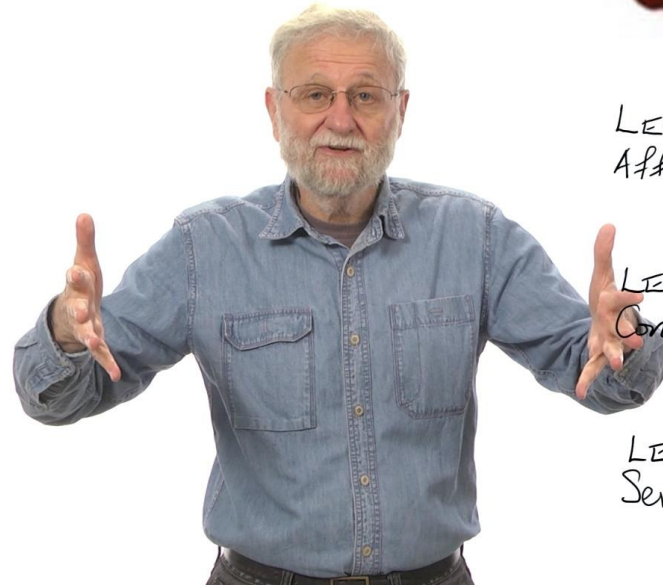


#06. 7Loci models and web presence



University of Bergamo
Master Course in Project and
Management of Tourism Systems
Academic Year 2021-2022
IT for Tourism Services



LESSON 1
Affordances & Signifiers

LESSON 2
Conceptual Models

LESSON 3
Seven Stages of Action



What are we talking about this time?



1. Questions about identity
2. Questions about content
3. Questions about services
4. Questions about individuation
5. Questions about management
6. Questions about usability
7. More questions?

Quis?=Who?

Quid?=What?

Cur?=Why?

Ubi?=Where?

Quando?=When?

Quomodo?=How?

A model from the 7Loci meta-model



The list of questions we're presenting here – which may be used as a reference – is a quality evaluation **model** derived from the **7Loci meta-model**.

As we saw, the cornerstones of the 7Loci meta-model are the definition of **quality** provided by the **ISO**, and the **seven loci** from the **classical rhetoric**.

We'll obviously have to consider the **needs** that something or someone must fulfil and the **tasks** something or someone is set to accomplish. All of the tasks, and the **totality** of its/her/his characteristics.

- 7Loci **meta-model** to evaluate the **quality of an entity** ↘
- 7Loci specific **model** to evaluate the **quality of the web presence of a tourist entity**, mostly, in the case considered, **a destination**

The seven loci one by one: identity



Basically, the questions we're introducing here are self explaining. These notes simply list possible **basic questions** and underline some sides of the questions which may not be immediately clear.

Let's start from basic questions about the **identity** of a web presence.

- Official website's and semi-official social pages' **brand**
- Destination **image communicated through** the official website and social pages
- Destination **geographic position** immediately made clear
- Graphic **design** of the official website
- Market **personalisation** actually proposed

Questions about identity



- **Who?** > Does our web presence identify the destination it represents?

We're evaluating the quality of the web presence of an entity from **the tourism world** – a destination, a business, an operator, an event – and we'll have to state whether that web presence **communicates** the sort of tourism the entity **offers**.

- Is it a **place**? A **business**? A **service**? Who **manages** it? Which **story** does it tell?
- What **can people do there**? Swimming? Walking? Visiting heritage? Enjoying food?
- Where **is it located**? How can people reach there?
- Which **sorts of guests** does it welcome? Individuals? Gays? Families? The young?
- Are there **specials offers** for **different sorts of potential guests**?
- Do the **layout** of the official website and its **logo** specifically **identify** the entity?

Identity in the official presence



When evaluating the quality of a web presence, our **enquiry** about the **identity locus** should start from identifying **which website** can be considered **official** for the entity.

Does the destination, tourism business or operator have an official website?

If the answer is yes, which is the official website managed by the tourism entity?

We'll have to be sure about this – a question we approached already. Here's how.

You can consult the whois form on websites like <https://who.is>, where owners of the “**international**” **domain names**, the first level of which is **.com**, **.net**, **.org**, **.biz**, **.info**, **.tv**, **.is**, **.travel** or the like, are usually found.

National domains, the first level of which coincide with **national states'** acronyms – like **.pl** for Poland, **.it** for Italy, or **.uk** for the United Kingdom – may also be searched for through individual national registration authorities.



Identity in the semi-official presence



Similarly, if a destination, a tourism business, an operator or an event has semi-official presence, **which** are its/her/his **semi-official places**? Facebook? Twitter? Instagram?... And **where else** in the **Web** is the destination, tourism business or operator **present**? Anywhere: social networks? communities? TripAdvisor? Google Maps?...

This point was mentioned already, for example...

It has often happened – and still happens – that, for example, a B&B realizes that it is mentioned on **TripAdvisor** or commented by some **Google Maps** users **without** having taken **any initiative** to be present on TripAdvisor or not even having checked its geographical position as it appears on Google Maps.



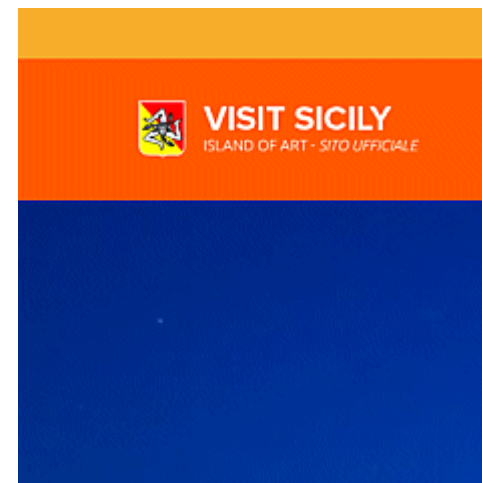
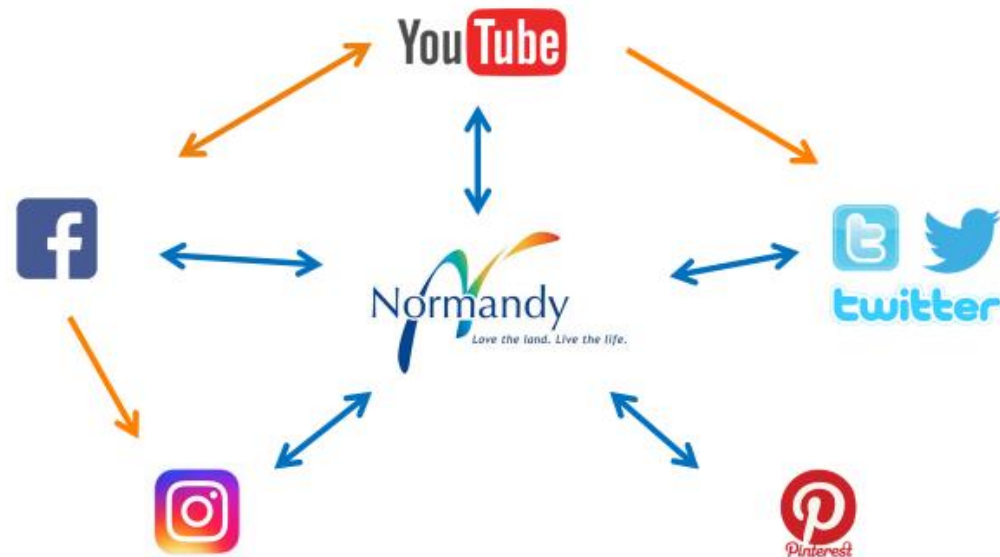
image credit to [Medium](#)

