2.   Wikipedia and cultural tourism

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2.1   INTRODUCTION

Wikipedia is the most-used reference in the world, an online encyclopedia with 500 million readers[1] and over 40 million articles in more than 300 language versions; a complex socio-technological ecosystem (Niederer and van Dijck, 2010), consisting of a set of databases focused on different types of content, each with its own linguistic community and policies. It is an open, collaborative and free encyclopedia that is unprecedented in history and it is not similar to any other existing Internet website. The main uniqueness of Wikipedia is its size, which is simply extraordinary, both in the extent of its content (Voss, 2005; Rahman, 2007; Zlatic et al., 2006) and in the number of its contributors and readers (Hill, 2013). This exceptionality makes Wikipedia a powerful technological tool for the promotion of cultural heritage.

2.2   USING WIKIPEDIA TO PROMOTE CULTURAL TOURISM

There are three main reasons why Wikipedia can be an effective technological tool for the promotion of cultural tourism:

1. Wikipedia and its ecosystem of projects and databases make documentation on cultural heritage immediately accessible.
2. All texts, images and data are reusable and editable.
3. Online collaborative projects truly activate the contribution of people and institutions.

2.2.1   Wikipedia and its Ecosystem of Projects and Databases make Documentation on Heritage Accessible

Wikipedia is an extremely well-used tool. It is one of the top five Internet sites to appear in search engines,[2] its documentation is accessible from computers and mobile phones and it is also distributed offline through the Kiwix project (an offline reader for web content, enabling Wikipedia access in more than 100 languages where no internet connection is available).[3] As an encyclopedia, Wikipedia presents articles on material and immaterial, cultural and natural heritage. World heritage sites are documented in numerous languages and Wikipedia has many articles about heritage of international, national, regional and local importance. It is also expected that all the articles on municipalities have a paragraph dedicated to monuments, museums and architectural heritage. Wikimedia Commons,[4] Wikipedia's multimedia image database, currently holds over 50 million images[5] and, also thanks to the Wiki Loves Monuments photo contest launched in 2010,[6] has many images that portray cultural heritage. Wikidata,[7] the structured database of Wikipedia, is a project that is receiving ever more atten-

tion due to the vast amount of open and reusable data it offers; on Wikidata, cultural heritage repositories of many countries have been uploaded, with detailed information and linked data.[8] In addition, OpenStreetMap,[9] the open collaborative map that is part of the Wikimedia ecosystem, provides open maps to Wikipedia and integrates Wikipedia articles in its maps.[10] Wikipedia and its ecosystem already offer extensive documentation on cultural heritage and are a growing resource thanks to the contribution of their editors and the open licences that allow them to be further improved and enriched.

2.2.2   Texts, Images and Data Open to Reuse and Edit

All the documentation published on Wikipedia has an open licence that allows the modification and reuse of its content, also for commercial purposes. The Wikipedia texts are licensed under a Creative Commons Attribution Share-Alike licence;[11] the images on Wikimedia Commons are essentially released in the public domain or under the Creative Commons Attribution Share-Alike licence; the OpenStreetMap maps have the Open Data Commons Open Database License (ODbL),[12] similar to the Creative Commons Attribution Share-Alike licence; and the data on Wikidata are completely open, released in Creative Commons.[13] These licences allow all documentation to be available for endless new uses, with the only request being to cite the source[14] and to redistribute content with the same licence, to keep it open.[15] The open licences enable the creation of documentation that can always be used for other projects, such as Internet websites, services, apps, publications, brochures and communication campaigns.

2.2.3   Online Collaborative Projects Activate People and Institutions

The open licences allow Wikipedia and all online collaborative sites to be truly collaborative tools. Anyone can review content, correct a mistake, edit an article, update information, add a bibliographic reference, make a translation and upload images to the Wikimedia Commons database, metadata in the Wikidata database and georeferenced data on OpenStreetMap. Every single change is recorded and it is always possible to undo them, and to go back to previous versions; robots (bots, software programmed and managed by users) help in the work, signalling vandalism, sending notifications and carrying out the most repetitive tasks.[16] Anyone can help improve the knowledge made accessible by these websites, and for this reason everyone is responsible for their content. These online collaborative projects, open to the modification of over half a billion people and managed by over 70 000 active volunteer users, provide a new meaning to the concept of 'public': the users are not a passive audience, but they are protagonists, involved in the production and enhancement of knowledge.

