

Tourism Practices and appropriation of digital technology: evolution versus revolution? The case of the Champs Elysees in Paris

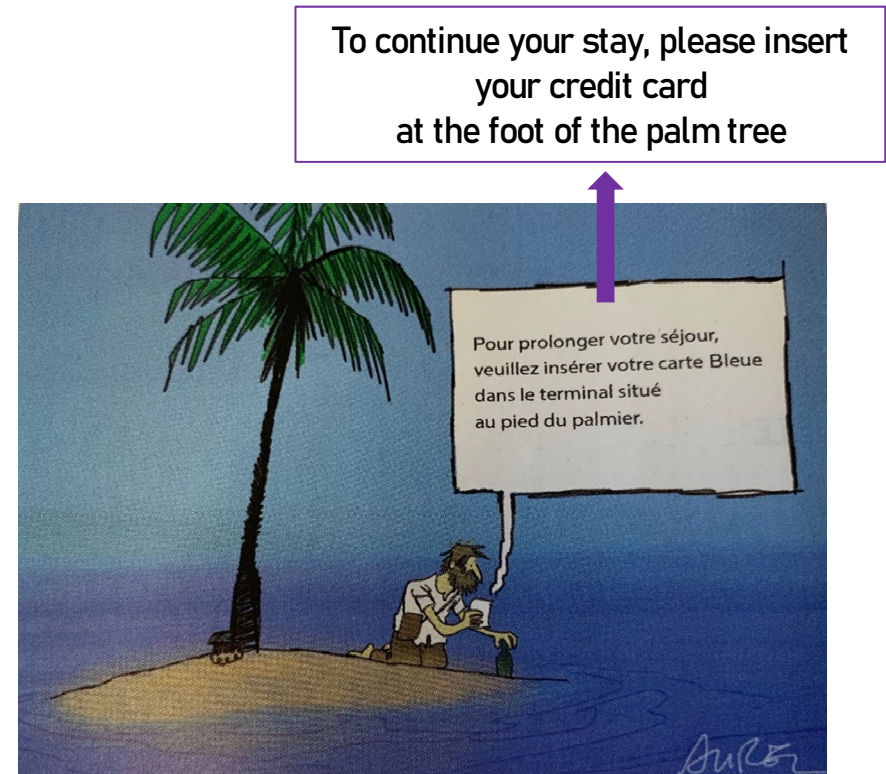
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Tourism and the digital revolution

- Tourism is the economic sector in which the digital transformation is the strongest (Mc Kinsey, 2015)
- Tourism has been a pioneer sector of digital change (Cabrespines and Wagnie, 2017)
- « Information Communication Technologies (ICTs) have been transforming tourism globally » (Buhalis and O'Connor, 2005)



The expansion of e-tourism

E-tourisme: digital revolution in tourism

- Online booking
- Online arrangement for the trips with e-guide
- Online Tourism Office
- Online mobility supply
- Communication on the destination by tourists but also inhabitants

JAN
2019

GLOBAL E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES AROUND THE WORLD, IN U.S. DOLLARS

FASHION
& BEAUTY



\$524.9
BILLION

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



\$392.6
BILLION

statista

FOOD &
PERSONAL CARE



\$209.5
BILLION

ad

FURNITURE &
APPLIANCES



\$272.5
BILLION

TOYS, DIY
& HOBBIES



\$386.2
BILLION

statista

TRAVEL (INCLUDING
ACCOMMODATION)



\$750.7
BILLION

ad

DIGITAL
MUSIC



\$12.05
BILLION

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VIDEO
GAMES



\$70.56
BILLION

196

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE, E-TRAVEL, AND DIGITAL MEDIA INDUSTRIES (PUBLISHED JANUARY 2019). **NOTES:** FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2018, EXCLUDING B2B SPEND. FIGURES FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE REVENUE FROM DOWNLOADS AND STREAMING. **ADVISORY:** STATISTA HAVE REVISED THEIR FIGURES FOR 2017 SPEND SINCE LAST YEAR, SO THESE FIGURES WILL NOT BE COMPARABLE TO DATA WE REPORTED IN OUR DIGITAL MARKET OUTLOOK FOR 2017.



