Master's Degree Course in Planning and Management of Tourism Systems
IT for Tourism Services - Prof. Roberto Peretta
Academic Year 2020-2021

Web presence quality evaluation of Sydney as a destination, starting from www.sydney.com

Alice Ceracini, Federica Lauro, Paola Lucarelli

IDENTITY – QUIS – WHO

The identity of Sydney.com comes out as soon as you open the home page of the website. What contributes to this is the **logo**, which contains an icon recalling the shape of the **Sydney Opera House.**

Aside from the logo, the website transmits its own identity through a series of **captivating images** showing the co-existing man-made structures and nature.

The homepage shows no geographical information about the city of Sydney!
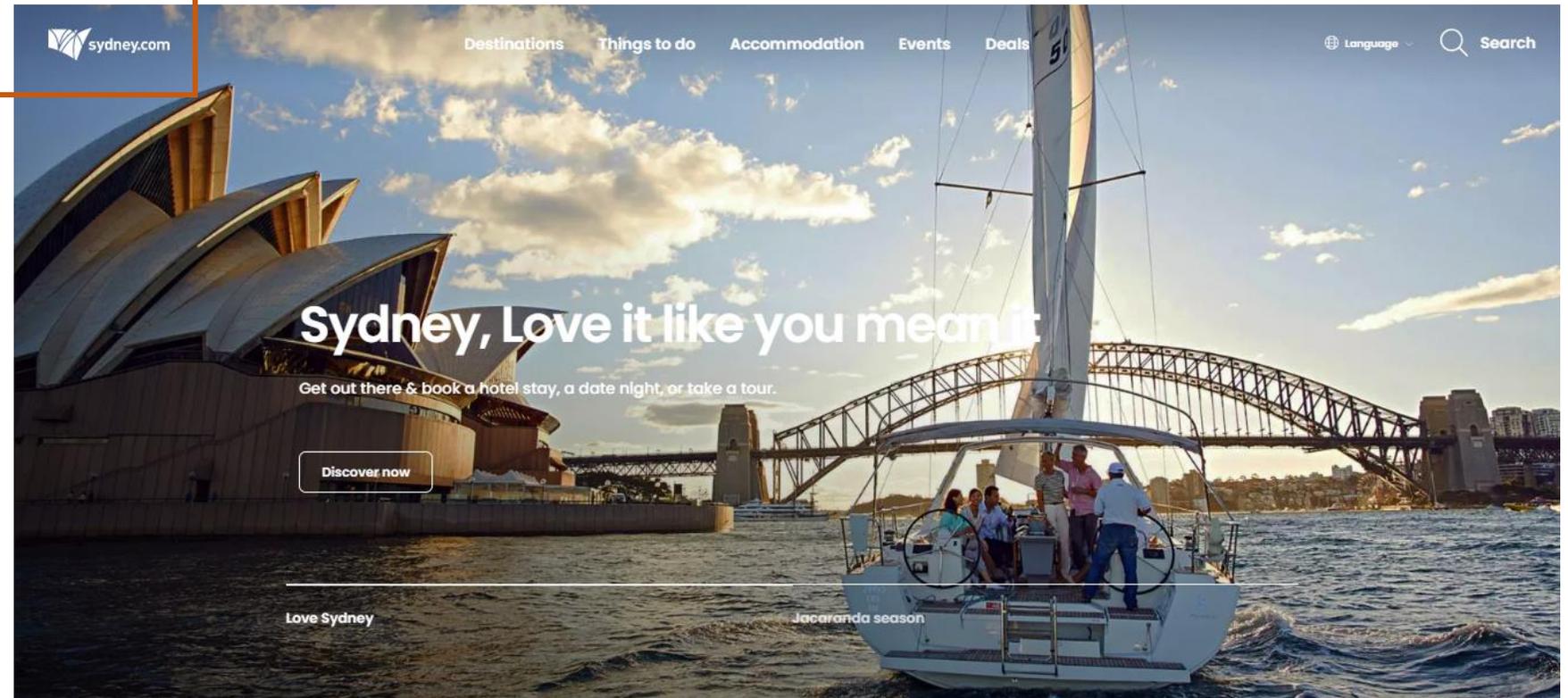
IDENTITY – QUIS – WHO

Right after the menu, you come across a **catchphrase** designed to convince that Sydney is a good place to organise a trip to and sydney.com is the perfect tool to do so.