2.3   HOW TO USE WIKIPEDIA TO PROMOTE CULTURAL HERITAGE

Wikipedia, the Wikimedia projects and OpenStreetMap can be effective technological tools in the promotion of cultural heritage and, thus, in fostering sustainable tourism. However, contributing to these websites and collaborating with their communities can be challenging.

2.3.1 Adopt a Collaborative Approach

Wikipedia, the Wikimedia projects and OpenStreetMap are online collaborative projects: they have been established to allow and facilitate active collaboration. Although the term 'collaboration' is widely used and is commonly associated with a positive value, the reality is that collaborating is complicated and challenging. To be an active contributor to online collaborative projects, one needs to follow some basic steps: (1) share the mission; (2) start from the assumption that the community is made of valuable people; and (3) have the humility to approach the projects with kindness, explaining what one is doing and why.

Sharing the vision of Wikipedia, the Wikimedia projects and OpenStreetMap means participating with the aim of improving these websites. It means that you do not start from your goal (that is, triggering tourism, increasing visits to cultural heritage, promoting your institution or yourself), but you start from their goal: creating an international and complete encyclopedia, providing relevant images, sharing rich and structured data, completing maps with updated and accurate information.[17] When online communities realize that new users are not there to participate in improving the websites but 'to do something else', they tend to cancel and block the contributions.[18] A healthy approach is to participate by improving the projects with your knowledge (that is, by contributing with texts, images and data related to cultural heritage or specific territories, improving the key encyclopedic articles on heritage, cultural tourism and other related concepts). Writing an article about yourself[19] or your institution[20] is never a winning approach when dealing with Wikipedia, and the fact that your colleagues or another institution have an article is not an argument in favour of this kind of contribution.[21]

Assuming that there are people of value within the community[22] means looking at what others are doing, learning from other pages, trying to understand what users have already prepared. Wikipedia has the motto 'Be bold': looking at what others do does not mean that you cannot make changes,[23] but to have the community accept them, it is necessary to show that you did your homework beforehand.

Having the humility to approach people with kindness, and explaining what you are doing and why, means using the discussion pages to anticipate the changes you are going to make, it means preparing drafts of new articles before publishing them, asking for advice from other users who work on similar topics, including affiliations and any conflicts of interest in your user page, and reading the project pages and announcing what you are doing in a clear and transparent way.[24]

2.3.2 Respect the Vision, the Rules and the Wikipedia Community

Having a collaborative approach is probably enough to survive the myriad rules of online communities. Even though some rules deserve to be repeated: Wikipedia only hosts encyclopedic articles ('a project' is never an encyclopedic article unless it becomes something more than a project); it is in conflict with Wikipedia to write articles with a promotional style (a press release frequently has a promotional tone) or to publish links to sites with the aim of promoting their visibility (the links have the sole purpose of providing readers with additional relevant documentation);[25] writing biographies of living people is always very complicated.[26]

2.3.3   Respect Licences and Attribution

You can always use all content from Wikipedia, the Wikimedia projects and OpenStreetMap, but the licence must be respected and it is always good to credit the source (attribution), even when it is not required by the licence: citing sources is always the correct attitude, which recognizes the work of others, and in research it is an ethical obligation. Collaborative projects – just to allow collaboration – always have open licences. The licence is often a Creative Commons license;[27] each licence is accompanied by a synthetic text that clearly lists what you can and cannot do with that content. For example, the Creative Commons Attribution Share-Alike licence[28] (the licence of Wikipedia and many images of Wikimedia Commons) allows everyone to use and modify content for commercial and non-commercial purposes, with the obligation to credit the source (attribution) and use the same licence in turn. It is also important to consider that when using content from Wikipedia, the Wikimedia projects and OpenStreetMap, it is fair to give something back in return (photographs, texts, scanned materials, work); users who only use without giving anything back are often defined as 'free riders', and it is never a compliment.

