



ALTERRA
GREEN WORLD RESEARCH

Stimulating European Tourism with
personalized destination recommendation system.

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Overview

- Introduction
- Application
- Goals
- Data
- Results of the Analyses
- Promotion
- Conclusions and recommendations

Introduction

Tourism mobility is a product of the match between location based services from the industry, climate, landscape, cities

and

the tourism demand from the tourists

Introduction



Figure 1: Communication gap between tourism suppliers and tourists

Source: ESTIA-project

Introduction

Internet is an on line bazaar. Websites with preferences

- expedia.com
- visiteurope.com
- asci.com

Example:

- little camping
- at seaside
- cosy

And you get

This. It could happen to you!!!



Introduction

Tourists take control: “Objective” information

Tourists informing tourists

- Weblogs
- Tripadvisor.com
- Zoover.nl
- Google Earth

Too much information, need for guidance

Destination recommendation systems (DRS) can help to make the match between demand and supply successful.

Application

Destination Recommendation System (DRS)

a software tool that make destination recommendations based on learned information about the user's preference function (Häubl and Trifts, 2000).

- Useful (the destination according to your preferences);
- Ease of use (or lack of effort);
- Fun to use (enjoyment)
- Reliable
- Quick
- Always a result but not too many

Goals

Dutch Ministry of Agriculture, Nature and Food Quality

- Stimulate tourism
- Insights in preferences of landscapes
- Innovative use of geo-information

www.myplacetobe.eu

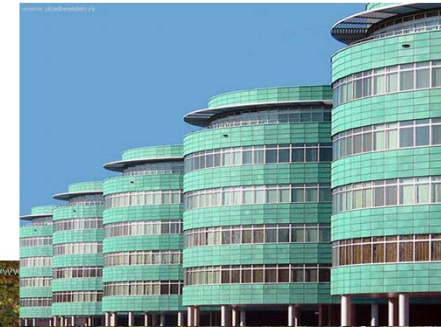
www.daarmoetikzijn.nl

Application

The website www.myplacetobe.eu is an innovative digital infrastructure which is capable, with the assistance of a web-portal, to make geographical databases accessible and to connect geographical databases with individual preferences

Outcome is a personalized map with recommendations

Landscape is a major topic in the destination choice



Where do I find that destination



Preferences

- Radius of 5 km around central grid cell of 500 by 500 meter
- Type of Landscape
- Attractions (cultural heritage)
- Height differences
- Skyline disturbance
- Noise from highway, railroad or airport
- The amount of cycling people
- Comparison the actuality with the preferences
- www.myplacetobe.eu



Welcome

**What is your favourite environment for a holiday?
What does the landscape there look like?**

The Netherlands has many attractive landscapes and some that are less appealing. But what is attractive and what is ugly and who decides that?

On this site, you decide for yourself.

In three steps you can discover which part of the Netherlands will most appeal to you. For a holiday, for example, or a day out or for moving to your dream location. It might turn out to be somewhere that's never crossed your mind.

Let yourself be surprised!

[Go to step 1 >>](#)

