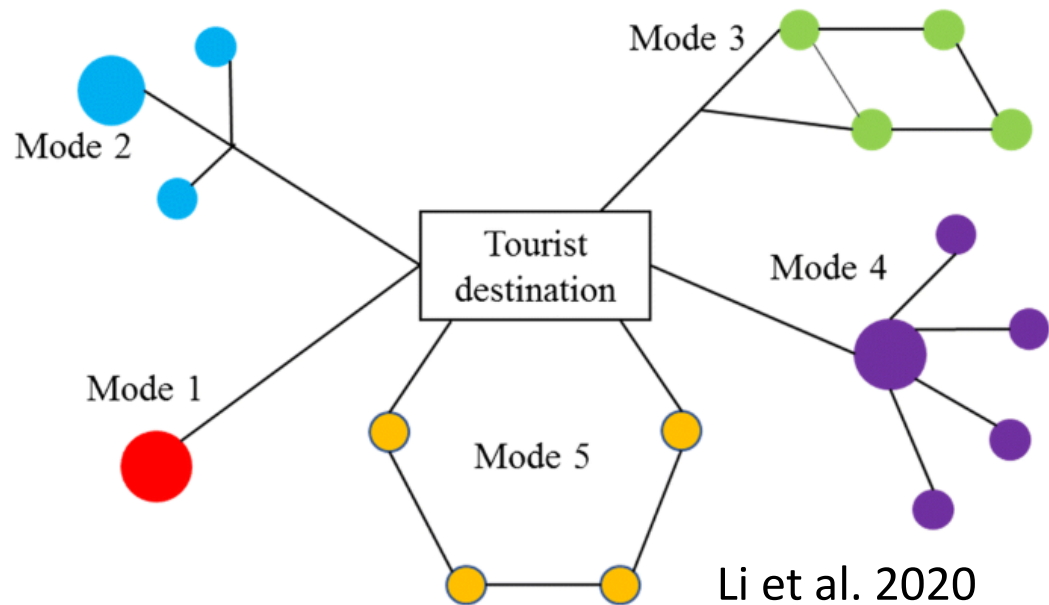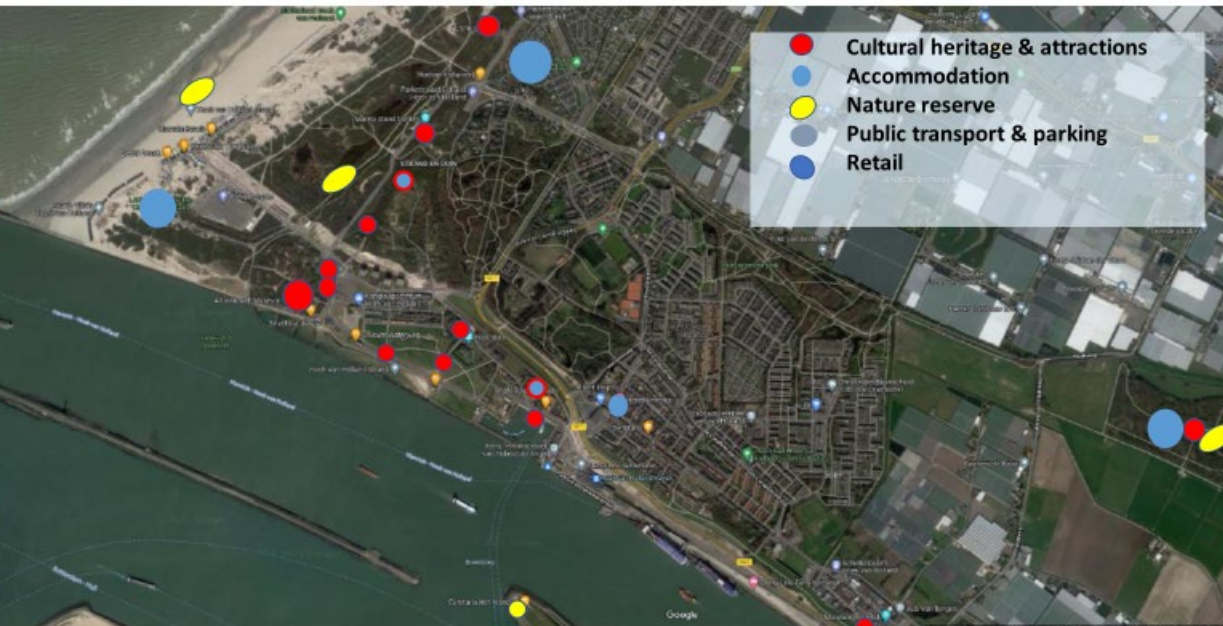# HOW TO USE VISITOR FLOW MAPPING