Identity in the transverse presence



The relationship between **official** and **semi-official** forms of **web presence** of a tourist entity – this too was already seen – can be **represented** in the form of **a map**.

The identity locus is implicated in this official/semi-official relationship. It may in fact be that a tourist entity **does not have the same logotype** in its various forms of presence.



logotype on the official website

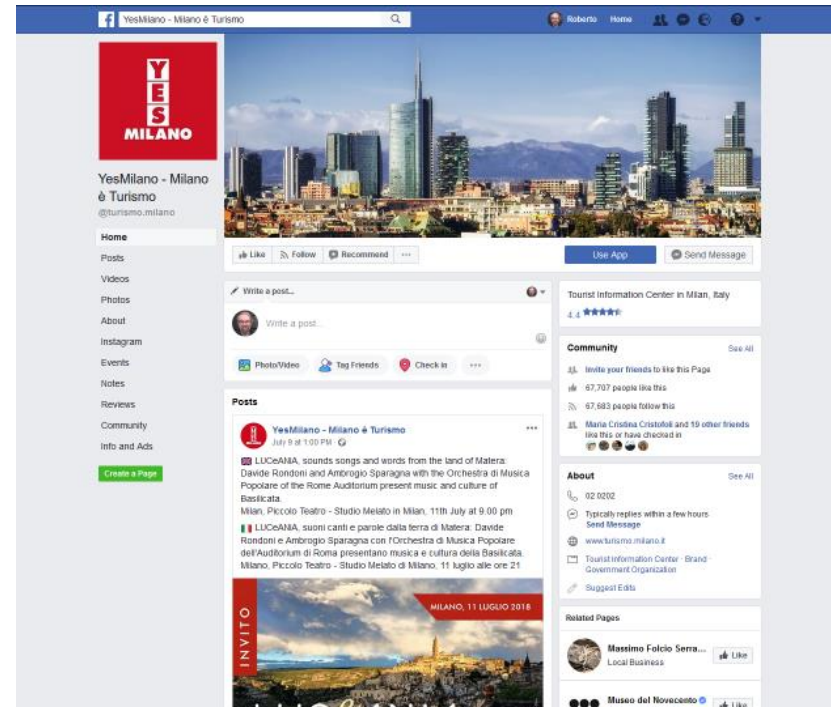
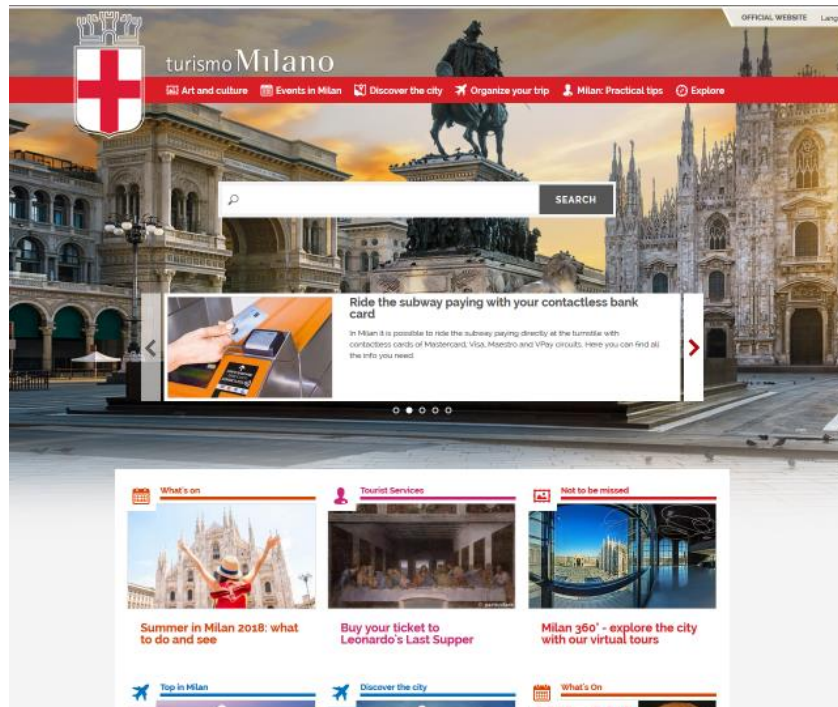


logotype on a semi-official page

Identity. “Traditional” Web vs. social



When considering **identity**, the **official web presence** of a destination should be confronted with its **social presence**. Are they consistent?