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Source : <https://datareportal.com/reports/digital-2019-global-digital-overview>

JAN
2021

GLOBAL ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2020, IN U.S. DOLLARS

⚠️ CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS

TRAVEL, MOBILITY, &
ACCOMMODATION*



\$593.6
BILLION

statista

FASHION
& BEAUTY



\$665.6
BILLION

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



\$501.8
BILLION

we
are
social

FOOD &
PERSONAL CARE



\$413.8
BILLION

FURNITURE &
APPLIANCES



\$330.9
BILLION

statista

TOYS, DIY
& HOBBIES



\$525.6
BILLION

we
are
social

DIGITAL
MUSIC



\$21.73
BILLION

statista

VIDEO
GAMES



\$135.8
BILLION

statista

232

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR ONLINE CONSUMER SPEND FOR 2020, EXCLUDING B2B SPEND. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **COMPARABILITY ADVISORY:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

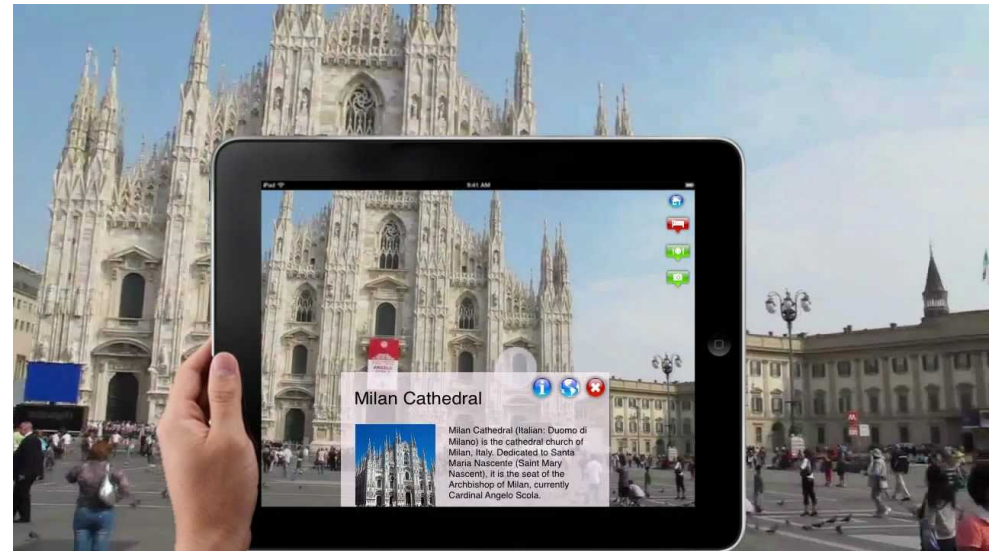
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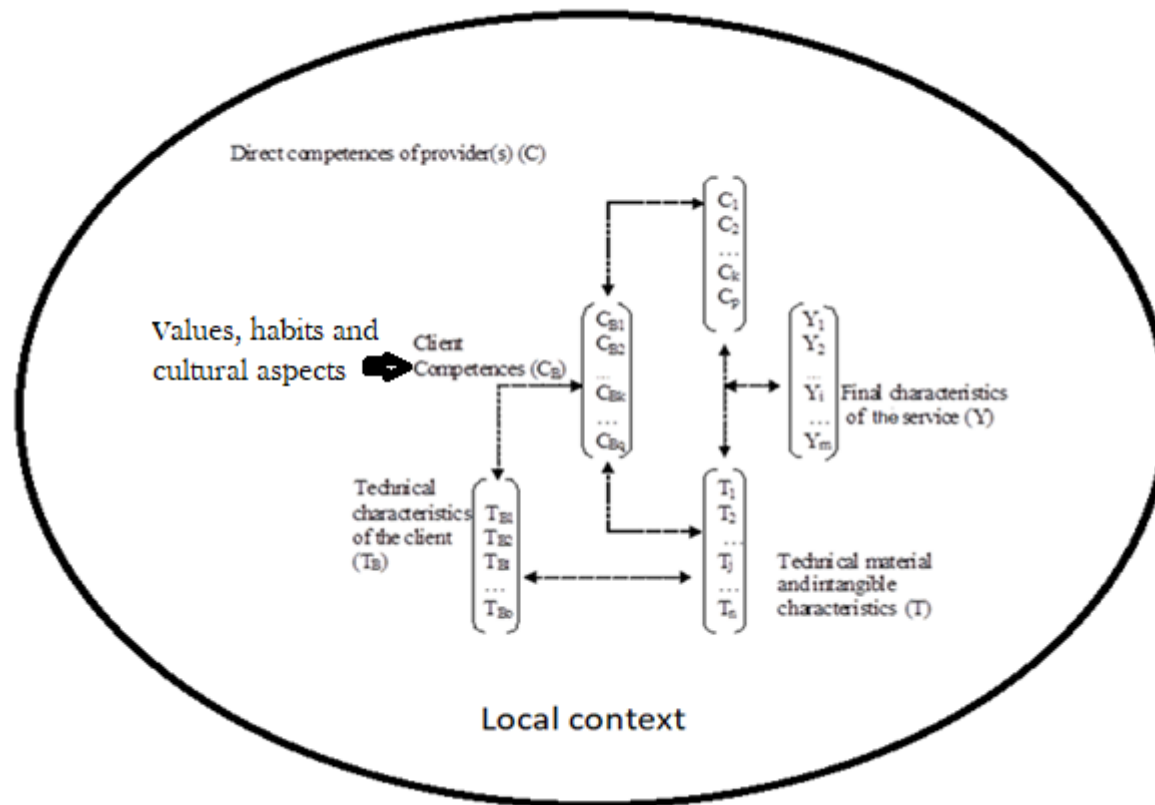
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M-tourism

