



Virtual and Smart Cultural Tourism

Regional Partner Contributions

Paris area

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Interregional Partnership
Virtual and Smart
Cultural Tourism



Regional Perspective of The VSCT Partnership

Paris: "The most visited city in the world" (50M – 2018)

- *Flow rationalization, environmental issues and heritage preservation, distribution of economic and social benefits, crisis management, etc.*
- *Improvement of the tourism experience through the digital valorization of heritage contents*

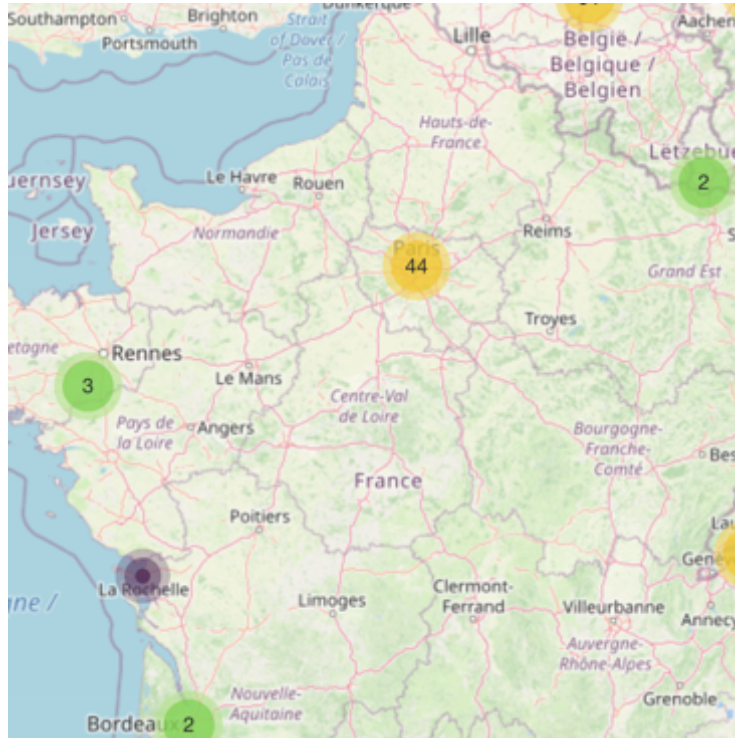
- **A large diversity of:**

- Areas: Paris metropolitan area ("Grand Paris")
- Contents: history, geography, sociology, art, etc.
- Tools: SSH, AI, ICT

