservation to use and sustainable development**

A more dynamic, open and inclusive conception of cultural heritage, landscape, engaging communities and including traditions, customs and local products

Cultural destinations and communities

Cultural heritage is a group of **resources inherited from the past** which **people identify** […] as a reflection and **expression of their constantly evolving values, beliefs, knowledge and traditions**. It includes all aspects of the environment resulting from the **interaction between people and places through time**.

A **heritage community** consists of **people who value specific aspects of cultural heritage** which they wish, within the framework of public action, to **sustain and transmit** to future generations.

Cultural heritage and communities (the FARO Convention)

- **FROM** How and what to protect **TO** Why and for whom to enhance

- **FROM** the right FOR cultural heritage **TO** the right TO cultural heritage

- **FROM** a TOP-DOWN approach **TO** a BOTTOM-UP approach

Participatory Governance and shared responsibility

Media and Information literacy: a paradigm based on sharing

Unesco released **5 laws of** MIL to guarantee to every citizen in the World the right to **access, understand and use digital information**

"Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.
That's what we're doing."

Paul Otlet (1868 - 1944)
Belgian bibliographer. He attempted to create a universal repository of all the world's recorded knowledge. He is considered the founder of documentation studies. His writings on information science anticipated the advent of World Wide Web.

Jimmy Donald "Jimbo" Wales (1966 -)
American internet entrepreneur.
He is known as a co-founder of the online non-profit encyclopedia Wikipedia and the for profit web hosting company Wikia.

THE UTOPIA OF A GLOBAL (open) LIBRARY

Wikipedia: the utopia
of cooperative hyper-connections
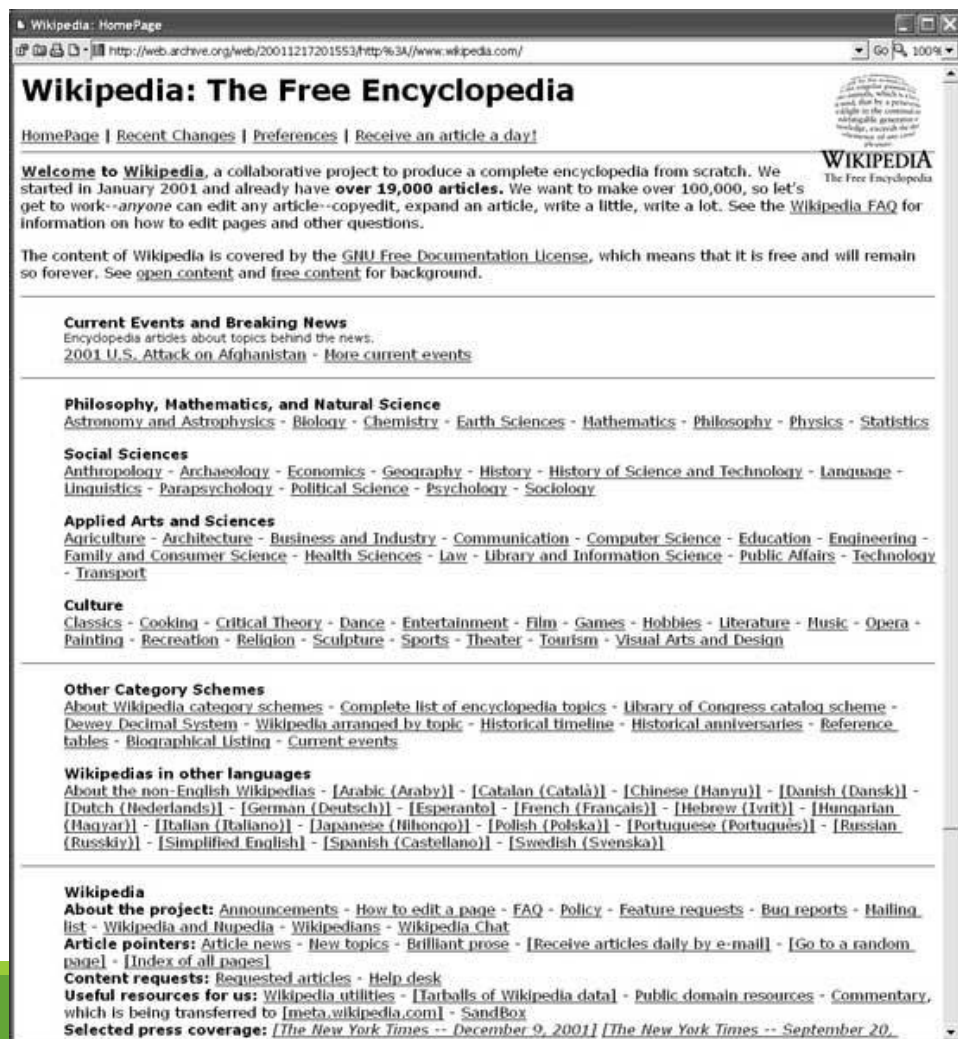
See this visual and audio illustration of live editing activity

