Apulia

Apulia

Master's Degree Course in Planning and Management of Tourism Systems (PMTS)
Course: 44141 – IT for Tourism Services
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Group's name: Apulia region
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Quality evaluation of the web presence based on the 7Loci meta-model, starting from https://www.viaggiareinpuglia.it/

Introduction

Coastline: 865 km
Great potential for tourism

Apulia is a region of southern Italy, the heel of Italy's boot. It has the longest coastline of all the Italians regions and some of the most ancient historical sites.
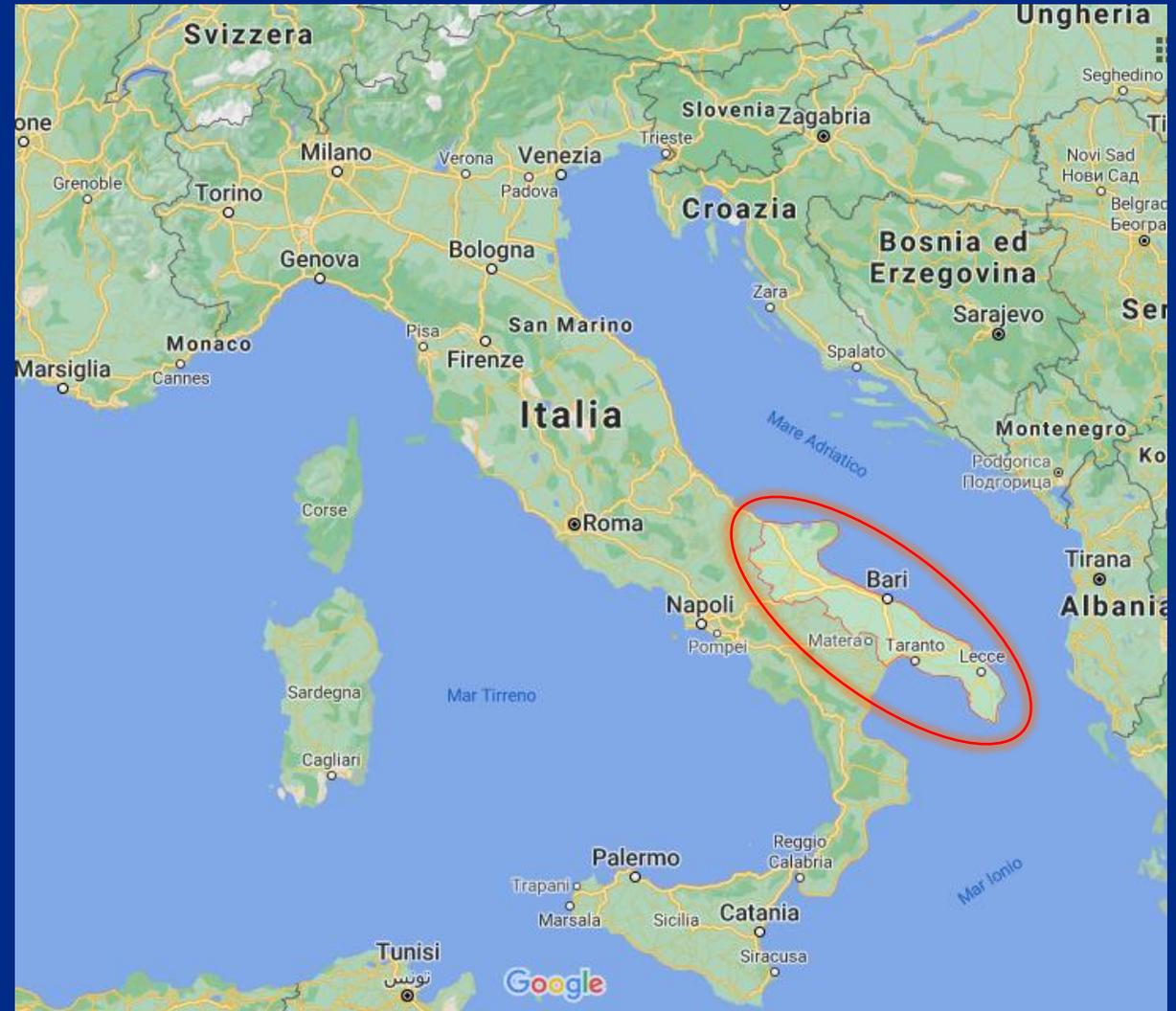
Introduction

The region offers a lot of different types of tourism activities, from local cuisine to mountain and sea entertainment to cultural attractions.

Impact of the tourism sector on the regional GDP

In 2019, the tourism sector added **9 billions** in terms of added-value, for an impact of **13,6%** on the economy of the region.
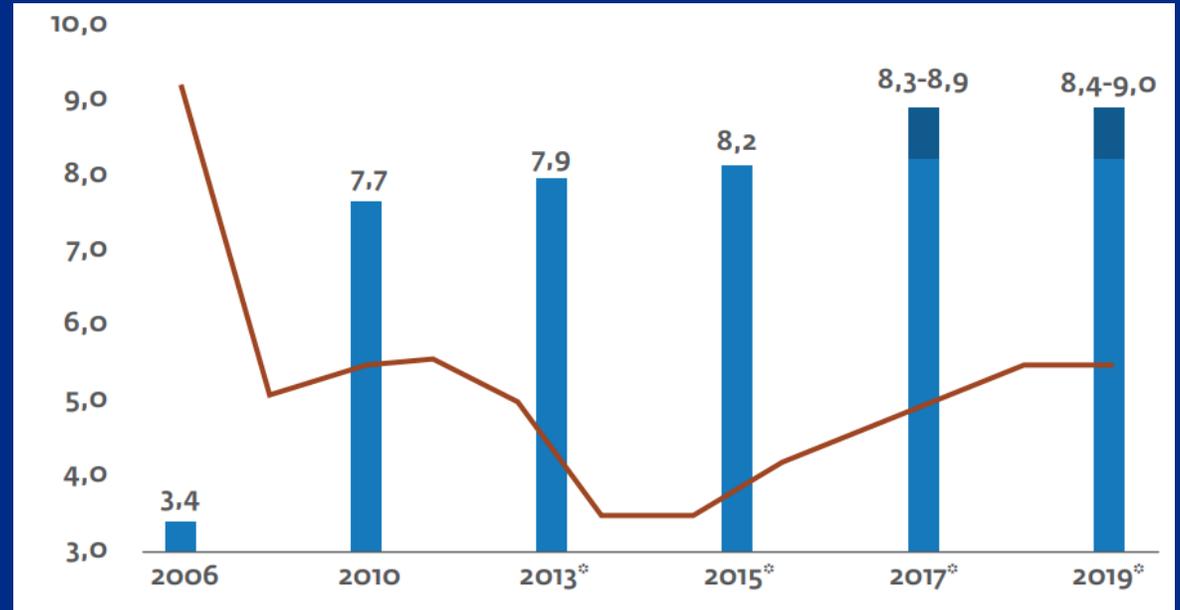
Andamento degli arrivi in Puglia
Numero indice 2015 = 100

- Provenienza estera
- Provenienza italiana
- Totale
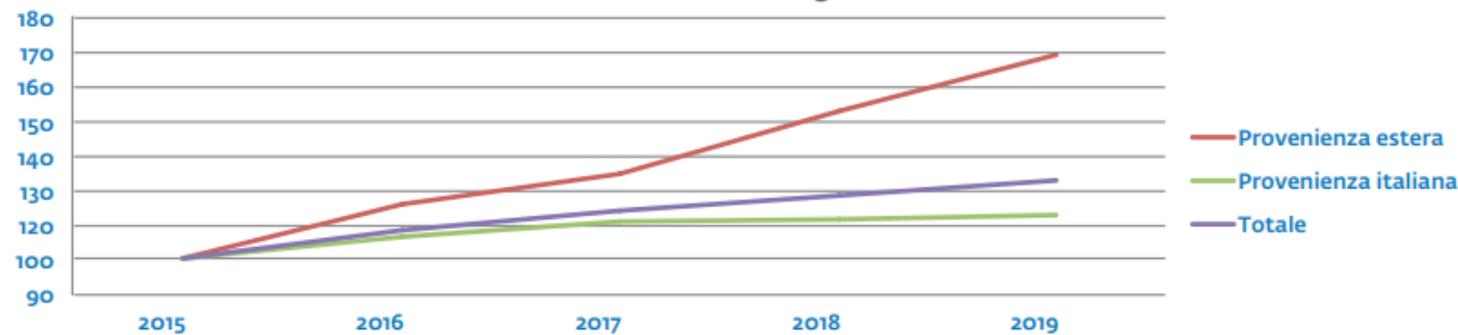
Trend of arrivals in Apulia

It is also interesting to observe the **rising trend** of arrivals in Apulia.

https://www.viaggiareinpuglia.it is typically used by potential tourists to plan their trip and discover new activities and places to travel to in the region.

