



LAVAUX
VIGNOBLE
EN TERRASSES



VAUD+
Région du Léman

Unil

UNIL | Université de Lausanne

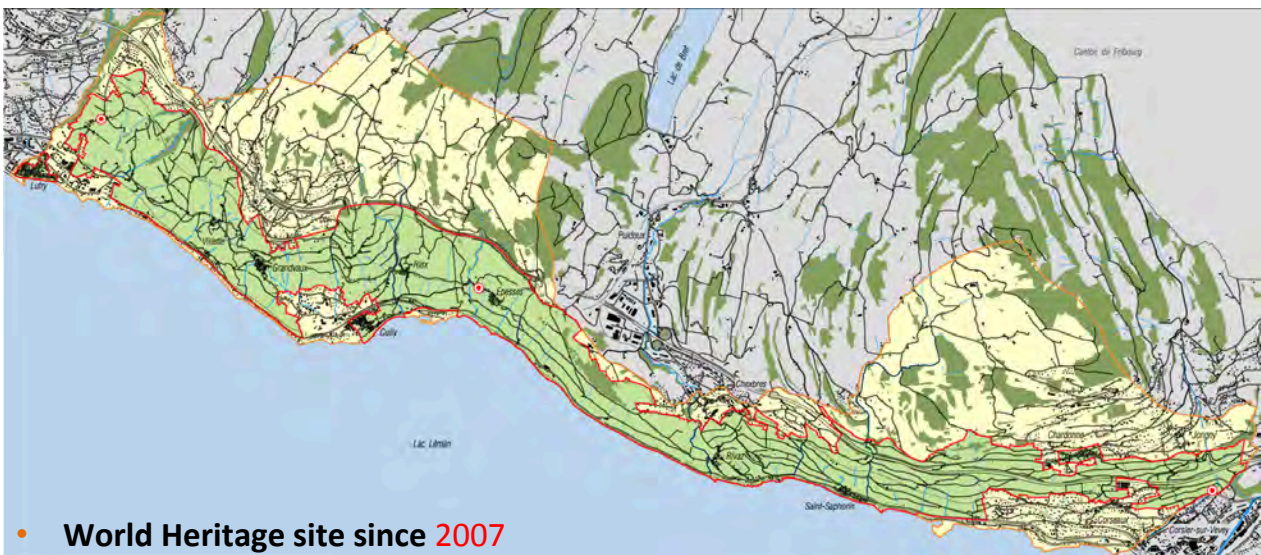
EVALUATION DE L'UTILISATION TOURISTIQUE D'UN PAYSAGE CULTUREL – LAVAUX



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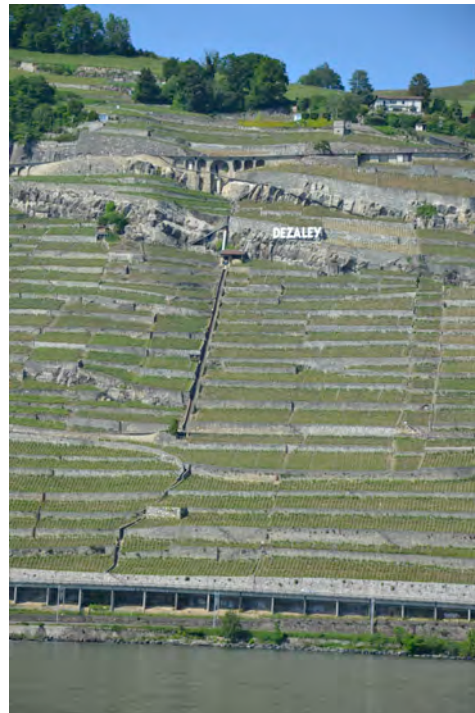
LAVAUX, VIGNOBLE EN TERRASSES



- **World Heritage site since 2007**
UNESCO criteria for the inscription
 - (iii) testimony to a cultural tradition (wine making)
 - (iv) landscape (terraces)
 - (v) tradition human settlement (villages, terraces)Also a cultural landscape

