City 2.0 and Tourism Development

Karim Fraoua and Christian Bourret

Equipe Dispositifs d’Information et de Communication à l’Ere Numérique (DICEN)
Conservatoire national des arts et métiers, Université Paris-Est
77454 Marne-la-Vallée
France
fraoua@univ-mlv.fr

Abstract. Carefully cities have to evolve in order to help tourist during their travel. The huge use of web 2.0, must force the cities to be more and more implied in this area. The role of referenced website and those of community manager will be greater in the future and contributes to the attractiveness of the territories. Nowadays, the social web is obviously essential strategy in information retrieval or gathering during holidays preparation and will be more and more important to help travellers during the travel.

Keywords: tourist, visitor, marketing, website, city, attractiveness.

1 Introduction

The idea of this paper is to help the whole community of tourism to make travel more and more pleasant. Two ideas will emerge from this work, one is creating community managing in the official website of the city gathering of course all the information, undeniably useful to tourists such as places to visit, train schedules or bus, the location of the taxi station etc. For this purpose, we can imagine a wifi born located in some place of the city where the tourist can be connected and the map of the area should be presented. This free connection, could help the tourist during his visit, furthermore the use of mashup approaches using different techniques are affordable nowadays. The approach of developing these technologies by official website is to respond to a new behavior of tourist when they are visiting the cities, they are in needs of more information since they are optimizing their time during their holidays and in order to make their vacation more happiest which is their goal and those of the city. We know that the words of mouth are efficient to incite other tourist to visit the city. The new way to the transmission of this mode of communication is electronic and named the web 2.0

In fact, they want to relate their holidays to others, if they have spent a well moments, and if the city was in a positive role to help them during their holiday. The majors problems encountered during the holidays are well known as the place to visit, in some cities, they face to the cost of things since they don’t know the fair prices, the bus or train timetable, the location of taxi station and the rules of the city. One of the
advantage offered by the city 2.0 is that appears as an official website which can grow reliability of the site [1] in the eyes of tourists who will use the services offered by the city under the control of community manager.

Nobody can deny that nowadays the use of Web 2.0 has become commonplace [2]. Citizens use more the collaboration fields and the interaction with others through new connected tools, that can be mobile phones, digital tablets, or other tools since the wifi signal is available everywhere, this will allows an easily use of these technologies and the participation process. Social media have changed the way of many people how they get information about news on in their communities, and global events [3]. They provide new ways to share information and to interact with others. Social media tools are designed to facilitate social interaction and diffusing information through society for the creation of new contents including blogs, wikis videos, music, pictures and podcasts with more and more louder weight and social networking sites such as facebook [4].

The social web is a phenomenon defined by connecting people to each other in an area without border which has become the digital space or digital territories. Users work together to share information verified or unverified, under declared or avatar identity, not hesitating to rate any services including hotels [5] and sharing experiences with other members. Generally, social networks are used to afford various types of activity whether commercial, social or some combination of the two. We analyses technological mediation through electronic word-of-mouth and involvement factors related to virtual dissemination of travel narratives on the behavior of other tourists. Moon [6] indicate the major role of interaction between people which could permit a higher expected outcomes.

2 City 2.0

The goal of e-government portals is to provide public information [7, 8]. This portals use classical design of website such menus, different links to another interesting website, connecting to intra or extra search engine and some of them use multimedia tools such as video, audio, forums or maps named Mashup techniques [9], all these effort are made to provide valuable data and information to citizens through different tools as Tablet, mobile phone.

The introduction of Web 2.0 tools and the use of new platforms such as mobile devices and social media permit a new mode of communication and participation and more and this collaboration between the city and local actors, creating the potential for a new local e-governance model for the back-office side, which will permit to update the information offered to the visitors [10]

The web has great potential for promoting regional tourism. An effective website can reach global audiences, being accessible every time and from any place. The apparition of collaborative tools such as wikis and blogs for the first category and a real-time interface such instant messaging tools like a social web. In fact Web 2.0 is considered as second generation of Internet-based services, where the social networking websites take more and more places, wikis, communication tools, and folksonomies permits to share knowledge or to enhance online collaboration.