1 Your ideal landscape

Step 1: Compose your favourite landscape



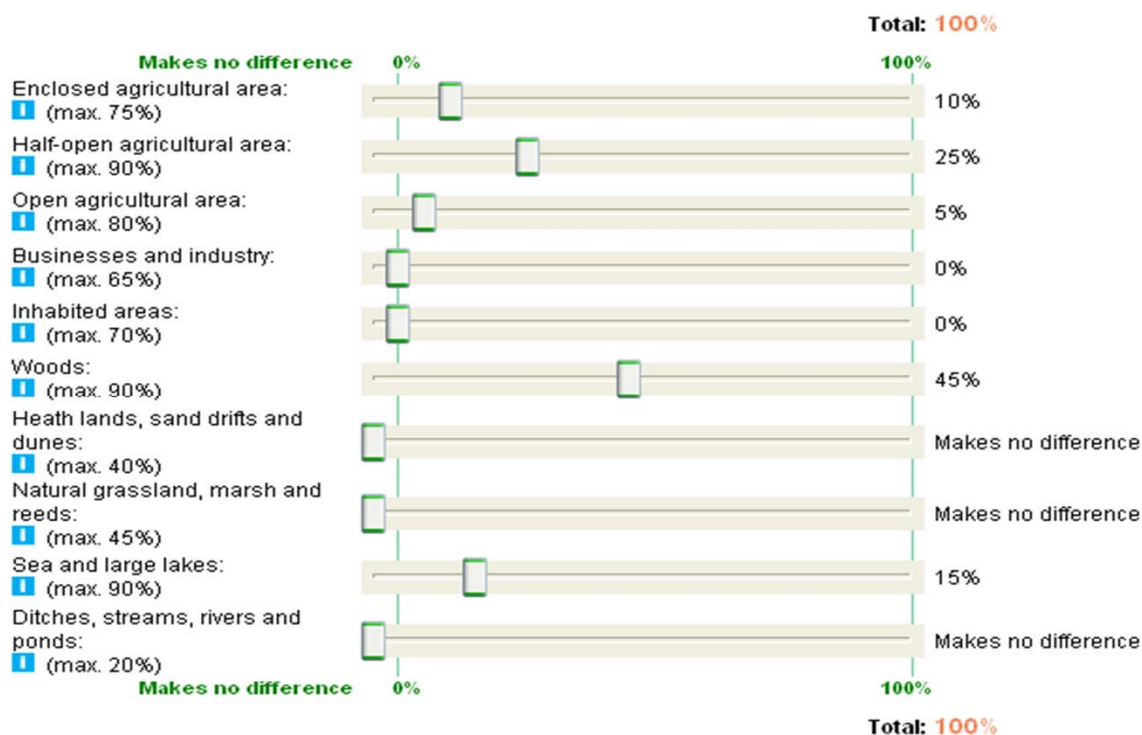
Imagine a landscape that you find very attractive.

Below, you can choose which features that landscape should have, and in what proportions. You do this by moving the sliders.

- For an explanation of how the website and the calculation work, click on the help button.

In what proportions would you like to see the features listed below?

- "Makes no difference" means: I'm indifferent to how many times this feature occurs in the landscape.
- "0%" means: none. This feature may not be present in the landscape.
- The total of all features may not exceed 100%.



How many of the features listed below would you like?

- The following features do not depend on one another. You can state how many of them you would like.
- "0" means: none.
- "100" means: as many as possible.

	Makes no difference	None	As many as possible	
1 Sights to visit:		<input type="range"/>		0
1 Differences in altitude:		<input type="range"/>		0

How annoying do you find the presence of the features listed below?

- "0" means: not at all annoying.
- "100" means: extremely annoying.

	Makes no difference	Not at all annoying	Extremely annoying	
1 Visual disturbances:		<input type="range"/>		0
1 Noise from roads, railways, airports:		<input type="range"/>		0
1 Crowds of recreational cyclists:		<input type="range"/>		0

[Clear everything](#) [Go to step 2 >>](#)

Personal information

Step 3: Enter your details



This website has been compiled by Alterra, a scientific research institute based in Wageningen, the Netherlands. Alterra's concern is the green environment in which we live. We would like to use the landscape preferences you have entered for our research into the appreciation of the Dutch landscape. For this reason, we wish to ask you for a few more details.

Using a score of 1 (extremely unattractive) to 10 (extremely attractive), please state how attractive you find the landscape immediately surrounding your own town or city.

Your score:

Your country:

Your age:

Your gender: male female

Would you be happy in the future to contribute to a follow-up study about landscape and recreation?
If so, please fill in your e-mail address below. Your address will not be used for other purposes.

Use the space below for any comments you wish to make.

My place to be!

On your personal map of the Netherlands below you can see to what extent the landscape meets your requirements. The green areas are the ones where you will find the most of your favourite features, the red ones where you will find the least.