2.4   INSTITUTIONAL COLLABORATIONS WITH WIKIPEDIA, THE WIKIMEDIA PROJECTS AND OPENSTREETMAP

Over the years some Wikipedia volunteers have started to involve cultural institutions in contributing to Wikipedia and the Wikimedia projects, by asking them to upload their images, videos and audio files on Wikimedia Commons, to share their books on Wikisource and their databases on Wikidata (and also georeferenced databases on OpenStreetMap). Over time, the collaboration with cultural institutions has grown significantly, in particular because the institutions have realized that Wikipedia offers them the opportunity to enhance the visibility of their content.[29] The online communities use the term GLAM (galleries, libraries, archives and museums) to indicate precisely the variety of institutions that in recent decades have found themselves confronted with the similar situation of having digital content, regardless of the type of institution. Projects have been launched to enhance their digital heritage and many institutions have found in online collaborative projects a relevant space to share content and to benefit from the presence and involvement of online communities and of a very large quantity of linked data.[30] A particularly interesting aspect of these collaborations, which is still little acknowledged, is the possibility for institutions to rediscover the true meaning of their existence: their mission, their cultural role and their role in the production of research and content (Pensa, 2017). Since the 1980s, cultural institutions have been encouraged to boost their economic sustainability, by selling rights to use their content, by opening or outsourcing boutiques and restaurants, and by launching and developing their brand. This approach has oriented the discussion on the value of cultural institutions, from institutions that must preserve, produce and make accessible culture and knowledge, to organizations that must produce direct and indirect economic revenue. The sale of rights has proved to be a bankruptcy economic strategy (with higher expenses for the personnel managing the sale compared to the revenues produced by these sales), the main indicator of the success of institutions has become the number of visitors, and a deep rift has opened up between the institutions which are able to produce income (thanks to visitors and sponsors) and those which will probably never be able

to produce income (which are the vast majority of museums, archives and cultural sites). In Italy, for example, a recurrent political discourse affirms that Italians are sitting on a gold mine that is their cultural heritage, ignoring the fact that in this country most of the heritage is maintained by volunteers who are committed to preserving it. Wikipedia is a tool which can allow cultural institutions to remember their role in the preservation, production and distribution of culture and knowledge. On Wikipedia, institutions become sources and enrich the encyclopedia with content related to their mission (that is, naturalistic, artistic, historical knowledge of specific territories, eras or themes); it is not the institution's brand that is important, but the quality of research and content that the institution produces and preserves.

There are several ways in which institutions can collaborate with Wikipedia, the Wikimedia projects and OpenstreetMap.

2.4.1   Uploading Content: Texts, Images, Audio, Videos, Data, Books, Documents ...

In order to be uploaded, content owned or preserved by institutions must be in public domain or released under an open licence (the open licences commonly used are the Creative Commons Attribution Share-Alike licence and Creative Commons for Wikidata).[31] Larger uploads (usually digitized images) are managed as batch uploads.[32] One of the first examples of batch upload is that involving the German Federal Archive, which has a collection of over 1 million images relating to the history of Germany, with an extended selection of images already digitized; between autumn 2007 and December 2009 the Wikimedia Deutschland association uploaded almost 100 000 images on Wikimedia Commons, and to make this upload it developed specific software; today 29.92 per cent of the images of the German Federal Archive uploaded on Wikimedia Commons have been used on Wikipedia (a total of 25 035 images have been added to Wikipedia in German) and have been included in 247 linguistic editions of Wikipedia. Furthermore, this collaboration allowed to update, correct and integrate all the metadata of images on different Wikimedia projects and to implement a tool that allows cross-referencing between Wikipedia and the German Federal Archives. Today the images of the federal archive are integrated into other Wikimedia projects such as WikiSources, WikiBooks, Wikiquotes, Wikitionary, Wikivoyage, Wikinews and Wikiversity.[33]

