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 Wargnie, 2017)

- « Information Communication Technologies (ICTs) have been transforming tourism globally » (Buhalis and O'Connor, 2005)
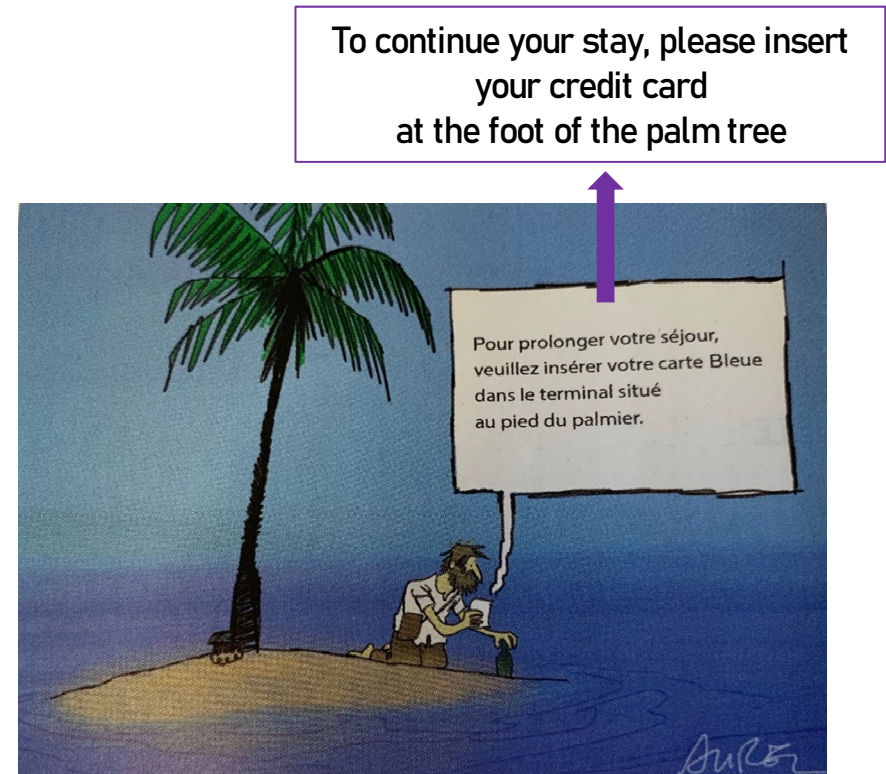
The expansion of e-tourism

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

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

https://www.slideshare.net/DataReportal/digital-2021-global-overview-report-january-2021-v03