Wikipedia may work as an effective tool to **activate cultural awareness** and **enhance the visibility of destinations**.

Wikipedia is **based on ethics, formal and quality rules,** and, at the same time, they are **free and open**, **discussed** by anyone.

Wikimedia ecosystem is made of several projects in addition to the encyclopedia, with important cultural potentialities.

Be **BOLD**
IN UPDATING
pages

CITIZEN ENGAGEMENT AND WIKIPEDIA
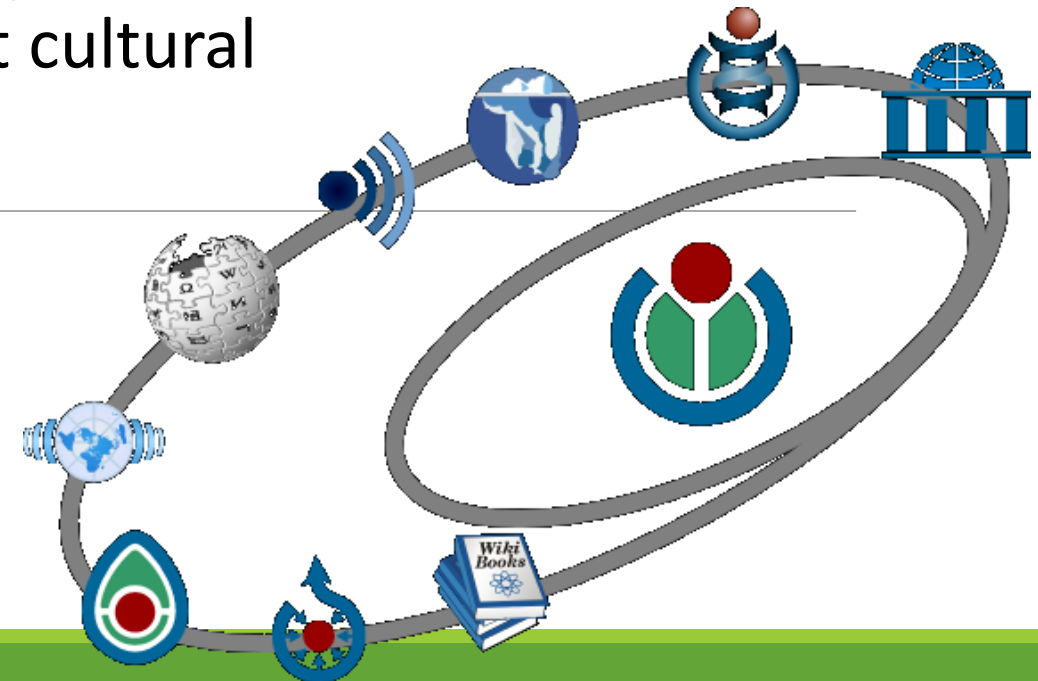
What is Wikipedia?