On average, the total visits on the website per year are less than 50,000 but this summer it reached around 100,000 visits.
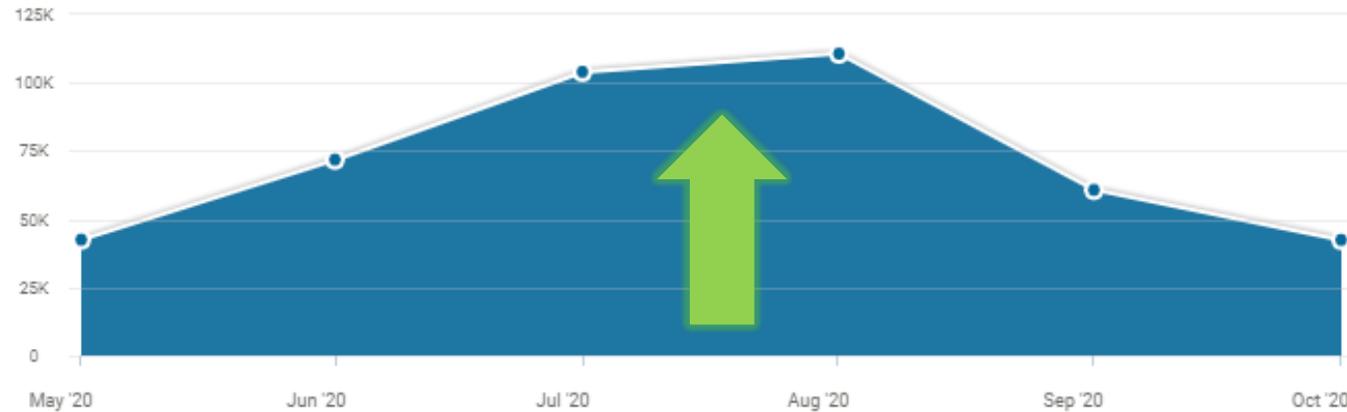
Competitors and similar websites
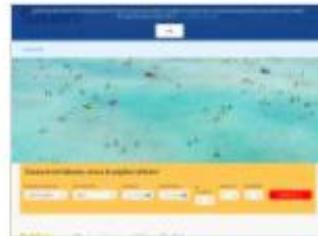
Identity

The logo is represented **only** by the name of the destination, whereas the light blue color refers to the sea.

Thus, **it has not a strong identity** since it lacks a specific element (something linked to the identity of the place?) which could give more attractiveness.
This is not something that you will remember.
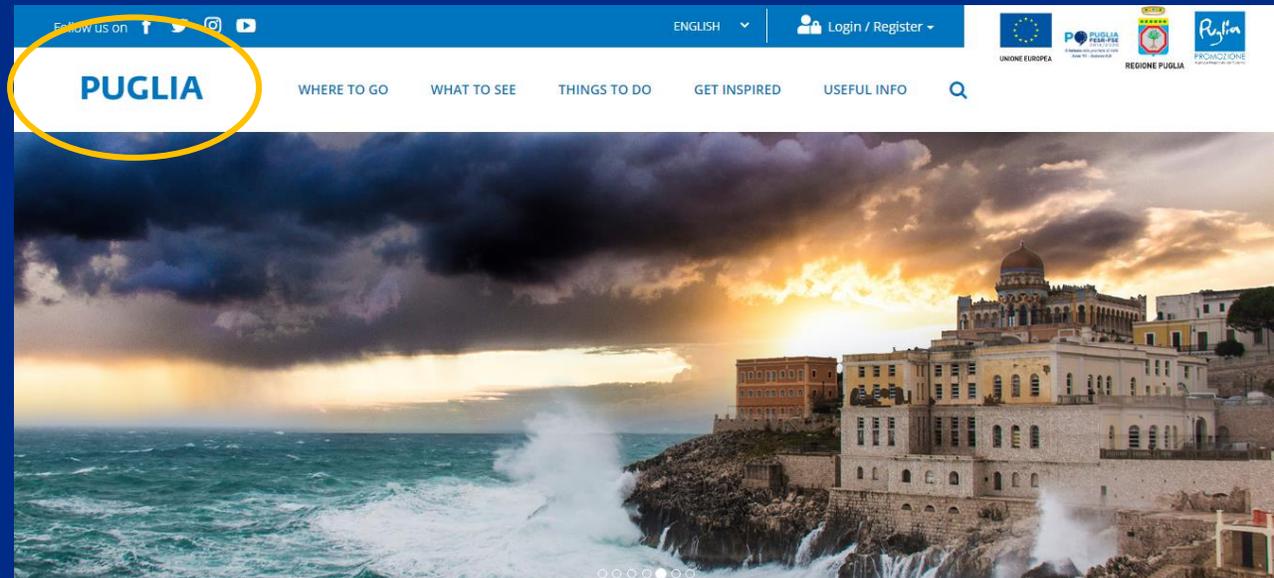
**A good logo** is distinctive, appropriate, practical, graphic and simple in form, and it conveys the owner's intended message. A concept or "meaning" is usually behind an effective **logo**, and it communicates the intended message.

Identity

No match between the logo used on the website and the one used on social networks and YouTube.

As a result, we have a quite **confusing logo identity**
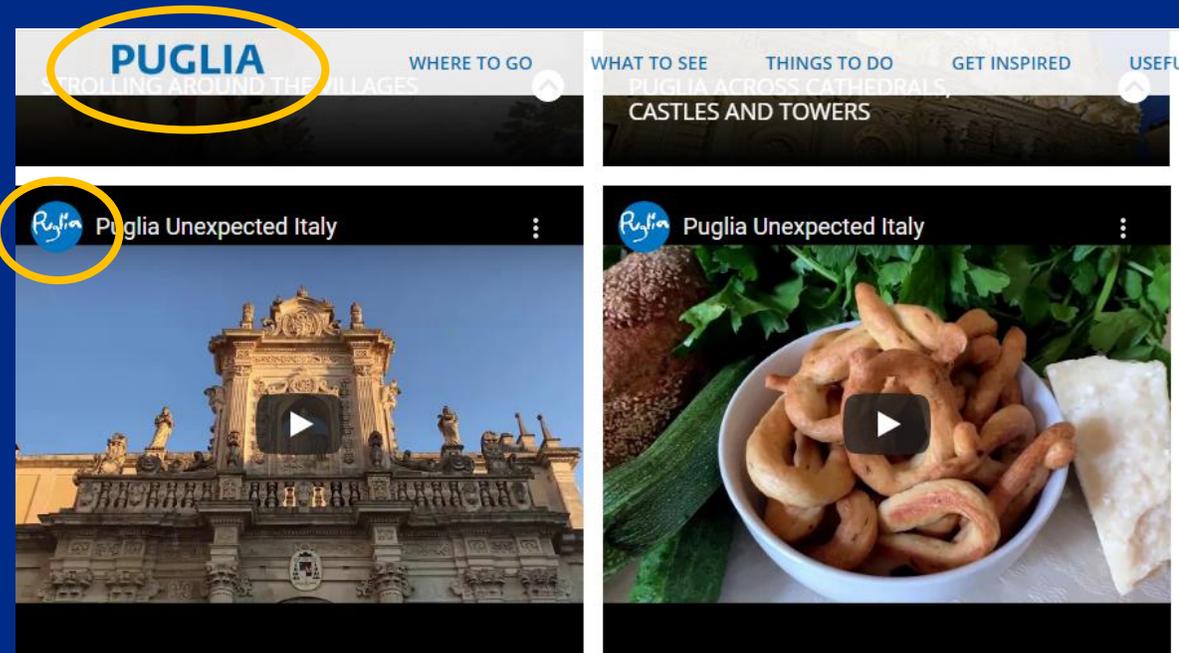
Identity