- M-tourism: Use of mobile devices inside the destination
- Uses which might allow changing behavior and tourism activity in-situ
- Technologies which are important for the experience in the destination – augmented reality, geo-localisation... (Gretzel and Jamal, 2009)



M-tourism as service innovations



M Tourism service representation

Adapted from Gallouj and Weinstein, 1997 improved by De Vries, 2006

M-tourism, a service innovation

- Allow tourists to sharing experiences through social media (Munar and Jacobsen, 2014).
- Innovation to build the destination of tomorrow: a smart destination (Gretzel et al., 2015)
- **Does M-tourism actually renew the Tourism experience?**



A growing use of mobile devices

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2019**

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET
USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



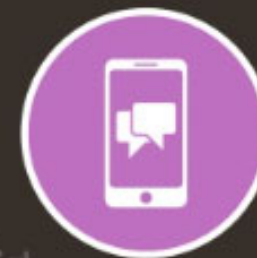
3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256

BILLION

PENETRATION:

42%

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS, ITU, WORLD BANK, CIA WORLD FACTBOOK, EURO STAT, LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAB; ROSE RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).



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DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%

8

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; OSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APIC; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **+ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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2021

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



we
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social

+1.0%

JAN 2021 vs. JAN 2020

+81 MILLION

UNIQUE MOBILE
PHONE USERS



we
are
social

+1.8%

JAN 2021 vs. JAN 2020

+93 MILLION

INTERNET
USERS*



we
are
social

+7.3%

JAN 2021 vs. JAN 2020

+316 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.2%

JAN 2021 vs. JAN 2020

+490 MILLION

9

SOURCES: THE U.N., LOCAL GOVERNMENT BODIES, GSMA INTELLIGENCE, ITU, OWI, EUROSTAT, CHNHC, ARI, SOCIAL MEDIA PLATFORM SELF-SERVICE ADVERTISING TOOLS, COMPANY BENCHMARKS, MEDIATESCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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Tourism destinations and the will to influence the use of mobile terminals

- Actors of tourist destination develop their strategies around
 - M-Tourism applications
 - Social networks
- 3 types of applications (Bourliataux-Lajoinie, Rivière, 2013)
 - Geolocation applications
 - QR Codes
 - Augmented reality or superimposed reality applications