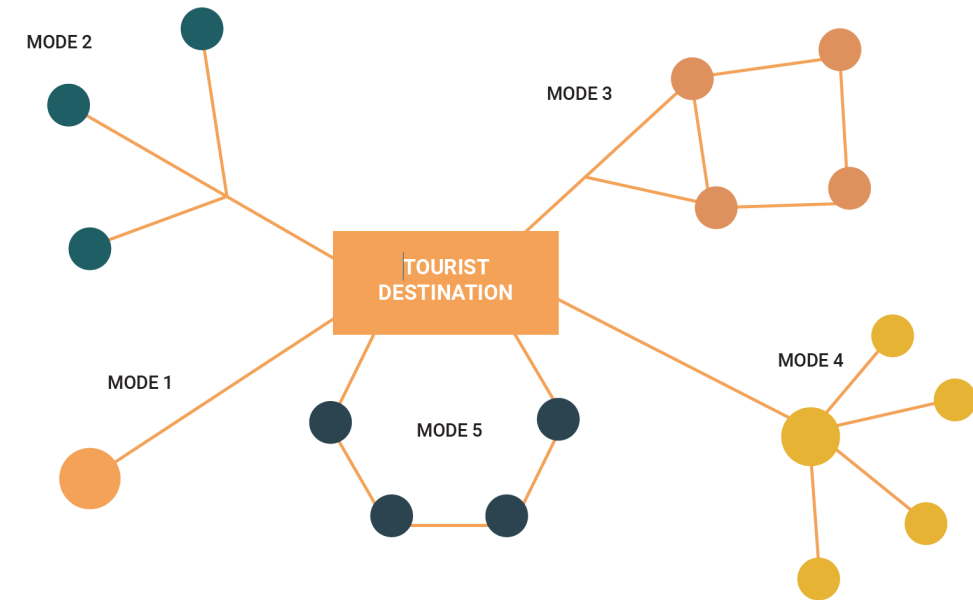## SmartCulTour Toolkit

Smart
CulTour

Why Visitor Flow Mapping?

➢ Understanding tourist behaviour and decision making from a logistics/network point of view (based on Beritelli et al., 2019, Lue et al. 1993 and Li et al. 2020)