As first element big size pictures of different landscapes by using an image slider, giving to the user the idea of a diversified tourist offer.
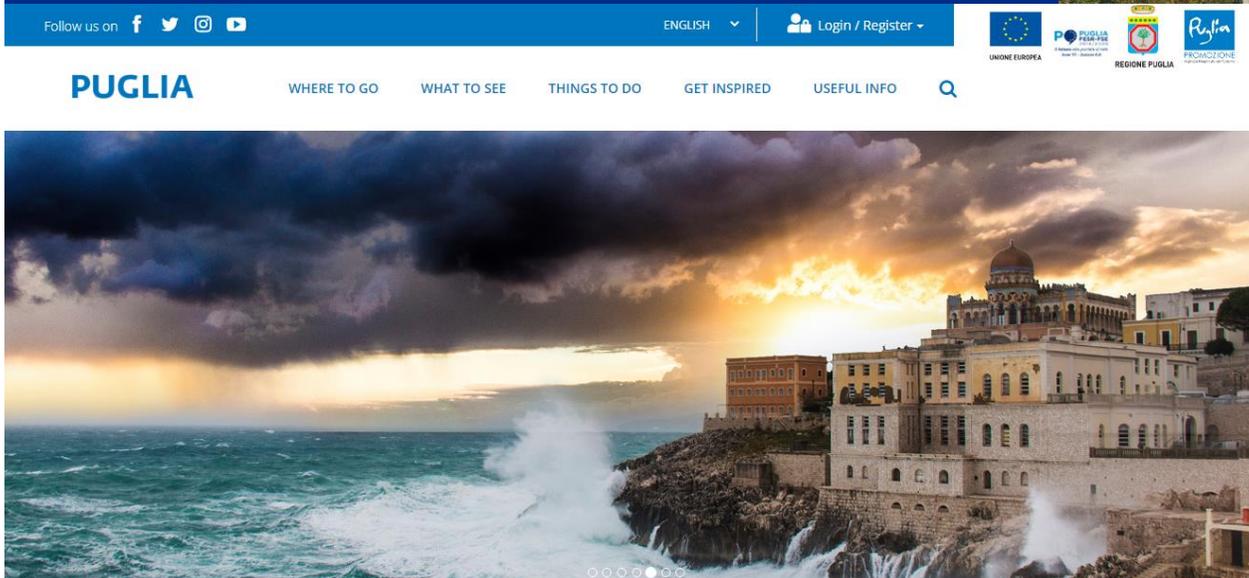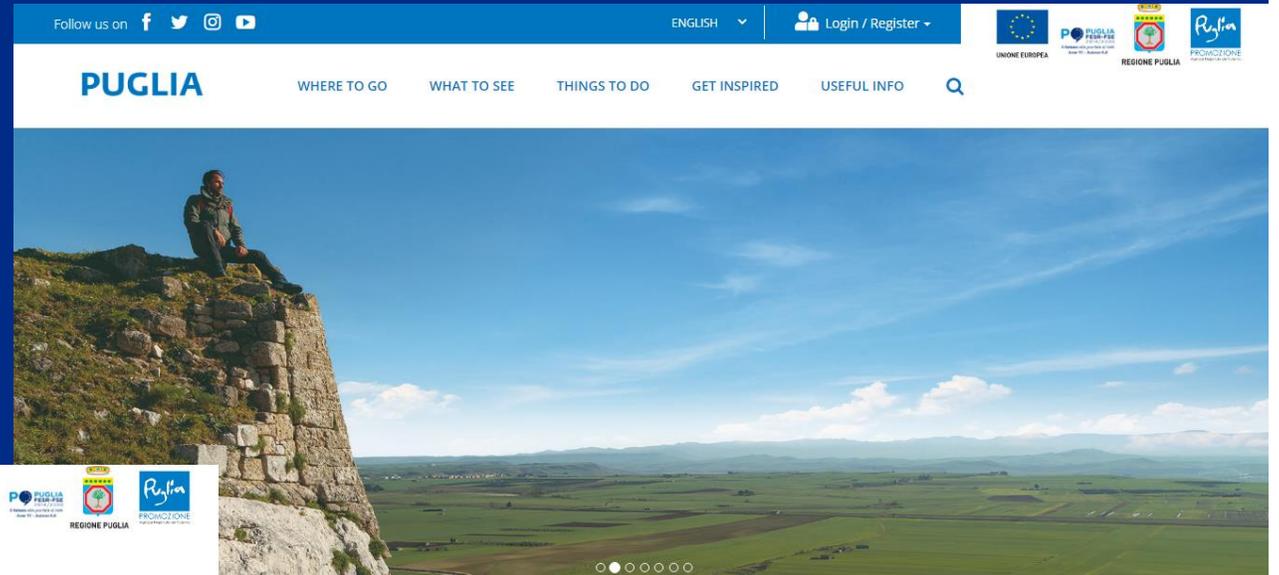
Identity
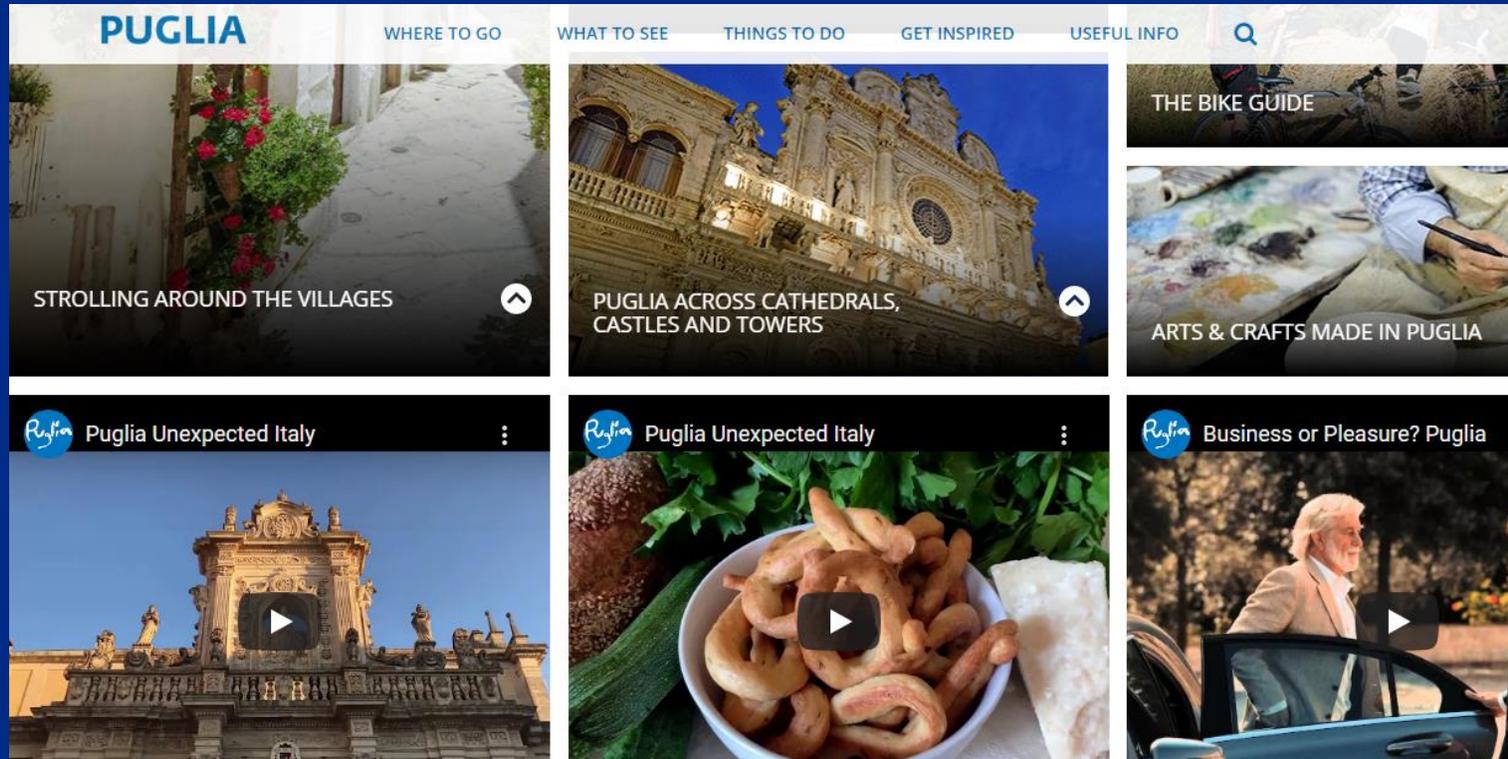
Layout

➢ suitable and structured

➢ plain background color (white)
   in order to let the user focus on the content