The first Wiki, *WikiWikiWeb*, was created by Ward Cunningham in 1995

After *Nupedia*, *Wikipedia* was launched in 2001 by Larry Page and Larry Sanger

329 language editions

11° for traffic in Internet (Alexa.com)

more than 60 million articles

250 millions pages

20 billion hits every day

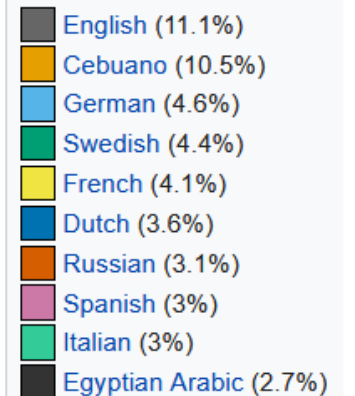See the List of Wikipedias

9. Italiano: 1.793.437 articles

8. Español: 1.766.205

7. Russkaya: 1.809.795

1. English: 6.481.876

English (11.1%)
Cebuano (10.5%)
German (4.6%)
Swedish (4.4%)
French (4.1%)
Dutch (3.6%)
Russian (3.1%)
Spanish (3%)
Italian (3%)
Egyptian Arabic (2.7%)

Named after Hawaiian bus service, **Wiki Wiki** (fast and easy) + pédia (education)

Who's Who in Wiki(m)edia?

Wikimedia Foundation, Founded in San Francisco (USA) in 2003, non-profit foundation

Mission:

- Promotion of Wikipedia and related projects

- Foster the development and dissemination of free knowledge

- Fundraising and management

- Hardware management (servers now in US e NL)
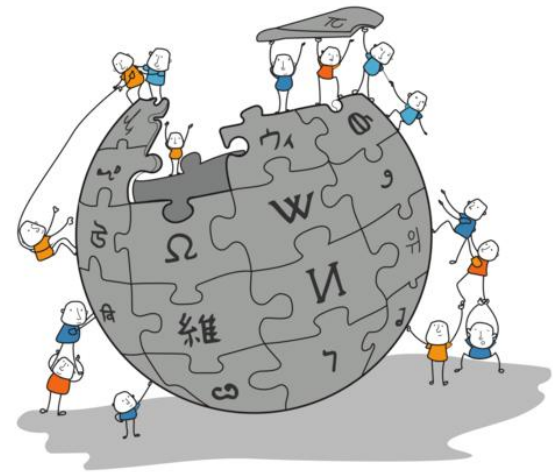
Some national Wikimedia associations/foundations (Wikimedia Italia, Wikimedia España, *Wikimedia* Polska Association...)

