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Tourism Websites Evaluation

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Tourism websites evaluation

What are we talking about?

1. **The Web is still the core**
2. **Evaluation models: simple vs. robust**
3. **Quality, a meta-model, boolean fields, and...**
4. **The 7 Loci meta-model – from Trento, Italy**
5. **A model to evaluate DMO websites**



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The Web is still the core

Websites: still the core of our digital world, since the Social Networks, too, belong to the Web... A protocol and a language devised to **publish** (Web "1.0") which is now used to **speak-and-listen**, faster and faster, as well as to **share** information constantly (Web "2.0"). The web communication process is currently working on a broader and broader scale, and it has become harder to perform. We have to **evaluate** websites to improve this speaking-and-listening process. We have to improve **quality**.



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A simple evaluation model

We can use **any of different** evaluation **models**, especially if we're in a hurry...



This is a **really simple** model...

Let's try now with a slightly more comprehensive one.



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A slightly stronger evaluation model

Is this website easy to <u>find</u> out?	True/False
Do I <u>like</u> it?	True/False
Are pieces of <u>information</u> easy to find?	True/False
Is it easy to " <u>navigate</u> "?	True/False
Does it offer a <u>newsletter</u> ?	True/False
Can you send an <u>email</u> message to it?	True/False
In case, does it <u>answer</u> ?	True/False
In case, does it answer <u>efficiently</u> ?	True/False
Can you reserve or <u>buy</u> tourism services?	True/False
Is this website <u>privately</u> run?	True/False
Is it run by a <u>public</u> office?	True/False



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Quality standards?

But, come on! A solid cornerstone is needed: a **standard**.

What's a standard?

Think of electricity voltage or octanes in gasoline...
or of the http, the html...

Does a **quality** standard exist?

Yes, it does. Think for instance of **ISO** quality certifications: they certify management systems, about the ability to enhance customer satisfaction in supplier-customer relationships.

Let's go back to our question about quality of **websites**.

And let's start from a **meta-model** proposed by the Università di Trento (Mariangela Franch, Luisa Mich), based on a solid definition of quality, and the way in which our brain structures concepts.



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A meta-model, and boolean fields

The **ISO** (International Organization for Standardization):

“Quality is the totality of characteristics of an entity that bear on its ability to satisfy stated and implied needs”

(ISO 8402)

(by the way, this standard is now deprecated...)

- ✓ “entity” ∴ the **website**
- ✓ “stated and implied needs” ∴ **requirements**
(technical, perceptive, by owners, by users – all actors!)
- ✓ “to satisfy” ∴ **evaluation**
(*judged vs. measured*, **yes/no boolean fields**)



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The 7 Loci meta-model – from Trento, Italy

The **7 loci** meta-model (2QCV3Q), or the **Five Ws**, from the classical rhetorics *loci* – and English journalism...

- ✓ QVIS? (Who?) **Identity**
- ✓ QVID? (What?) **Content**
- ✓ CVR? (Why?) **Services**
- ✓ VBI? (Where?) **Identification**
- ✓ QVANDO? (When?) **Maintenance**
- ✓ QVOMODO? (How?) **Usability**
- ✓ QVIBUS AVXILIIS? (By what means?) **Feasibility**

Let's go deeper now, and try to apply this meta-model to build a model to **evaluate DMO websites**.



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Identity

The **7 loci** meta-model (2QCV3Q) adopted to build an evaluation model for DMO websites

1. QVIS? (Who?) Identity

- ✓ Website identity: logo, brand, environment
- ✓ Destination identity?
- ✓ Destination “myth”?



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Content

The **7 loci** meta-model (2QCV3Q) adopted to build an evaluation model for DMO websites

2. QVID? (What?) Content

- ✓ Descriptions?
- ✓ Pictures?
- ✓ Multimedia?
- ✓ Downloads?
- ✓ Audio guides?
- ✓ Local tourist services?



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Services

The **7 loci** meta-model (2QCV3Q) adopted to build an evaluation model for DMO websites

3. CVR? (Why?) Services

- ✓ “Where is this tourism destination located?”
- ✓ “Which sort of experience are tourists going to enjoy in this destination?”
- ✓ “Is this destination expensive?”
- ✓ Meteo?
- ✓ Reservations? (e-commerce)



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Identification

The **7 loci** meta-model (2QCV3Q) adopted to build an evaluation model for DMO websites

4. VBI? (Where?) Identification

- ✓ Search engines? (positioning: networks among websites)
- ✓ Communication with users? (e-mail, or personal networks)
- ✓ Communication among users? (forums, “Web 2.0” – currently, the Social Networks, too)
- ✓ Communication among tourism operators? (dynamic business networks, perhaps Intranets)



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Maintenance

The **7 loci** meta-model (2QCV3Q) adopted to build an evaluation model for DMO websites

5. QVANDO? (When?) Maintenance

✓ Is the website regularly updated?

No need to go deeper about this point...



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Usability

The **7 loci** meta-model (2QCV3Q) adopted to build an evaluation model for DMO websites

6. QVOMODO? (How?) Usability

- ✓ A navigation menu?
- ✓ An internal search engine?
- ✓ A site map?
- ✓ Languages?
- ✓ 404 – File not found?



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Feasibility

The **7 loci** meta-model (2QCV3Q) adopted to build an evaluation model for DMO websites

7. QVIBUS AVXILIIS? (By what means?) Feasibility

- ✓ Resources?
- ✓ Managers? Responsibilities?
- ✓ Future developments?
- ✓ Business models?