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)
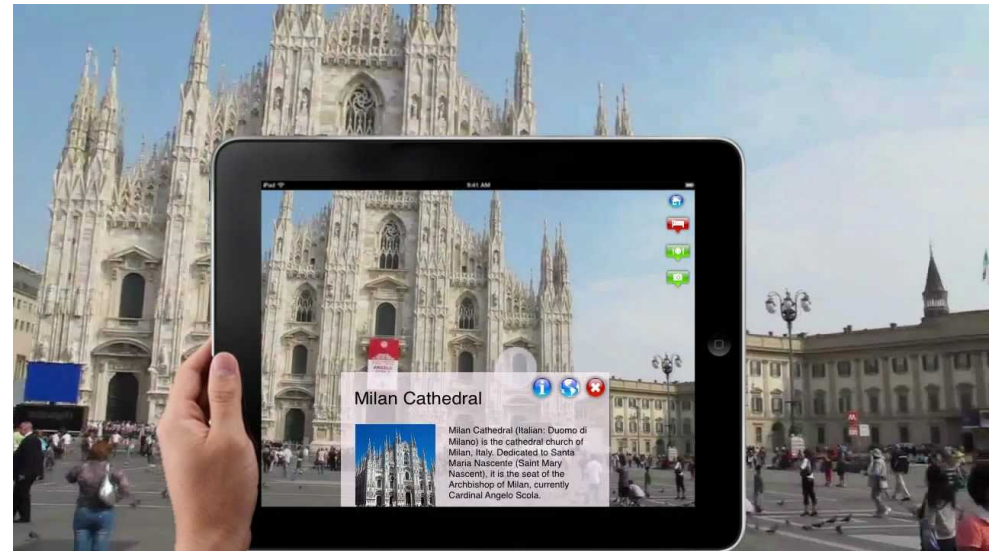
M-tourism as service innovations
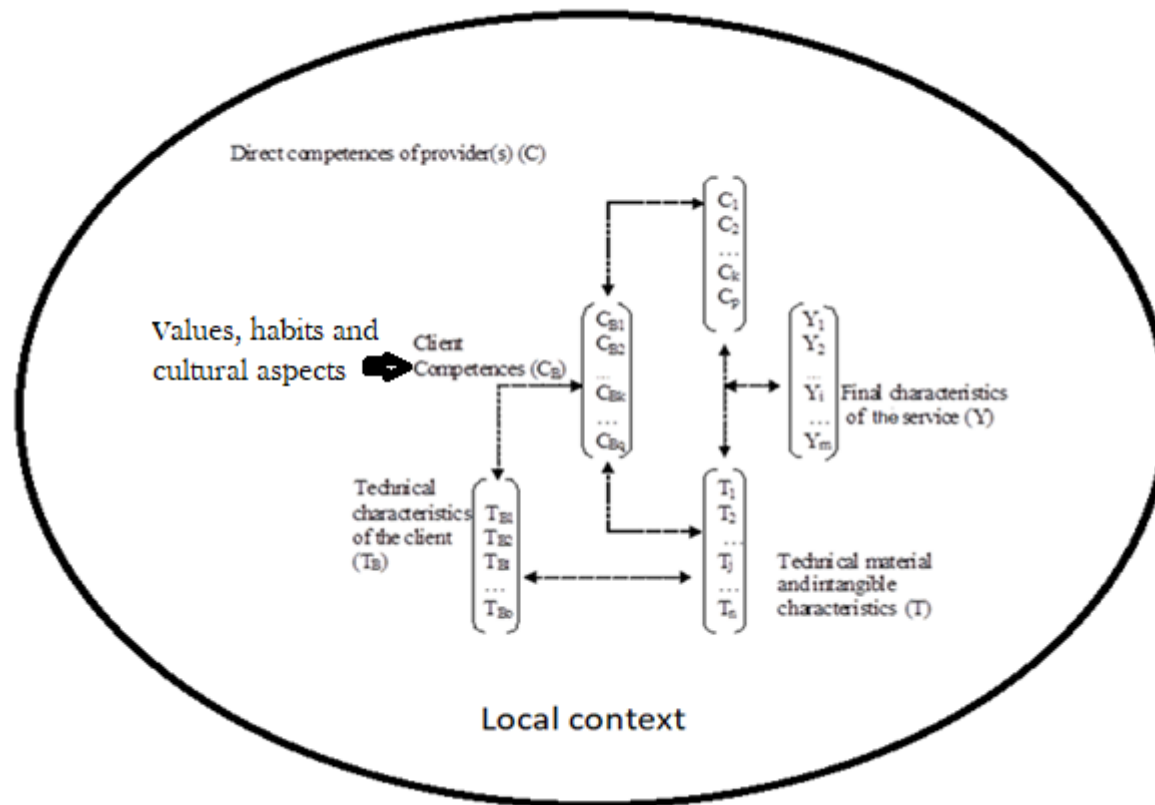
M Tourism service representation

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

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

https://www.slideshare.net/DataReportal/digital-2021-global-overview-report-january-2021-v03

