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CONGRESS

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Studies

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Panel 61

Tourism and cultural heritage in the digital era

Today, the collusion of culture and digital technology is undeniable. The digitization is a mean of conservation and dissemination, but also of creation of new ways for the enhancement of cultural heritage. The use of digital technologies in the cultural sector does not only offers new experiences to the public, it also generate new revenue by allowing organizations to diversify their clientele, it improve the efficiency of their operations, and it increase their means of dissemination. Digital technology has undeniably changed consumer habits and continues to be a source of innovation for the cultural and creative industries.

The session aims to initiate reflection about the digital mediation, starting from a concrete inventory of its uses, initiatives, experiences, successes, failures and problems reported by specialists in cultural heritage, tourism and territorial development.

The session will be a reflection of the current and updated issues of «cultural heritage in the digital era», taking into account the various aspects and points of view mentioned above. It will be also a place of exchange and sharing between African and international professionals and researchers.

This call for contributions aims to carry out, overall heritage field, an inventory of remarkable projects, professional reflections and feedback on the uses of the public in terms of the digital revolution applied to the heritage and tourism sector.

Several themes are expected and without ambition to be exhaustive:

digital technology and the challenges of conservation: the contribution of technologies and data for conservation-restoration actions, but also the issue of archiving digital cultural data.

digital technology at the service of heritage knowledge: creation and potential of massive data sources in heritage matters; the opportunities for knowledge of heritage sharing through social web; the transformation of data collection and knowledge building methods.

the tourist experience in the digital era: are the developments of technology and functions create new ways of telling heritage? Does the development of recreational activity enrich or harm the tourist-heritage experience? Are the changes in systems and practices on the part of heritage institutions leading to changes in their audiences?

Person in charge : Nour Eddine Nachouane (University Mohamed V de Rabat- Maroc)

Program

Safaa Larbi (Cadi Ayyad University, Marrakech.)

From passion to co-creation: When learning tourists meet enterprising artists in the context of creative tourism in the medina of Marrakech

More active, more participatory, more learning, the creative tourist in his quest for an experience, authentic and immersive, begins co-creative meetings with artists / creators, more enterprising and

listening to their environments. Thus, the two parties try to create the conditions for a tourist experience on the basis of universal artistic and heritage activities tinged with local colors. In fact, creative tourism is at the forefront of drawing lessons from recent reflections on the theme of co-creation, particularly in marketing.

The investigation started in this article takes place on an underground scale by implementing a dyadic investigation of the motivations that respectively push tourists and artists / creators to embark on co-creation experiences in Marrakech.

Hicham Saddou (Cadi Ayyad University, Marrakech.)

Heritage and tourism post COVID 19, What place for the digital transition in supporting a sector in crisis?

The conjuncture of the Covid 19 health crisis and its impact on lifestyle associated with the rapid evolution of the use of digital technology is opening up new perspectives and new challenges. In this communication we will focus on the challenges of this crisis and the contributions of digital resources mobilized in the tourism and heritage that are linked to its issues of conservation, restoration and especially transmission to future generations.

The lockdown period demonstrated the importance of new technology and media in our daily lives. With millions of people stranded in their homes, it's time to develop and promote cultural experiences to this captive audience. The challenge is to strengthen these experiences in a way that directly generates benefits for the organizations and professionals involved. During this digital transition, tourism, heritage and culture can forge alliances with technology companies and the private sector to improve access to capacity building programs, available online, dedicated to heritage and tourism.

Our hypothesis is mobilizing Information and Communication Technologies as well as a network of experts from the fields of tourism, heritage, communication and digital technology to propose a revival of the tourism sector by setting up remote digital services or in heritage sites by fitting into the era of decentralization. Our work is based on a concrete application case developed in Marrakech, and whose perspective is a move to scale linked to the components of reproducibility, accessibility and international visibility.

El Housni Khalid (Essaouira Higher School of Technology, Cadi Ayyad University, Marrakech)

Omar Bencharef (Faculty of Sciences and Techniques of Marrakech, Cadi Ayyad University, Marrakech.)

The Role of Social Media in the Perception of the Cultural tourism product. Text Mining Approach.

The value chain of the tourism sector has become increasingly simple and organized, thanks to all the new platforms and technologies adopted in the process of tourism consumption. However, the control of Big Data traffic of these consumers via feedbacks and opinions as well as social networks, plays a major role in the apprehension of consumption habits. Artificial intelligence techniques such as Sentiment Analysis and Text Mining allow a new perception of E-reputation and a better understanding of consumer habits, especially when it comes to cultural tourism

Mohamed El Mhassani (Mohammed V University Rabat- Maroc)

Lemjidi Faysal (LIMPACT-FLSH Cadi Ayyad University, Marrakech.)

Archeodata, towards a digital archeology of Morocco

Among all the data making it possible to reconstruct episodes from the Moroccan past, the archaeological remains are the most immediately accessible, moreover, they are found in considerable numbers, thus constituting a documentary source of prime importance. In a globalized and connected world, the digitization of the archaeological heritage in Morocco is an unthinkable task. In this context, it is worth highlighting the scarcity of digital information accessible online.

Much time has been lost, and theories and preconceptions still mask the need for the facts. It is therefore time to set out again on a rigorous basis by a methodical approach to this mass of documents,

by trying to put it in order in a meaningful way. It is above all a question of the lack of photographic, cartographic or informative content on certain archaeological sites excluded from cultural tourism circuits.