Sydney, Australia

Welcome to Sydney, the vibrant capital of New South Wales. As the official tourism, destinations and events website, this is the place to plan the trip of a lifetime.
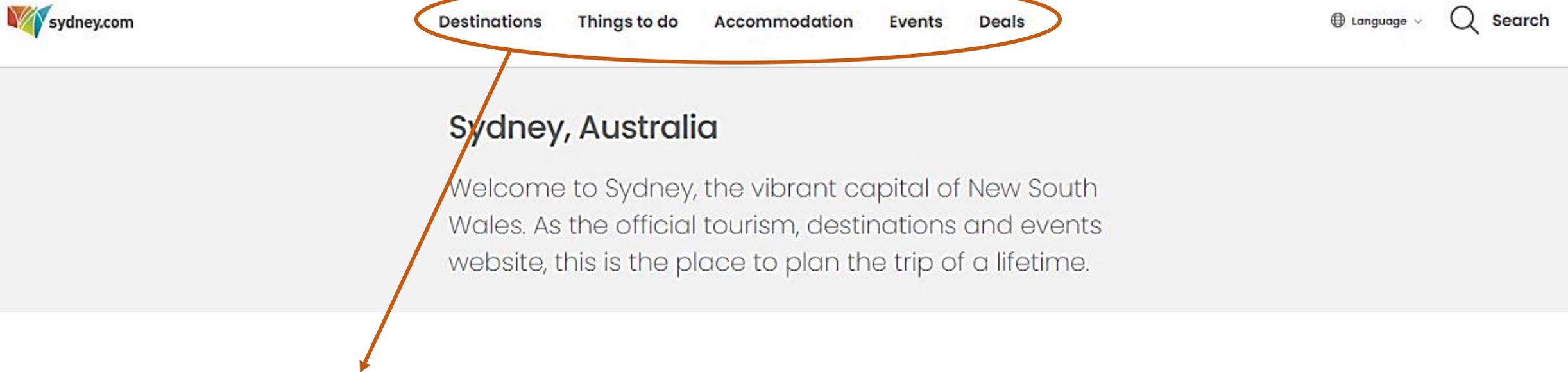
The graphic **design** of sydney.com is **modern and pretty simple.** It aligns with the purpose of highlighting pictures. The graphic layout is very easy to consult: the sections in the menu are clear.

IDENTITY – QUIS – WHO

Inclusive identity → Wide variety of travel options addressing different targets of potential visitors. High personalization: the content and design of the website change according to the language we select.

The identity of Sydney is also expressed through other channels of communication and promotion: **social media**. As noticeable from the diagram, the interconnection between social media profiles could be improved. The identity of the DMO is expressed in every social media (they all have the same profile picture), but the official logo is not reproduced in these channels.

Australia
China
International
Germany
Hong Kong SAR, China
India
Indonesia
Japan
Korea
Malaysia
New Zealand
Singapore
Taiwan, China
United Kingdom
United States

CONTENT – QUID – WHAT

The website is managed by the government agency for NSW tourism, **Destination NSW** (you can find info at www.destinationnsw.com.au). The main goal of the agency is to achieve benefits for NSW through the development of a varied range of tourist offers that focus mainly on **events and experiences.** → **GOOD MANAGERS CONTENT COMPLIANCE**

Sydney Gay and Lesbian Mardi Gras

Australia's largest celebration of its diverse LGBTQI communities, the Sydney Gay and Lesbian Mardi Gras brings a burst of colour and creativity to the city each year.

From sydney.com

THINGS TO DO

Australia in Style

Australia In Style is a Sydney based company renowned for its wheelchair enabled transport and tours for less mobile travellers. They are committed to creating inclusive and barrier-free experiences for both local and international

From sydney.com

The website fulfills the majority of users' needs as it is **well-structured and inclusive.** → **GOOD USERS CONTENT COMPLIANCE**

CONTENT – QUID – WHAT

Texts are intertwined with images to provide a 360-degree view of Sydney. Pictures are organised in **slideshow clusters.** For each topic there are a **title** and a brief, catchy **description**.

Things To Do

Enjoy outdoor adventures, historic sites, quirky galleries and lots of family fun.

ATTRACTION
The Coast track
The Coast track in Sydney's Royal National Park is an epic multi-day walk between Bundeena and Otford.

ATTRACTION
Cape Solander
Want to go whale watching in Sydney? Cape Solander is undoubtedly one of Sydney's best whale watching spots.

ATTRACTION
Kamay Botany Bay National Park
Kamay Botany Bay National Park is located at Kurnell and La Perouse in Sydney.

ATTRACTION
Wattamolla Beach
When you're pining for the feel of sand between your toes, take the family and head to Wattamolla picnic area in Royal...

The website provides **external links** to tourist guides companies, event organizers, social networks, accommodation websites, Google maps and Trip.com, as well as to Flightcentre.com.au, the NSW Government website, Visitnsw.com, Transport NSW and Destination NSW.

CONTENT – QUID – WHAT

Information about scheduled **events and local festivals** is provided in the "Events" section, which is divided into different categories:

The website provides very little **downloadable material** as it mostly relies on external websites for that purpose.