101 millions of users/editors, 1 million of active editors, 4000 admins

Who's doing what?
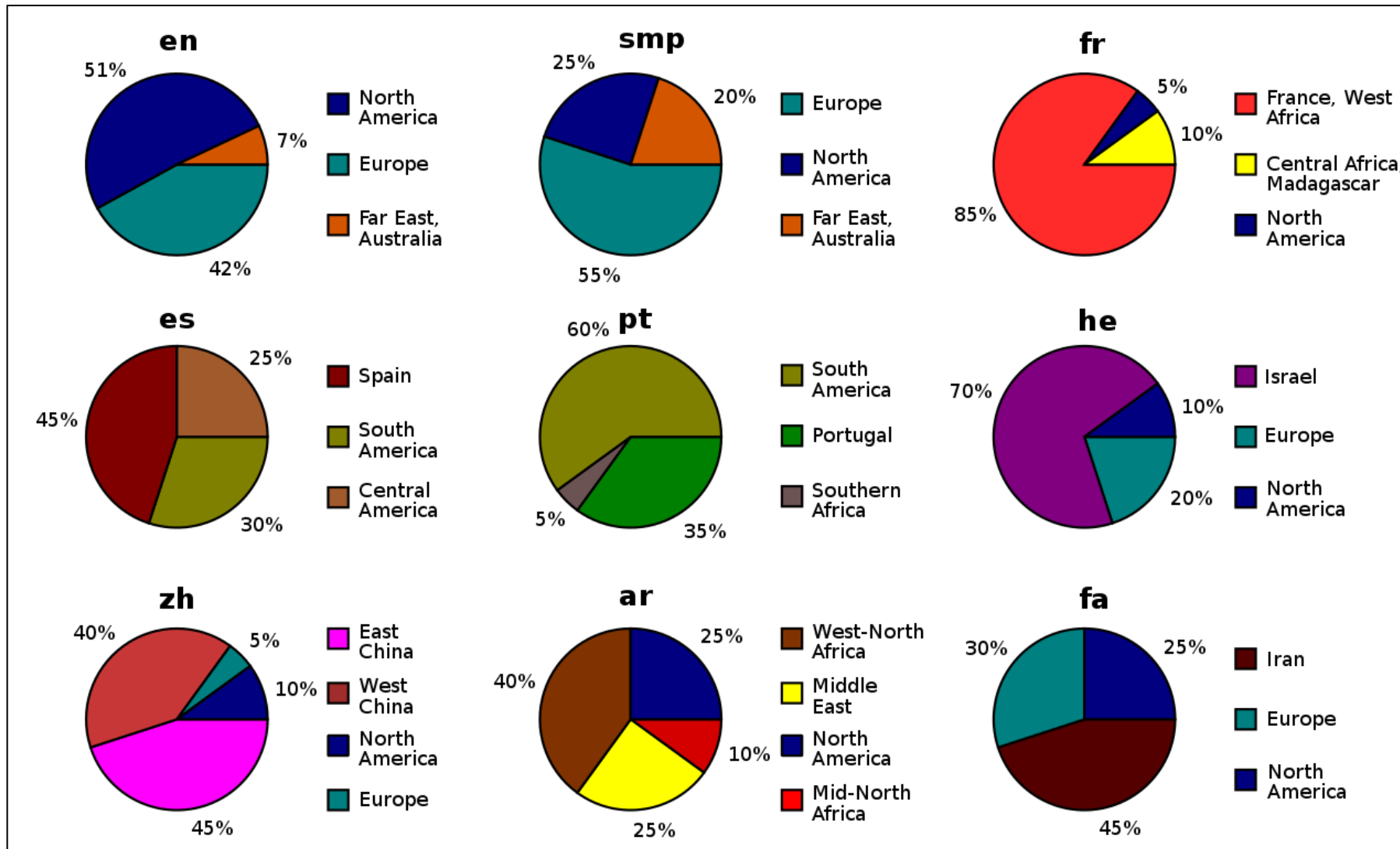
Estimation of contributions shares from different regions in the world to different Wikipedia editions

Yasseri, Taha; Sumi, Robert; Kertész, János (January 17, 2012). "Circadian Patterns of Wikipedia Editorial Activity: A Demographic Analysis". PLOS One. **7** (1): e30091.

Who's doing what?

Map showing the article count of European Wikipedias by language family (2020)

Data from January 2019

Who's doing what?