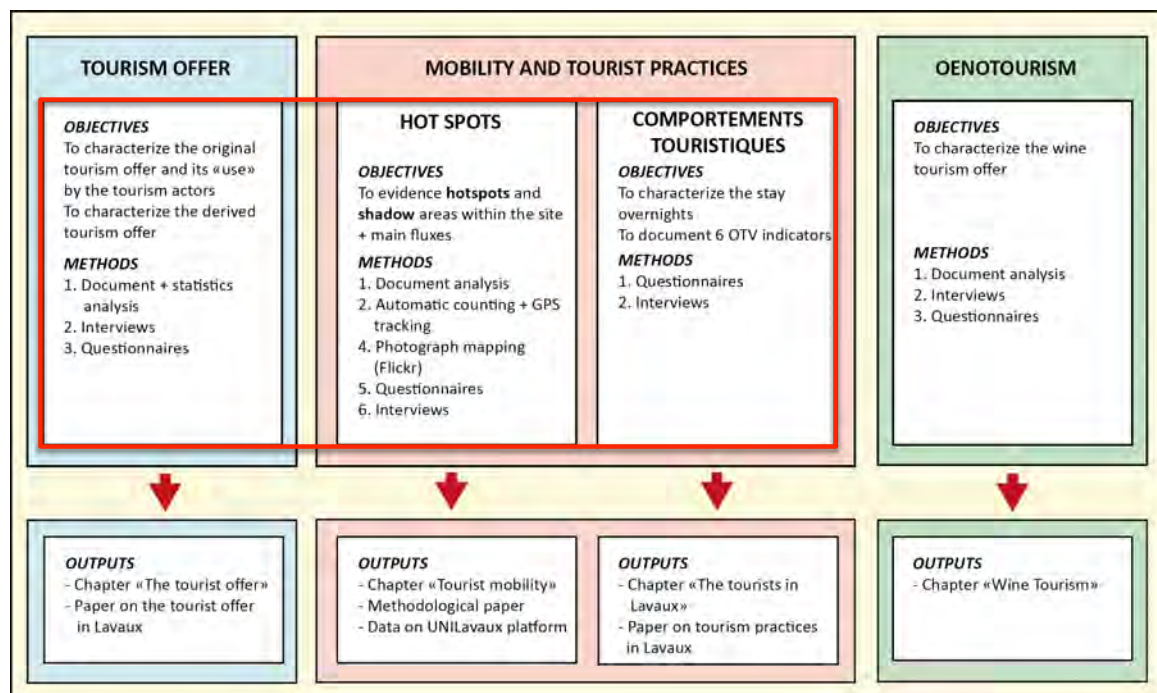
THE PROJECT “TOURISME EN LAVAUX”

- **Context (Lavaux Patrimoine mondial)**
 - Association Lavaux Patrimoine mondial: to develop the site’s **monitoring**
 - Study by the University of Lausanne (2015-2016): Territorial Diagnostic + Strategy for the monitoring
 - Webmapping application: UNILavaux (<http://lavaux.unil.ch/>)
 - Conclusion of the study: lack of knowledge on tourism in Lavaux
 - **Office du tourisme du Canton de Vaud**
 - Survey on tourism in the canton (monitoring)
- > Project “Tourisme en Lavaux” (2017-2019)



Collaboration UNIL – LPm – OTV

OBJECTIVES OF THE PROJECT “TOURISME EN LAVAUX”



THE TOURISM OFFER – ORIGINAL OFFER

- **Method**

Documentation analysis (web + paper)

30 interviews with tourism actors

(private operators, wine makers, administration, tourism offices)

- **Results**

Landscape is the core of the original offer largely before wine/viticulture

UNESCO inscription has increased tourism visits but not the wine sales

Several negative side-effects of tourism (waste, grape theft)