But little information is available about their effective use

#Parisjetaime

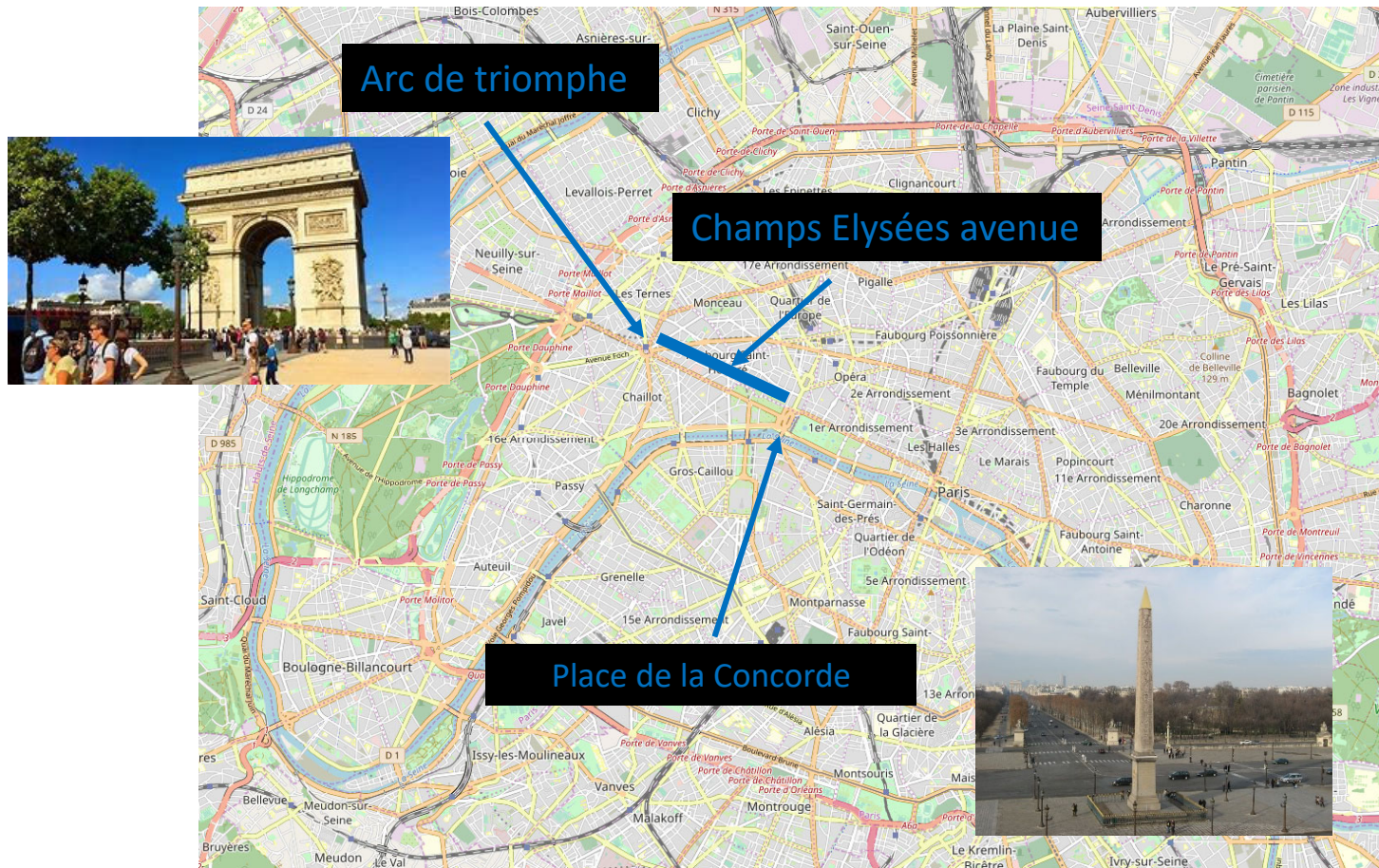


Study in Brittany – 2013 – Reasons to use the mobile	%
For personal motives (keep contact with family & friends, ...)	57,6 %
To seek for tourist information	45,3 %
To exchange on social media	25,2 %
For professional motives (emails, work, ...)	24,3 %
To play	15,5 %
To book complementary services (restaurants, visits, trip, accommodation)	13,1 %
To read comments of other tourists	9,3 %
To post reviews or comments	7,6 %
To use flash QR codes or images to get tourist information	4,0 %
For other tourist motives (GPS, weather forecast)	2,1 %

Source : CRT Bretagne, FNCRT , 2013, <https://www.clicalsace.com/sites/clicalsace.com/files/article/pdf/m-tourisme-et-reseaux-sociaux.pdf>

