THE COMPLEXITY OF THE PRODUCTION OF INFORMATION IN A STEP OF TERRITORIAL INTELLIGENCE IN A SECTOR WHERE SOURCES ARE PLURI-DISCIPLINARY AND OF MULTI-SECTOR INFORMATION. THE EXAMPLE OF PERFORMING HERITAGE

INTRODUCTION : A CONFUSED SECTOR

Factor of territorial dynamics under constant development, essential communication process for territorial collectivities, performance heritage is a local identities construction tool and became one of the essential components for territorial intelligence. However, in this field, the decision-making assistance for territorial actors is very complex. Indeed if we have "to collect, gather, share, analyze […] pluri-disciplinary knowledge and multisector information" [Girardot 2008] to make adapted diagnoses, force is to note that because it is resulting from several fields of competence and activities, this sector is particularly confused and not easily identifiable. We found quite naturally this complexity in information sources that are devoted to. Moreover, these sources are generally published from a commercial point of view, and thus without objective and scientific base, or from an often abstract informational point of view and do not allow to carry out this balance between information and communication [Bougnoux 2001]. Finally, indicators and markers proposed are unadapted or inadequate and thus not easily exploitable in a step of territorial intelligence. This study proposes to observe sources at the disposal of territories actors, to structure, to qualify and to validate them. We will study in this article according to a semiotic and systemic angle, resources, collecting methods, and information structures that exist in this field. This study is about one of the stages of tool creation carrying information and structuring elements for identification, qualification, quantification and analysis of performance heritage.
The purpose of this step is to take care to develop, according to the Catalyse method, a tool "of action assistance for territorial actors" [Girardot 2002], which could be used as a basis for systems and products production for sustainable development territories actors.

First, we will present the corpus then we will define information type required by territory actors and finally we will describe the protocol used for this work. In a second time, we will evaluate these sources with a reference database. Then in a third part, we will study thanks to our research results, various sources at a territory actor disposal, we will observe limits and advantages of these sources, and finally we will deduce from this work some recommendations. In conclusion, we will reveal some reflections pointed by these results.

1. CORPUS AND PROTOCOL

1.1. Reference source

- Started in 2003, this source is a database of historical heritage performances, and used as anchoring point for thesis work we are realizing.
- We consulted more than 10000 specialized websites in this field for our 5 years of research. We studied 880 animations and found 77% of them on Internet. This figure enables us to advance that Internet is an efficient information source and for a first territory approach, this information vector is pertinent. However it does not avoid a study work and information research on paper production and to telephone for the 23% that we did not find on Internet.

1.2. Study field

In performance heritage field, our study object will be more specifically: festival, son et lumière, spectacle, animation, animated visit, reconstitution and traditional festival. All these animation forms, most of the time, are considered as pertaining to the same kind by Internet websites and actors specialized in this field [Lacour 2004].

1.3. Required informations

We took the point of view of a territory actor who wants to know what existing heritage performances on a given territory are. This is why we will not speak here about performances dedicated websites, nor of commune websites, which presuppose that we already know the performance. These websites which intervene in a second research time and which deliver different and more provided information will be evaluated in another article.

We defined a certain number of useful information for heritage actors regarding knowledge of territory potentialities:
- what performances exist? (dates, places)
- in what forms? (spectacle, festival, son et lumière)
- tariff, paying or free
- what contents? (program, participants)
- address,
- links with an Internet website (dedicated)

1.4. Protocol

We conceived our research protocol as follows:
- 4 departments taken randomly
- study of these departments in a list of standard websites
- data-gathering in a matrix
- results evaluation with reference source

▪ Period choice

August is the period when we wrote the article.
Our experiment proved us that outside performances dates, many websites do not announce it any more.

▪ Websites choices

We have collected all these resource websites during our research. We selected from this practice, what we will call reference websites because they appear in a systematic way as soon as we are making a research on a given thematic or an area or a particular department.

We defined four websites categories where a territorial actor have chance to find relative information about these performances:

1. General websites (tourist general websites, cultural general websites)
2. OT (Tourist office) website of selected department prefecture
3. CG (departmental council), CDT (Departmental committee of Tourism), CR (Regional Council) or CRT (Regional committee of Tourism) websites
4. Performances lists websites, by territory (department, area,…), by epoch, by thematic, by intellectual or folk affinity.