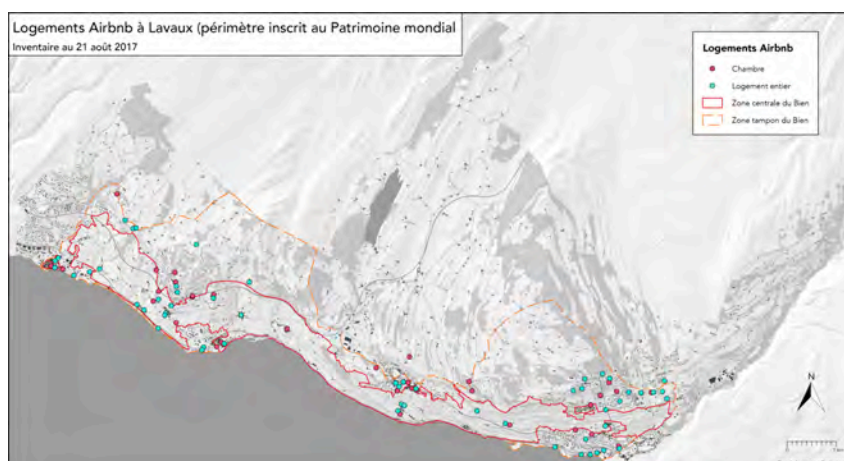


THE TOURISM OFFER – DERIVED OFFER

- **Cartography of the offer**

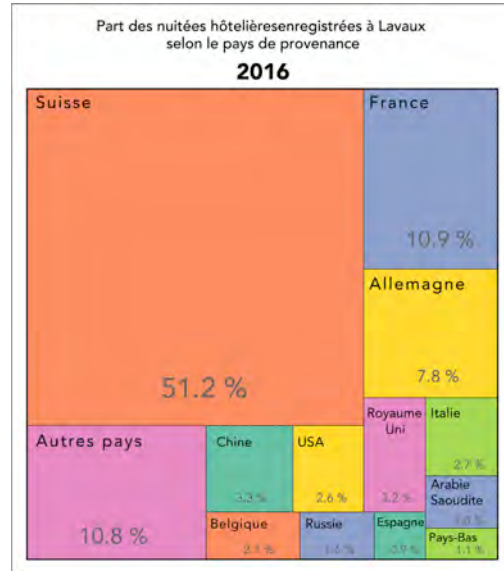
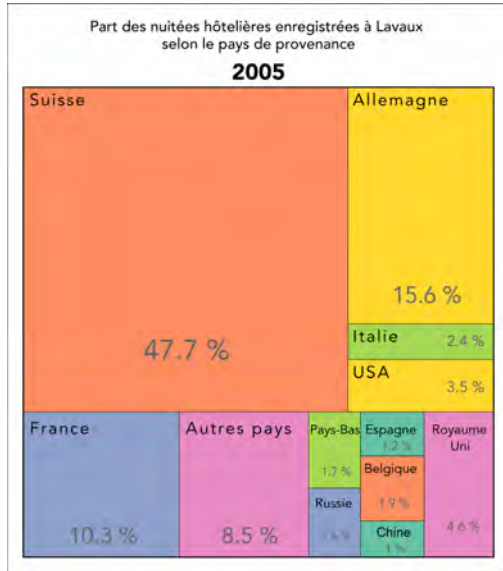
Accommodation, restaurants, and also activities

Links with the protected area



THE TOURIST OVERNIGHTS

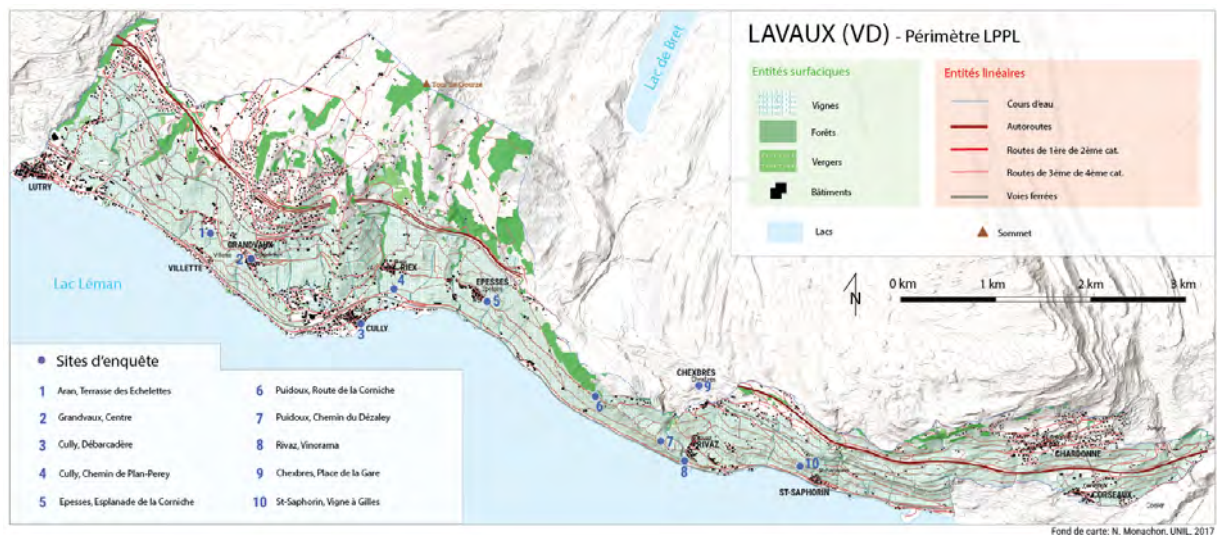
- **Methods**
 Statistical data analysis (overnights)
 Questionnaires