Topography



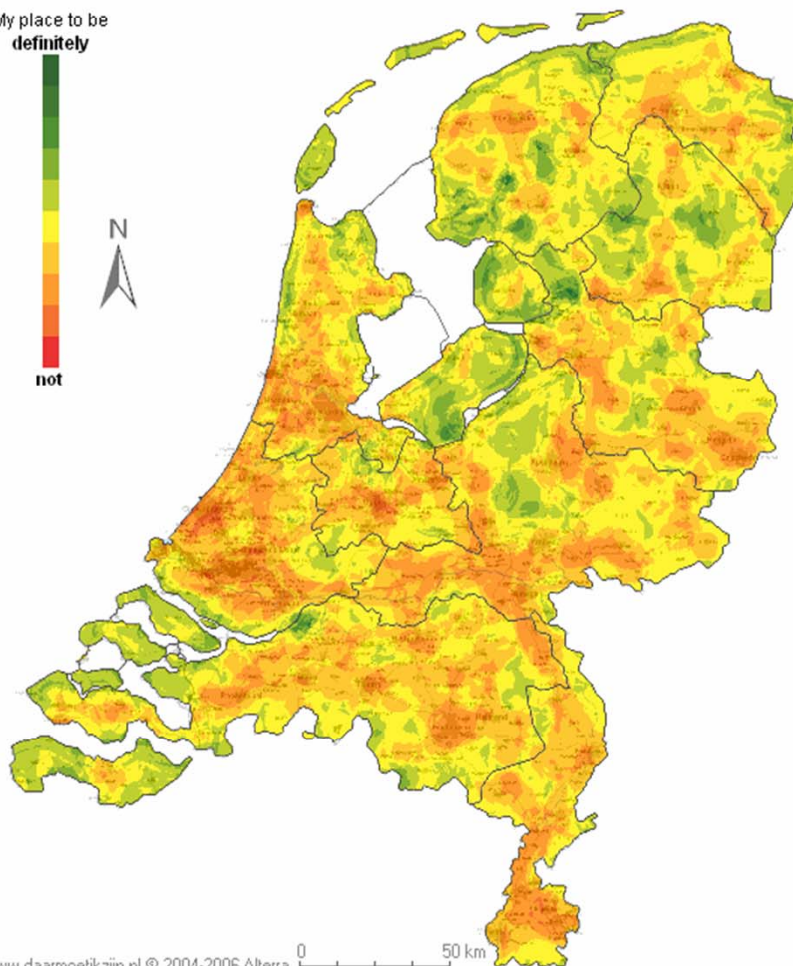
Zoom



Print



My place to be
definitely



www.daarmoetikzijn.nl © 2004-2006 Alterra

Summary of features of the landscape you have composed:

Woods:	45%
Heath lands, sand drifts and dunes:	Makes no difference
Natural grassland, marsh and reeds:	Makes no difference
Open agricultural area:	5%
Half-open agricultural area:	25%
Enclosed agricultural area:	10%
Sea and large lakes:	15%
Ditches, streams, rivers and ponds:	Makes no difference
Businesses and industry:	0%
Inhabited areas:	0%
Sights to visit:	0%
Differences in altitude:	0%
Visual disturbances:	40%
Noise from roads, railroads, airports:	70%
Crowds of recreational cyclists:	15%

[Edit landscape features](#)

- By clicking any particular site on the map while pressing the Shift button, a pop-up will appear with the **zip code** and the name of the municipality or national park. Adjust your browser settings to deblock pop-ups (consult the Help function of your browser).
- Under "Topography" you can change the visibility of topographical features.
- Use "+" and "-" to zoom in or out.
- You can move the map or legend by clicking and holding the left mouse button while the pointer is on the map or the legend and then dragging the mouse.
- Click on the print button to the left of the map if you want to print out both the map and the summary.

[Detailed explanation of map features](#)

[Analysis of the first 10,000 visitors \(in dutch\)](#)

