



INTERNATIONAL SYMPOSIUM ON ADVANCEMENTS IN
TOURISM, RECREATION AND SPORTS SCIENCES

INTERNATIONAL SYMPOSIUM ON ADVANCEMENTS IN
INFORMATION SCIENCES AND TECHNOLOGIES

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FOREWORD

It is no doubt that the era we are living in is driven by knowledge, information and technology, which are extremely significant elements to provide sustainability in every field. The rapid changes in the physical and cultural environment, as well as the social and economic welfare of the societies make it necessary to benefit from these drivers as efficiently as possible for the benefit of the mankind and the environment. For the realisation of this goal, in every age and step of our lives, we should keep on learning, investigating and sharing. Sharing for a sustainable world! Sharing for our common future!

From this point, platforms, which bring together not only the scientist, academicians and professionals but also the public, NGOs, governmental actors, students, investors and every other stakeholders to share knowledge, know-how and experience, are unique and amongst the most precious opportunities we have.

With this motive, the international symposiums of the Global Science Institute, which have been organised in collaboration with the Mediterranean University, in Podgorica, Montenegro, between 5th-8th September 2018, have focused on three main interdisciplinary fields, namely Tourism, Recreation and Sports Sciences; Information Sciences and Technologies and Business and Economics. The subtitles and subfields of the symposiums have been delicately designated to increase the cross disciplinary sharing and partnership. All the symposium subjects, themes and special session goals, as well as the submissions received from all over the world also have an important touch on and relation with the Sustainable Development Goals, which I believe will provide valuable contributions scientifically, and opportunities to set long-term partnerships.

Cordially and very sincerely, I wish the works in this book will also inspire you and help you move forward for our sustainable common future.

With regards

Assoc. Prof. Ph.D. Saye Nihan Çabuk

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PART I

**INTERNATIONAL SYMPOSIUM ON
ADVANCEMENTS IN TOURISM, RECREATION AND
SPORTS SCIENCES**

Analysis of the Tourist Presence and Movements Using Cell Phone Data and Geomatics

Salvatore Amaduzzi⁹

Understanding the movement of individuals is crucial in many study areas: urban planning, transportation, emergencies, marketing strategies and of course TOURISM.

A new source of data for these types of analysis is the cellular telephony that tracks presences and movements with high precision.

The study of the dynamics of incoming and outgoing tourism, number of trips, number of days and nights spent, number of visitors, country of residence and provenance, main destination, secondary destination, transit and repeated visits can be analyzed using this information.

The data, divided by country and type of presence, are available every 15 minutes on a 150x150 meter grid.

The 35 million records a day for the Friuli Venezia Giulia region are stored in a Geodatabase and the development of a highly parametric and user-friendly WEB GIS is ongoing in order to transform this huge quantity of DATA into INFORMATION.

The research uses presence data and related attributes to analyze the behavior of tourists in two different situations.

The first is a rainy day in an important seaside resort in Friuli Venezia Giulia. Where they go, what they visit, ... depending on their origin.

The second is related to the analysis of how the presence changes during the day and according to the origin of the visitors during an important food and wine event that takes place annually in the city of Udine.

This information can be useful to those who organize the services, advertise the places, suggest activities, make changes to and update the tourist guides,

The decision makers are showing great interest because they have realized that the use of common sense and approximate data often leads to incorrect readings of the phenomena and wrong organizational choices.

Keywords: Cell phone data, Geomatics, presences, mobility, forecasting.

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