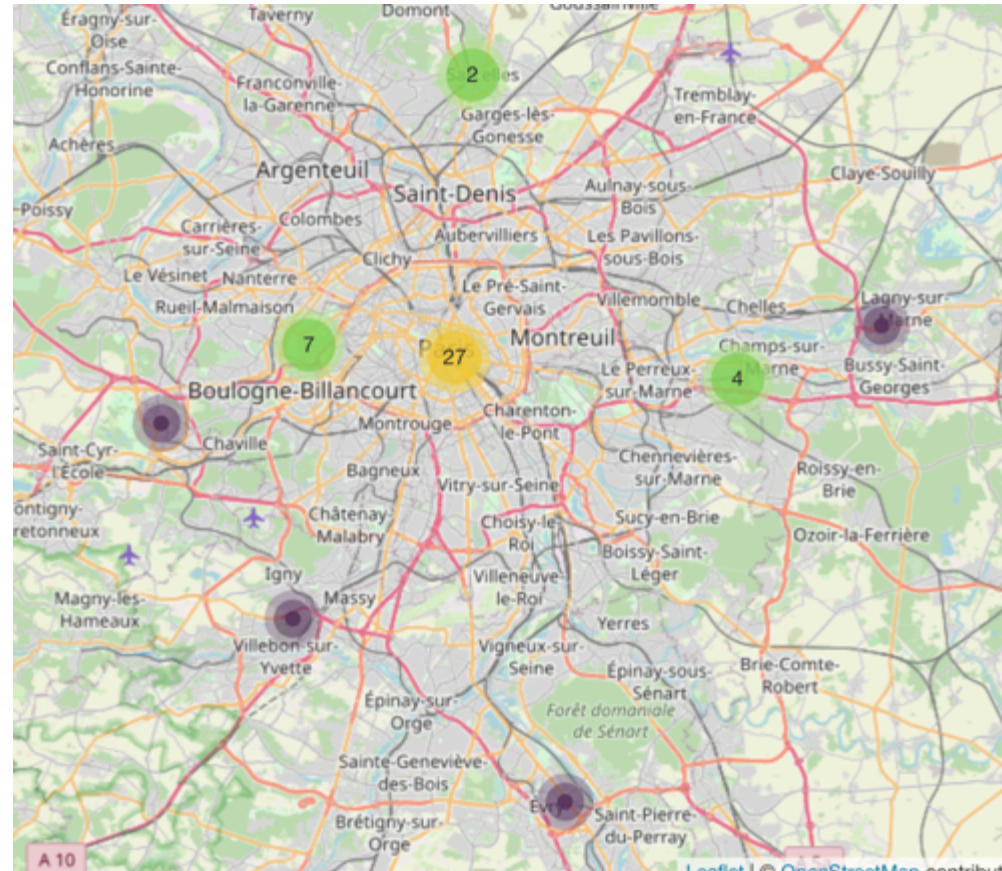




Current state within the Time Machine Organisation



<https://www.timemachine.eu> (30/03/21)





Current state within the Time Machine Organisation

- *Current initiatives*
 - Consortia
 - Research projects & platforms
 - Companies



Current state within the Time Machine Organisation

- *Current initiatives / Consortiums*
 - **Hum-Num Paris Time Machine consortium:** geo-historical repository and tools for SSH researchers
 - Members involved in the **working group on the digital restoration site of Notre-Dame (CNRS/MCC):** analysis and structuring of digital data dedicated to restoration sites
 - Members involved in several “**excellence networks**” related to the future of cities, in relation with heritage
 - Labex “Futurs Urbains”
 - Labex “Les Passés dans le présent”
 - Labex DynamiTe (“Dynamiques Territoriales et Spatiales”)
 - I-SITE FUTURE “Inventer les villes de demain”



Current state within the Time Machine Organisation

- *Current initiatives / Research projects & platforms. Members involved in:*
 - **Archival City:** accessing, viewing and using the city archives for SSH purposes
 - **Himanis:** reading and indexing a corpus of medieval documentary sources
 - **GeoHistoricaldata:** Study territorial evolutions at different scales or levels (from the cadastral parcel to the national territory)
 - **SoDuCo:** models to study the evolution of the urban spatial structure in relation with social and professional practices of the population
 - **ORME:** Observatory for research on mega-events (ex. Olympic Games in Paris)
 - **ALEGORIA:** structuring and spatializing the French aerial iconographic heritage
 - **HIATUS:** Historical Image Analysis for Territory evolUtion Stories
 - **ON STAGE 3D:** structuring the iconographic collections of the Paris municipality
- **Remonter le Temps** platform: French mapping agency geoportal
- **IGNRando** platform: webservice dedicated to the proposal of walks in France



Current state within the Time Machine Organisation

- *Current initiatives / Companies*
 - **UBISOFT:** gaming, with exploitation of heritage to provide tourism experience to the players (ex. Assassin's Creed)
 - **Iconem:** 3D mapping of heritage
 - **Intuit'art:** gamification of events and innovative cultural visits
 - **Business incubators**
 - IGNFAB: dedicated to geoservices exploiting the description of the territory and geolocalisation
 - Members in contact with Welcome City Lab: innovation platform dedicated to tourism in Paris (160+ startups)



Bottlenecks & services (a priori)

Bottlenecks

- 1. Barriers against market entry, access to finance and support for business planning*
- 2. Lack of and limited access to skills and competence building*
- 3. Lack of supportive legal and IPR framework*
- 4. Limited access to and use of content, products and data*

Servicing needs

- 1. Support for market entry, access to finance and business planning*
- 2. Access to skills and building competencies*
- 3. Support for monitoring and consultancy*
- 4. Access to supportive legal and IPR services*
- 5. Making contents, products and data available and accessible*