The website declares the **copyrights** at the bottom of the page in the text "© Copyright 2020 Destination NSW. All rights reserved" and in the "Terms of Use" section.
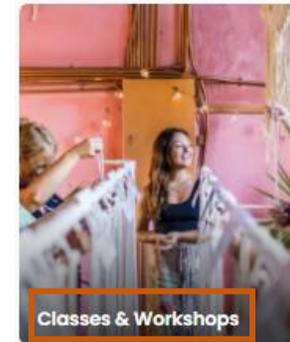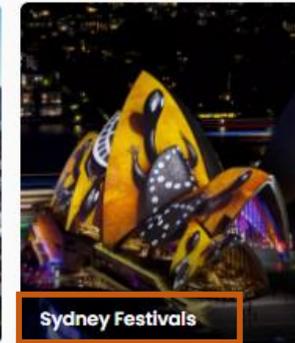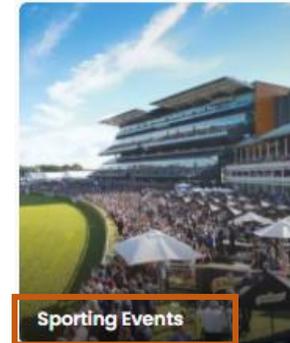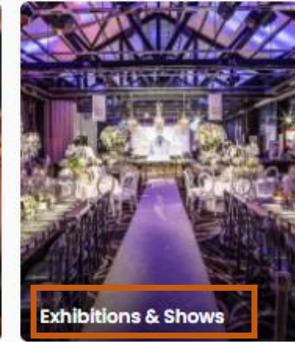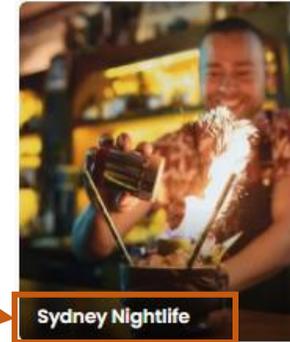
© Copyright 2020 Destination NSW. All rights reserved

SERVICES – CUR – WHY

The Grounds of Alexandria

- 2 Huntley Street 7A Alexandria...
- (02) 9699 2225
- https://thegrounds.com.au

Book now

Visit Website

Get Directions
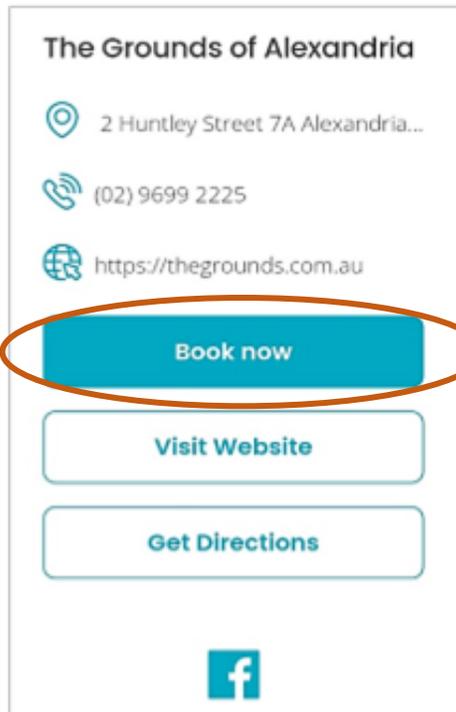
E-commerce functions are not present, but the website links to official websites to book accommodation services, events, tours, packages…

"Travel information" section includes a subsection about **transport,** which is called "Getting around Sydney". The link to the official website of transport of New South Wales can be found at the top.

An efficient network of transport options makes travelling to attractions in Sydney and regional NSW affordable and enjoyable. The Sydney public transport system, provided by Transport for NSW, consists of trains, buses, ferries and light rail. Use the trip planner at transportnsw.info to plan your travel.

Key bus routes include:

333 – Connecting Circular Quay to Bondi

L90 – Wynyard to Palm Beach

B1 – Wynyard to Mona Vale

373 – Connecting Circular Quay to Coogee

380 - Watsons Bay to Bondi Junction

Opal Card Info

The Opal card is an easy, convenient way of paying for your travel on public transport in Sydney. It can be used on all public transport, including trains, ferries, buses and light rail. There are daily and weekly caps on the Opal network, meaning you can travel as much as you like within the Opal network and you never pay more than the capped fare. The Sydney Airport station access fee isn't included in the travel caps. For more information, visit opal.com.au

Information about **public transport** is provided.
Buses line numbers are specified, as well as those ones of ferries and trains.
The section provides the link to the official website of Sydney card of transport.