➢ use of grids that allows an equal distribution of the images

Identity
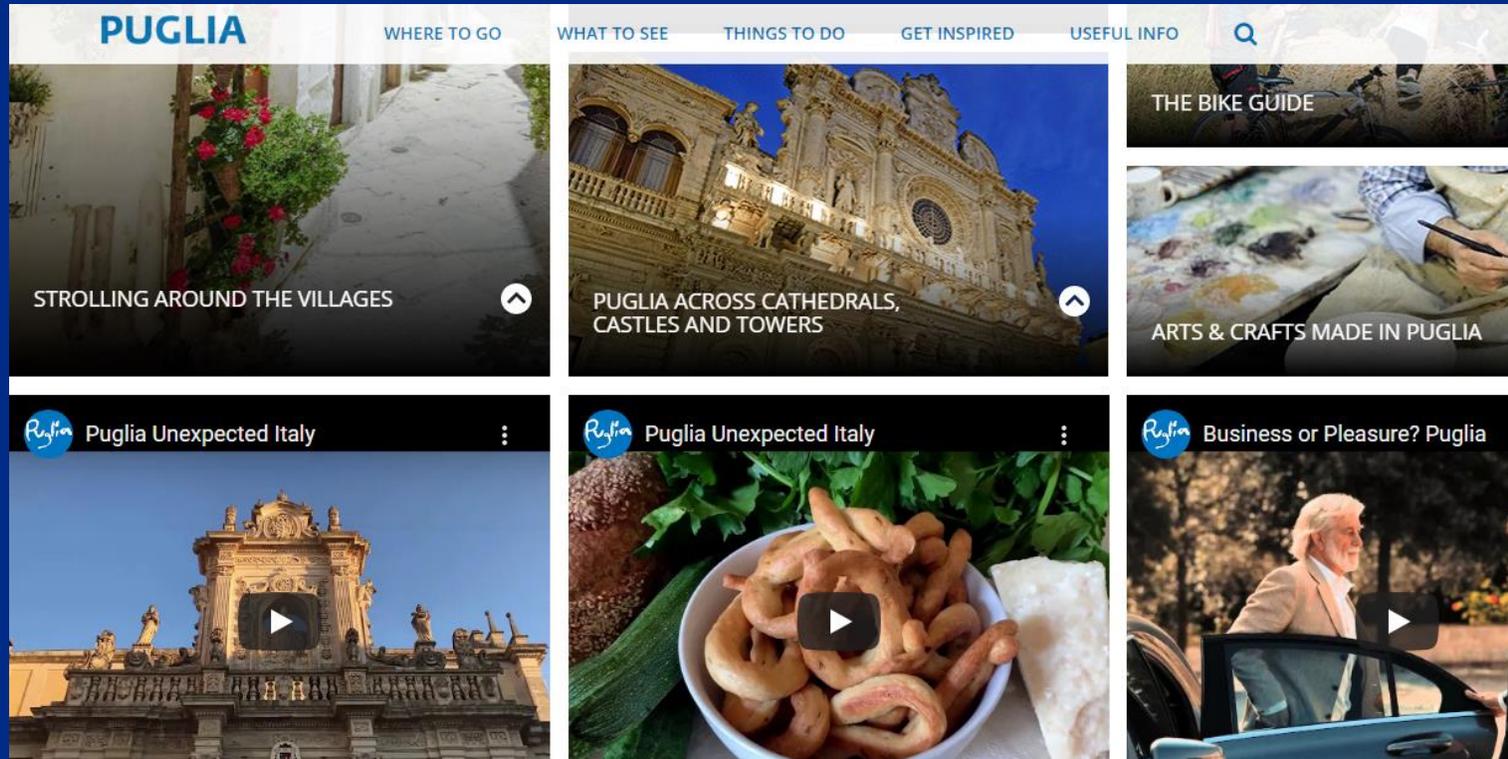
A wide range of activities for different types of tourists, even for business are provided.

but **no specific sections for different targets are provided.**

Individuation

By searching "Puglia website" in both Google and Yahoo the official website comes in first position.

But if you search for "Puglia", it comes in third position.

Individuation

Web page ranking according to similarweb.com
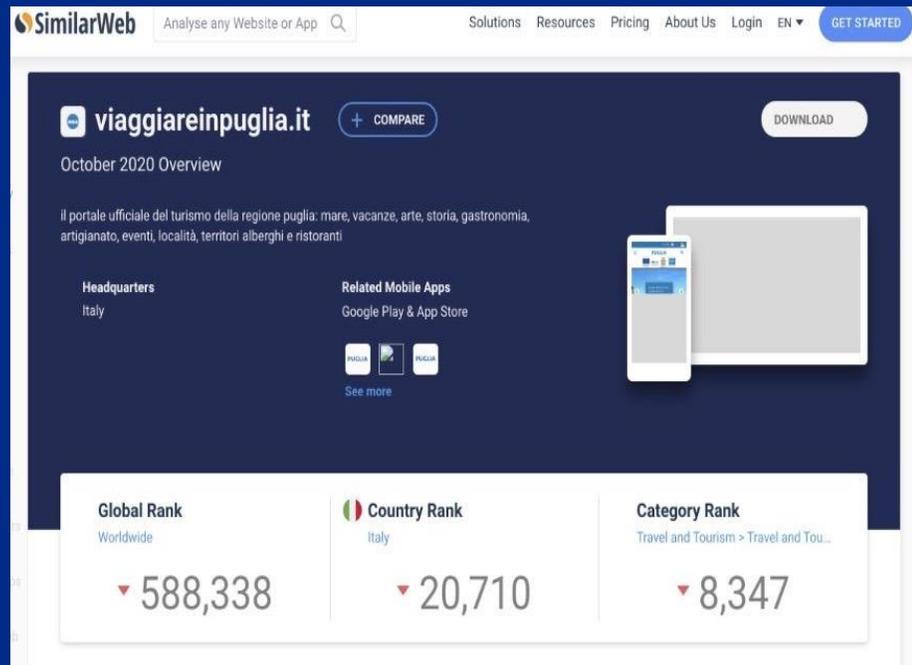
Social traffic on the website is very poor 2%
But High traffic on search 78%
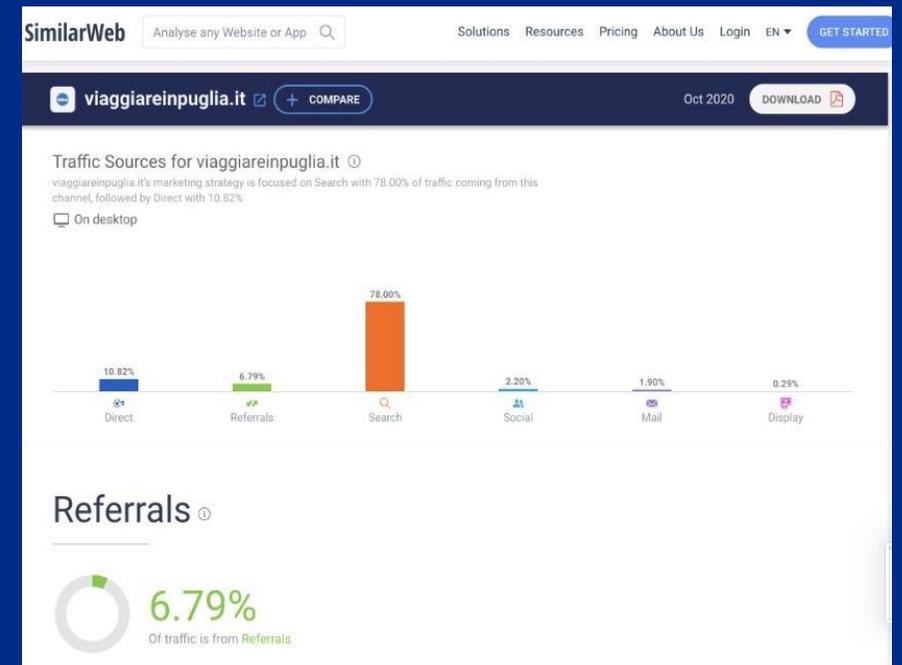
Individuation