  ➢ observation/ common sense

  ➢ mobile phone /app data / ticket sales data
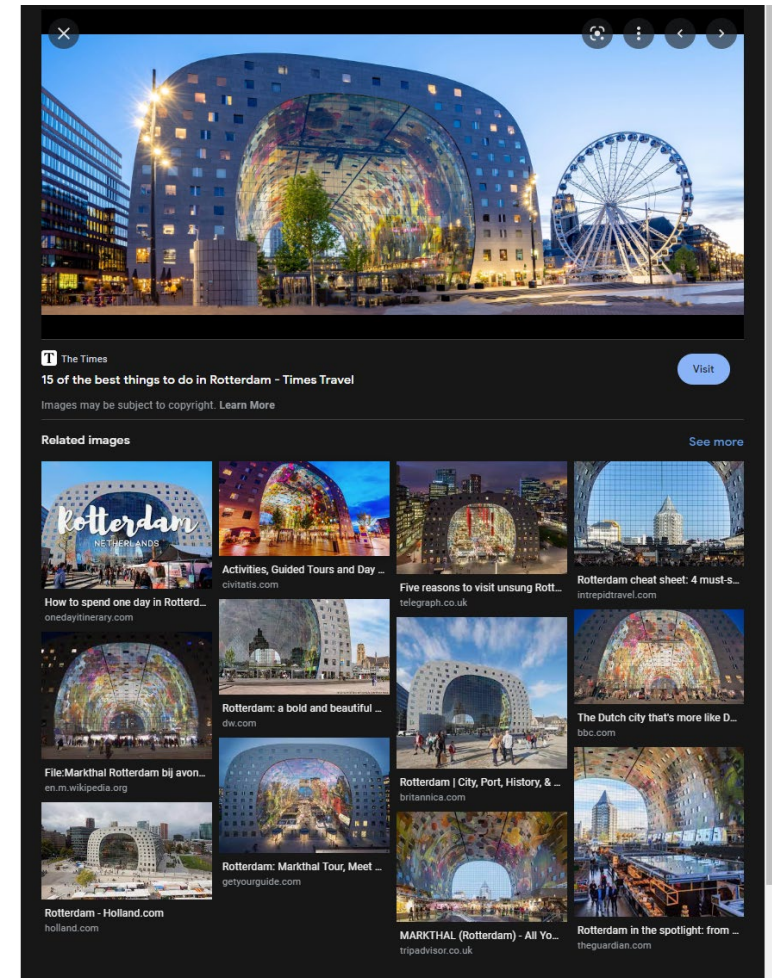

Li et al. 2020

Visitor flow mapping theory

➢ Understanding tourist behaviour and decision making from a logistics point of view and quantifying this to visualise interdependencies between stakeholders and crowded/undervisited trajectories.