SERVICES – CUR – WHY

"Getting around Sydney" gives information about driving in the city and about **private transport:** contact numbers of Sydney's taxi companies are listed.

Legion Cabs: 13 14 51

Premier Cabs: 13 10 17

Silver Service Cabs: 13 31 00

St George Cabs: 13 21 66

13CABS: 13 22 27

Wheelchair Accessible Taxis (WATS)

Fantasea Yellow Water Taxis: 1800 326 822

Water Taxis Combined: 02 9555 8888

V.I.P Water Taxis: 0418 847 777

Majestic Water Taxi: 0439 625 377

Travel apps and information

Live Traffic NSW App

Receive up to the minute news of road incidents and conditions that may affect your journey in Sydney and the NSW regions.

Download the Live Traffic NSW App from the App Store

Download the Live Traffic NSW App from Google Play

TripView

TripView displays Sydney train, bus, ferry and light rail timetables, showing your next services. By TripView Pty Ltd.

Download TripView from the App Store

Download TripView from Google Play

Download TripView from Windows Phone Store

Users can have access to two **travel apps,** which are both easily accessible through direct links.

SERVICES – CUR – WHY

What's on in Sydney

Anywhere ⌄   Types of events ⌄   15/11/2020 - 15/11/2021 ⌄   Accessibility ⌄

Show Map

579 results

14 Nov - 19 Dec EVENT
Bondi Markets
Established in 1993, the Bondi Markets are open every Sunday in the wonderful, beachfront...
Markets

14 Nov - 30 Jan EVENT
Convict Ladies of the Female Factory Exhibition at Lucas Gallery
The convict women who lived and worked in the Parramatta Female Factory are revealed in...
Exhibition And Shows - Family Friendly

14 Nov EVENT
ICC Men's T20 World Cup 2020 - Postponed
The ICC Men's T20 World Cup in Australia, which was postponed due to the ongoing COVID-19...
Sporting Events

Almost every section has this key to see events, accommodation, things to do, etc. placed in a **map**. The service is provided by Google and its link allow users to open Google Maps page.

The "disclaimer" section of the website specifies that services are provided by third parties, so that information may not be precise. It also refers to maps.

Maps

Map on this website are indicative only.

SERVICES – CUR – WHY

Security is guaranteed.

https://www.sydney.com
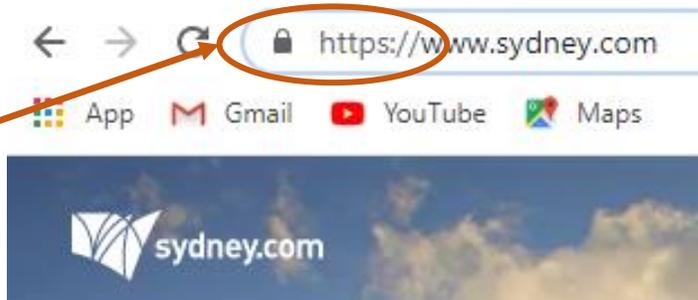
Destination NSW Privacy Policy

Last updated May 2020

The functionality on this website, mobile website and application (**Website**) is provided by Destination NSW (ABN 52 890 768 976) of Level 2, 88 Cumberland Street, Sydney NSW 2000 (**Destination NSW**).

Where references in these Terms and Conditions is made to "we", "us", "our" or "Vivid Sydney", then that is a reference to Destination NSW.

By using this Website, you agree with us to be bound by these Terms and Conditions, the privacy policy (**Privacy Policy**) and any other terms and conditions that appear in or are linked to the Website. If you do not agree to these Terms and Conditions then you should discontinue use of this Website.

Cookies are blocks of data that we may issue to or request from your device during your use of this Website.

We use cookies from time to time to enable this Website to work more efficiently, to provide us with information about your activities whilst on this Website, and to collection information about general Website statistics.

INFORMATION

Travel Information

Regional Conferencing

List your Business

Sydney for all

Business in NSW

Education in NSW

Link to us

Disclaimer

Privacy

Terms of Use

Contact us

Despite the information about **cookies,** their acceptance is not required when entering the website.

UNIVERSITÀ DEGLI STUDI DI BERGAMO

INDIVIDUATION – UBI – WHERE

sydney tourism

Q Tutti 　▣ Immagini 　▤ Notizie 　⊙ Maps 　▷ Video 　⋮ Altro 　Impostazio

Circa 156.000.000 risultati (0,78 secondi)

www.sydney.com ▾ Traduci questa pagina

Sydney, Australia | Official Sydney Tourism Website

Enjoy the best of Sydney! Discover places to visit, fun things to do this weekend, best restaurants & more on the official **Sydney tourism** site.

Sydney · Destinations · United Kingdom · United States

As for **positioning,** the website appears in the first position on both Google and Bing when searching for "Sydney tourism".

