

Data standardization using the example of DATAtourisme

One problem for data tourism is how to bring together very different data. datatourisme.fr in France offers us an example of how such a common language or format could look in the tourism industry. It does not use the tourist data itself, but according to the open data approach it makes it accessible to all interested parties. For example, someone might program an app showing all the restaurants where films have been made. Or an app showing the complete cycling infrastructure of Normandy. Figure 5 to the right offers a rough illustration of how datatourisme.fr structures its data.

What information is saved on the database?

The database contains information on so-called points of interest. These comprise four basic types:

- Places and landmarks
(hotels, restaurants, nature parks, sports fields, shops etc.)
- Festivals and events
(theatres, exhibitions, cinemas, sports events etc.)
- Products
(recreational courses, equipment rentals, tastings etc.)
- Travel routes
(bike paths, boat routes, roads, hiking paths etc.)

The database will contain additional information about every point of interest:

- > Subcategories (restaurants, hotels, nature parks etc.)
- > Names («Le Grand», «Felsenalp mountain hike» etc.)
- > Descriptions (the best bakery in town, a relaxed music festival with good food etc.)
- > Location (address, geo-coordinates, opening hours etc.)
- > Contact information (phone numbers, names of contact people etc.)
- > Price category (cheap, expensive etc.)
- > Clientele (adults aged 18 to 35 etc.)
- > Documents (images, flyers, videos etc.)
- > Facilities (wheelchair accessibility, WiFi, aircon etc.)
- > Rating (number of stars, customer feedback etc.)



 Example 1

```
<Hotel>
  <Name> "Le Grand" </Name>
  <Description> Beautiful 3-star ho-
tel in the middle of town with a view
of the river </Description>
  <Contact> 044 321 56 28 </Con-
tact>
</Hotel>
```

 Example 2

```
<Restaurant>
  <Name> "Cyberpunk" </Name>
  <Clientele> People aged 18 - 35
</Clientele>
  <Facilities> Sells takeaway pizzas
</Facilities>
  <Rating> 4.4/5 </Rating>
</Restaurant>
```

 Example 3

```
<Bike path>
  <Description> Cycle tour with
view of the valley </Description>
  <Location> 6.70 N / 48.17 W
</Location>
  </POI> Restaurant "Cyberpunk"
nearby </POI>
</Bike path>
```