

# Quale video per quale turista?

Bergamo- 3 Giugno 2010

Dr. Alessandro Inversini





# Agenda

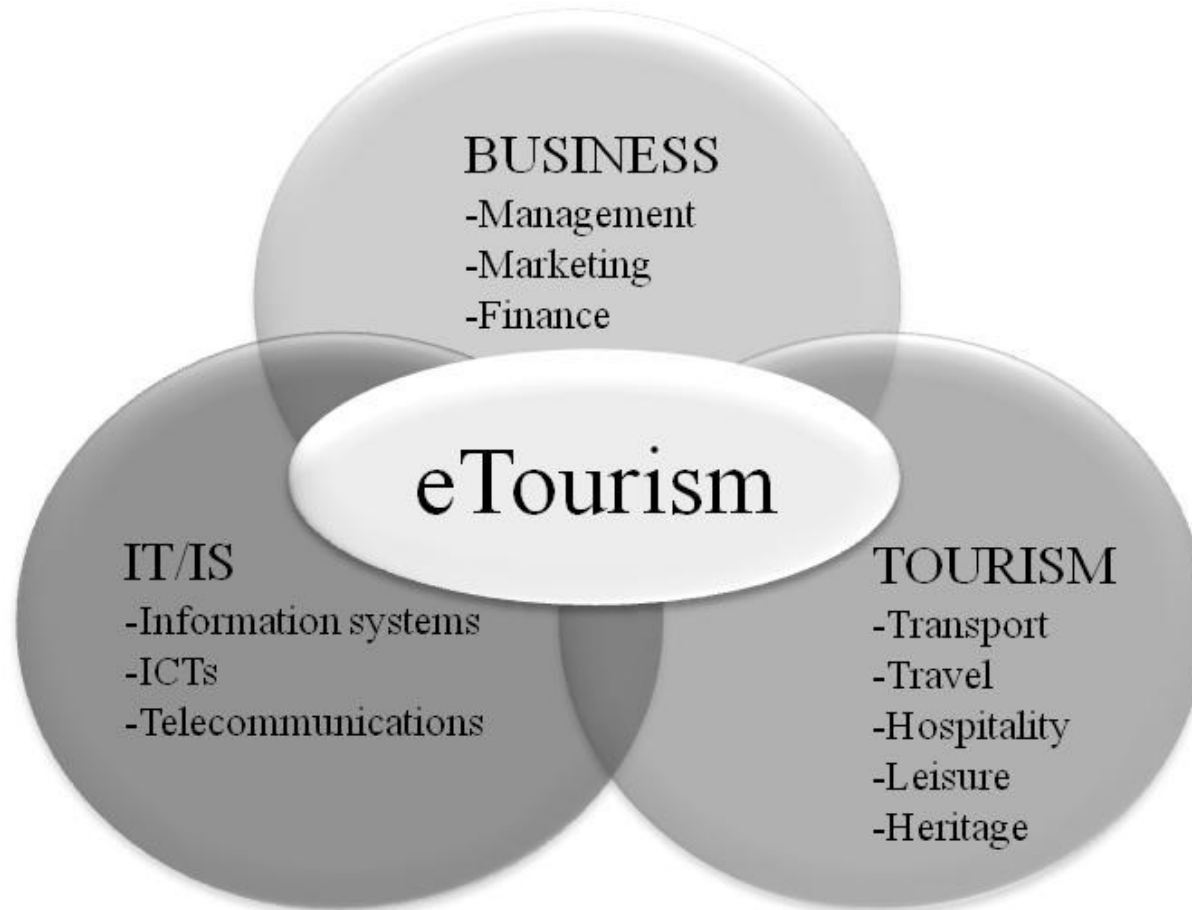
- Nuovi Media nella Comunicazione Turistica
- Il web e il mercato dei video
  - Turismo e video online
- Modelli per l'analisi
  - Website Communication Model
  - Consumer Behavior Model(s)
- Web2.0 & Social Media
  - Definizione
  - Condivisione



# Introduzione



# eTourism (Buhalis, 2001)





## La Natura dell'eTourism

“ The **immaterial character** of the product ‘travel’, the problem of filling capacities in an environment of missing capability of storage and the evident importance of information as factor of production make **tourism an ideal area for electronic commerce.**” (Bomke and Kromker)

Tourism is an information intensive domain (Poon, 1993)



# New Media in Tourism Communication

- Focus NON tecnologico ma comunicativo
- Temi di ricerca rilevanti
  - User Experience
  - Design & Usability
  - Education (hospitality)
  - Users behaviours
  - Content Analysis
  - ...