Identity. The rest of the world

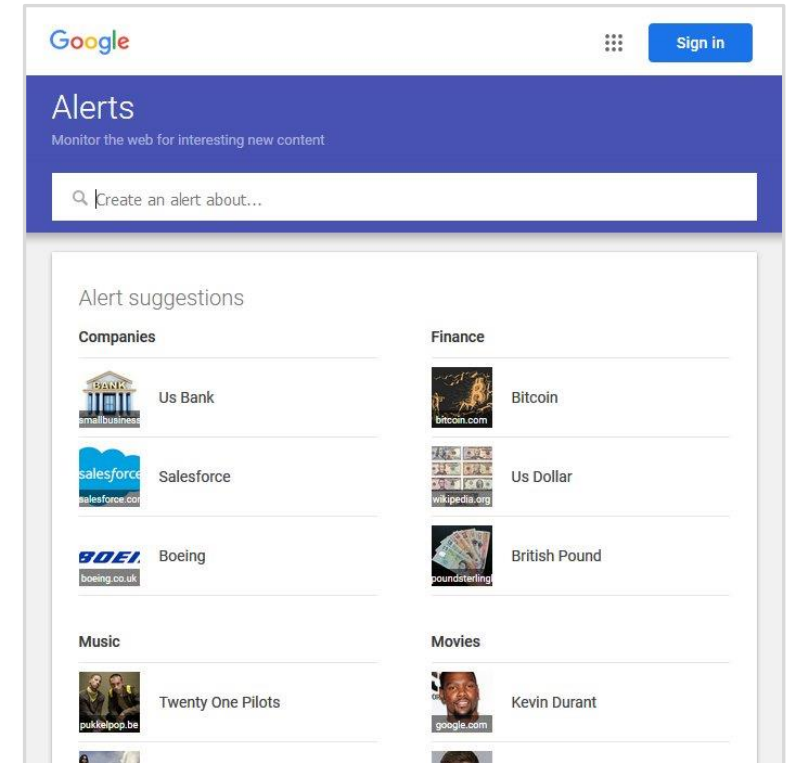


We've also seen that the **web reputation** of any entity – a destination, in our instance – includes what is published on the Web outside its control.

This means that **an entity is** in fact **present on the Web** under the species of what **anyone** (or any machine) **publishes** about it **anywhere** on the Web.

We will see that there are **tools** – starting from **Google Alert** – which help **tracing** what is published about an entity **outside the entity's control**.

Therefore, any complete quality evaluation of a destination's identity should make use of these tools, and do so in due time.



Geographic identity



As far as identity is concerned, any destination should make clear at once **where** it can be found.

For instance, do you know **where** Puerto Madryn is **located**?

Well... the tourist home page of Puerto Madryn shows **no relevant geographic information**.

The seven loci one by one: content



Here a list of possible **basic questions** as far as **content of the web presence** is concerned.

- Managers' Content Compliance
- Info on Managers
- Users' Content Compliance
- Info Content
- Media Content
- Links
- Events
- Downloadable Material
- Sources Copyright

Questions about content



- **What?** > Does the web presence provide tourists with the content they need?

Is the destination, company or tourism operator that manages the web presence in question able to use it to describe and **communicate** the entity it represent?

- Are the **texts clear**? Do they inform? Do they arouse **interest**?
- Are there any **useful images**? Do they have good quality? **Do they engage**?
- Are there any **useful videos**? Do they have good quality? **Do they excite**?
- Does the official website **recognize the rights of content providers**? (More later on.)
- Are there any **downloadable materials** on the official website useful to guests?
- Can **web presence managers** be **satisfied** with the content published?
- Can **potential guests** be **satisfied** with the content they find?

A (partial) example about identity

The image shows a screenshot of the Venezia Unica website with several annotations. The background is a teal gradient with the text 'WHO? IDENTITY' on the left, 'VENEZIA UNICA 'VENEZIA È UNICA' 'VENICE IS UNIQUE'' in the center, and 'SALE OF THE VENICE CITY CARD' on the right. The website header features the 'VENEZIA UNICA' logo, which is circled in red. To the right of the logo, the text 'Official City of Venice Tourist and Travel Information' is visible. Further right, there are navigation links for 'INFORMATION' and 'LOGIN', and a search bar. A red circle highlights a set of social media icons (Facebook, Twitter, Instagram, YouTube, LinkedIn) and a language selector 'EN'. A red arrow points from the 'VENEZIA UNICA' logo to the social media icons. Another red arrow points from the social media icons to the 'VENEZIA UNICA' logo. A red arrow points from the 'VENEZIA UNICA' logo to a mobile app interface shown in the bottom left. A red arrow points from the social media icons to a red button at the bottom right that says 'VENEZIA UNICA CITY PASS - BUY NOW >'. The footer of the website includes a Creative Commons license (CC BY-NC-ND), the text '#06. 7Loci models and web presence', and a 'TODAY' icon.

WHO? IDENTITY

VENEZIA UNICA
'VENEZIA È UNICA'
'VENICE IS UNIQUE'

SALE OF THE VENICE CITY CARD

Città di Venezia

INFORMATION LOGIN

Official City of Venice Tourist and Travel Information

VENEZIA UNICA

VENEZIA UNICA CITY PASS - BUY NOW >

Roberto Peretta. IT for Tourism Services #06. 7Loci models and web presence 14

Links to needed content



A destination official website is requested to make available **all sorts of information** that **users** may request to access.

Some pieces of information, however, must **not necessarily** be **part** of the website itself.

Think of detailed information on **events**, for instance.

If the destination official website provides direct and working links to the webpages of scheduled **events**, this solution is perfect for users.

The only problem is whether such links **are provided**, and **work**.

A (partial) example about content Users' Content Compliance & Info

The image displays a collage of website content related to tourism in South Tyrol. It features several screenshots of web pages:

- Brixen/Bressanone**: A page with the heading "Brixen/Bressanone" and a sub-heading "Bishop's seat". The text describes the city's historical significance as a bishop's seat and mentions the Cathedral of Bressanone.
- Mareccio / Maretsch castle**: A page with the heading "Mareccio / Maretsch castle" and a sub-heading "Town / City". It includes a "Practical infos" box with a list of items and a "Tips and suggestions" box with a list of items.
- Family Holidays in South Tyrol**: A page with the heading "Family Holidays in South Tyrol" and a sub-heading "Together with the family". It features a grid of images and text promoting family-friendly activities.

Yellow callout boxes highlight specific content:

- Practical infos**: A box pointing to a list of items on the Mareccio / Maretsch castle page.
- Tips and suggestions**: A box pointing to a list of items on the Mareccio / Maretsch castle page and a grid of images on the Family Holidays in South Tyrol page.

At the bottom left, there is a "Welcome to Brixen/Bressanone" banner with a heart icon. At the bottom center, there is a Creative Commons license logo (CC BY-NC-ND). At the bottom right, there is a "#06.7Loci models and web presence" text.

The seven loci one by one: services



Here a list of possible basic questions as far as **services provided by the web presence** are concerned.