Diagram showing the number of editors of Wikipedia in English

https://stats.wikimedia.org/

Editors

Oct 2008
Total 749,357

■ Total
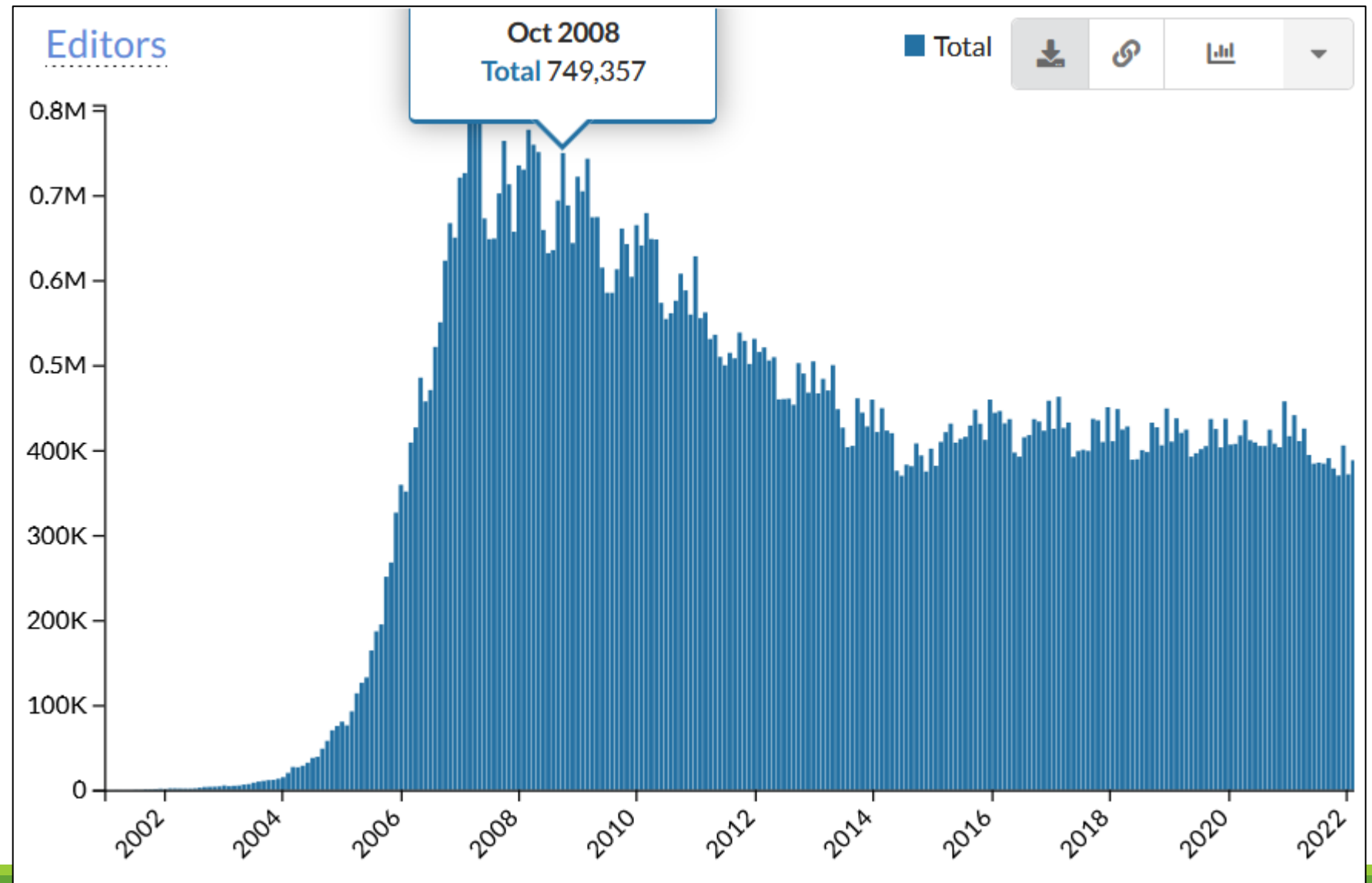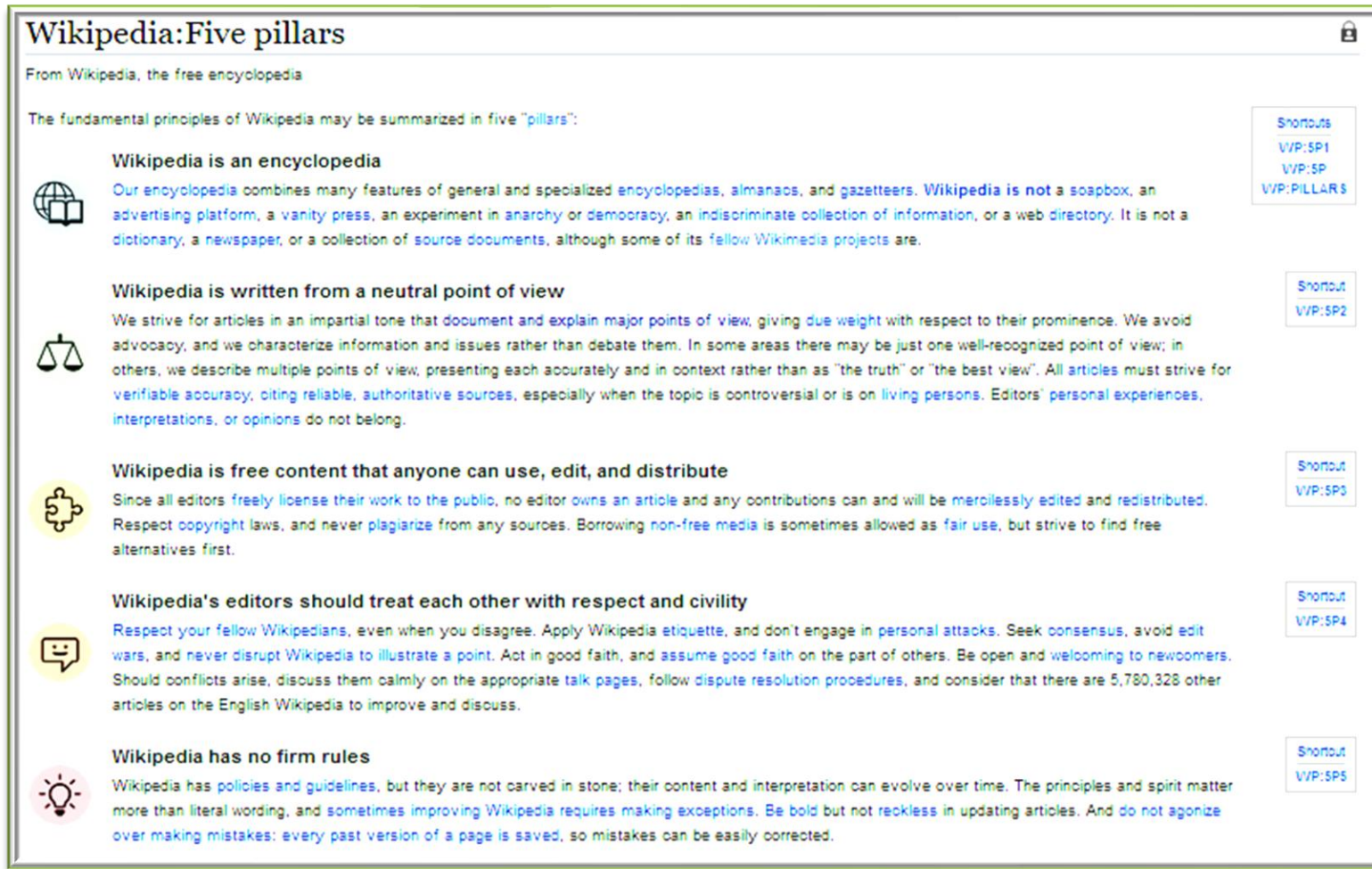
1. Being an encyclopedia