The Champs Elysees' case: results

The Champs Elysees'case: results



Shopping and hanging around on the Champs Elysees avenue



- Flagship stores (Vuitton, Disney)
- Close to «luxury» street
- Bars, restaurants, movie theaters
- Theatres...
- And tertiary firms, inhabitants



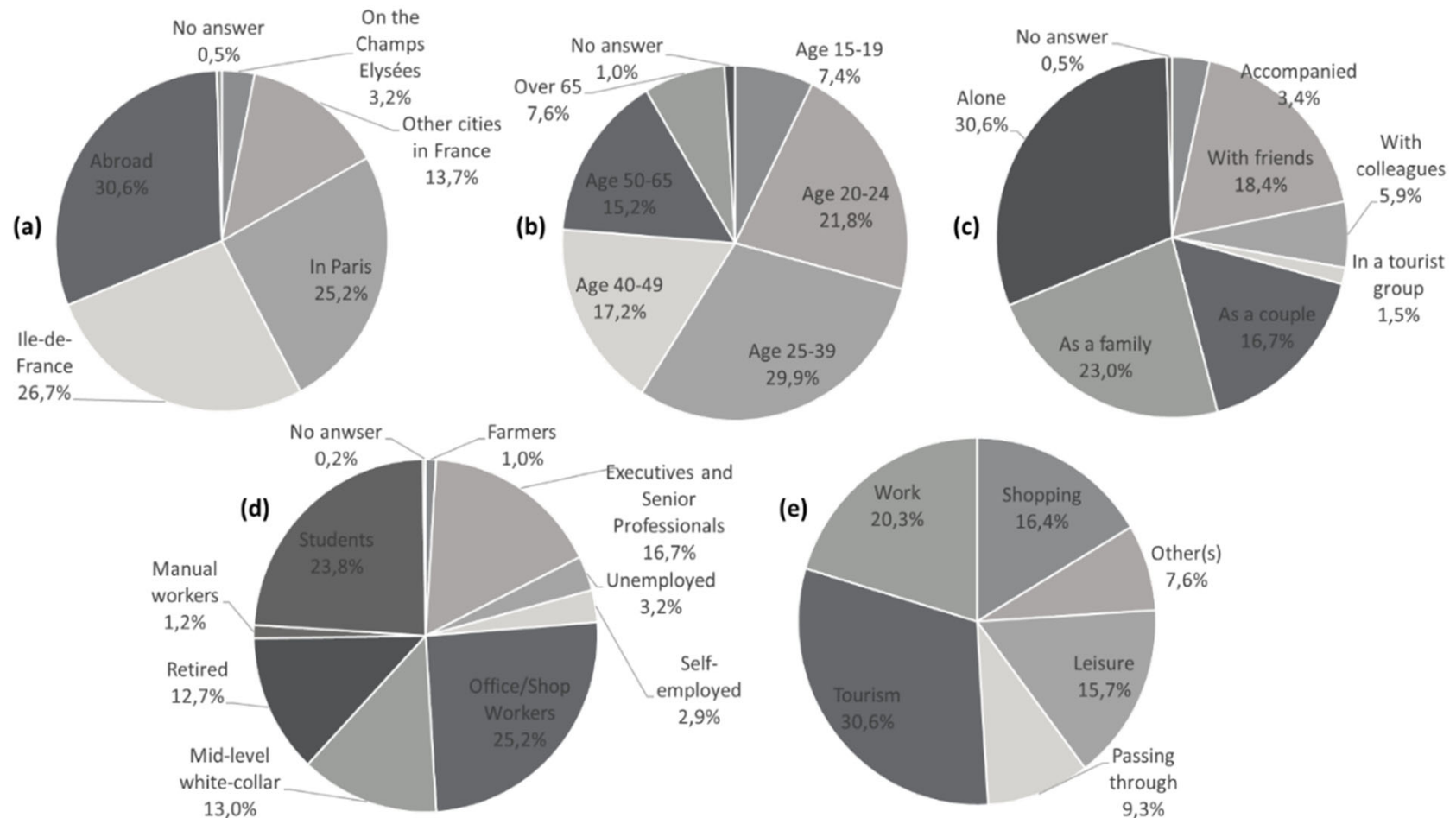
Survey

- A survey on the Champs Elysées
- 408 questionnaires collected randomly

The Champs Elysees'case: results

The characteristics of the sample

(a: residence; b: age; c: accompaniment; d: socio-economic category; e: reason of presence)



The Champs Elysees' case: results

- Using internet on the Champs Elysees -

A multiple correspondence analyse shows that

There is no link between gender and the use of digital technologies

Age influences uses.