- Managers' service compliance
- Users' service compliance
- Weather forecast
- Transport
- E-commerce
- E-commerce service compliance
- Security
- Privacy
- Cartography
- Location-Based Services

Questions about services



- **Why?** > Does the web presence provide tourists with the services they need?
- Does the web presence considered offer digital services to potential guests?
- Can we **book overnight stays**? Lunches? Events? Tickets?
- Is there a real-time **weather forecast service** available?
- Is there a **georeferenced digital cartography** that guides you to reach your destination, company or operator, and then move around the area?
- Is the **official website safe**? (We'll talk about this later on.)?
- Does the official website **respect the privacy** of those who visit it?
- Can web presence **managers** be **satisfied** with the digital services offered?
- Can potential **guests** be **satisfied** with the digital services offered?

More web services by a destination?



However, even for digital services the general questions are well suited to the case of a destination. But – if you think about it – you can add other questions.

Are the promised **e-commerce** services really **safe** and do they really work?

Are there **direct links** from the official website to the on-site **public transport services**?

Such information should **not** be expected to be **published directly** on the websites of destinations: timetables and transport tickets are not governed by the DMO, and reproducing its functions on the official website would be a waste of resources.

As with e-commerce or weather, it is enough that the other sites responsible for those digital services (reservations, transport, weather ...) are **linked clearly** and directly.

Does the destination's official website offer **Location-Based Services**?

E-commerce functions



E-commerce functions, too, must **not necessarily** be **part** of the website itself.

We considered in a previous lecture the **possible solutions** that a destination may adopt in managing its e-commerce about **accommodation**. Let's recall them here.

1. Doing nothing.
2. Linking to the hotels' websites.
3. Building its own platform.
4. Dealing with an OTA or a metasearch engine.

Solutions 2, 3 and 4 may all be considered **satisfactory**, after all, albeit in different ways and with **different levels of efficiency**.



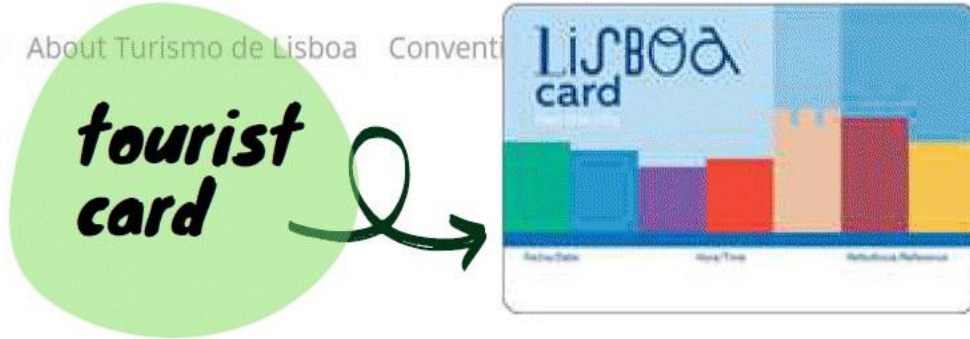
image credit to Shutterstock

TOURISM PRODUCTS TO PURCHASE

A (partial) example about services



Visit Lisboa About Turismo de Lisboa Conventi



Lisboa Shop > Guides

Shop by Category

- Tiles
- Mugs
- CD's
- Traditional Ceramics
- Collectable
- Soaps
- Several
- Fado - Live Shows
- Guides**
- Games/Puzzles
- Books
- Maps



tickets and tours booking

Lisboa Shop > Tours

Lisbon Tours

Here you can find and book different types of tours available in our tours.



Lisboa Card
Transports & Attractions

Lisboa Shop
Souvenirs, Guides, Maps

Tickets

Tours

taxi voucher

Accommodation
Reservation
booking.com

Taxi Voucher



A tool to evaluate services



Taking into consideration the official website, the search about the services locus can count on at least one automatic tool available for free on the net.

It is a useful tool in terms of safety assessment.

- **Google Safe Browsing** informs about the safety of content:
<https://transparencyreport.google.com/safe-browsing/search?hl=en>

Pay attention, please! **Content security** is another thing from **connection security**, (another topic that we will talk about later).

Even the assessment about privacy is easily carried out – as we will see when dealing with tracking and cookies – by visiting the website and deepening about its cookie policy.

The seven loci one by one: individuation



Here a list of possible basic questions as far as the individuation of the web presence is concerned.

- Search engines positioning
- Domain name
- Basic communication
- Offline communication
- Communication among users
- Social networking
- Social engagement
- Communication among actors

Questions about individuation



- **Where?** > Are the official and semi-official spaces of the web presence found?
- Does the web presence considered cover the various network spaces available?
- Do web presence managers let them find their official website without difficulty through the main search engines? Do they have a serious SEO policy?
- Do web presence managers have semi-official presences in social networks and communities where UGC appear, such as TripAdvisor and Google Maps?
- Web presence managers keep an eye on UGC published even outside of their semi-official presences: in the rest of the world?
- Can potential guests dialogue – asking and receiving answers – with the web presence managers? After all, individuation is communication!

Positioning and keywords



When verifying **positioning** – typically on Google and Bing search engines – digiting the name of the relevant destination may not be enough.

If you want to verify **how much**, for instance, Bratislava as a tourist destination is **visible** on the Web, you should not simply search by digiting “Bratislava” on a search engine.

You, instead, should also check whether Bratislava appears in the first resulting pages of a search engine by digiting “east Europe city tourism”, “Slovakia travel”, or “Slovakia city tourism.”

If it does, this means that web managers act efficiently in terms of competition.

Ranking



A substantial factor is **how much** a website is actually **visited** and **linked**.

To retrieve information on how much websites are visited, we've seen during previous lectures that some dedicated **tools**, like **CheckPageRank** or **SimilarWeb**, are available on the Web.