Main approaches to the website are organic 78%, while 20% are from paid keywords.
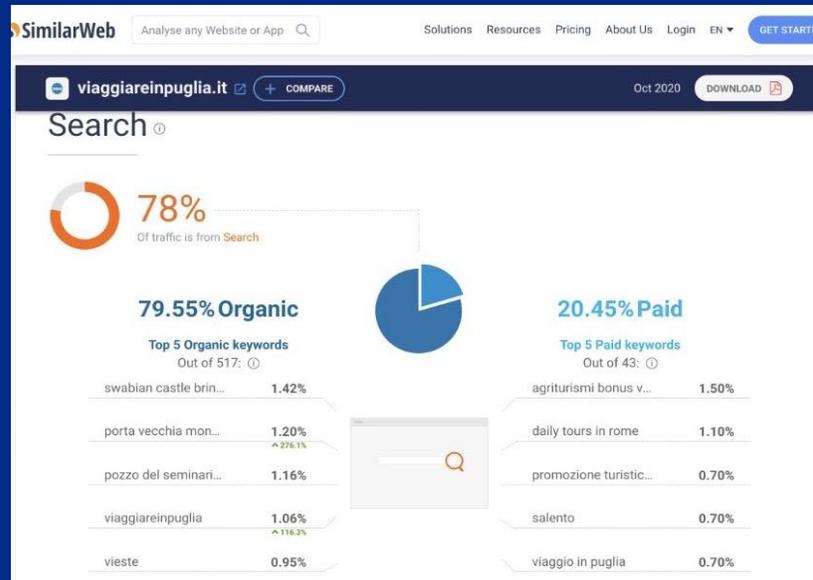
About 7% of the users are referred from other websites like google and solitalian
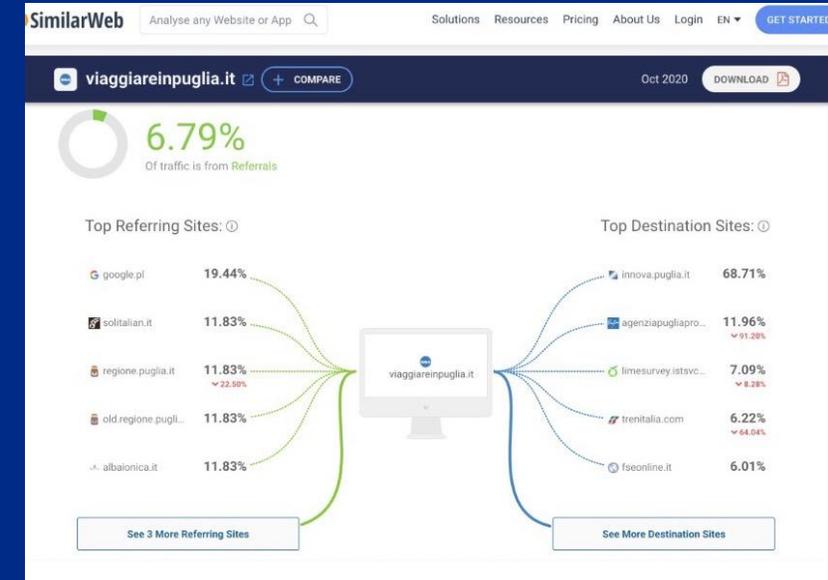
Individuation

The domain is not something that you can remember. Specially when you are an international tourist.

www.viaggiareinpuglia.it › ...

The official tourism website for Puglia - Viaggiareinpuglia.it

Apulia's Official Tourism Portal: beach, holiday, art, history, wine and food, handicraft, events, places, territories, hotels and restaurants.

The website manages social networking pages linked to the website.

They engage people by sharing their photos with hashtags on social medias.

#weareinpuglia
#Pugliaforfudies
#Pugliaevents
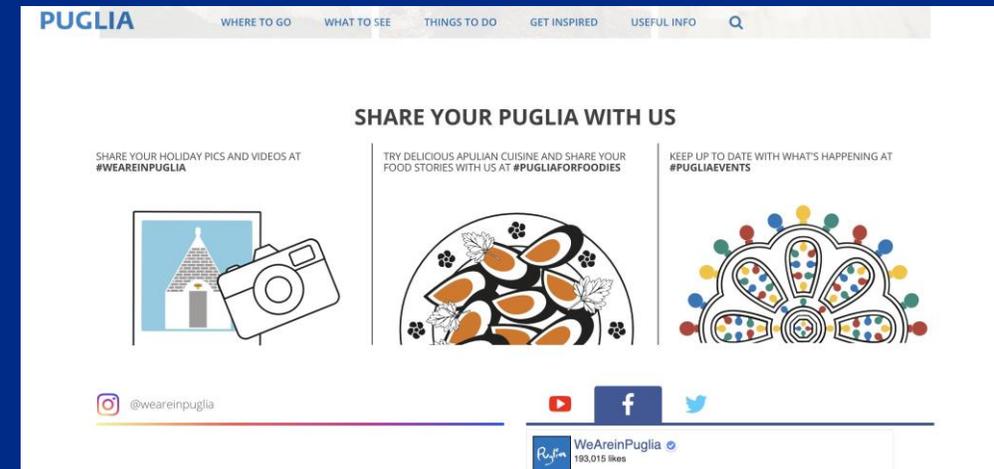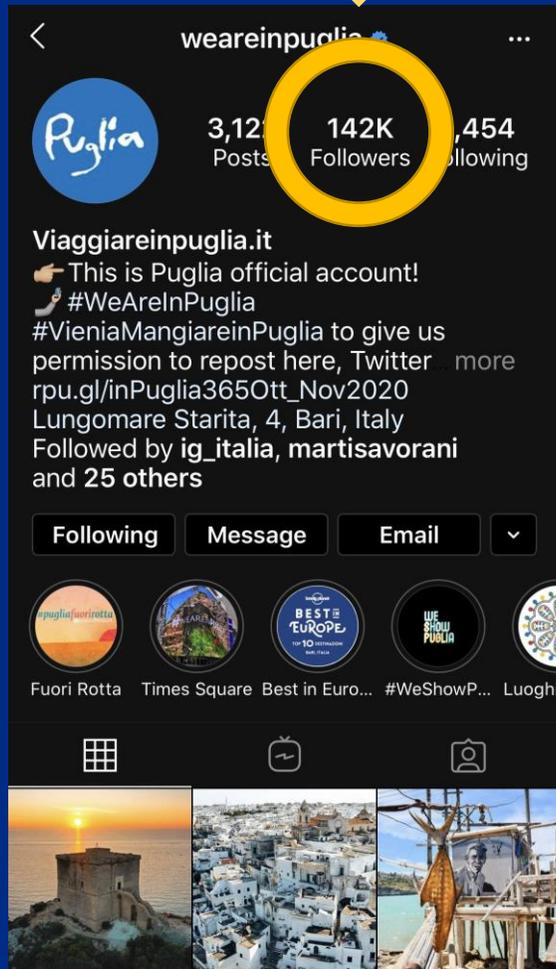
Individuation

- 143k Followers, which is a good number.
- It posts more than 2 posts daily.

- In average every post has 2200 likes and comments
- 1,57% engagement rate which is not very high, it must be at least 3%.
- (NINJA CHECK)

- Captions are written in ITALIAN

Individuation

- 193k Fb followers
- But followers' interaction through likes and comments is very low.
- The content is the same as in Instagram and Twitter.
- Link to website.
- Captions are written in ITALIAN, though English translations are automatically provided.

Individuation

- 11.2 k followers
- *English Twitter
- Link to website
- Updated every day
- The content is same as in Instagram and Facebook
- The engagement rate is very low