➢ Mode 1: singular (big) attraction

➢ Mode 2: (big) attraction with interesting places on route

➢ Mode 3: attractive place without key attraction

➢ Mode 4: Big attraction with local spin-off/ extensions

➢ Mode 5: (thematic) itinerary / route / trail
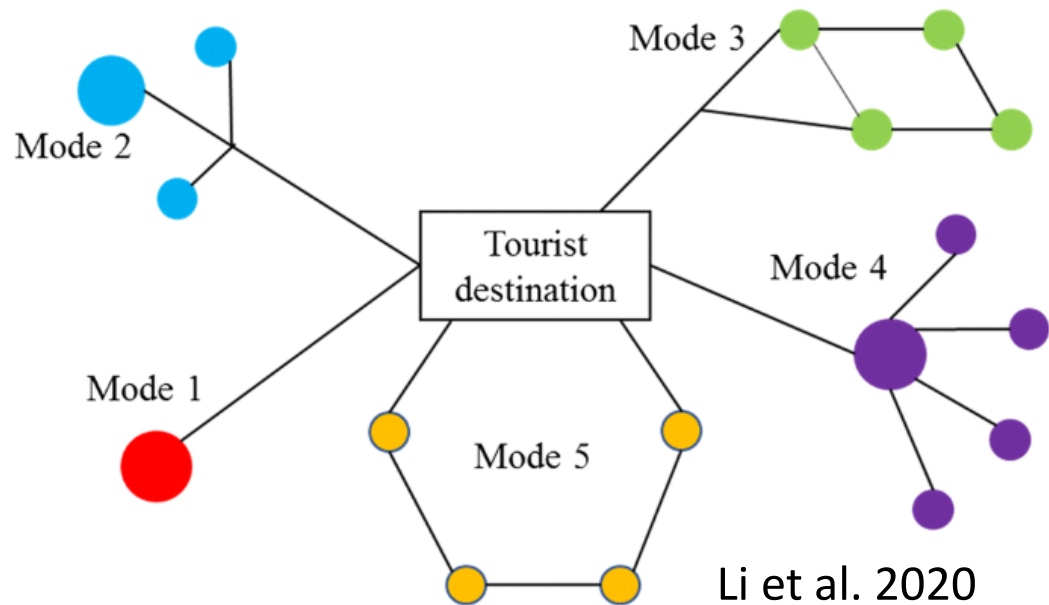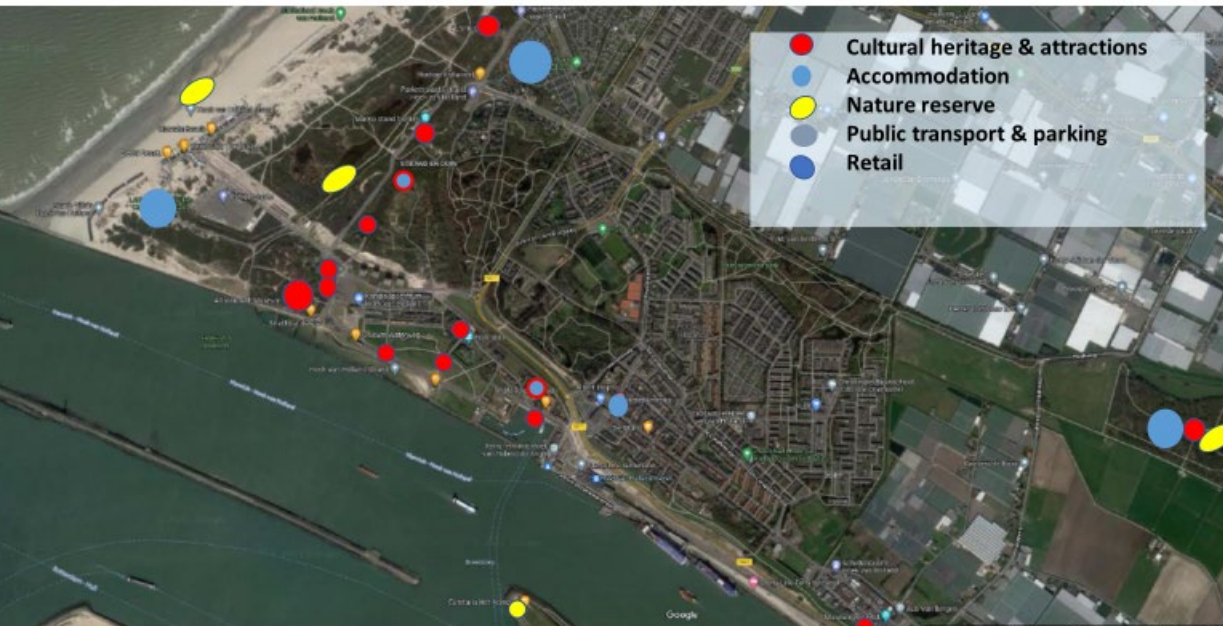

Adapted from Li et al. 2020

Visitor flows: same, same but different

➢ Many tourists are looking for their own unique experiences

➢ Most tourists end up visiting the same (key) attractions

➢ Most tourist make use of the same accommodations and public transport

➢ The combination of attractions, accommodation and public transport / routes creates their experience