*This information was gathered on November 15th, 2020

sydney tourism   ✕ ▦ 🎤

ALL   IMAGES   VIDEOS   MAPS   NEWS

415.000 Results   Date ▾   Language ▾   Region ▾

Sydney, Australia | Official Sydney Tourism Website

https://www.sydney.com

Welcome to Sydney, the vibrant capital of New South Wales. As the official tourism, destinations and events website, this is the place to plan the trip of a lifetime. Discover the iconic Sydney Harbour, golden sand beaches, lush national parks, delectable restaurants and a buzzing calendar of events.

The **domain name** is sydney.com

The users' global traffic rank is high and 86.92% of traffic within the website comes from search through different keywords.

*SimilarWeb information was gathered on November 6th, 2020

Search ⓘ

86.92%
Of traffic is from Search

📊 sydney.com   + COMPARE   DOWNLOAD 📄

Overview
October 2020 Overview

enjoy the best of sydney! discover places to visit, fun things to do this weekend, best restaurants & more on the official sydney tourism site.

Referrals

Search

📍 **Headquarters**
Sydney, New South Wales, Australia

Social

Display

Audience

Competitors

Mobile Apps

PRO
SimilarWeb
PRO

🌐 **Global Rank** ⓘ   🇦🇺 **Country Rank** ⓘ   **Category Rank** ⓘ
Worldwide   Australia   Travel and Tourism > Travel and Tou... ✎

▲ 204,719   ▲ 4,661   ▲ 2,453

Sydney.com Analytics - Market Share Stats & Traffic Ranking - Google Chrome

INDIVIDUATION – UBI – WHERE

Communication is possible through the "Contact us" section, which provides links to the main information centers and it allows users to submit enquiries.

In the case of feedback, an automatic mail immediately arrives to the user's email address.

The website also gives the opportunity to sign up for a newsletter.

INDIVIDUATION – UBI – WHERE
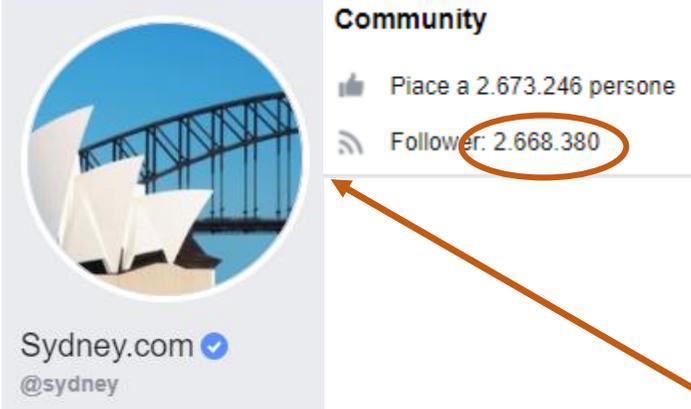
Social networking is one of the most used ways of communication with users, but also among them.

sydney.com links to the official pages of Facebook, Twitter, Youtube, Instagram, Pinterest. It links even with a blog called SydneyLife.

* Information about followers was gathered on November 15th,2020

MANAGEMENT – QUANDO – WHEN

The website is **regularly updated** and so are the social network's pages.

The travel alert update about Covid-19 is one of the first links to pop up.
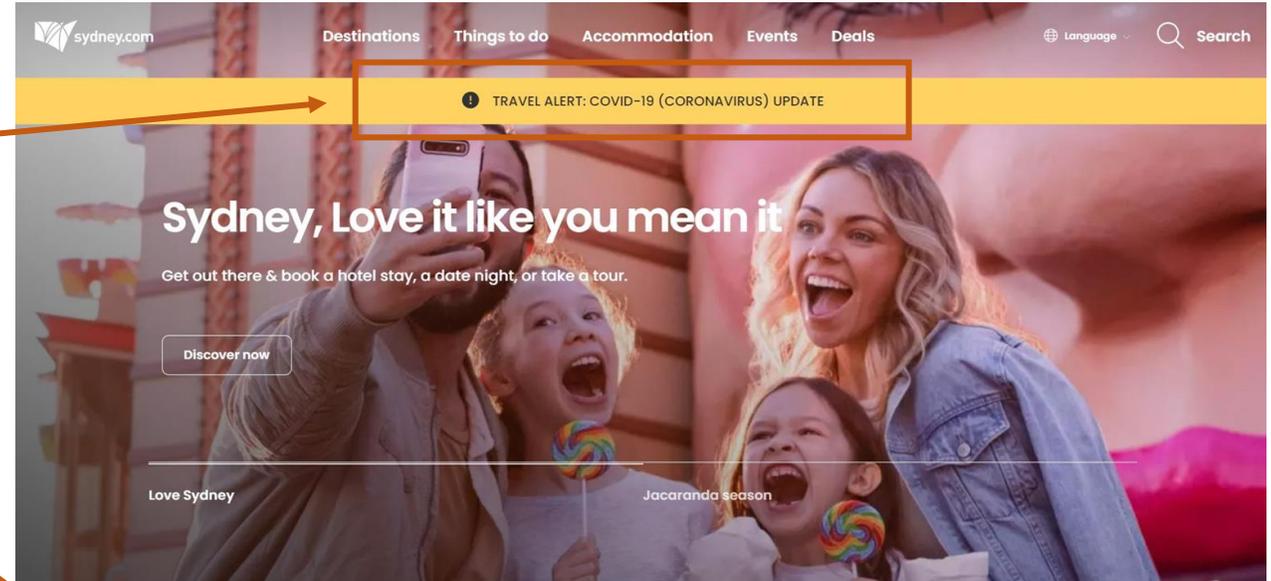
What's ON in Sydney