▪ Matrix

To collect the results we built two matrixes:
- Matrix 1: for general websites + specialized websites
- General websites: department + one of the nearest words in suggested key words + august 2008
- Specialized websites: department + one of the nearest words in suggested key words + august 2008
- Matrix 2:
- More located websites (department, country, community of communes,…) : one of the nearest words in suggested key words + august 2008

2. EVALUATION WITH REFERENCE SOURCE

We evaluated these sources with our own collection work. We compared each result in matrices to reference database results and then gave two evaluations:
- a note on 7 regarding number of delivered information
- % for number of performances suggested (reference source being base 100).
We tested 28 reference websites.

2.1. Existing performances number

Regarding performances number in our reference source compared to performances number quoted by these websites, there is among our examples taken randomly a great disparity of results.
- In our reference source, we count 36 performances for the four departments constituting the sample of our study.
- Concerning the Meuse department, our reference source had only two entries that are both quoted on all sites of the Meuse, whereas for the Vendée there were 13 entries, for the Seine et Marne 11 and 10 for Ariège.

If we exclude the Meuse example, for the three other departments we find a percentage that does not exceed 34%. In "viafrance" for example, we find 36,36% of good answers for Vendée, 7,69% for Seine et Marne, but 0% for Meuse and Ariège, whereas total scores regarding to performances number suggested are for Vendée 15.66%, then for Seine et Marne 24.61%, Ariège 34% and finally Meuse with 70%.

2.2. Delivered information number

Concerning the note of delivered information number, we find a average note of 4,52/7. The C.R of Ile de France, the C.G of Seine et Marne, the C.R of Pays de la Loire, the CRT of Midi Pyrénées and the CRT of Ile de France are those which deliver less information (note between 0 and 3). Vaguest are the CG of Seine et Marne which indicates one imprecise period (first week of August), the title and the place, but which proposes neither bond nor address, and the C.R. of Ile de France which is just more precise on the date. We have to note that if we consider that we are in presence of institutional websites, of reference websites regarding territories, the quantity of delivered information is far from being exhaustive.

3. SOURCES STUDY: Disparity, confusion and inadequacy

3.1. Disparity

We can note a great disparity in delivered information sum and in organization of this information.

▪ **Information**
General websites which could appear highly reliable like the Ministry of Culture website or the CRT are those which paradoxically proposed less animation (6% for the ministry, 0% for the CRT of Ariège, 15% for the Vendée one for example).
CG websites obtained between them very different results, from the 70% of the CG of Ariège to the 0% of the Seine et Marne one, we note an enormous difference in information diffusion for the same type of public agency. We cannot even say that public agencies work better or less than private. Indeed, we found the same disparity between private websites like "viafrance" which gives a little more than 10% of entries and a very specialized website like "adagionline" which proposes 60% of performances whereas it is however limited by epochs that it treats (Middle Ages and Renaissance).

▪ **Organization**
Some websites propose varied under categories like the CR of Lorraine (festival/traditional festivals/son et lumière, fireworks/spectacles/guided visits), others do not propose any under category like "event in France" or the CRT of Vendée which do classify their performances only per month. On the contrary, it is not possible to choose the date on the CDT of Vendée what makes research longer and complicated.
The too large events categorization leads on "viafrance" to a long and unsuccessful research because only a "festival" category is proposed, and in this category, we find answers like "exhibition" or "sightseeing".

3.2. Confusion

▪ **Terms confusion**
Terms confusion is very clearly appeared all along this study. Search engines proposed by websites have all their own terminology and we can find information under very different names. That adds to the identification difficulty of these performances because in addition to a great number of qualifiers, "historical celebration",

"historical animation" "historical festival", historical reconstitution", "historical demonstration",... they are classified in very dissimilar larger categories.[1]

- ▪ **Thumb index and qualifiers waltz**

Our sample gathers according to our reference source 36 different performances. However, during our research, we pointed 37 terms to indicate them (the same performance could sometimes be classified in two different categories.)
On these 37 names used to classify this kind of performances, we count:

- 17 in the category "spectacle", "animation", "festival".
- 3 times the category "manifestation" and 3 times the category "event".
- The 13 remaining categories, so nearly a third, are indicated by a term that we find only one time: "Historical animation", "traditional performance", "historical spectacle", "traditional and popular performances",…

On the CG of Ariège we find these performances either with "performance" or with "spectacle", but we find also a medieval performance with "tradition" (with another "mycologic outing" entry!)
It is very rare to find, like on the CDT of Ariège website, research choices like "historical performance, medieval performance" or like on the CDT of Seine et Marne website, the entries "historical reconstitution /son et lumière/spectacle". However, it should be noted that if the CDT of Seine et Marne proposes two specific qualifiers "historical reconstitution" and "spectacle", information given is exactly the same in the two thumb index.
On two institutional websites of Ariège we find the term of "historical" but on the CDT it is accompanied by the term "performance" and on the CR it is the term "spectacle".