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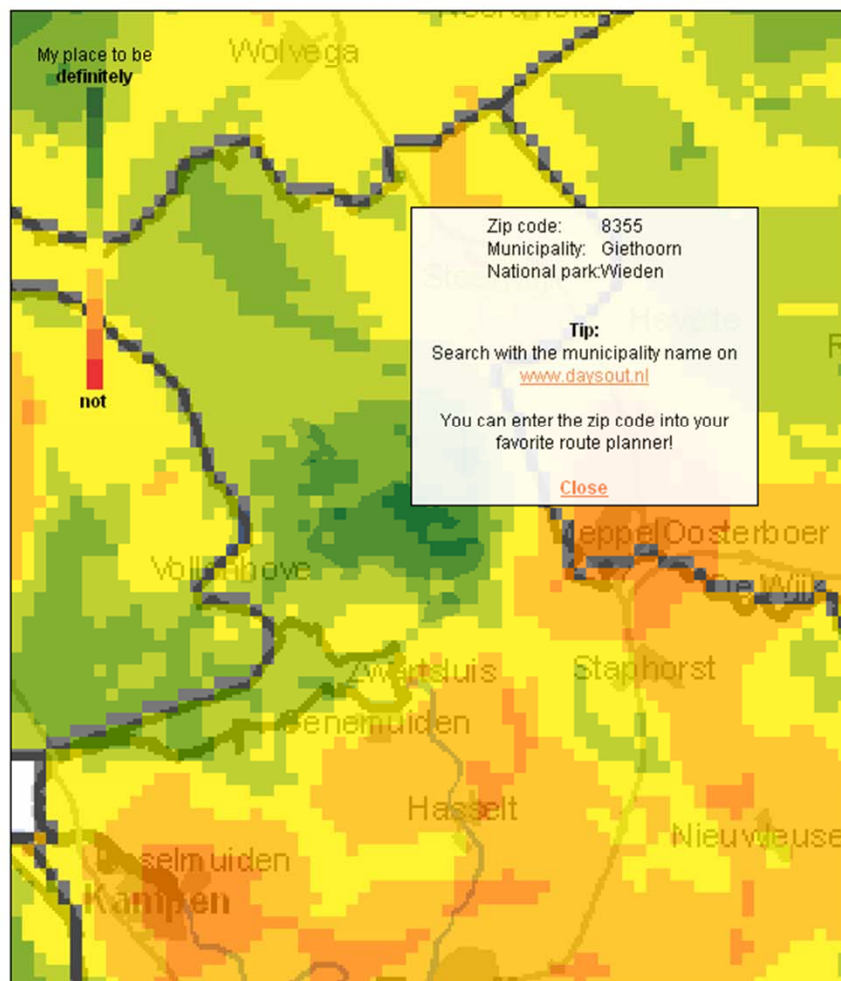
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Results

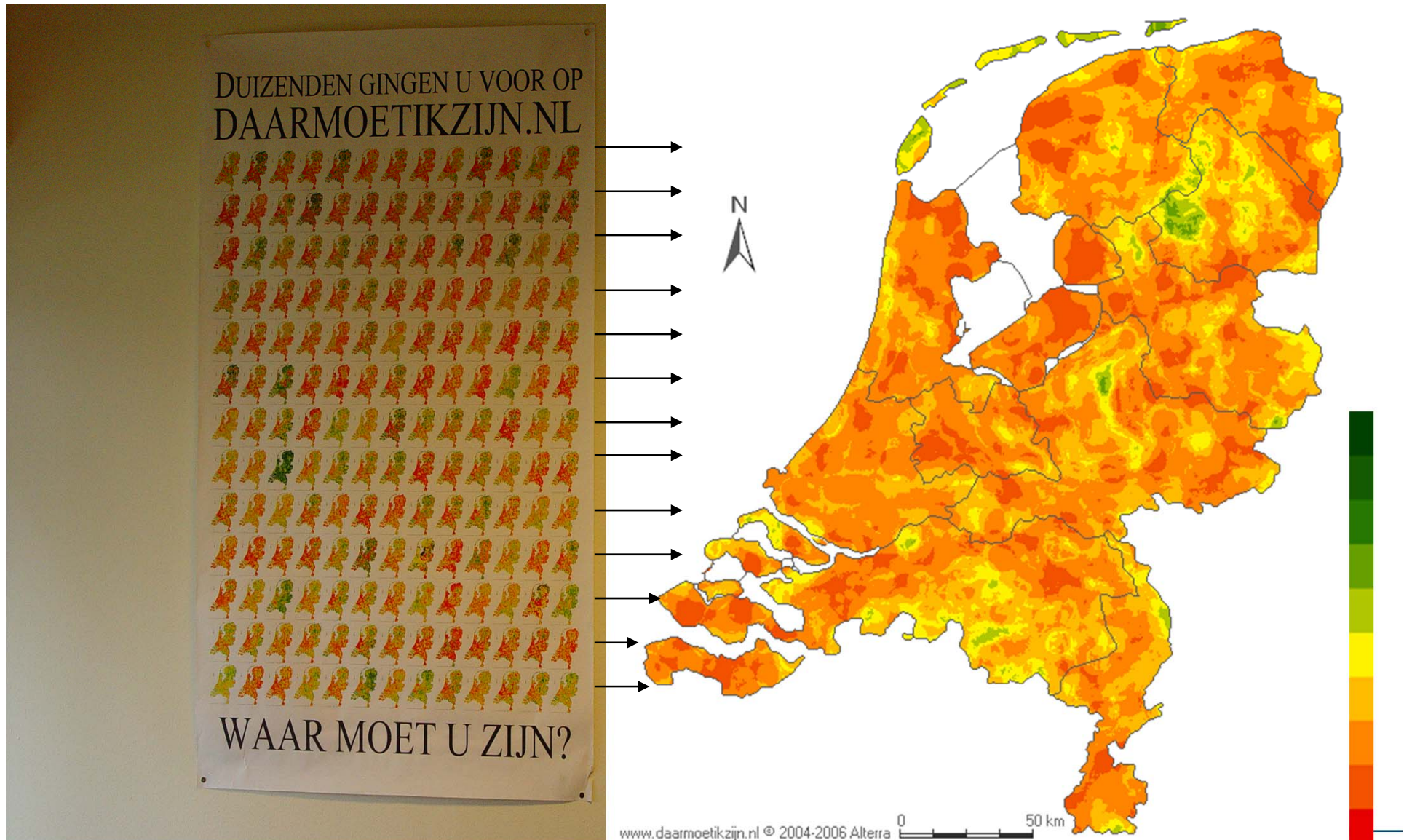
- 120.000 visitors from February 2006
 - Database with landscape and quality preferences
 - Every week 200 new persons for free
-
- Netherlands Board of tourism and conventions
<http://www.holland.com/hiddenholland/en/themes/land/>