➢ Changing tourist behaviour through looking at their choice locations and locations of choice
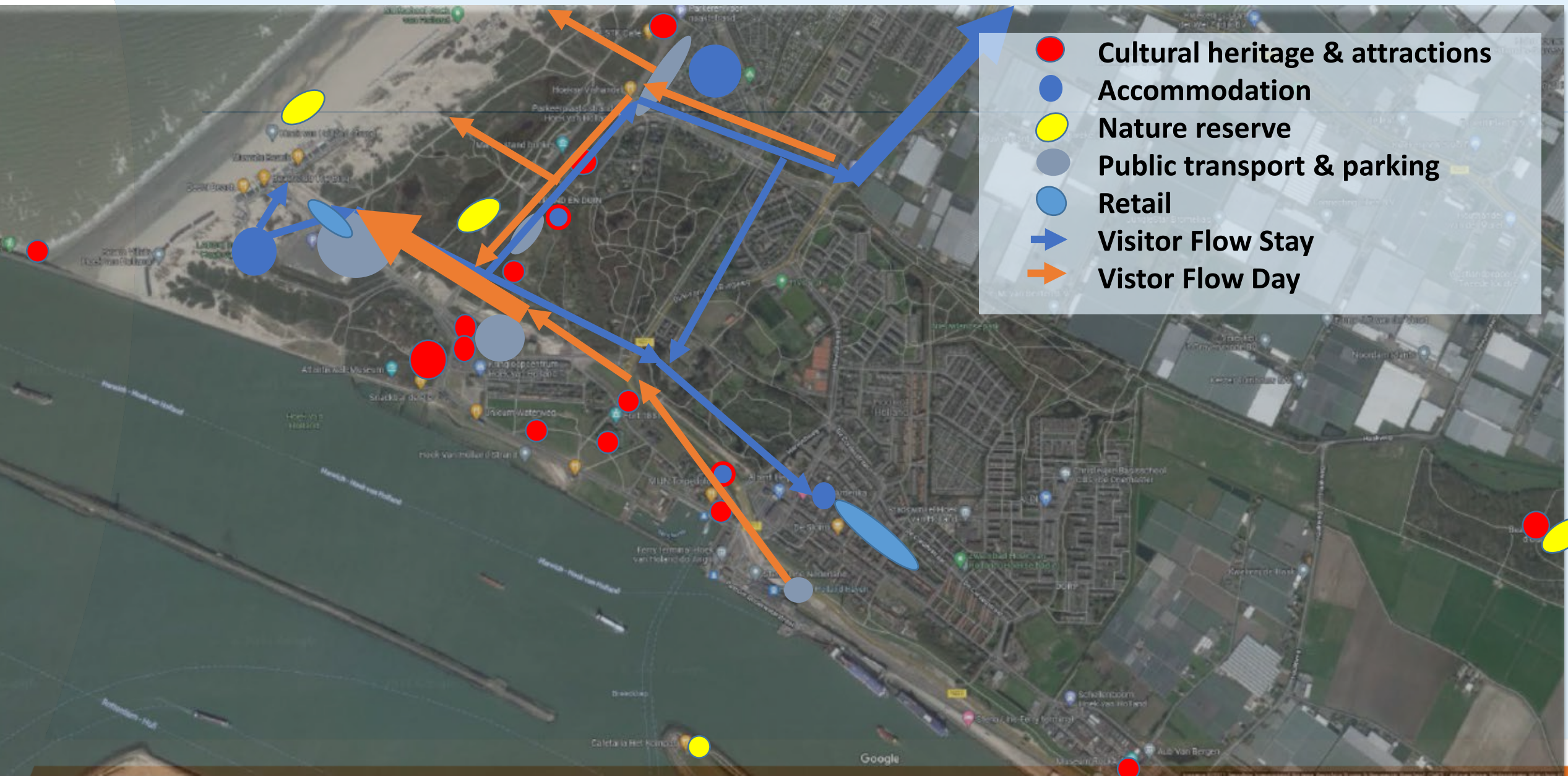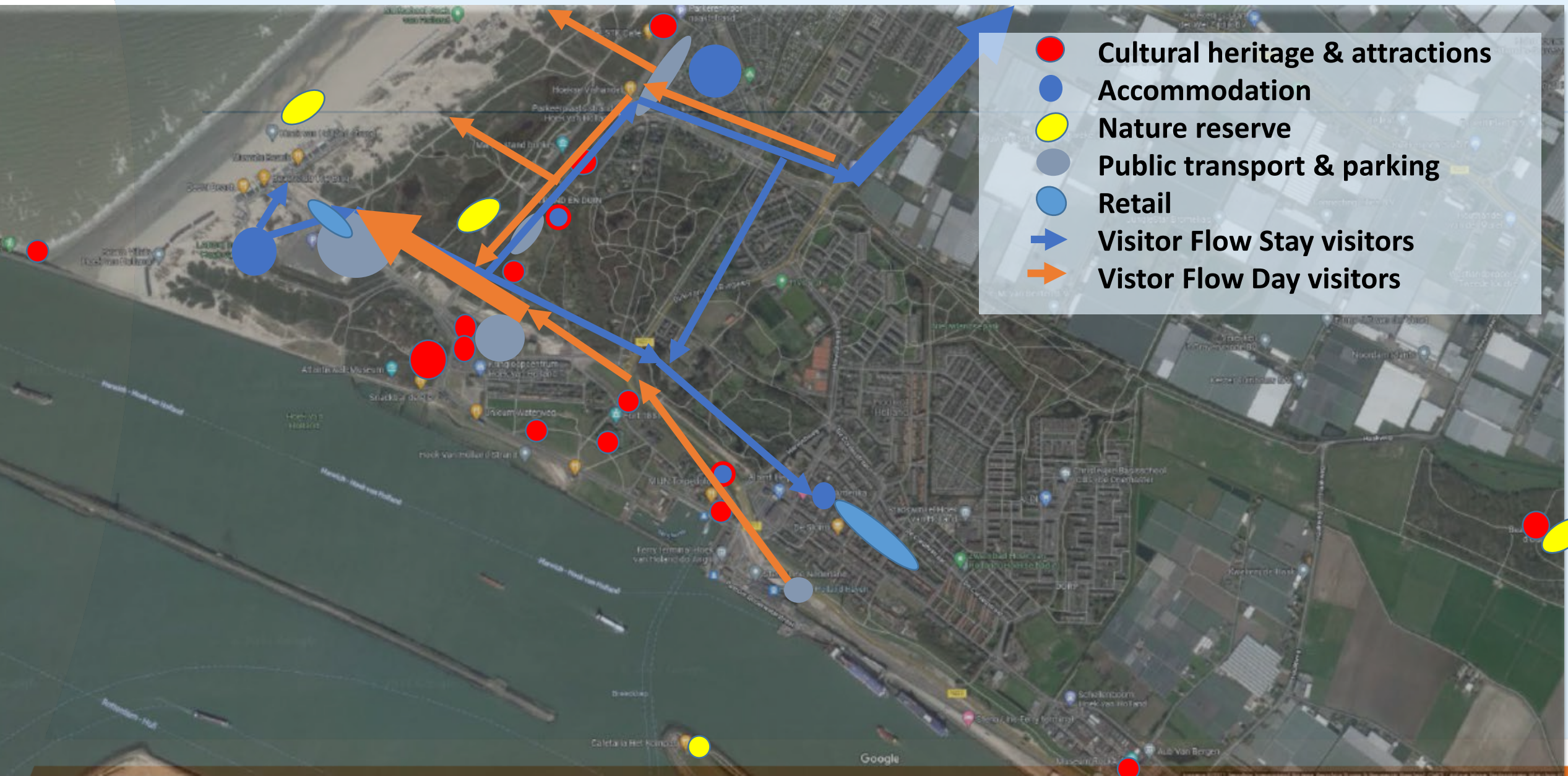
Why participatory Systems Mapping?

