

Community Tourism News

Duncan, British Columbia

January - March, 2010

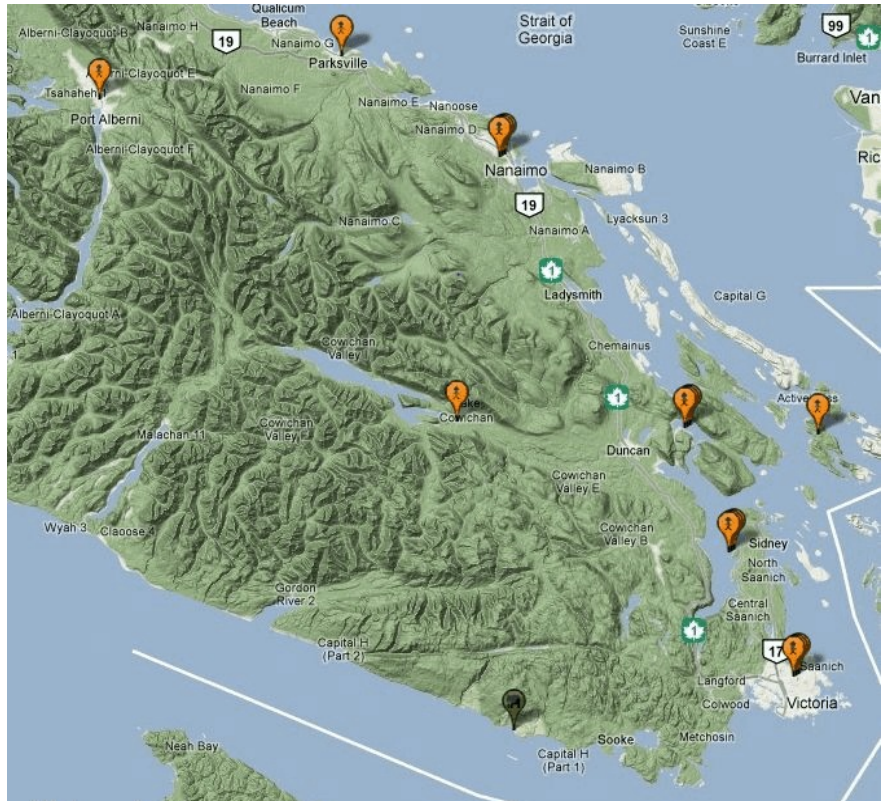
TO.URI.ST: The Free and Open Tourism Attractions Database



In 2007, Paul James, a computer programmer who lives in the United Kingdom, designed and released a Web Spider on a number of tourism information web sites from around the world. The spider scraped individual attractions descriptions and geocoding data from these sites and loaded the information into a database. There are now over 44,000 records in the database.

TO.URI.ST retrieves and presents attractions information in a custom GoogleMaps application. The map interface allows individual attraction records to be edited, updated, or corrected in Wiki fashion by clicking on a marker and entering new information. New attraction records can be added to the database through the same map interface.

“Some data is good, some not so good, some just a title and a geocoded point. That's where the community comes in, to.uri.st isn't just a



A TO.URI.ST Attractions Database Display for Southern Vancouver Island

map of spidered data, it's also a kind of Wiki allowing anyone to update the data as they see fit” (<http://wiki.to.uri.st/About>).

The TO.URI.ST web site offers communities with limited budgets a way to market their local attractions to the world and to take part in the growing world of networked participatory information. This is a phenomenal opportunity.

I edited the marker that is at the end of Lake Cowichan (centred in the map) while

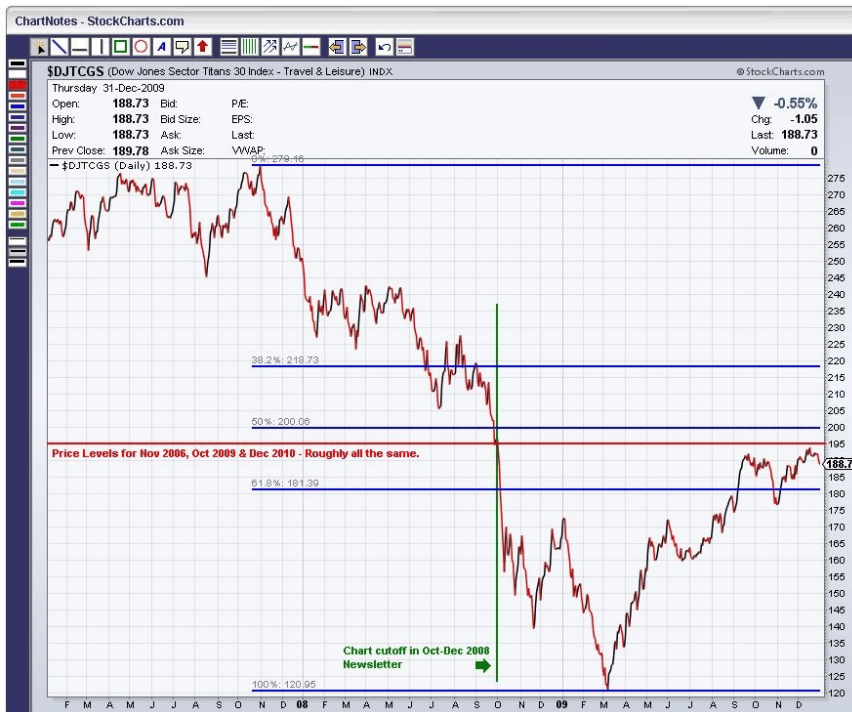
researching this article. Take a look the web site to see why. If you know of this golf course, Club de Golf Lac Lyster, then you can move the marker to its correct location. It's somewhere near Montreal!

<http://to.uri.st/>

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What Comes Down Must Go Up..., Or Will It?

It has been a year and three months since last looking at travel and tourism investor sentiment through the lens of the Dow Jones Travel & Leisure Sector Titans 30 Index (DJTCS). We noted at the

time, Oct. 2008, the index price was at the same level it had been three years earlier in Nov. 2006, 195 points, although the index had risen to a high of 280 points during the period.

Over the past year, we've seen the index drop to 120 points and then rebound almost back to the 195 point level where it is currently

stalled. This is not much progress for long term investors, four years to arrive at the same place. Travel and leisure investors are now at a critical nexus. Will buyers of the equities that make up the DJTCS index be willing to pay more and push the index through the 195 point barrier or will sellers cave in only to see the index drop below 120 points as they bail out of the holdings?

How does all this affect local communities and their tourism development aspirations? At the moment investor sentiment appears ambivalent about the future and has a way to go (that would be up to around the 230 point level) before there would be a clear signal of recovery and regained confidence in the sector. As was said on CBC Radio's *Dead Dog Café*: Stay Calm; Be Brave; Watch for the Signs.

www.google.com/finance?q=DJTCS

*"Tourism development needs to be the work of all community interests if it is to make a significant contribution to the destination without all the negative baggage it potentially includes. This means involving **all** sectors of the destination in the planning and management function, drawing representation from: local resident group; regional and national government; regional tourism groups; special interest community groups [including police and emergency responders]; business groups (e.g. chamber of commerce); as well as local government; commercial interests; external consultant advisors."*

– Kerry Godfrey & Jackie Clarke, 2000, *The Tourism Development Handbook*

Community Tourism News is edited and published four times a year by Michael E. Kelly, AICP, MCIP in Duncan, British Columbia. The newsletter may be freely copied and distributed to others with due credit and contact information provided to recipients. Contact newsletter@community-tourism.net to be added to or deleted from our distribution list, for further information, or to make contributions to future issues.

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