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QUESTIONNAIRES

- **Survey (Mi-June to End October 2018)**
In situ questionnaires by 3 persons
 On-line and paper questionnaires, 3 languages (D, F, E)
 Objective: 850 questionnaires




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QUESTIONNAIRES

Enquêtes auprès des visiteurs - Planification des points sélectionnés
Mis à jour le : 21.08.2018

Pts. Enquête et compteurs	Lieux enquêtes	Julien	Juliet	August
Enquête 1	Cully, Débarcadère CGN	P N T	T N	T T T P
Enquête 2	Epeses, esplanade côté Est du village	T	T	N P N
Enquête 3	Grandvaux, place	T T	T N P P	T T N
Enquête 4	Cully, rue Sous Riez / ch. Plan-Perey	P	P	P T P
Enquête 5	Puidoux, Champin du Zampini (Traverse I)			P T P
Enquête 6	Puidoux, route de la Corniche			P T P
Enquête 7	Puidoux (Rivaz), chemin du Dézaley	P N T	T	P N
Enquête 8	Rivaz, Vinorama	T	T	P
Enquête 9	St-Saphorin, ch. de la Vigne à Gillies	P	P	T P T P
Enquête 10	Chebbres, gare	P	P	N P T P

30 jours d'enquête pour Tabes
19 jours d'enquête pour Nicolas
36 jours d'enquête pour Patrick
1 jours d'enquête pour le magazine
10 questionnaires par jour / personne
850 Nombre de questionnaires potentiels



QUESTIONNAIRES

Critères de l'OTV

- Motif de séjour
- Activités réalisées
- Qualités déterminantes pour le choix de la destination
- Dépense moyenne par jour
- Satisfaction générale
- Hébergement principal

Some difficulties

- Length (10') -> short version (3')
- Online application -> lack of interactivity (-> paper quest. added)
- Shadow areas -> few visitors -> few questionnaires filled (« low » productivity)



UNILavaux – Research project « Tourism in Lavaux »

CONTEXT
The project « Tourism in Lavaux » is carried out by the University of Lausanne in collaboration with the (LPM) and the tourist office of the Canton de Vaud (OTV). It aims at five objectives:

- To draw up an inventory of the tourist offer in Lavaux;
- To gather statistical data on tourism in Lavaux (origin, etc.);
- To develop a data acquisition strategy about mobility and tourist practices inside the UNESCO-listed perimeter of Lavaux World Heritage;
- To conduct a case study on wine tourism (offer and practices analysis);
- To complete the database GéoLavaux with various statistical data about tourism in the region of Lavaux.

SURVEY AND DATA
The purpose of this survey is a better understanding of the practices and the tourist mobility inside the perimeter of the World Heritage property. It also aims to establish the profile of the visitors. Questionnaires were submitted to various local tourist service providers and are collected by pollsters in various locations inside and alongside the perimeter of the World Heritage property. The collected data will be used for statistical purposes and will be anonymously processed. It will be supplemented by interviews with tourist service providers and tourism stakeholders in the region of Lavaux.

DURATION
This survey takes about 10 minutes.

AUDIENCE
This survey is only intended for the site visitors. If you reside in Lavaux, please do not take part in this investigation. We thank you for your understanding.