➢ Understanding tourist behaviour and decision making from a logistics/network point of view (based on Beritelli et al., 2019, Lue et al. 1993 and Li et al. 2020)

  ➢ observation/ common sense

  ➢ mobile phone /app data / ticket sales data

Li et al. 2020

Cultural heritage & attractions
Accommodation
Nature reserve
Public transport & parking
Retail
Visitor Flow Stay
Vistor Flow Day

Cultural heritage & attractions
Accommodation
Nature reserve
Public transport & parking
Retail
Visitor Flow Stay visitors
Vistor Flow Day visitors

What did we learn about Hoek van Holland?

➢ tourism is important for the local economy, but very seasonal

➢ new subway station at beach will further decrease village visits

➢ retail in other villages more attractive and accessible then local retial

➢a lot of interesting tangible (military) heritage, partly connected through routes

➢ a lot of interesting (living) intangible heritage related to military and marine /coastal history but hard to access

What did we learn about visitor flow mapping

➢ participating stakeholders understand each others stakes and viewpoints better after taking time to engage with each other

➢ maps create tangible artifacts and shared memory for other activities in the living lab, also for people that did not participate

➢ Visualising tourism system and flows provides interesting insights for impacts beyond the tourism system (local tacit knowledge).

Especially useful with
Participatory Systems Mapping