Lack of significant statistical links between income levels and socio-economic category, and digital practices

The Champs Elysees'case: results

- Use of internet on the Champs Elysees -

Equipments

- A connected mobile device (Smartphone or tablet): 85.7% of visitors
- An Internet connection on the Champs Elysees: 71.7%

Use of internet connection

- Use of free Wi-Fi: only 8.9% (more by Foreigners but also people from the Ile de France region)
- Foreigners are also using more diversified internet access (personal, free Wi-Fi and free Wi-Fi of restaurant)

But

96.5% of visitors didn't download any application

- 93.6% for foreigners,
- 100% for people living in other departments
- 97.8% for people coming from the Ile de France Region
- 96.9% for Parisian ones

The Champs Elysees' case: results

- Using internet on the Champs Elysees -

When downloading, visitors seek mainly to find

- Geo-localization and itinerary applications
- Restaurants
- Get information on the weather

Mobile devices are also used to exchange information
(37.2% visitors)

- Among them 58.1% do it when on the Champs Elysees
- Among them **86% exchanged photography or videos**
- 71.2% foreign visitors are exchanging information by internet about the Champs Elysees: 60.8% in situ and the others later

The Champs Elysees'case: results

- Using internet on the Champs Elysees -

- Nobody used the smartphone to meet someone, to read QR code, to consult opinions or to benefit from special offers.
- Nobody changed activity after getting information on the Champs-Elysees by internet.

The Champs Elysees' case: results

- Using internet on the Champs Elysees -

- ***In situ***, we show

- the spread of the smartphone as a tool.
- the existence of the mobile digital divide due to the age *in situ*
- Place of residence has little or no impact on *in situ* practices.
- A small link between the reason for visiting and the sharing of information through online applications

The Champs Elysees' case: results

- Using internet on the Champs Elysees -

***In situ*, we identify no specific uses by tourists**

- Whether international or from other French regions, tourists go online *in situ* no more than individuals present for work purposes when visiting this major tourist site, the Champs Elysées.
- Nor do they seem to demonstrate specific uses of their mobile devices there.
- Whatever the reason for being present on this site, smartphones and the Internet are used to exchange videos and photos, i.e. to share an experience.

Conclusion

- Most visitors are equipped of smartphones, with personal internet connection and they use it inside the destination
- But Internet appears first of all as a tool for preparing the venue
- The farer the visitor comes from, the more it prepares its venue.

Conclusion

A surprising result: *in situ* digital practices do not seem to be mostly specified by the reason for being there (tourism, work, etc.).

Use of a mobile device is ultimately not specific to the status of being a tourist in a tourist location

In situ smartphones and internet are used to exchange videos, images that is, to share experiences.

Consult Facebook, booking transport arrangements, accommodation, visits, etc. are not much developed.

The most innovative possibilities (dedicated apps, QR code, etc.) are not much used

⇒ **mobile devices *in situ* seems not to be a tool of behavioural change.**

Conclusion

- Digital practices on the Champs Elysées remain fairly conventional and not very innovative.
- The more innovative possibilities of M-tourism are not much used
- Why? because the supply of information of virtual reality tools etc., are not developed enough? Are not well known or not practical?
- Is it because of the specificity of the Champs Elysees?

Further work is required for analyzing the supply in relation to the specificity of the Champs Elysees as tourist place.



18 | 2020 : Ré-invention des territoires touristiques dans les stations des Alpes



INDEX

- Auteurs
- Mots-clés

NUMÉROS EN TEXTE INTÉGRAL

- 18 | 2020
Ré-invention des territoires
touristiques dans les stations
des Alpes
- 17 | 2020
Le paysage comme ressource

Varia

Are mobile devices playing a part in creating new tourist practices? Les Champs-Élysées: a case study

Peer-reviewed article

Marie Delaplace et Leïla Kebir

Traduction de Université Bretagne Occidentale