RESULTS
All research results led by the University of Lausanne about the region of Lavaux are available online. The results of the present research « Tourism in Lavaux » will be released from the beginning of 2020.
To access them: <http://lavaux.unil.ch>

CARTOGRAPHY OF HOTSPOTS

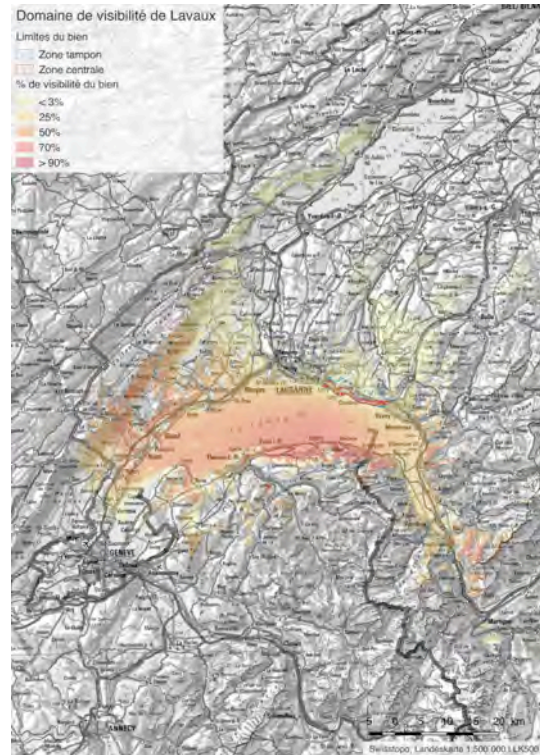
- **Objectives**

To map the hotspots + shadow areas

To confront with the tourist offer (interviews)

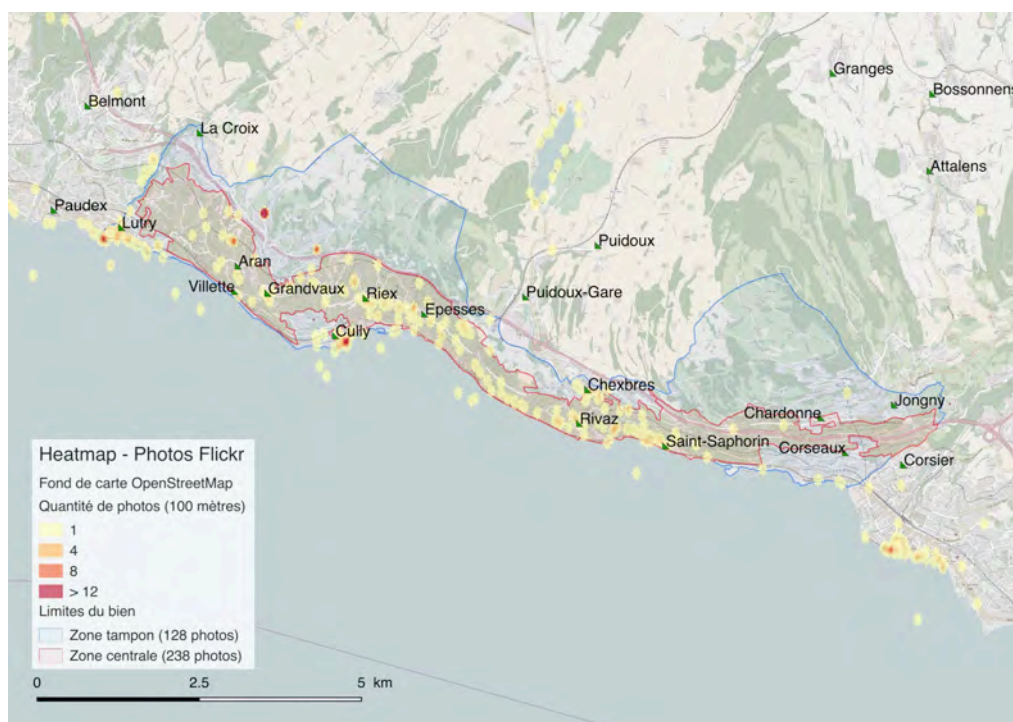
and with the tourist practices

(questionnaires)



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CARTOGRAPHY OF HOTSPOTS



Current work: Automatic data extraction from the photos (which objects are photographed)

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TOURIST TRACKING METHODS

- **Automatic Counting**
Two Pyro Counters
6 automatic cameras
- **Monitoring strategy**
Survey: 14.6.2018 – 31.10.2018
Location changes every 3 weeks
Around 30 places monitored



Information sur cet appareil

Cet appareil de mesure compte de manière anonyme le nombre de passages à cet endroit. Piétons, cyclistes, voitures et animaux sont comptés de la même manière.