It is thus a long research, made even more difficult by websites disparity, by their classification system, by the complexity and the no standardization of their internal search engine, by the presence or not of precise categories and under categories. In addition to the great disparity noted as well on the information organization level as of its quantity, we are also confronted to a meaning confusion. Indeed, research still becomes more and more complex when for a performance in identical matter, research must be done considering and using various terminologies. If "the evolution of communication method implies the need of a permanent meaning control". [Masselot (2005)], an information referencing rationalization of performance heritage is then necessary. This is why it would be advisable to establish a coherent enunciative isotopic universe and a shared semantics.

3.3. Information source limits

- ▪ **geographical restriction**

OT of prefectures do not give us any information if required performance is not in the city. What is very representative of all our research. This geographical restriction of information is very frequent, we do not even find a link towards other cities or other performances. There exists an exception in our sample, it is the OT of Foix which, gives a link on the CG of Ariège website if we are looking for information outside the city. A way to do rarely met, in spite of the fact that strategy favours networking. Of course these websites are specialized and deliver only sectorized information, but it would be relevant to propose links and thus to support the development of a "territorial immaterial grid".

- ▪ **Epoch restriction**

Certain reference websites are limited by the epoch in which they chose to specialize. In our sample, we used a specialized site in medieval and Renaissance performances and a specialized one exclusively about Middle Ages. However, there exist also websites devoted to very specific periods (Napoleonic or cathare) which deliver very complete information because provided by fanatic volunteers who have a passion for it and have only these ways (free) of diffusion. These specialized websites are very suitable in this type of research, and results obtained are quasi exhaustive, their only failing, concerning our study, is their historical limitation.

- ▪ **Subjective choice restriction**

We also find limits in selections made by the websites themselves according to subjective criteria of quality or interest. It is the case for "histariege" website, which proposes a rubric "performances selected by histariege" where we find very diverse performances, and which account for 40% of entries compared to the reference source.

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[1] Thesis in progress

This criterion is never clearly announced like on this website but we can wonder about the other websites, institutional or not, when we compare for example the referencing of a performance like the "Cinéscénie© of Puy du Fou". The Vendée belonging to the "departments sample", so we followed the referencing of this spectacle in our research for this article. On the Ministry of Culture website, research "Puy du Fou" is associated exclusively with a collection concerning "les Beaux Arts". If the address is well quoted, there is no mention of a spectacle or a park. On the La Roche sur Yon OT website, Vendée prefecture, there is no mention any more of "Puy du Fou". On the other hand, on the CDT of Vendée website there is a special thumb index "Cinéscénie©". On the opposite, on the CG of Vendée website, we do not find any information on "Puy du Fou". The CRT of "Pays de la Loire" exclusively quotes the "Cinéscénie© of Puy du Fou" when we have 13 entries for the same period in our reference source. Finally on a local website "chouan.com" no allusion to "Puy du Fou"!

Delivered information is often compartmental, limited by one epoch, by an area, or by a subjective choice. In all cases, only certain performances are proposed according to criteria defined by sites themselves, whatever public or private they are.

Performances are lacking and often information is too much limited to be satisfied with only one source. These lacks are not necessarily deliberate and must generally be ignorance. We cannot unfortunately estimate precisely to what point.