2.4.2   'Wikipedian in Residence'

The Wikipedian (or Wikimedian) in residence is an expert on Wikipedia and the Wikimedia projects who is tasked by an institution to coordinate its collaboration with Wikipedia and the Wikimedia projects. The Wikipedian in residence uploads content from the institution on the Wikimedia projects, facilitates the release of content with open licences, trains the institution's staff and organizes events open to the public.[34] The first Wikipedian in residence was Liam Wyatt at the British Museum in 2010,[35] and in 2018 there were around 150 institutions hosting a Wikipedian in residence; in some cases this was a member of their own staff, such as for NARA, the US National Archives and Records Administration.[36]

2.4.3   Staff Training of Cultural Institutions

In collaboration with the Wikimedia associations, which are non-profit organizations supporting the Wikimedia projects in many nations of the world, institutions can host training

sessions dedicated to their staff and/or open to the public. This training aims at activating new users on projects, in particular making them able to correct and improve Wikipedia articles and structured data on Wikidata.[37]

2.4.4   Clearing of Licences and Improvement of Internal Procedures

Given the extremely strict compliance of licences by online collaborative projects, the collaboration requires institutions to check their licences before any upload (licence clearing), and often imposes the creation of new internal procedures and the improvement of their institutional transparency.[38] In fact, there are not many institutions that have rights over the images of artists whose works they own; few institutions write clear contracts with their occasional collaborators including copyright management, or accept donations from volunteers by clarifying licences and attributions. Collaboration with online collaborative projects creates the need to clarify the rights of institutions, helps to understand the usefulness of managing rights correctly and often encourages the creation of new procedures; it is not always possible to settle the rights of the assets already owned, but contracts for new acquisitions can be improved.

2.5   WIKIMEDIA PHOTO CONTESTS

There are several photo contests created to enrich the available photos of Wikipedia on a specific theme; they invite participants to upload images on Wikimedia Commons with a free licence to compete. There are several photographic contests focused on heritage, which both individuals and institutions can participate in:[39]

1. Wiki Loves Monuments is dedicated to photographs of material cultural heritage and it had facilitated the production of 2.2 million images related to 87 countries by 2019. Wiki Loves Monuments has been organized in over 40 countries in September each year since 2010, and is managed by each nation independently.[40]
2. Wiki Loves Earth is dedicated to natural heritage and had facilitated the production of over 600 000 images in 60 countries by 2019. The competition started in 2012 and is managed by the Wikimedia associations.
3. Wiki Loves Africa is dedicated to the immaterial heritage of Africa. It was launched in 2014, facilitating the production of almost 50 000 multimedia files by 2019. Every year the competition is dedicated to a different theme, such as cooking, fashion, music, people at work and play.

2.6   EVENTS: EDIT-A-THON FOR EXPERTS AND CONTESTS FOR THE PRODUCTION OF WIKIPEDIA ARTICLES

Edit-a-thons[41] are events during which users physically meet to write and correct articles on Wikipedia and to upload documentation on specific topics.[42] One of the pioneering institutions that used this strategy is the British Museum; in 2010 it hosted an edit-a-thon for experts who in just one day produced 18 new articles on Wikipedia and shared 195 images on Wikimedia Commons related to the museum's collection.

There are also international challenges that encourage the creation, improvement and translation of articles; another way of encouraging users to focus on a specific thematic area.[43] They usually have a minimum duration of 15 days and are often organized concurrently with edit-a-thons and photo contests. An example is the Wiki Loves Women challenge,[44] organized in 2016 with the aim of creating 15 new biographies of African women with an encyclopedic profile in English and French, and which produced 71 new articles in English, 122 in French and 41 in Armenian.[45]

2.7   THE CASE OF WIKIPEDIA AND UNESCO

The collaboration between the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Wikimedia projects is a very relevant case study. The collaboration was initiated by John Cummings, a Wikipedia volunteer and, since August 2015, Wikipedian in residence at UNESCO.