Individuation

Links map
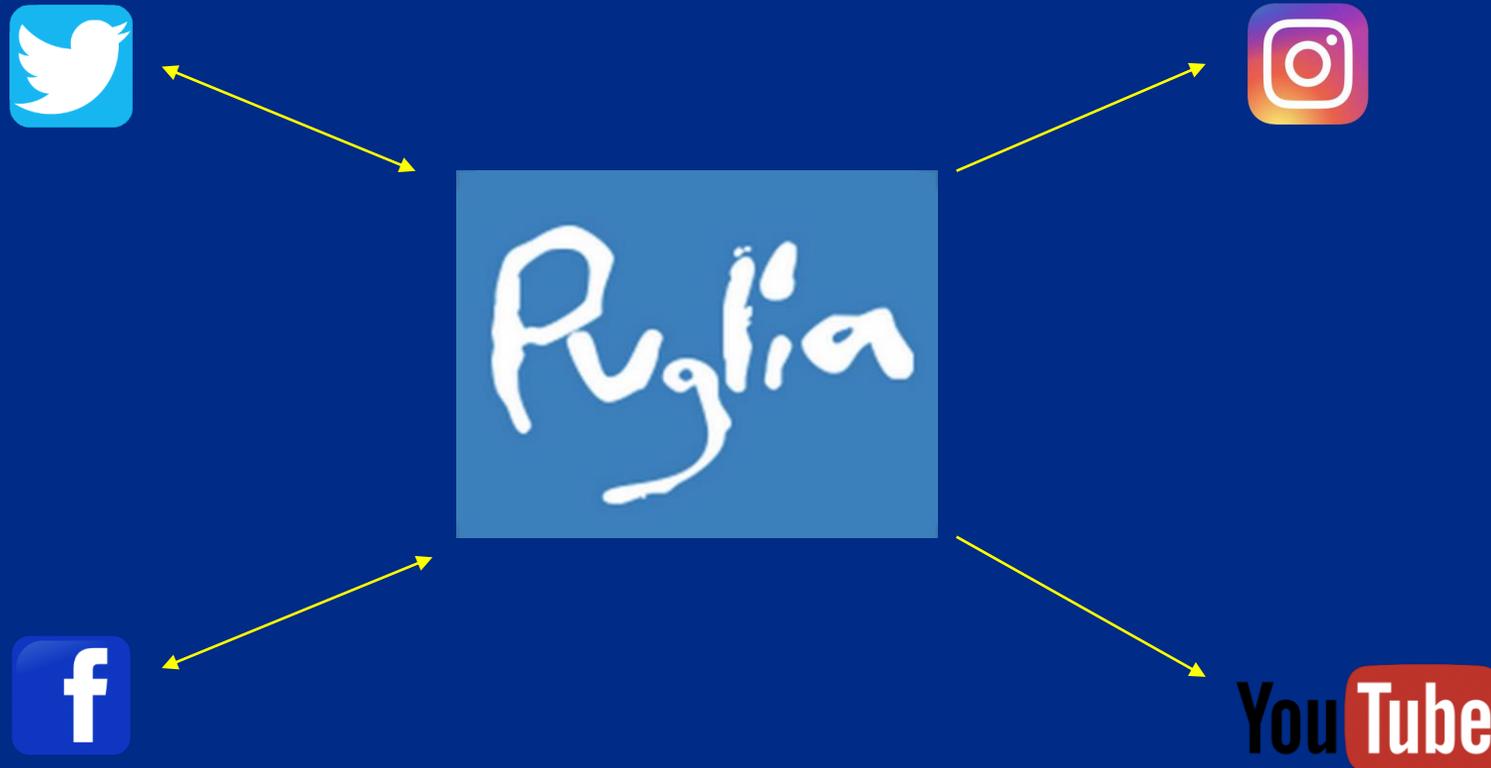
Content

At the top of the site you have the possibility to register as a tourist, as a tourist company, as a buyer or as an event organiser.

Tourists can have cultural, practical information and activities through these sections.

Content
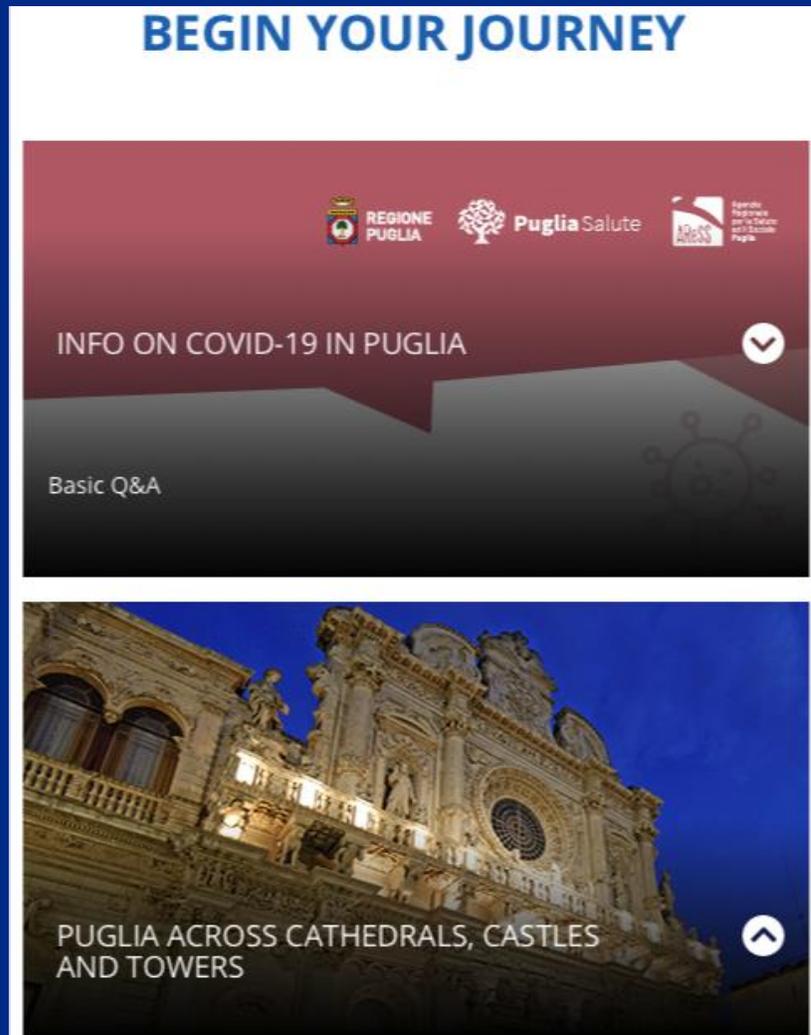
After the first slideshow about the region, a section named "begin your journey" can be found. The section offers several videos and information boxes about culture, news, tourist attractions, food and much more.

Content

Another noticeable content is the "Discover things to do in Puglia" section. Users can choose the activity or experience they are most interested in.

Content

A list of official partners is found in the footer.

An opportunity to download the official app for smartphones and tablets is proposed next to the partners' list.

PUGLIA

Regione Puglia
Regional department for tourism and culture
Puglia Promozione
The Regional Tourism Board
Innovapuglia
Puglia Region In-house Agency

> DMS
> Puglia Events
> Ask the newsroom
> Website statistics

Download Visit Puglia - Official App

GET IT ON Google Play

Available on the App Store

Legal info & credits   Privacy and cookie policy   Puglia official tourism portal

A link to the GTC (General Terms and Conditions of use) is found the bottom of the footer.

Services

Users' needs are not completely satisfied: the website is mostly informative, and does not provide any **e-commerce** options for accommodation or tickets.

The tourists' only way to book a service is, indeed, through telephone numbers or the e-mail.
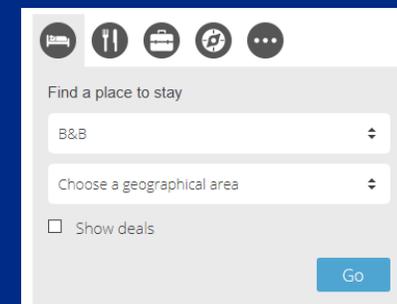
Services

Useful information about public and private means of transport is provided in the «Moving around Puglia» section.

Buying transport tickets directly from the website is not possible, but external links are available.

GETTING AROUND PUGLIA
Whether by train or car, bus or bike, caravan or helicopter, any place is easily at hand in Puglia. Choose your favorite way to get around!

BY TRAIN
Discover Puglia by train, get the new **Trenitalia** and **Ferrovie del Sud Est** summer schedules for rail connections through our region.

Puglia has 4 regional railways.
Ferrovie Sud Est
Connecting Bari and its south-east province to Brindisi, Lecce and Taranto.
Toll free phone (from Italy): 800079090
Ferrovie Appulo Lucane
Running across the province of Bari. and Murgia towns, to Basilicata.
Phone (toll number): +39 199811811
Info: +39 0805725263
Ferrotramviaria
Connecting Bari to its main northern province towns, and the Barletta-Andria-Trani province.
Phone: +39 0805299348

| RICERCA | REALTIME |

Scegli/Acquista il tuo viaggio

Partenza:	-- SELEZIONA --
Arrivo:	-- SELEZIONA --
Data:	19/11/2020
Ora:	15
Tipo di ricerca:	Da Stazione a Stazione
Soluzione:	Solo Treno

CERCA >

Services

The weather is mild all year round. From November to March **layered clothing** is recommended, while in summer it's almost sunny with peaks of sizzling heat.

It is possible to read about local climate but there is neither a weather forecast nor external links for users to explore.

