Web Mapping Tool

Zoom-in on your area of interest and interact with a tourism asset to display its value attributes, local potential and more.

Objectives

(1) To gather and make accessible data relevant to tourism for the purposes of planning, policy development, & decision making.
(2) To develop and assign a system of value attributes to the tourism assets (hotels, parks, hiking trails…) in British Columbia.

Tapping Diverse Data Sources

Facilities

- Hotels, Lodges, Visitor Centres (…)

Infrastructures

- Roads, Airports, Railway Stations (…)

Natural Resources

- Parks, Waterfalls, Hiking Trails (…)

Measuring the Value of Tourism

When two forest resorts are on fire, which one would you save first?

➢ Our value ranking system has 3 main pillars:
  1. Accessibility: Distance from nearest city, Transportation,
  2. Significance: Popularity, Social Media attractiveness,

Data Exploration

How does social media reflect the significance or attractiveness of a particular natural asset (waterfall, fishing lake, ecological reserve…)?

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