The collaboration is based on the parallels between the ideals of Wikipedia ('Imagine a world in which every single human being can freely share in the sum of all knowledge') and the focus of UNESCO in building inclusive societies and providing free access to all information and knowledge. Based on these shared values, the UNESCO digital archive was used to enrich hundreds of Wikipedia articles in many languages and generated millions of views.

In December 2014, John Cummings initiated the pilot project to upload 50 images of the UNESCO archive on Wikimedia Commons. This upload was an immediate success. By April of the following year, the images uploaded by Cummings were available on 35 Wikipedia articles in 13 different languages, and the pages enriched with these contributions had been displayed over 2 100 000 times in a year.[46] At the beginning of 2015, Cummings asked UNESCO to work as Wikipedian in residence, to upload new content from the archives on the Wikimedia projects (he planned the upload of 30 000 images, audio files, videos and data), to train 1000 staff members of UNESCO and its partner organizations to contribute to the Wikimedia projects, and to create resources to replicate the project among other organizations and their partners.

On 20 August 2015, John Cummings began his work that would lead him in January 2016 to sign a collaboration between UNESCO and Wikimedia Sweden, Cultural Heritage without Borders and Wikimedia Italy, as part of the Connected Open Heritage project.[47] The project focuses on built cultural heritage at risk of being lost forever by wars and disasters, negligence and poor maintenance. The aim of the project is therefore to improve, create and disseminate open knowledge about threatened cultural heritage in order to increase awareness and interest in saving the world's cultural heritage. In order to accomplish these goals several initiatives have been organized, including an online writing contest (#UNESCO Challenge), an exhibition ('Journeys through our Fragile Heritage. Discover, Preserve, Transmit'), a visualization tool aggregating content about monuments from different Wikimedia projects (Monumental), as well as technical reports, guidelines and training for GLAMs.

In June 2016, for World Environment Day (6 June), the UN's appointed day for encouraging worldwide awareness and action for the protection of our environment, UNESCO and Wiki Loves Earth partnered to create Wiki Loves Earth Biosphere Reserves.[48] Wiki Loves Earth Biosphere Reserves is a sub-project of the international photo competition Wiki Loves Earth, and it specifically aims at creating free-to-use images of the biosphere reserves (669

reserves located in 120 countries) and of the UNESCO Global Geoparks (140 sites in 38 different countries worldwide). The success of the projects, resulting in 2697 pictures uploaded on Wikimedia Commons, brought the organizers to replicate the experience in 2017, which produced even more successful results (4152 uploads) and in 2018 (3971 new uploads).

For the International Day for Monuments and Sites dedicated to sustainable tourism (18 April 2017), a one-month online writing contest, called #UNESCO Challenge, was organized with the goal of creating new articles, translating and enriching existing ones with images and media files, in order to improve Wikipedia's coverage of list of World Heritage Sites in Danger into as many languages as possible. The contests resulted in the participation of 97 volunteers who created 103 articles about heritage sites and improved 35 existing articles in 30 different languages.[49]

In July 2017, Wikimedia and UNESCO organized the photographic exhibition 'Journeys through our Fragile Heritage. Discover, Preserve, Transmit' within the framework of the #Unite4Heritage campaign[50] at the UNESCO headquarters in Paris. The exhibition is built on freely licensed open access digital resources and focuses on three main aspects of cultural heritage: built heritage, intangible cultural heritage and illicit trafficking. The exhibition has become itinerant, moving to other cities including, up to now, Rome, Montreal, Stockholm, Geneva and Lugano. In Lugano, the exhibition was presented in May 2018 and promoted by the USI – Università della Svizzera italiana UNESCO Chair in Information and Communication Technology (USI UNESCO Chair in ICT) to develop and promote tourism at World Heritage Sites. It was displayed on two main hubs of the city for more than three months: on the façade of the USI main campus, and then during the summer on the lakeside, to promote citizens and tourists' awareness and sustainability in travelling through World Heritage Sites.