A non-interactive geographical map can be seen on pages devoted to places of interest, bars and cafes etc. Nothing like that in the home page.

Services

A privacy section is found in the footer, though not available in other languages than Italian.

The website is secure, as shown by the lock symbol in the browser bar and the https protocol.

Cookies are used; personal information are protected from third parties.

viaggiareinpuglia.it/spostarsiinpuglia.do

La connessione è protetta

Le tue informazioni (ad esempio password o numeri di carte di credito) restano private quando vengono inviate a questo sito. Ulteriori informazioni

Certificato (Valido)

Cookie: (42 in uso)

Impostazioni sito
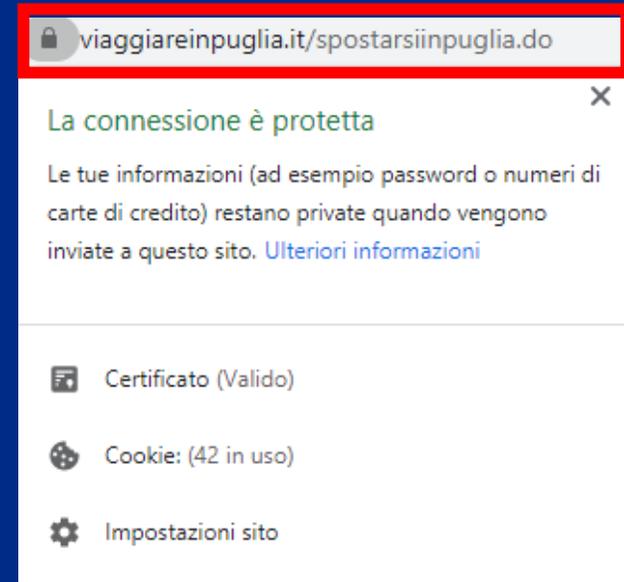
Info legali e credits   Privacy e cookie policy

Privacy e cookie policy
Home >   >

Gentile utente, nella tua qualità di turista e/o operatore interessato alla Puglia, desideriamo informarti che il Regolamento (UE) 679/2016 (in seguito "GDPR") prevede il diritto alla protezione dei dati personali. In ossequio alla normativa vigente, il trattamento di tali dati sarà improntato ai principi di correttezza, liceità, esattezza, trasparenza, minimizzazione, limitazione delle finalità e della conservazione, nonché di tutela della tua riservatezza e nel rispetto dei tuoi diritti. Ai sensi del Regolamento UE 679/2016, pertanto, si forniscono le seguenti informazioni:

Management

The website's software works properly under different browsers like Google Chrome, Internet Explorer, Mozilla Firefox and Safari, though – according to *Broken Link Checker -* more than 10 external links are broken.

#	Broken link (you can scroll this field left-right)
1	https://www.dms.puglia.it/buypuglia/
2	https://attivita/it
3	https://eventi/it
4	https://3dimpact.poliba.it/lm/index.php/view/map/?repository=3dimpact&project=map
5	https://musei.puglia.beniculturali.it/2020/03/17/la-cultura-non-si-ferma/

Management

The website's events section appears to be regularly updated.
Category filters – for fairs, concerts, exhibitions, festivals and even religious processions – are available..

Dates are therefore relevant for our purpose

Art and Culture

Lectorinfabula 2020 - 16th Edition

dal 25/9/20 al 5/12/20

Conversano

Field Trip
Discovering an olive oil mill and its farming traditions

Field Trip
The city of Trani

Guided Tour
#GarganoNatour – Seeking nature through photography

Guided Tour
Setting sails from Santa Maria di Leuca

Management

The website provides lots of information for both users and marketing actors, but all data are not recently updated (for example, information on the Aura B&B was updated 19/6/2020)
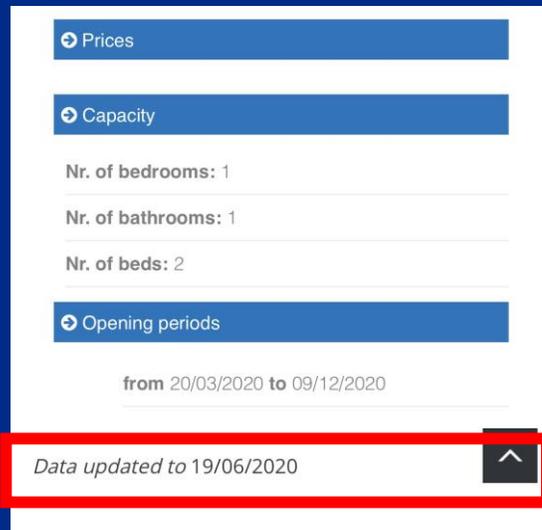
Social network pages such as Instagram and Facebook (*Weareinpuglia*) are daily updated with images showing different suggestive locations of Apulia and traditional food.

Usability

Internal search engine

Login/Register

Languages

Usability

2 navigation menus

Lots of well designed icons,
visually helpful for users

Usability

Breadcrumbs help users to keep track of their location

Home > Events > / Lectorinfabula 2020 - 16th Edition >

Mobile app available on
Android and iOS

Download Visit Puglia - Official App

GET IT ON
Google Play

Available on the
App Store
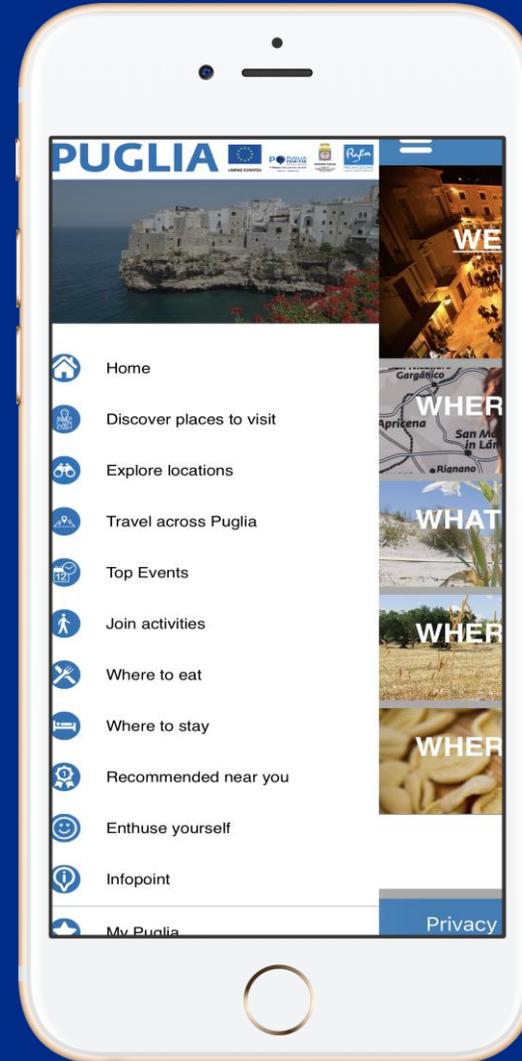
Usability

Website download time

Your Results:

⬇ DOWNLOAD HAR   ⬆ SHARE RESULT

Performance grade
D **62**

Page size
14.6 MB

Load time
7.14 s

Europe
Frankfurt
Germany

Too long

North America
USA
Washington D.C.