The Australian Government and health authorities have announced the cancellation of all non-essential gatherings to control the spread of the COVID-19 virus. Events may be cancelled or postponed. Please check the event's website or social media channels before undertaking any travel.

There is no denying it: Sydney is the premier city for events in Australia. The city ends each year and kicks-off every new-year with a world-renowned display of fireworks. There are countless festivals, cultural exhibitions, days of celebration, and sporting events filling Sydney's calendar. With the ability to entice people to from around the world, Sydney is always buzzing with activity, no matter which season!

ICC Men's T20 World Cup 2020 - Postponed
The ICC Men's T20 World Cup in Australia, which was postponed due to the ongoing COVID-19 pandemic, will now take place...

State of Origin Game II Sydney
Holden State of origin 2020 will celebrate the 40th year of Australia's greatest sporting rivalry!...

Seven Peaks Walk at Pinetrees Lord Howe Island
The Seven Peaks Walk is Lord Howe's premier five day guided adventure that takes you from pristine beaches and...

Among the events it is possible to see which ones have been postponed or cancelled due to pandemic and anyway they are all linked to the respective event's website and social media channels.

The website works properly on different browsers such as Safari, Chrome, Mozilla and Internet Explorer.

According to **Brokenlinkcheck.com**, out of 3000 web pages processed, there were 91 broken links including links to Facebook pages, accommodation and above all destinations to visit.

*Brokenlinkcheck Test was made on November 6th 2020

88	http://www.facebook.com/dtdesignandphotography	facebook.com/dtdesignandphotography	url	src	404
89	http://www.looksfresh.com.au/	www.looksfresh.com.au	url	src	500
90	http://www.matthewngaiphotography.com/	www.matthewngaiphotography.com	url	src	bad host
91	http://www.facebook.com/Sunrise365page	facebook.com/Sunrise365page	url	src	404

Status
DONE : reached page limit
Processed 3000 web pages, found 91 broken links
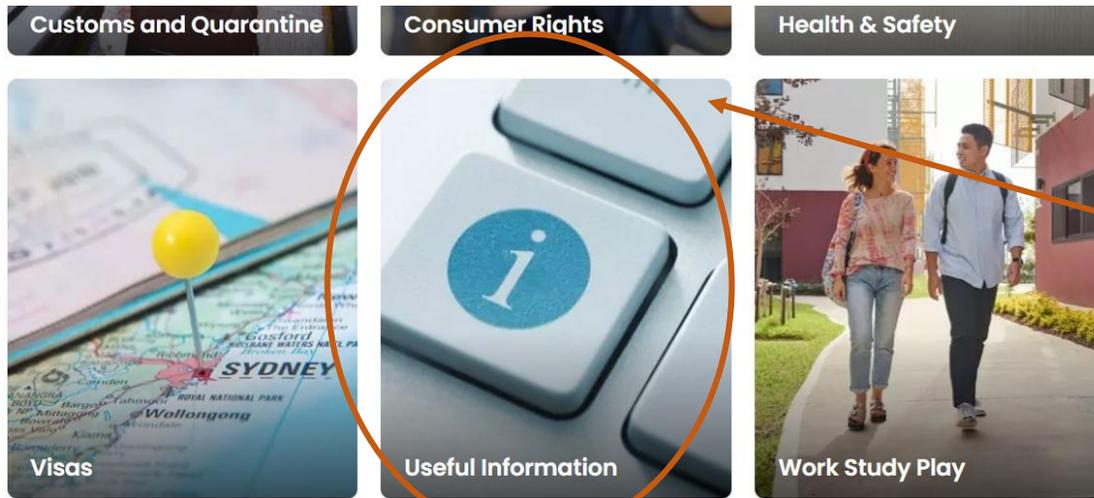
Information about Wi-Fi is reported on the website's section "useful information". Local Wi-Fi coverage can be found at internet cafes, most hotels, backpacker accommodation and youth hostels, major airports, some train stations, fast-food chains, public libraries, Darling Harbour and aboard Sydney Ferries.