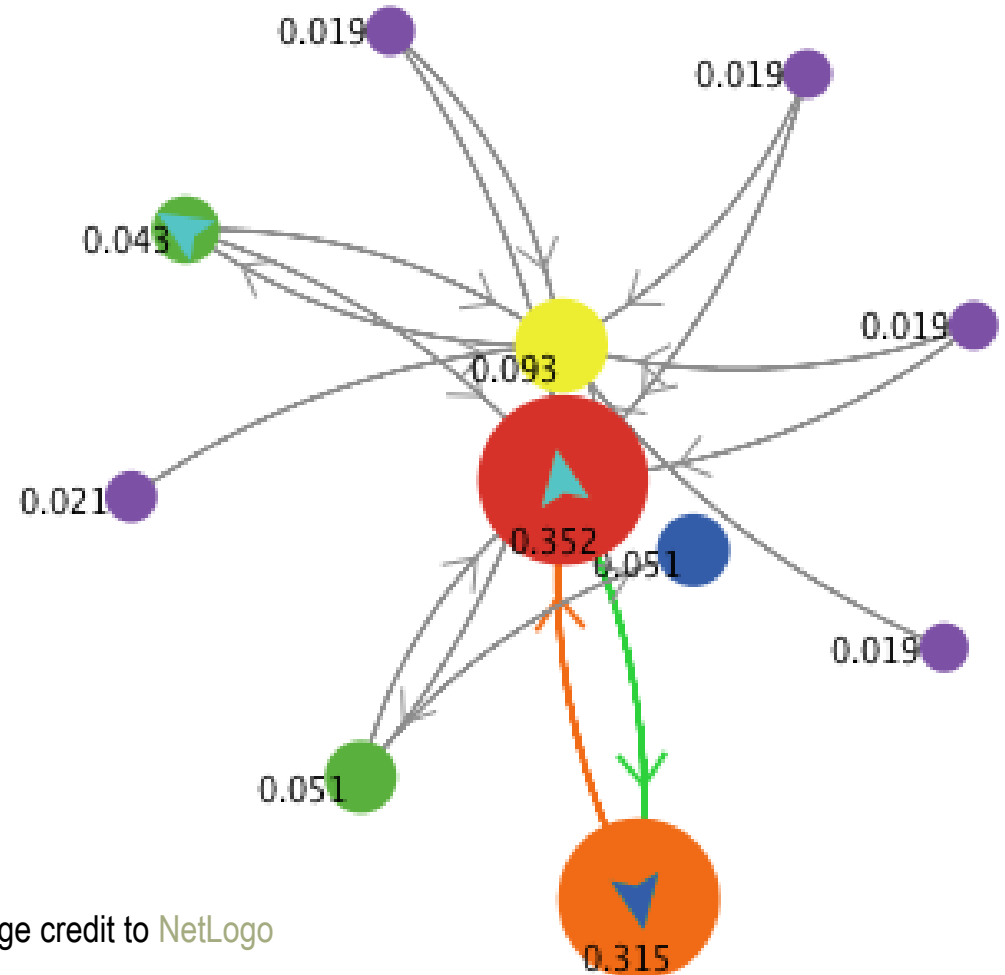


image credit to NetLogo

B2C communication basics



The first thing to do when verifying whether the official website of a destination provides **communication with its users** is looking whether **e-mail** addresses are published and are sensible as links.

The second thing to do is **writing** e-mails to the destination, see **whether they reply**, and if their replies are **useful**.

However, most **B2C communication** is based on **social networking**, today.

Therefore, users' engagement in social networking is a fundamental factor as far as the quality of web presence is concerned.

Engagement in social networking



As far as social networking engagement is concerned, verifying

- who (managers vs. users) mainly posts in the destination's social pages
 - in which language (national vs. global) most posts are published
 - to what extent official posts are commented by users
 - how many posts or comments are independently placed by users, and
 - how many likes and followers do the destination's social pages gather
- are all crucial things to do.

A social networking matrix



This may be summarized in a matrix: here's a trace. And what about TripAdvisor?

Official DMO website	Facebook	YouTube	Instagram
<ul style="list-style-type: none">▪ Page rank	<ul style="list-style-type: none">▪ How many likes?▪ How many followers?	<ul style="list-style-type: none">▪ How many visualizations?▪ Channel?	<ul style="list-style-type: none">▪ How many followers?
<ul style="list-style-type: none">▪ Available analytics	<ul style="list-style-type: none">▪ Engagement▪ Languages?	<ul style="list-style-type: none">▪ Engagement	<ul style="list-style-type: none">▪ Engagement
Last updated 2020.??.??	Last updated 2020.??.??	Last updated 2020.??.??	Last updated 2020.??.??

Destination Management Systems



We saw that, digitally speaking, the ideal situation in which a destination can place itself is being able to rely on a **Destination Management System (DMS)**.

DMS allow **communication among actors** through a **platform**, where actors can cooperate, and results of which are made available to users as components of the destination's web presence. If this happens, **B2B** and **B2C** somehow meet.

Verifying the **existence of any DMS functions** simply by visiting the official B2C website of a destination is **seldom possible**.

More frequently, destinations have **separate B2B and B2C websites**.

This is, for instance, the case of **visitbritain.org vs. visitbritain.com**.

Tuscany is a case where the existence of a DMS is declared in the official website.

VisitTuscany has a DMS

Sito ufficiale della destinazione Toscana ©2020

visittuscany.com

ITALIANO

Scopri of Downloadare Cosa fare Dove dormire Organizza

Primavera

OFFERTE

- Mare e campagna...puro relax a poca distanza da Baratti
- Street art e arte contemporanea a Pistoia
- Wine & dine: s con cena in M

EVENTI

- Eat Prato Walking 2021
- Turandot e l'oriente fantastico di Puccini, Chini, Caramba

COLLABORA CON NOI

I nostri strumenti di collaborazione con enti, operatori turistici e digital storyteller

make.

Registrati alla newsletter

Un concentrato di segreti, offerte, curiosità e novità direttamente sulla tua casella di posta.

Il tuo nome:

Seguici!

Chi siamo

- Area operatori
- Privacy e note legali
- Accessibilità
- Database
- Contatti

Accesso al pannello di controllo

visittuscany.com

Richiedi attivazione con codice struttura

Proponi le tue offerte su Make

Codice struttura:

Password:

Hai dimenticato la password?

Hai dimenticato il codice struttura?

Login

Tools to evaluate individuation



To evaluate the quality of an official website, the search about the individuation locus can count on **automatic tools**. Some of them are available **free** on the net.

Such instruments have already been introduced.