Results of 625 website visitors

- 30% visited one or more destinations (11% first time)
 - 54% made an overnight stay in their destination
 - 95% fulfilled their expectation

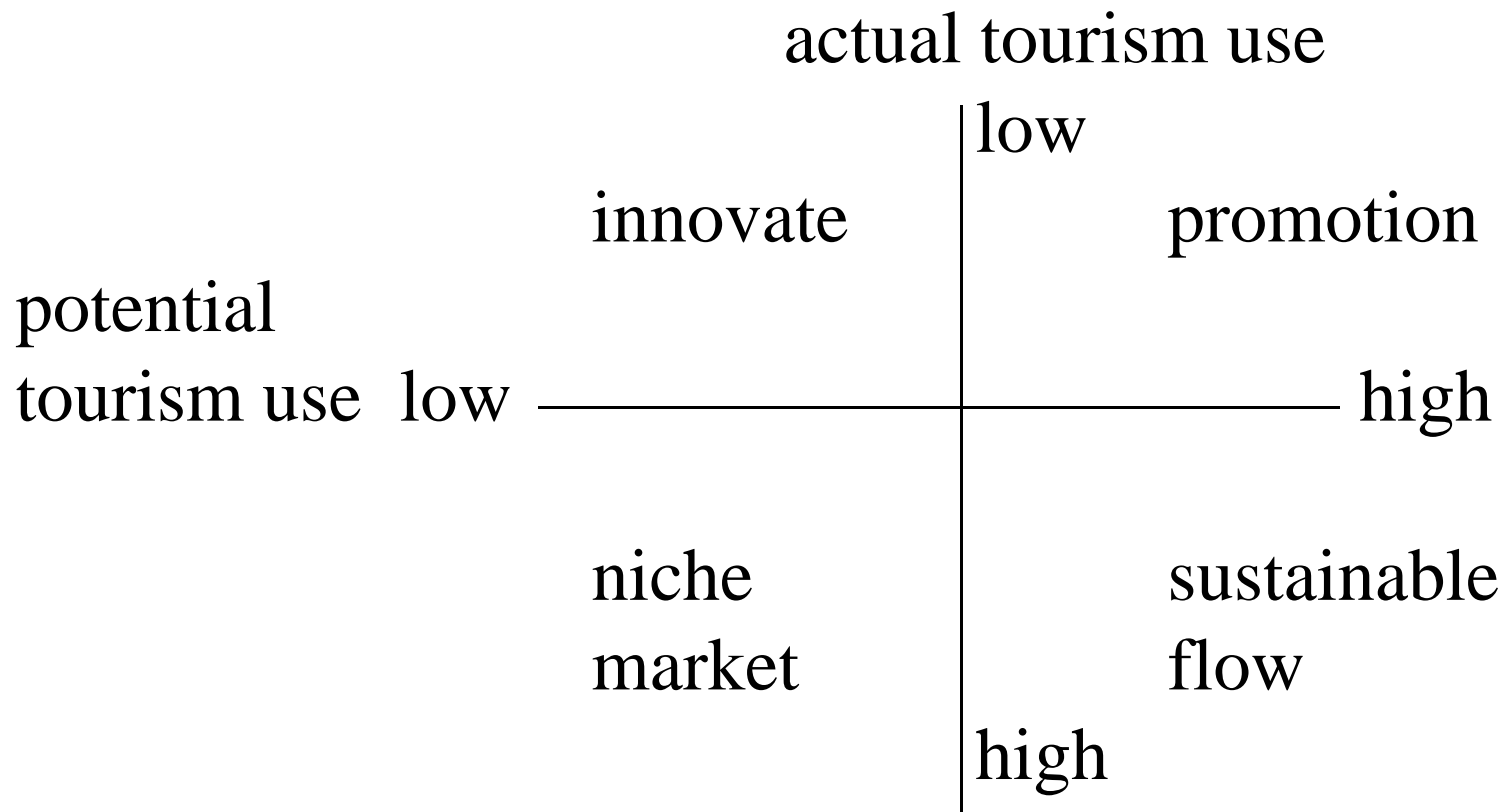
 - 55% did not visit their destination
 - 75% planning to do in the future
 - 20% search for more information about their destination
- (A. Kooiman, C. Nolet, D. Roodhuyzen, S. Schuurman).