UNESCO published the results of its collaboration with the Wikimedia projects at the end of the Connected Open Heritage project on 5 September 2017, emphasizing the meeting of the objectives set in terms of both content produced and online audience: 'there are currently 354 Wikipedia pages which use texts from UNESCO publications, and by June 2017 these pages have been viewed over 3.2 million times' (UNESCO, 2017).

Texts and images from the UNESCO monthly publication *Science Report* have been released with the Creative Commons Attribution Share-Alike (CC BY-SA) open licence and uploaded on Wikipedia and Wikimedia Commons. Referring to the upload of texts on Wikipedia from the UNESCO Science Report 2015, UNESCO (2017) states that: 'As the report profiles 140 countries and provides data on trends in research for as many as 189 countries, there is great potential for adding or enriching more "science and technology pages"'. Following this report, more work has been produced, focusing on underrepresented geographical areas and topics. The UNESCO reports have been released under the cc-by-sa licence and their content has been integrated within several Wikimedia projects, including Wikivoyage, which now has a tour guide for the World Heritage Sites in 16 different languages.

2.8   CONCLUSIONS

In the field of cultural tourism, Wikipedia, the Wikimedia projects and OpenStreetMap offer visibility to territories and their heritage, provide open and reusable content (images, texts, data, maps) and allow the active participation of people and institutions in documenting and enhancing shared platforms in a collaborative way. But even more, in the field of cultural

tourism Wikipedia promotes a new mentality: it forces us to consider the Internet as a space to build knowledge and share it, where it is possible to collaborate with others in documenting and preserving cultural heritage, and to offer content which others can modify, translate and use to build something more and new. Wikipedia can be an ally in the valorization of heritage and in triggering cultural tourism.

ACKNOWLEDGEMENTS

NOTES

1. https://stats.wikimedia.org/v2/#/all-projects.
2. https://en.wikipedia.org/wiki/Wikipedia.
3. https://www.kiwix.org. Kiwix is an offline reader for web content created in 2007 by Emmanuel Engelhart and Renaud Gaudin to allow Wikipedia access where no Internet connection is available. Kiwix compresses web content in ZIM files, it stores them into the reader, and it allows users to browse Wikipedia offline in more than 100 languages. Today, universities, libraries and schools in developing countries are using Kiwix, and the software allows them to load and download online content from all Wikimedia projects, Project Gutenberg, TED talks and websites with open licences.
4. https://commons.wikimedia.org.
5. On 11 January 2019 there were around 51 609 962 media files on Wikimedia Commons.
6. https://www.wikilovesmonuments.org.
7. https://www.wikidata.org.
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11. https://creativecommons.org/licenses/by-sa/4.0/.
12. https://opendatacommons.org/licenses/odbl/.
13. https://creativecommons.org/publicdomain/zero/1.0/.
14. It is important to mention that the attribution – the necessity to cite the source – can be requested by the licence, but is in reality an ethical obligation: the sources should always be quoted.
15. The request to redistribute the material with the same licence is required by the indication 'share-alike'.
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17. Be certain that you are here to build an encyclopedia: https://en.wikipedia.org/wiki/Wikipedia:Here_to_build_an_encyclopedia.
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46. For more information about the pilot project: https://meta.wikimedia.org/wiki/Grants:PEG/MrjohnCummings/UNESCO_Wikimedian_in_Residence#Pilot_project.
47. All the documentation about the project can be found here: https://meta.wikimedia.org/wiki/Connected_Open_Heritage.
48. This was a parallel activity led by John Cummings at UNESCO as part of the mandate as Wikipedian in residence, and not directly related with the Connected Open Heritage project.
49. For more information about the online contest and the results: https://meta.wikimedia.org/wiki/UNESCO_Challenge.
50. #Unite4Heritage is a global movement powered by UNESCO that aims to celebrate and safeguard cultural heritage and diversity around the world, calling on everyone to stand up against intolerance and sectarianism by promoting and rejoicing in cultural diversity.

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Wikidata: https://www.wikidata.org/wiki/Help:Contents; https://www.wikidata.org/wiki/Wikidata:Tours; https://www.wikidata.org/wiki/Wikidata:Contribute.

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