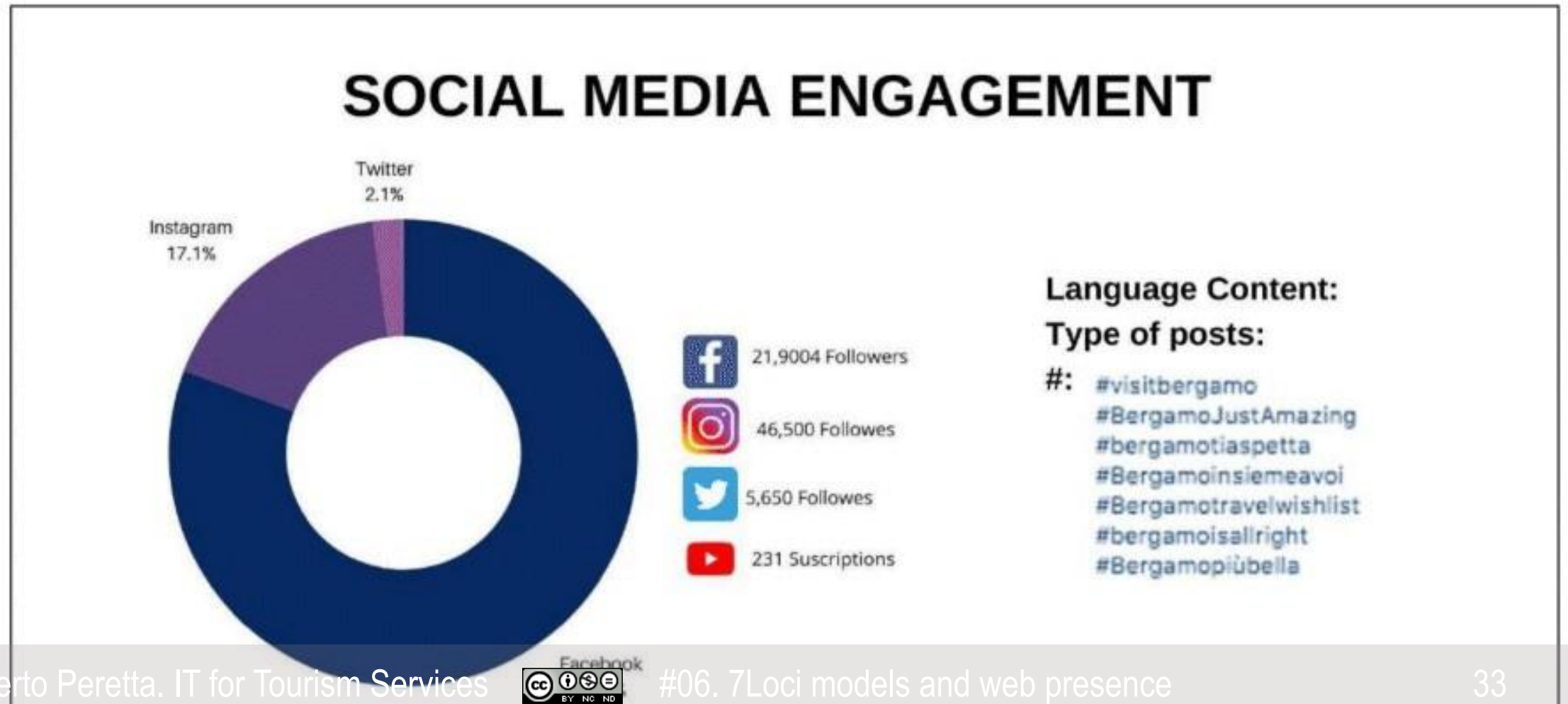
- **CheckPageRank**, for the value of Page Rank.
- **SimilarWeb** or the like, for more information about how much the site is visited.

The degree of individuation that a web presence guarantees should also to be tested by verifying the **reaction times** to direct **e-mail messages** and **social posts**.

As for the individuation of a web presence in social networks, we can refer to what we introduced in terms of UGC and web reputation. Useful data can be obtained by searching the relevant platforms – Facebook, Twitter, Instagram... – and counting likes, followers, posts and comments, then making comparisons.

A (partial) example about individuation

INDIVIDUATION



The seven loci one by one: management



Here a list of possible basic questions as far as the **management of the web presence** is concerned.

- Code Compliance
- Update
- Links Compliance
- Technologies

Questions about management



- **When?** > Does the web presence take into account that time changes?

Is the web presence kept **up to date**?

- Are the published **contents and services** offered on the official website **still current**?
- Is the **semi-official** presence in social networks and communities **up to date**?
- Are semi-official attendance **appreciated by** potential **guests**?
- Are there any **technical errors** on the official website?
- Do the **links** offered on the official website – considering both those within the site and those to other websites – **work**?

Content update vs. technology update



It is important to make a clear **distinction** between content update and technological update.

You can come across websites which are technologically speaking **old-style**, but where **users' needs are fulfilled** as far as content is concerned.

On the other hand, you can have technologically updated websites, the content of which does not satisfy the users' needs.

As a matter of fact, the **technology** staff in charge of a destination web presence very often works separately from the staff in charge of managing **customer relationships**.

Tools to evaluate management



To evaluate the quality of a web presence, the research about locus maintenance can count on automatic tools, some of which are available for free on the net.

A very useful example.

- **Broken Link Checker**, to get a report about “broken” links.

A litmus test to visually check the maintenance status of the official website is the management of reported events.

An assessment of the state of updating and appreciation of semi-official presences in social networks is – unless you have access to the relevant platforms – research to be done “by hand”. We talked about this point when we introduced the web reputation.

Links compliance verification



Tools, which are **available on line**, can be used to verify links compliance. **LinkChecker** is one of them.

LinkChecker, however, must be downloaded and installed.

Another tool, **Broken Link Checker** <https://www.brokenlinkcheck.com/> can be accessed **on line**, instead, and may be easier to use.

The screenshot shows a blue background with the text "Free Check for broken links" in white. Below this, it says "Enter your URL below (e.g. www.example.com)". There is a white input field containing "www.". Below the input field, it says "by entering your URL you agree to these [Terms & Conditions](#)". At the bottom right, there is a yellow button with the text "Find broken links" in red.