USABILITY – QUO MODO – HOW

There is a **very well-organized menu** which is always reachable, even when scrolling down
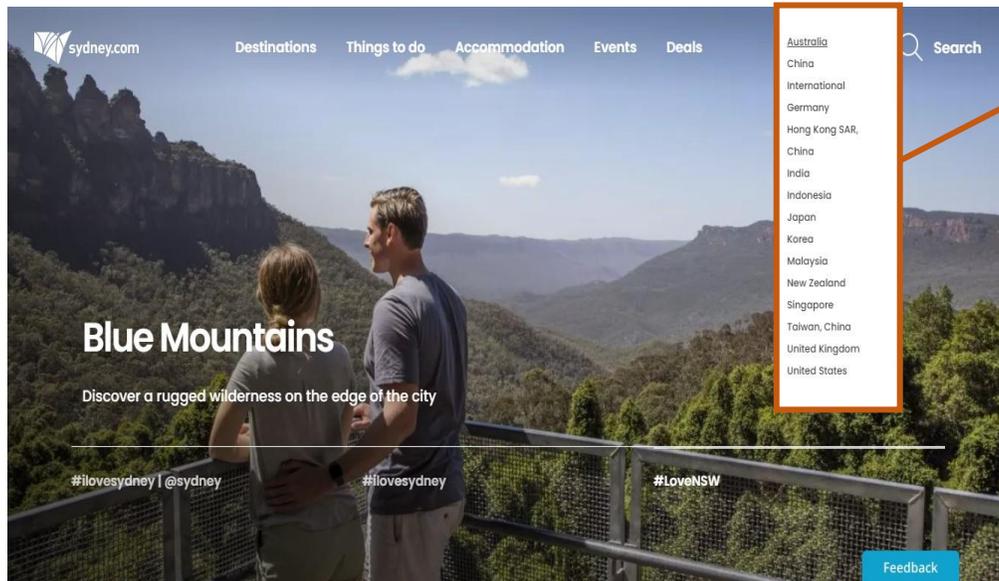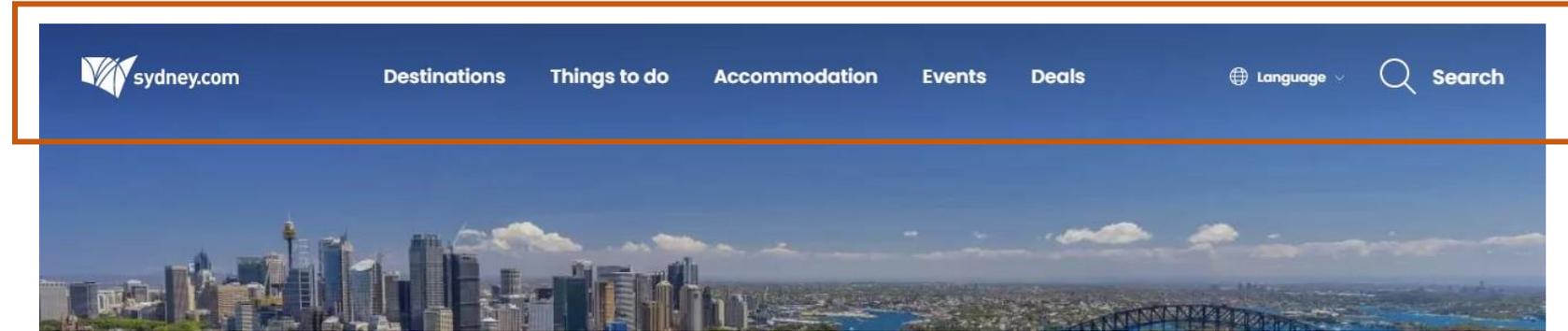
The website provides **different language options** to make it accessible to a wider number of users, especially eastern languages such as Chinese, Japanese but also western ones such as German and obviously English, although lamentably most of the European languages are missing.

USABILITY – QUO MODO – HOW

As already seen, some language options do not seem to be related to the language translation itself but to the **tailored content** for each country.

Beside the modern and technological website design, **breadcrumbs** and an **internal search engine** maximize the usability making the website easy to use and understand.

Sydney Harbour

Welcome to one of the world's most beautiful natural harbours. Sydney Harbour has it all; sparkling blue waters, iconic tourists attractions, hidden beaches, pristine bushland, pretty botanic gardens brimming with native flora and charming islands that are made for

HOME / DESTINATIONS / SYDNEY / SYDNEY CITY / SYDNEY HARBOUR

Special consideration is given to disabled people's needs. The website has a specific section dedicated to impaired users. This section provides useful information about things to do, accessible toilets, transports and maps.