3.3. Obsolescence and parasitism

"A growing number of sites is created each day, but a lot of them are quickly disused. Information we can find there risk to be out-of-date [Zellouf, Girardot (2000)], or as the INSA of Lyon formulates it "What is the "freshness" of information suggested? [INSA, 2004]". It is a recurrent problem for information research on this subject. Many websites are made and remade several times and we still find links on tourist websites or on general websites and these links are no more active.
A website like the CDT of Vendée, specialized in tourism, proposes a spectacle that is over for two years. Another general website, found in second occurrence on the Google first page, announces "a castle where is given each summer a son et lumière", the source is quoted, it is from 2005 and coming from an encyclopaedia but the spectacle is finished since 1998[2].
As underlines Y. Zellouf "It is very important to know the validity and the reliability of information before using it, to quote it or diffuse it" [Zellouf, Girardot (2000)], particularly with information as volatile as those. Subjected to seasons this information has one very short life and must be regularly updated.
Force is to note that the difficulty related to information research increases when we consider the superabundance of obsolete information, which multiply the research time necessary to obtain desired information. Worse, it can so cause errors by inadvertency if we have considered obsolete information as always valid. Another main problem is the one of adaptation or re-creation of information sources, established in administrative, political or individual units at a given moment. A way to escape it is for example with the OT of Foix, which gives a link to the CRT of Ariège for performances apart from the commune. This is a good example of setting in network websites rather than to choose to build another one as CR of Pays de la Loire, which gives a link on a specialized site "culture.paysdelaloire.fr" which, according to our evaluation, obtains a score of 0% and a note of 0/7. All these examples are component of this infopollution stigmatized by Y. Zellouf and J.J. Girardot [Zellouf, Girardot (2000)], which limits considerably any research efficiency.

3.4. Complementary and challenge territories

We saw that there is a true geographical restriction of information inside the same department. On certain institutional websites, we do not even find a link towards other cities, other performances, or other regions: do we have to conclude an absence of territorial conscience on a department scale or region or is it only competition, race to notoriety and/or attempts for profit market shares? This study leads us to think on advantages for a more total territory apprehension regarding to performance heritage specific sector. A widened perception, beyond commune territory, would allow a broader communication, in a purpose of cultural and tourist activities of a territory global development. Concerning more precisely actions that would support, development of a departmental or even regional coherence, which while supporting specificities of each performance would also allow to build a territory brand image at a broader level (department, region), and consequently a homogeneous territorial identity. Finally, if territory actors decide to apprehend in a more total

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[2] Website :"partir-en-france.com", the source is l'Encyclopédie Hachette Multimédia © de 2005

way this sector, it could allow developing a policy of temporally coherent projects, geographically homogeneous and locally diversified.

4.   RESEARCH RECOMMENDATIONS

It is difficult to establish a category of relevant websites because they are very different to each other. We saw it, OT websites are not always complete, and it is the same for municipal or regional sites. We also could note the great disparity for the same type of website according to regions. Finally, we could observe that the difference between public and private is not convincing.
At best, we can recommend two complementary steps:
        - before any collection work, to do a sampling of websites and to test them with already known performances to be able to select reliable sources for the level of information number delivered but also for quality of those.
        - to use several websites to have valid and complete information.

CONCLUSIONS

At the end of this study, we are confronted with many problems. Indeed, because of these performances profusion, of their local nature, of multiple production possibilities, of means divergences at their disposal, of their capacity to communicate effectively or not, of competition between them, we pointed out that information that it is possible to collect is disparate.
- We saw that principal diffusion supports on Internet are without unicity, without informative standard. From this, follows incomplete information and thus a fragmentary knowledge from this sector.
- The terminology and the categorization of these animations block information diffusion and allow only one compartmental vision of these products.
- Moreover, this information is limited by individual, local, historical or subjective considerations.
- Advertisement of these performances and relative information that we can find are very different according to supports and it is impossible to say that it exists a quality difference between public/private or local/national. In fact, possible and complete knowledge of their existence by the territorial actor is impossible.
If Internet websites allow, in theory, to structure information and territorial actions, and are consequently, factors of local development, the too important disparity of contents, the lack of setting in network seem to reveal a territorial competition which we could qualify in this precise case of unproductive. Indeed, if territories are in competition, they are also (and above all) complementary and are composed and recomposed on various scales with image and information that they convey. This is why it is necessary to support the territorial grid by links creation between websites carrying the same category of information and to unify referencing.

This work shows that it is necessary to define indicators and to normalize collection, treatment and information diffusion in this field. Such standardization is essential because "to aim at a space dynamization of their contents, local government agencies must detect then to combine available competences, localised and/or mobile." [Bertacchini (2006)], and only a categorization, classification and taxonomy work will allow this detection. Moreover, diffusion "of certified information" while improving communication quality, would allow establishing adapted diagnoses and would support dynamic territorial comparability. This is an essential step in this field where the pluri-disciplinary and multipolar nature reveals so many identification and qualification problems.