



The International Network on Regional
Economics, Mobility and Tourism

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INRouTe warmly welcomed by Czech Authorities and Regional Experts



Last 11th of May, I celebrated a meeting with the Tourism Director of the Czech Republic, Ms. Jitka Fatková, and different representatives of the Universities of Prague and Brno. They are, to a great extent, responsible for the agenda regarding regional tourism of the Ministry for Regional Development.

The meeting, focused on presenting INRouTe, as well as, on how the Ministry could benefit from the participation of a limited number of key regional stakeholders in this network. It was understood that the persons to be selected as Partners would allow for two complementary activities:

- to link Ms. Fatková to the regional agenda of UNWTO through INRouTe;
- to pose questions for consultation amongst INRouTe partners under the request of the Czech Tourism Administration

Thus it was agreed that, upon the recommendations to be made by Ms. Fatková's, INRouTe will soon incorporate new Partners from the Czech Republic.

During the meeting, we also had time to discuss a research project commissioned by the Ministry for Regional Development (under its Tourism Department), and jointly undertaken by the Institute of Hospitality Management (VSH), in Prague, and the Masarykova University, in Brno. The project focuses on domestic and inbound tourism in the Czech Republic with the aim of improving and

increasing the capacity and number of tourist attractions in regions that are suitable for tourism and also have high socio-economic disparities.

Specific regions have been chosen according to their suitability in terms of their natural, cultural, and historical possibilities for the development of a tourism sector, with the aim of building up accommodation capacity and complementary services, while creating new sources of economic assets for the socio-economic development of the region. The basic principle is to create, on the basis of a methodical singular construct, a database of suitable regions to support the development of a tourism industry that alleviates growing socio-economic disparities. In particular, the database will serve to: (1) analyze the possibilities for diversifying inbound tourism to the Czech Republic with the intention of channeling some of this demand to these regions; (2) propose a model of measures to track the development of domestic and inbound foreign tourism in suitable regions (including quantification of the economic effects of investment in accommodation and complementary services); and (3) offer a comparison of trends in the development of domestic and inbound foreign tourism in the EU.

The project proposal is likely to create an opportunity for 'departmentalizing' the tourism sector in the Czech Republic and, of course, foster discussion around this topic.

Antonio Massieu

Chief, Statistics and Tourism Satellite Account Programme
World Tourism Organization (UNWTO)
and
INRouTe Chair

eGIStour - Mobility Patterns & Affective Computing

CICtourGUNE, aligned with INRouTe's research areas, is launching a research project related to the measurement of the flows of visitors, using mobile devices. eGIStour is linked to new measurement methods and affective computing in tourism.

The goal of the project is to create a system for measurement, analysis, modeling and monitoring of visitor flows. This work will help us to:

- Understand the space-time consumption of the visitors at a destination
- Identify the most and less frequented places
- Determine behavioral patterns depending on the type of visitor
- Enhance the accessibility and attraction of the spaces
- Identify black spots in the mobility patterns
- Market intelligence system in real time and en route.



Therefore, this project's result aims at displaying, not only the routes tourists take, but also their emotional state in a particular geographical location. This leads to the so-called *emotional cartography* where pictures depict the emotions evoked by spaces. Therefore, reasoning on the causes that origin these emotional states can be found.

Should you be interested in the project details please check the document "eGIStour INRouTe.pdf" which you can find within the OpenKM folder "Partners Contribution to INRouTe".

Dr. Aurkene Alzua
Director of the Basque Cooperative Research Centre in tourism, CICtourGUNE

INRouTe Research Areas - Tourism Destination Management

The UNWTO, as one of INRouTe's Founding Partners, has become aware of some confusion arising from its allusion to the fourth Research Area of INRouTe: Tourism Destination Management. Therefore, we simply wish to provide a proper context by clarifying that, in essence, INRouTe focuses to three Research Areas, each of which is composed of several topics:

- Flows of visitors: cross-border and interregional flows, statistical use of administrative records, data from the use of new technologies, measurement and analysis tool, forecast modelling and other accounting tools
- Tourism and territory: indicator systems (related both to territory and sustainability), Geographic Information Systems (GIS), specific software, and the relation between tourism statistics and the environment
- Economic contributions: tourism satellite accounts (TSA), other modelling tools (such as Computational General Equilibrium Models, Input-Output and econometric models), and employment in tourism industries



The fourth research area, tourism destination management, is essentially the ultimate objective of these three areas.

Contributions of INRouTe Partners in these areas should support regional and local tourism destination management in drawing up an agenda for the measurement and economic analysis of tourism to guide policy and decision-making. Key topics in this respect are the definition of observation and analytical units, procedures for monitoring and evaluation, and the design of indicator systems.

For reasons of documentation and our internal discussion, we will continue to refer to the FOUR Research Areas, even though for external communication purposes, it may be clearer to simply talk about THREE areas, all of which have a common final objective.

Why does INRouTe employ a documentation management system called OpenKM?

The INRouTe e-platform has a powerful search module for both the public website and the intranet (which includes, notably, the Forum and the OpenKM). In addition to this, INRouTe has developed a document management system tailored to the Research Topics and Research Areas. Based on this document management system, Partners' involvement, and continuous work, INRouTe intends to transform all pertinent information into knowledge that is readily extractible.

Thus, a document management system goes beyond a straightforward search module. The main reasons for this and, consequently, for employing a document management systems in INRouTe are:

- It facilitates the organization and flow of information as it is a collective resource that encourages the movement of all documentation to support the network.
- It enables communication, collaboration and coordination between the different Partners.
- It allows all documentation to be classified around the 19 Research Topics (allocated accordingly to the 4 Research Areas) identified by INRouTe.
- It simplifies INRouTe work processes, allowing, for instance: quick location of those documents most suitable to our needs, searches according to different criteria (keywords, chronologically ordered, etc.).
- The core structure of this documentation management system helps us get to know each other better and supports the network's management: what is available under which Research Topics, which Topics and growing/developing the quickest, which Partners are most/least involved, etc.



Araldi S.L.

Engaging with INRouTe – Articles & Conferences:

In the process of designing this month's newsletter, we invited, our Scientific Committee, to share with us some recent articles/papers or conference contributions, so that we could, in turn, share them with you. Hence, Mr. Cañada has been kind enough to pass on this valuable information:



In line with INRouTe Fields: flows of visitors, tourism and territory, economic contributions, Mr. Cañada has published the following article: Cañada, A. (2010): "TSA extensions: Expenditure matrixes, vacation homes and other recent regional developments". (Original in Spanish: "Extensiones de la Cuenta Satélite del Turismo: Matrices de gasto, viviendas turísticas y otros desarrollos recientes en el ámbito regional"). Cuadernos de Economía, Vol. 33, (Número especial dedicado a la Economía del Turismo), n.º 91, enero-abril 2010, . Pp. 95 -127

He was also invited to present the document "Vacation home ownership in a globalized world". [Working paper, UNWTO, 2010, (with M. Libreros)] at the Conference of European Statisticians, United Nations Economic Commission for Europe, 26–29 April 2010, Geneva. This document can be found within the OpenKM folder "Partners Contribution to INRouTe".

INRouTe welcomes your contribution to this section in future editions of our newsletter!

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Latest Post:

WHAT DO YOU UNDERSTAND TO BE AN R-TSA?

Posted by Antonio Massieu

Commentaries may be submitted for inclusion in our next Newsletter by sending an email to the Technical Secretariat

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