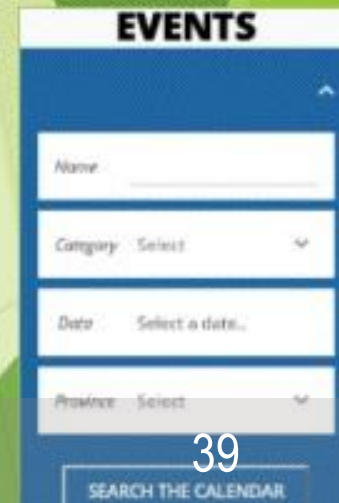
A (partial) example about management

MANAGEMENT

CONTENT UPDATE



- The **content** of the website is **regularly updated**, moreover, it informs about the current Covid-19 situation



- **Institutional pages:**
ENIT, National Tourism Agency
Italian Ministry of Health
Italian Ministry of Foreign Affairs

Coronavirus precautionary measures - November 2020

Following the Decision of the Presidency of the Council of Ministers of November 5, 2020, we inform you of the precautionary measures adopted to ensure the safety of tourists in the presence of museums, exhibitions, theaters, cultural tech, cinemas and the suspension of festivals and fairs until December.

With this note, it is strongly recommended that all outdoor persons avoid meetings, except for work, study, health, housing, education, and/or for emergency services or for essential activities. Finally, we discussed the measures of success in the areas of the World Heritage Sites.



- The **event section**, accessible from three different areas, is easy and quick to use as it enables the user to select the field and

The seven loci one by one: usability



Here a list of possible basic questions about usability of the official website.

- Menu
- Full Text Research
- Site Map
- Download Time
- Cultures
- Cultures Compliance
- Language & Icons
- Hardware & Software Compliance
- Impaired Users
- Mobile Compliance

Questions about usability



- **How?** > Does the web presence **behave properly** when tourists come across it?

The question of usability **concerns** above all the usability of the **official website**, as the usability of social networks and communities is mainly their business...

- Does the official website pose **obstacles** when visiting it?
- How **long does it take** to make it appear?
- Is it readable on **smartphones**? (This point will be discussed later.)
- Is it **easy to find** useful information? Is there an **internal search engine** on the site?
- Is **navigation** on the site clear, or users happen to feel lost? (To be discussed later.)
- In **which languages**, for which cultures is the web presence available?

Tools to evaluate usability



To evaluate the quality of an official website, the search about the usability locus can count on **automatic tools**, some of which are available **free** on the net.

Here are some of these tools.

- **Pingdom download-time tool**, for an evaluation of the download time.
- **Google Mobile-Friendly Test**, for a verification of readability on smartphones.

The verification of readability on smartphones is to be carried out as much as possible **also in person** because, as you will see, the Google Mobile-Friendly Test analyses individual web pages, not the entire site.

Mobile friendliness & download time



These tools, which are available online, should be used to verify both download time and mobile friendliness.

As for download time, it should be checked through <https://tools.pingdom.com/> from all the servers available at Pingdom, and on different days.

The screenshot displays the Pingdom Mobile-Friendly Test results for the URL <http://kiwimilano.it/dct>. The test was conducted on 28 Aug 2018 at 09:33. The result is a green checkmark indicating the page is mobile friendly, with the subtext "This page is easy to use on a mobile device". A "No loading issues" message is also present. The interface includes a "VIEW DETAILS" link and a "SCREENSHOT" tab. The mobile preview shows the website content, including a "MENU" icon, the title "UniBg IT for Tourism Services 2018-2019", and a "Yes!" confirmation. A "Strange layout?" warning is visible, and a cookie consent banner is at the bottom of the preview. The main interface also features "Additional resources" with links to a site-wide mobile usability report, more information about mobile-friendly pages, and a discussion group. The footer contains "Privacy" and "Terms" links.

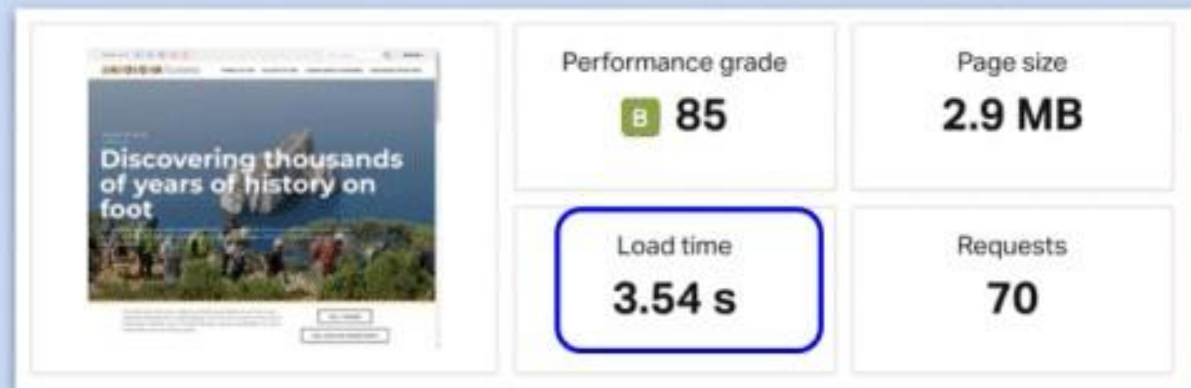
A (partial) example about usability



North America - USA -
Washington DC



North America - USA -
San Francisco



South America - Brazil -
Sao Paulo

According to Pingdom Website Speed Test, **download times** takes:

- ▶ less than 1 sec. from Europe
- ▶ more than 4 sec. from Asia and Australia
- ▶ respectively about 1.30 sec. from the oriental coast of North America and about 2.36 sec. from the western one.
- ▶ about 3,5 sec. from South America

Usability basics



Basic navigation usability issues, like **menus** and **breadcrumbs**, will be introduced during a forecoming lecture.

As destinations' websites have to fulfil **multiple users' needs** – both before and during visits – and users, when consulting the website, may happen to search for very different sorts of information, a **full text research** function and a **site map** are particularly useful.

(Under some respects, however, a **good menu** can admittedly work as a site map.)

The seventh question



Any seriously conducted and honestly exposed research declares its limits – in global English they are called **limitations** – and possibly future developments.

When evaluating the web presence of an entity **professionally** – to improve it on a commission from the managers, or compare it with others in a competition – you must consider all the seven loci.

Instead, an evaluation of professional quality – like the ones you'll have to provide – but without a contract from the managers, will necessarily have to be limited to the first six loci.



image credit to pngkey.com

Loci one by one: feasibility



- **By what means?** > Does the web presence rely on sufficient resources?

What resources do managers have available to really manage web presence?

What resources will they have available in the future?

Will these resources live up to allow reaching the objectives that managers have set for themselves?