- eCRM
- Mobile
- Semantic Web
- Recommendation Systems

**>> EXPERIENCE <<**



# Il web e il mercato dei video

Nel 2007...

- **Online video now reaches a mainstream audience; 57% of online adults have used the internet to watch or download video, and 19% do so on a typical day.**
  - Three-quarters of broadband users (74%) who enjoy high-speed connections at both home and work watch or download video online.
  - Looking separately at those who have access to a high-speed connection at home, 66% report online video consumption, compared with 39% of home dial-up users.
  - Yet, some online video viewers who have dial-up at home are able to supplement their access with broadband connections at work. Among those who are truly relegated to slow connections at home and work, just 31% say they have watched or downloaded video online.

<http://www.pewinternet.org>

webatelier.net

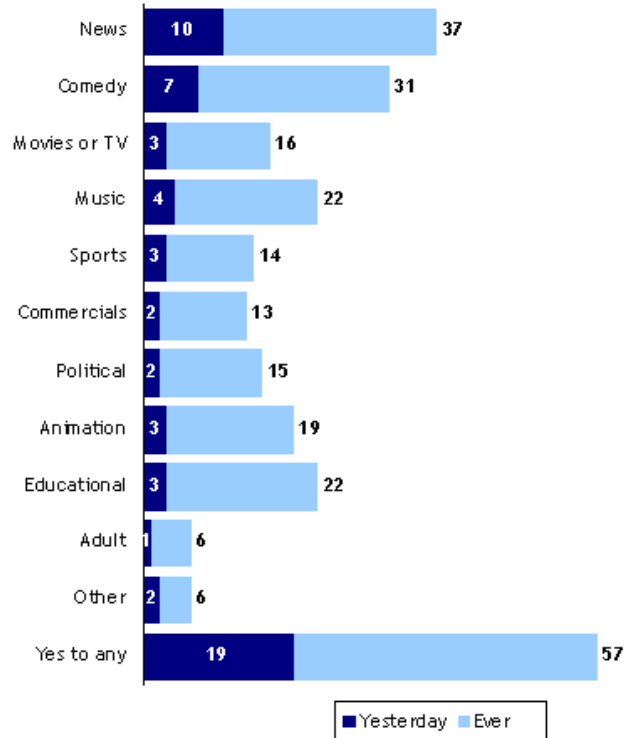




# Il web e il mercato dei video

## Video: What they're watching

percentage of adult internet users



Source: PewInternet & American Life Project Tracking Survey, February 15 – March 7, 2007. Margin of error is  $\pm 3\%$  for all adult internet users (n=1,492).

## Who Watches Online Video

The percentage of internet users in each group who watch or download online video.

Total	57%
Men	63
Women	51
Ages 18-29	76
Ages 30-49	57
Ages 50-64	46
Age 65+	39
HS Grad or less	46
Some college	62
College Grad	64
Less than \$30K	52
\$30K-\$50K	63
\$50K-\$75K	63
\$75K+	62

Source: Pew Internet & American Life Project Tracking Survey, February 15 – March 7, 2007. Margin of error is  $\pm 3\%$  for all adult internet users (n=1,492). Margins of error for subgroups range from  $\pm 4\%$  for women (n=788) to  $\pm 8\%$  for those age 65 and older (n=202).