2. Adopting and supporting a Neutral Point of View

3. Being free, open and cozy

4. Fostering respect and active listening of others' PoV

5. All the rules could be updated, except this pillars

Wikipedia (utopic) 5 PILLARS

All materials on Wikimedia platform are freely reusable, in respect of **CC-BY-SA licence**.

Authority is based on content, not by authors, and everyone could verify and correct.

Considering the **Wikipedia high ranking on search engines**, Wikipedia articles can be a showcase and an identity card for built heritage.

Images and multimedia on **Wikimedia Commons** can be used to know, identify, collaborate and produce print materials.

FROM Wikimedia TO PEOPLE

Wikipedia licence on content re/use

Wikipedia community is very serious about **copyright respect**, and **all the content** (text, images, data) is released under an inyternational Licence based on *Creative Commons,* CC BY-SA.

The **CC BY-SA licence** can be decoded like this:
- CC *Creative Commons:* set of licences on creative content
- BY *Attribution:* The authorship must be quoted
- SA *Share Alike:* Adopt the same conditions

There are not constrains on every possible re-use, even commercial (*co-creation*), to support the creative cycle and create an added value

Wikimedia Commons

It's the centralized **multimedia digital archive** of Wikipedia ecosystem, with **90.335.934** files (mostly images).

All the files in the repository could be used by all other Wikipedia projects, but also anywhere else, by everyone, whenever

https://commons.wikimedia.org/

It was launched in September 2004

Discussion / exercise

- Do you use Wikipedia? How often and for what scope?

- What is your experience in the use of Wikipedia? Desktop only? Smartphone? App?

- What is your opinion about the authoritiveness of Wikipedia articles?

- What was your awareness about its origins, ethics, rules and licencing policy, before today?

 Select the Wikipedia article (in English) regarding **your place of origin** and evaluate its quality: usefulness, completeness, update level, richness, images, references

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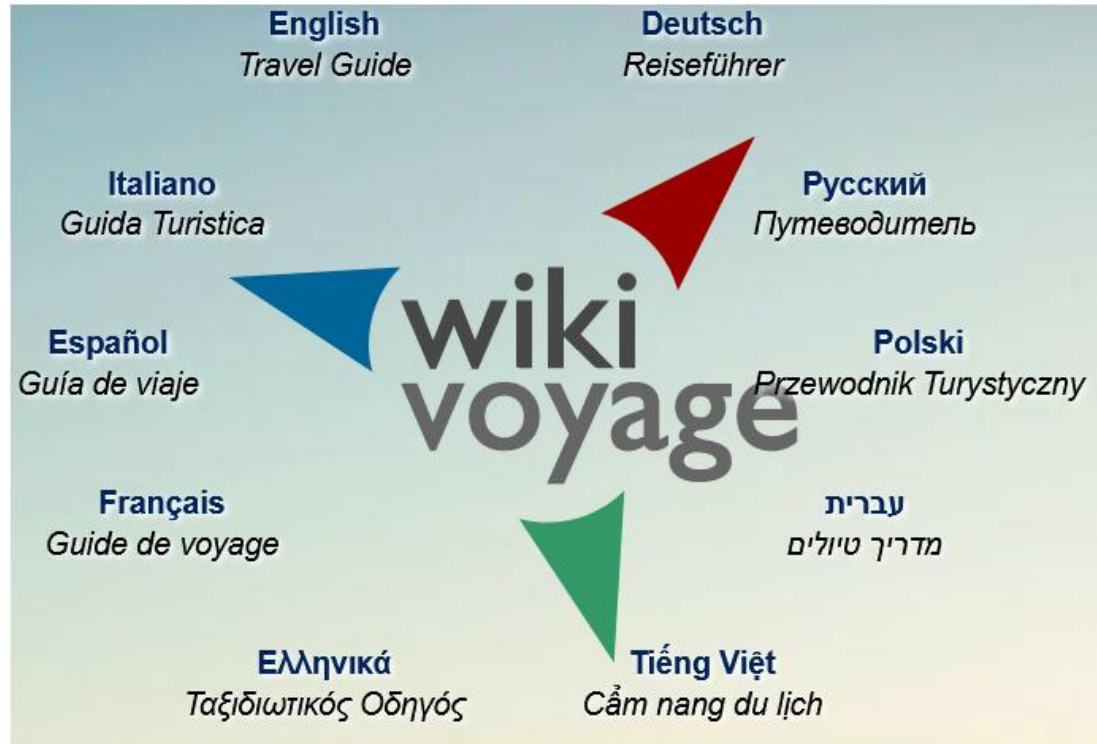
Launched in September 2006
when editors at the German and Italian versions of
Wikitravel decided to move their editing activities

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

- Have you ever heard about Wikivoyage?

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

- 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?