- For those who evaluate the quality of a web presence, this locus is the least direct.
- Practically all the other questions to be asked to evaluate web presence can be answered through an analysis from the outside. This one does not.
- To make sure we know the managers' resources and goals – and can consider them for an evaluation – an active collaboration by the managers is needed.

Under which locus?



Finally, it is important to underline once again that the questions presented here should **not** be intended as a list of **checkboxes**.

Rather, the loci and the questions should be used as a **guideline**, in order to be sure to take into consideration – as the ISO definition of quality recommends – **all the characteristics** of the analysed entity and whether they fulfil **all needs**.

As a matter of fact, some quality problems may be considered under different loci.

For instance, the problem of **links** among the official and semi-official components of a web presence certainly falls under **identity problems**, but it also falls for sure under its **individuation problems**.

A guideline



Find here some advice on how to design a presentation about a 7Loci quality evaluation of the web presence of a tourism entity.



Once your 7Loci evaluation has been completed, plan the sections, and decide how many slides devote to each section.

image credit to a-mentor

What is a presentation for?



A presentation (a PowerPoint or an Impress file) must be designed to be used as a basis for presenting your conclusions in public.

So pay attention to your audience!

- Declare who you are, and why the presentation is held.
- Provide a summary, and make clear how long your speech lasts.
- Consider that the text should be readable from a distance: no small text!

Your presentation, however, will also be published on the Web: every slide might be individually downloaded by your future readers.

So please

- ensure that every slide has a footer with title, date, and page number;
- make judicious use of animations: choose one style, and use it when needed.

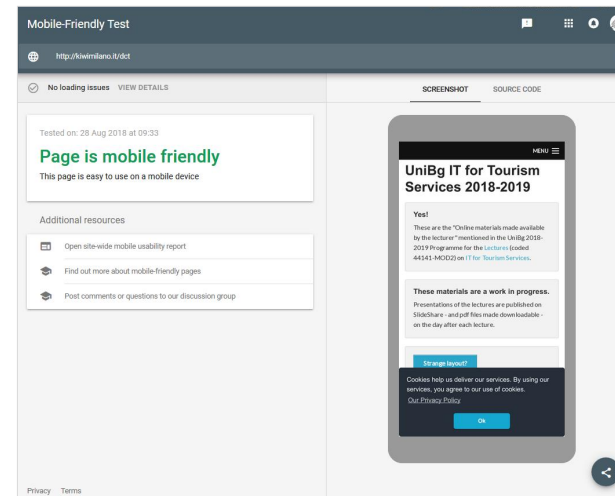
Words, diagrams and pictures



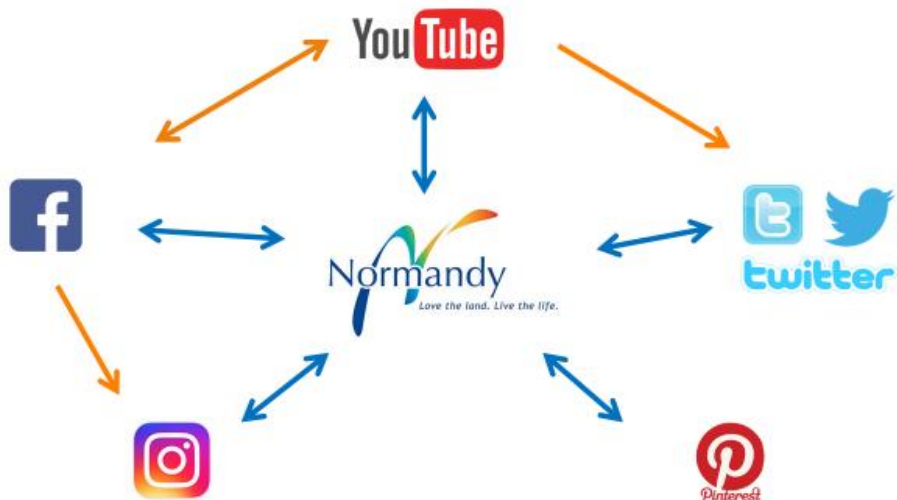
- Spoken or written that they may be, words are obviously the basic content of both presentations and report.
- Reports must contain diagrams of the results found through webtools and by researching on social engagement.
- Quite obviously, pictures are needed when presenting in public.
- Pictures that provide a context may be published as slides' backgrounds.

Required webtools:

1. CheckPageRank or the like
2. SimilarWeb or the like
3. Pingdom download-time tool
4. Google Safe Browsing
5. Google Mobile-Friendliness



Map and matrix of the web presence



A map of links among official and semi-official pieces of web presence is needed in presentations. Arrows should clarify whether links are one-way, or two-ways.

A matrix – or at least a written description – of the presence of the destination on the main social networking platforms and TripAdvisor is highly recommended.

Official DMO website	Facebook	YouTube	Instagram
<ul style="list-style-type: none"> Page rank 	<ul style="list-style-type: none"> How many likes? How many followers? 	<ul style="list-style-type: none"> How many visualizations? Channel? 	<ul style="list-style-type: none"> How many followers?
<ul style="list-style-type: none"> Available analytics 	<ul style="list-style-type: none"> Engagement Languages? 	<ul style="list-style-type: none"> Engagement 	<ul style="list-style-type: none"> Engagement
Last updated 2020.??.??	Last updated 2020.??.??	Last updated 2020.??.??	Last updated 2020.??.??

Formats and weights



Be careful in choosing formats and considering weights (that is, the number of bytes) of the pictures you publish.

The jpg format is best for photos. The png or the gif formats are best for icons.

Neither presentations nor reports have to be too heavy. Absolutely reduce weights by decreasing pictures' resolution.

In particular, check the weight of your presentation (to be delivered as a ppt, pptx or odp file). Before being published on Google Drive it will be turned into a pdf file, and made lighter. But the weight of your original file matters.

An excessive weight of a presentation may be a reason for rejection.

Strengths & weaknesses



Questions? Questionnaires? Presentations? Reports?
Challenges?...



After all, providing in your presentations and your reports lists of strengths & weaknesses in the web presence of the destination considered is possibly the best comprehensive result of your quality evaluations.

image credit to Attitude School

Key points

1. “Can I ask you some questions?”
2. “Hi! Who’s on the line?”
3. “Sorry... What are you talking about?”
4. “How can you be of help?”
5. “Where do you live? (On the Web, I mean.)”
6. “Ok. But are you sweeping your floor day by day?”
7. “Sorry. I don’t get what you mean...”

image credit to a-mentor