Your Results:

⬇ DOWNLOAD HAR   ⬆ SHARE RESULT

Performance grade
D **62**

Page size
14.7 MB

Load time
10.12 s

Requests
387

Usability

Google mobile friendliness test
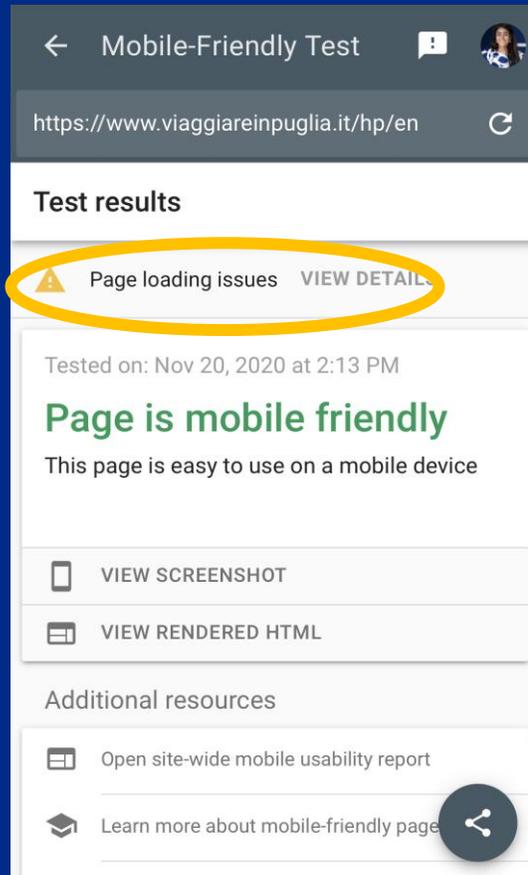
Mobile page view

Usability

Information about COVID19
- notify regional health service
- fill in a form
- keep track of your movements
- download the Immuni app
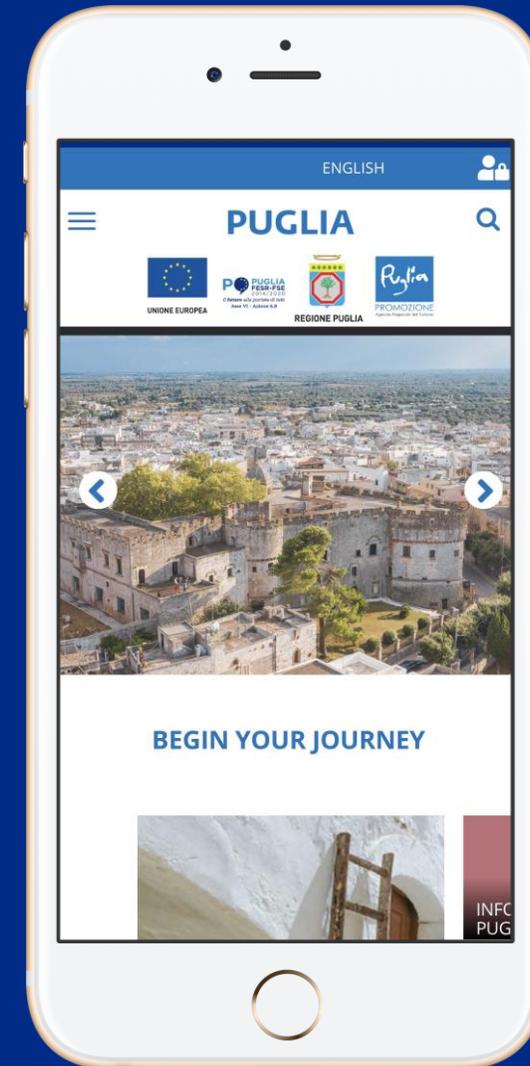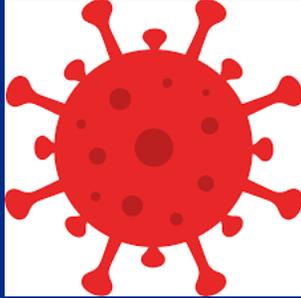
No information about opening and closing of restaurants, museums or their working times.

How to cope with the corona virus in Puglia

Usability

Puglia travel test: find your best trip
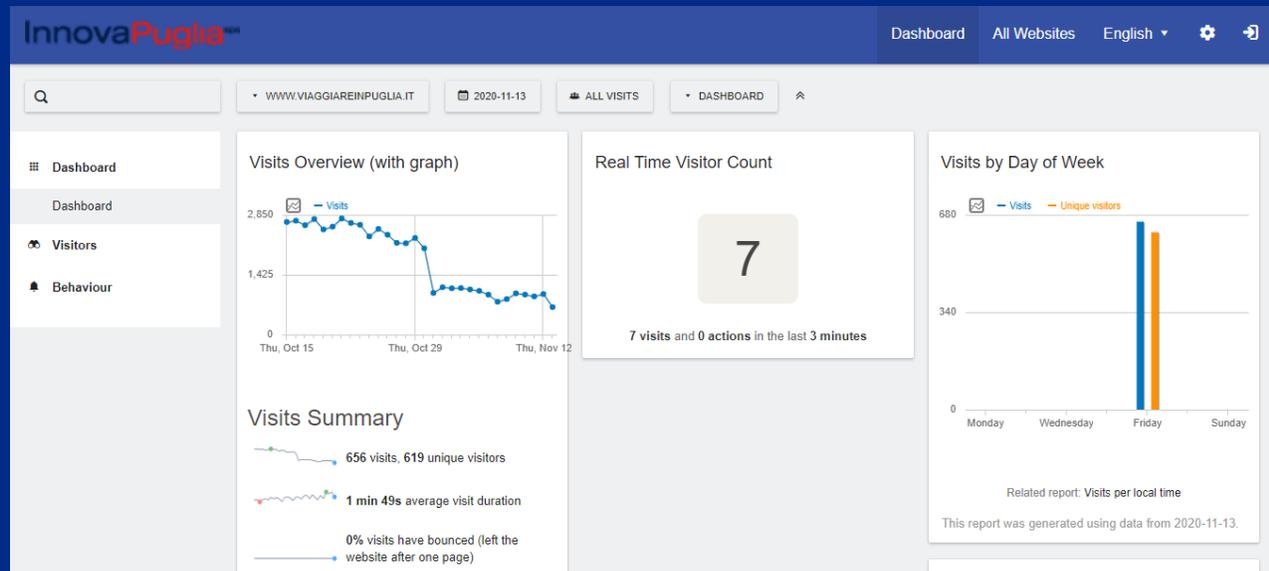
Website statistics: number of visits and duration

Conclusions – Swot Analysis

STRENGHTS	WEAKNESSES
Layout and structure focused on the content	Not so strong brand identity
Wide range of activities and multimedia contents available	Unclear and not impactful logo
Well managed social media channels	Different logos for each social media channel
App available on the main smartphones' operating systems	Lack of fundamental services for stakeholders
Website high security level	Missing translation in the languages offered on the website
Well positioned on the main search engines	Impossibility to purchase tickets directly from the website, making it a simple info platform

Conclusions

STRENGHTS	WEAKNESSES
Working links and fairly operating software	Operators' contacts (e-mail address or telephone number) not directly shown
Regularly updated, with different categories of events that tourists are more interested in	Quite long download time, even on the mobile version
Useful internal search engine and breadcrumbs	Website has not enough informations concerning mobility benefits to people with disabilities
Mobile friendly	<u>Absolute absence of communication with users</u> who try to get in touch with the DMO's staff through social media channels
Useful section showing statistics	Very low engagement and comments rate on the main social channels, which means low interaction with followers

Opportunities

- Much better social traffic by increasing the size of social media managers' staff and reducing its time in replying to users

- Adding fundamental and additional services for the stakeholders would increase the communication among users on the platform
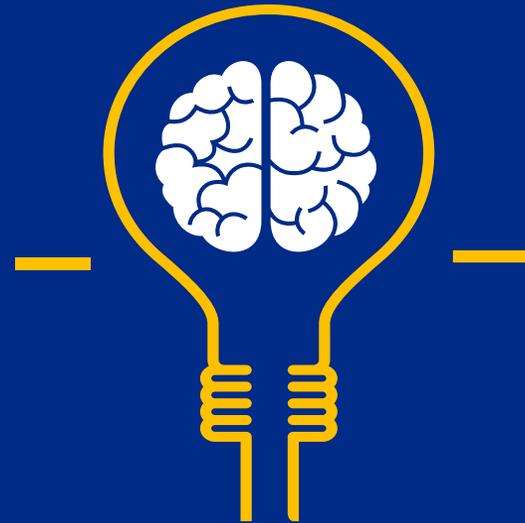
- Updating and fixing the translation lacks would certainly make the website reachable by a wider range of people from different countries

- Improving download time, on both browser and mobile versions, in order to increase the number of users who download the official app

- Obtaining an higher web reputation by standardising the brand identity, through a more recognizable logo, to be used on all the available platforms

Threats

- Without a functional translation's tool, the number of users who can use the website could decrease day by day

- With an unclear and unrecognizable logo, users will not remember it as the most representative of the destination's tourism attractions

- The lack of the possibility to purchase tickets and accomodations directly on the website reduces the range of operations available to the users, who will probably search for a platform that includes these options

Threats

- Nowadays, such a <u>low interaction with followers could likely lead to a dramatic decrease of the web reputation</u> and could represent a great opportunity for competitors to take advantage of that

- The lack of an appropriate communication system among stakeholders might lead them to choose another supporting platform

- The lack of clear addresses and useful contacts to get in touch with DMO's staff may create confusion among the users, who can not save or share them to others

Enjoy Apulia