Heritage and Tourism in the Era of Big Data: Analysis of Chinese Cultural Tourism in Catalonia

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Abstract : With the development of the Internet, the study of tourism behavior has rapidly expanded from the traditional physical market to the online market. Data on the Internet is characterized by dynamic changes, and new data appear all the time. In recent years the generation of a large volume of data was characterized, such as forums, blogs, and other sources, which have expanded over time and space, together they constitute large-scale Internet data, known as Big Data. This data of technological origin that derives from the use of devices and the activity of multiple users is becoming a source of great importance for the study of geography and the behavior of tourists. The study will focus on cultural heritage tourist practices in the context of Big Data. The research will focus on exploring the characteristics and behavior of Chinese tourists in relation to the cultural heritage of Catalonia. Geographical information, target image, perceptions in user-generated content will be studied through data analysis from Weibo -the largest social networks of blogs in China. Through the analysis of the behavior of heritage tourists in the Big Data environment, this study will understand the practices (activities, motivations, perceptions) of cultural tourists and then understand the needs and preferences of tourists in order to better guide the sustainable development of tourism in heritage sites.