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

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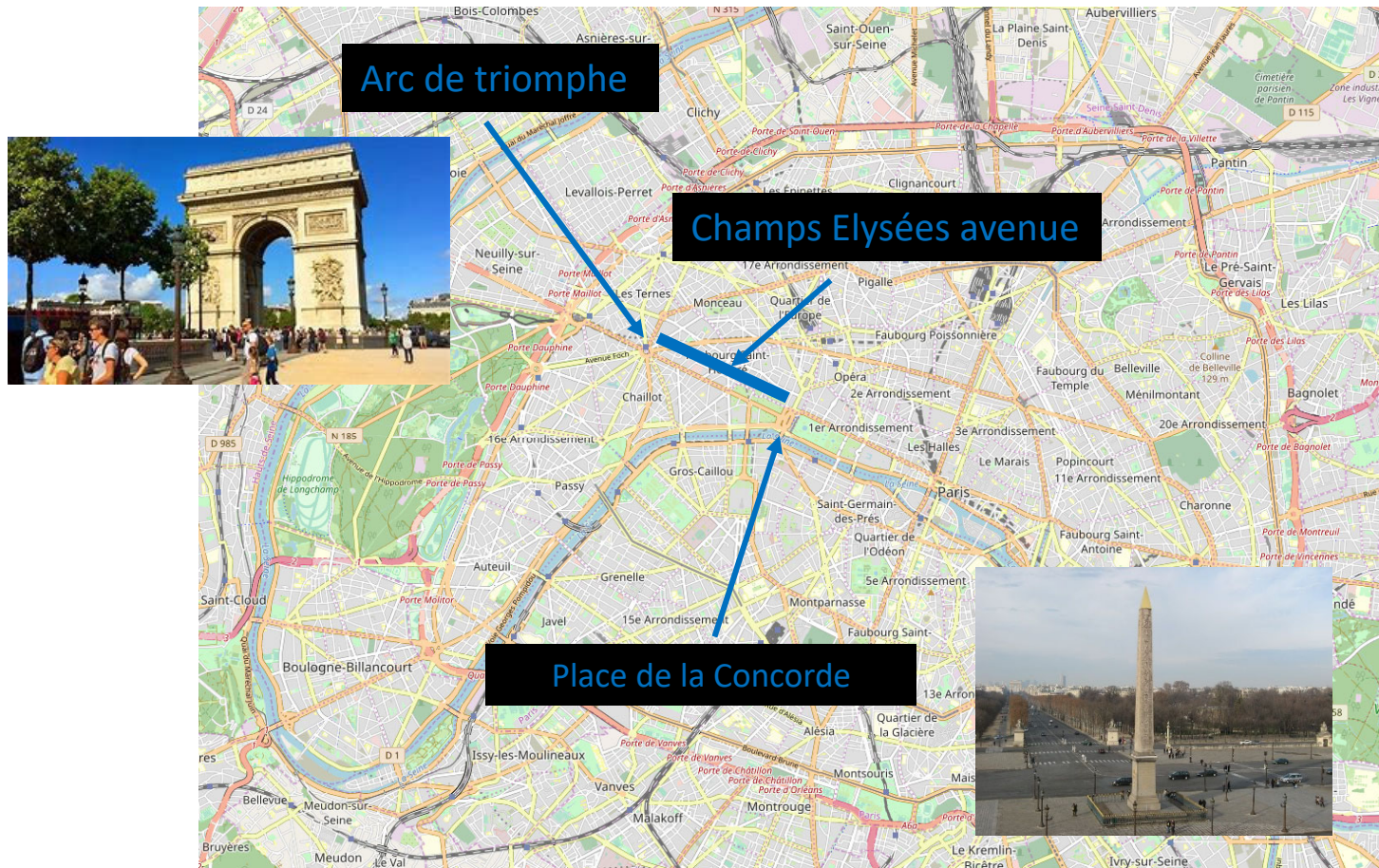
Shopping and hanging around on the Champs Elysees avenue

- Flagship stores (Vuitton, Disney)

- Close to «luxury» street

- Bars, restaurants, movie theaters

- Theatres...

- And tertiary firms, inhabitants

WIFI
CHAMPS-ÉLYSÉES

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)

(a)
- No answer 0,5%
- On the Champs Elysées 3,2%
- Other cities in France 13,7%
- In Paris 25,2%
- Ile-de-France 26,7%
- Abroad 30,6%

(b)
- No answer 1,0%
- Age 15-19 7,4%
- Age 20-24 21,8%
- Age 25-39 29,9%
- Age 40-49 17,2%
- Age 50-65 15,2%
- Over 65 7,6%

(c)
- No answer 0,5%
- Accompanied 3,4%
- With colleagues 5,9%
- In a tourist group 1,5%
- As a couple 16,7%
- As a family 23,0%
- With friends 18,4%
- Alone 30,6%

(d)
- No anwser 0,2%
- Farmers 1,0%
- Executives and Senior Professionals 16,7%
- Unemployed 3,2%
- Self-employed 2,9%
- Office/Shop Workers 25,2%
- Mid-level white-collar 13,0%
- Retired 12,7%
- Manual workers 1,2%
- Students 23,8%

(e)
- Work 20,3%
- Shopping 16,4%
- Other(s) 7,6%
- Leisure 15,7%
- Passing through 9,3%
- Tourism 30,6%

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

$\Rightarrow$ **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.

Varia

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

Peer-reviewed article

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