Aucune identification de personnes n'est possible.



ID appareil: **V-3**



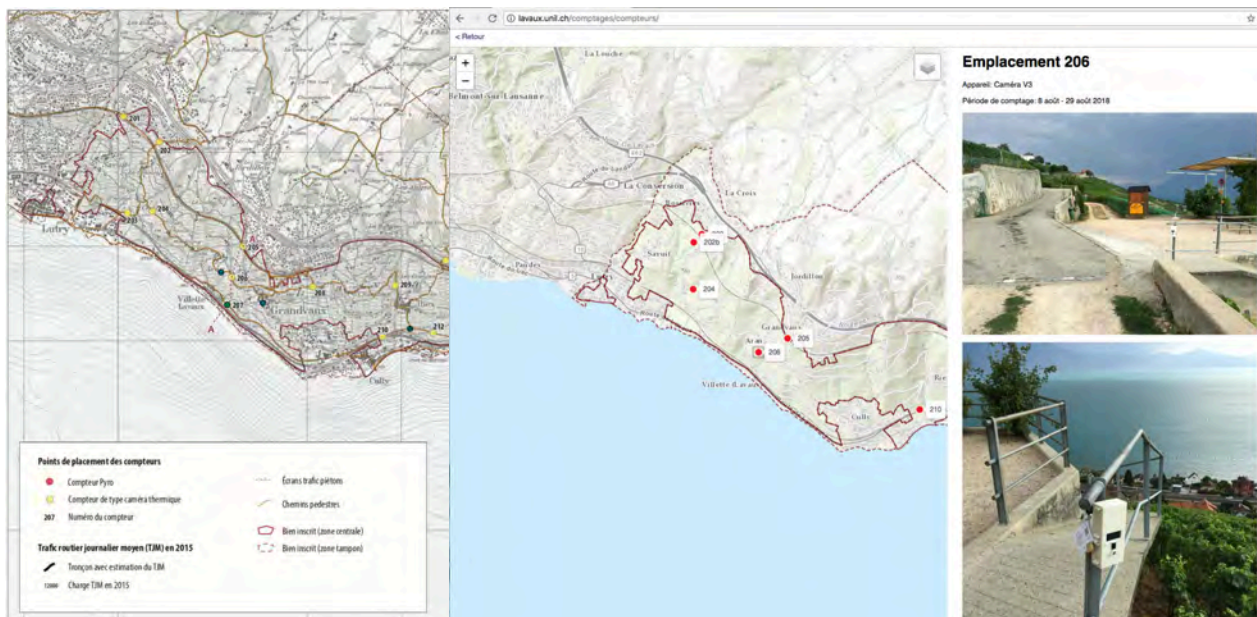
Contact:
Christian.Kaiser@unil.ch
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TOURIST TRACKING METHODS



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TOURIST TRACKING METHODS



- **Current work**
Automatic data extraction + field validation
Web scraping: meteo data (webcams, MeteoSwiss radar images + weather bulletins)
- **Next step**
GPS tracking (Sept.-Oct. 2018; collaboration with Reto Ruf, ZHAW)

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TOURIST TRACKING METHODS – DIFFICULTIES



- **Some difficulties**
Batteries
Public works on Railway line during Summer 2018
Sun (light)
Vineyard treatment by helicopter



Not all walkers are tourists

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PRELIMINARY RESULTS

- **Main results**

Landscape is the first original offer (before wine heritage)
Not all the WHS is touristic (hotspots and shadow areas)
Several changes (overnights, accomodation) detected
Interest of crossing quantitative (automatic) and qualitative methods
Added value of the multi-method approach (fine resolution of results)

- **Methodological remarks**

Time consuming approaches (questionnaires)
«Productivity» of some methods (e.g. questionnaires in shadow areas)
Technical problems in measurement methods
Importance of information (population) and collaboration with local stakeholders