♿	Mobility access throughout venue and toilets
🚶	Clear path of travel for blind and low vision
👐	Auslan sign language is available
AD))	Audio description is available
👂	Hearing loop or audio induction is available
CC	Text captions provided for audio content
☎	Telephone Typewriter (TTY) is available
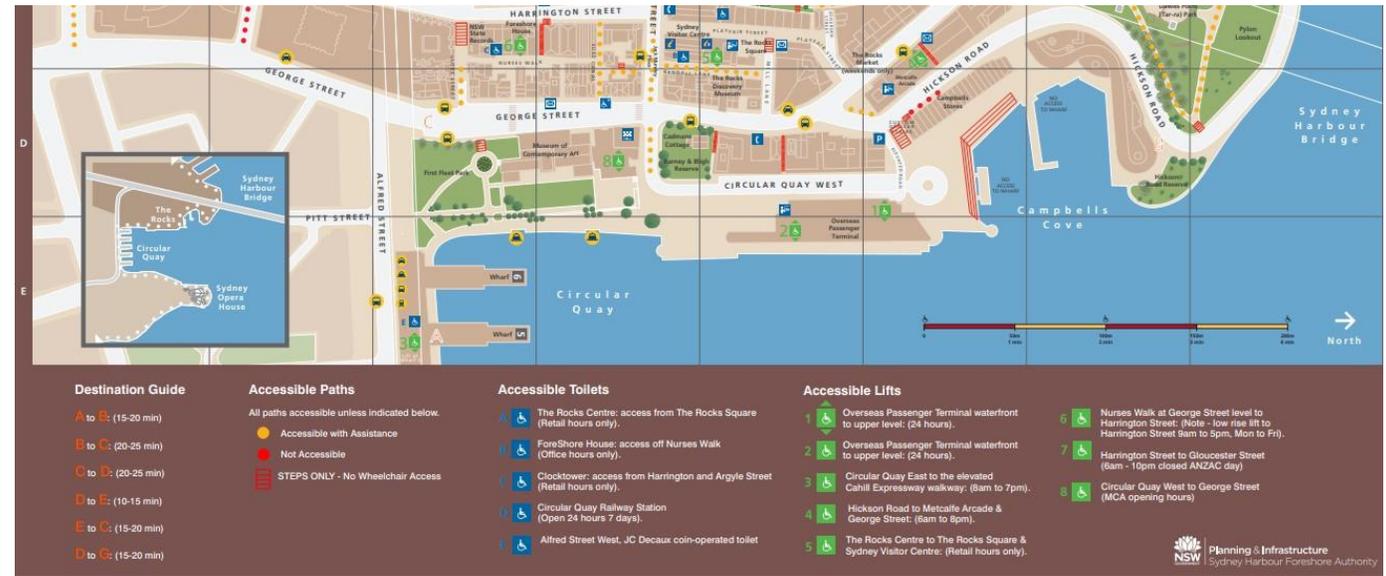
Universal icons help the user decide which attractions provide the appropriate level of access.

USABILITY – QUO MODO – HOW

According to the **Pingdom Website Speed Test**, download times take:

- 8,27 seconds from Europe (Germany)

- 8,64 seconds from Asia (Japan)

- 5,73 seconds from Brazil (São Paulo)

- 3,71 from North America (Washington)

- 631 milliseconds from Australia (Sydney)

*Pingdom Test was made on November 6th,2020

FROM EUROPE, GERMANY (FRANKFURT)

According to Google Mobile Friendliness Test, the website is mobile friendly and therefore readable on smartphones and tablets.
However, the test showed some **troubles in downloading** some elements, mainly images, but also some scripts.

STRENGHTS & WEAKNESSES

✓ Homepage with highlighted content;

✓ Linking to websites of hotels, events, tours;

✓ Clear division of the website into categories, therefore the users have no difficulty in finding something;

✓ Website constantly updated;

✓ Horizontal scrolling menu;

✓ Mobile Friendly;

✓ Special care for impaired users;

✓ Each window always shows the category/part of the site where it belongs (accommodation, tours, attraction, etc.);

✓ Efficiency of communication with users and among users.

× The downloading time is not as short as the one of many other websites; loading pictures and texts can take a few seconds;

× Lack of a site map;

× Many links are broken;

× Lack of many European languages apart from German;

× The translation of some languages does not work;

× Lack of direct e-commerce services and B2B channels;

× Lack of transport timetables;

× Lack of weather information;

× Bad social media interconnection;

× Lack of cookies even if the page "Terms of use" suggests their presence.

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Thanks for your attention!

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