Promotion



Planning

Outcomes of the personalized maps compare with the real tourism mobility.



Conclusions

- Stimulate tourism
- Do more with GIS-data in tourism
- More knowledge about landscape preferences
- Opportunity to make landscape recommendations at any geographical scale

Recommendations

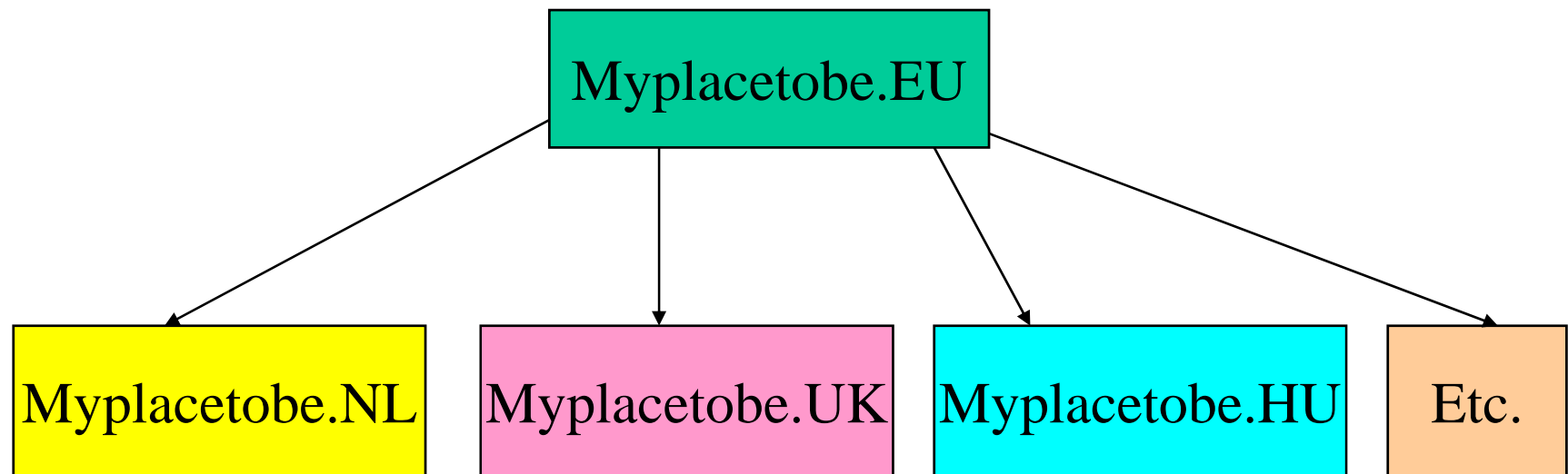
Possible to make this website for every European country or Complete Europe

- Ideal for stimulate tourism in Europe
- Get to know eastern and western parts of Europe
- European tourism database with preferences
- Tool in monitoring, regional development, protection

European project

Countries and regions can establish similar web pages in support of national destination recommendation system

This allows more regional specifications and will ultimately result in more reliable assessments regarding landscape preferences as perceived by tourists.





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What do you get?

- Database with preferences from tourists
- Segmentation of the market
- Most popular regions in the country
- Things to do in less popular regions
- Promotion materials
- Sustainable tourism flow

- Appreciated Destination Recommendation System



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Thanks for listening

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