<http://www.pewinternet.org>

webatelier.net



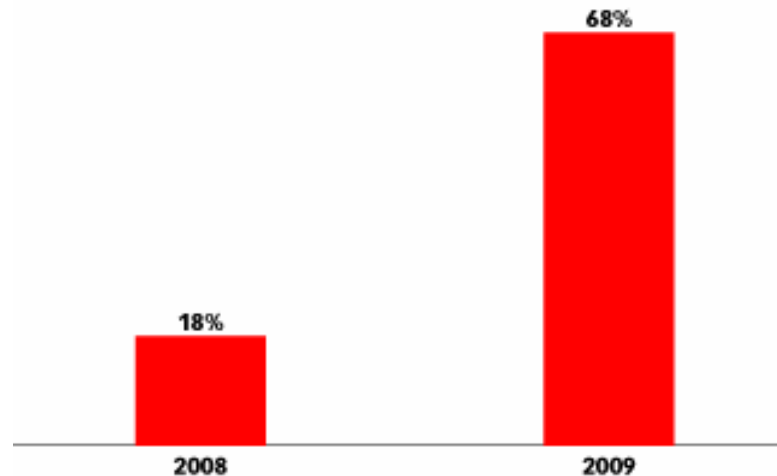
# Il web e il mercato dei video

Nel 2009...

gli utenti continuano ad aumentare la richiesta di contenuti video (tour virtuali, video promozionali, etc.) nel momento in cui effettuano acquisti online.

Aumento del 378% dell'offerta di contenuti video da parte dei grandi player online.

**Percent of Top 50\* US Online Retailers that Offer Videos on Their Site, 2008 & 2009**



*Note: \*based on the 2009 edition of the Internet Retailer "Top 500 Guide" of the largest US retail sites ranked by annual sales*

*Source: Forrester Research, "Online Retailer's Adoption of Online Video Content Is Ahead of Consumers' Preferences," November 5, 2009*

114846

www.eMarketer.com



# Il web e il mercato dei video

## 1 Giugno 2010...

U.S. Internet users watched 30.3 billion videos in April

Top U.S. Online Video Content Properties* by Videos Viewed. Apr.		
Total U.S. – Home/Work/University Locations		
Source: comScore Video Metrix		
Property	Videos (000)	Share of Videos (%)
<i>Total Internet : Total Audience</i>	30,317,131	100
Google Sites	13,087,462	43.2
Hulu	958,176	3.2
Microsoft Sites	643,711	2.1
Viacom Digital	383,776	1.3
Yahoo! Sites	370,947	1.2
Vevo	331,730	1.1
Fox Interactive Media	320,372	1.1
CBS Interactive	316,930	1
Turner Network	304,729	1
AOL LLC	237,356	0.8

\*Rankings based on video content sites; excludes video server networks. Online video includes both streaming and progressive download video.

Top U.S. Online Video Content Properties* by Unique Viewers apr. 10		
Total U.S. – Home/Work/University Locations		
Source: comScore Video Metrix		
Property	Unique Viewers (000)	Average Videos per Viewer
<i>Total Internet : Total Audience</i>	177,840	170.5
Google Sites	136,279	96
Yahoo! Sites	49,496	7.5
Fox Interactive Media	43,762	7.3
Vevo	43,588	7.6
FACEBOOK.COM	41,335	5.6
Microsoft Sites	40,161	16
CBS Interactive	39,268	8.1
Hulu	38,714	24.7
Viacom Digital	38,455	10
Turner Network	32,591	9.4

\*Rankings based on video content sites; excludes video server networks. Online video includes both streaming and progressive download video.



# Il web e il mercato dei video

## 1 Giugno 2010...

- The top video ad networks in terms of their actual reach delivered were: Joost Video Network (by Adconion Media Group) with 36.6 percent penetration of online video viewers, BrightRoll Video Network with 19.5 percent, and BBE with 18.5 percent.
- 83.5 percent of the total U.S. Internet audience viewed online video.
- 135.7 million viewers watched 13.0 billion videos on YouTube.com (96.0 videos per viewer).
- The average Hulu viewer watched 24.7 videos, totaling 2.5 hours of video per viewer.
- The duration of the average online video was 4.4 minutes.



# Modelli per l'analisi



# Stage 1 – i requisiti

- Cosa sono i requisiti
  - Metodologie formali
  - Metodologie informali



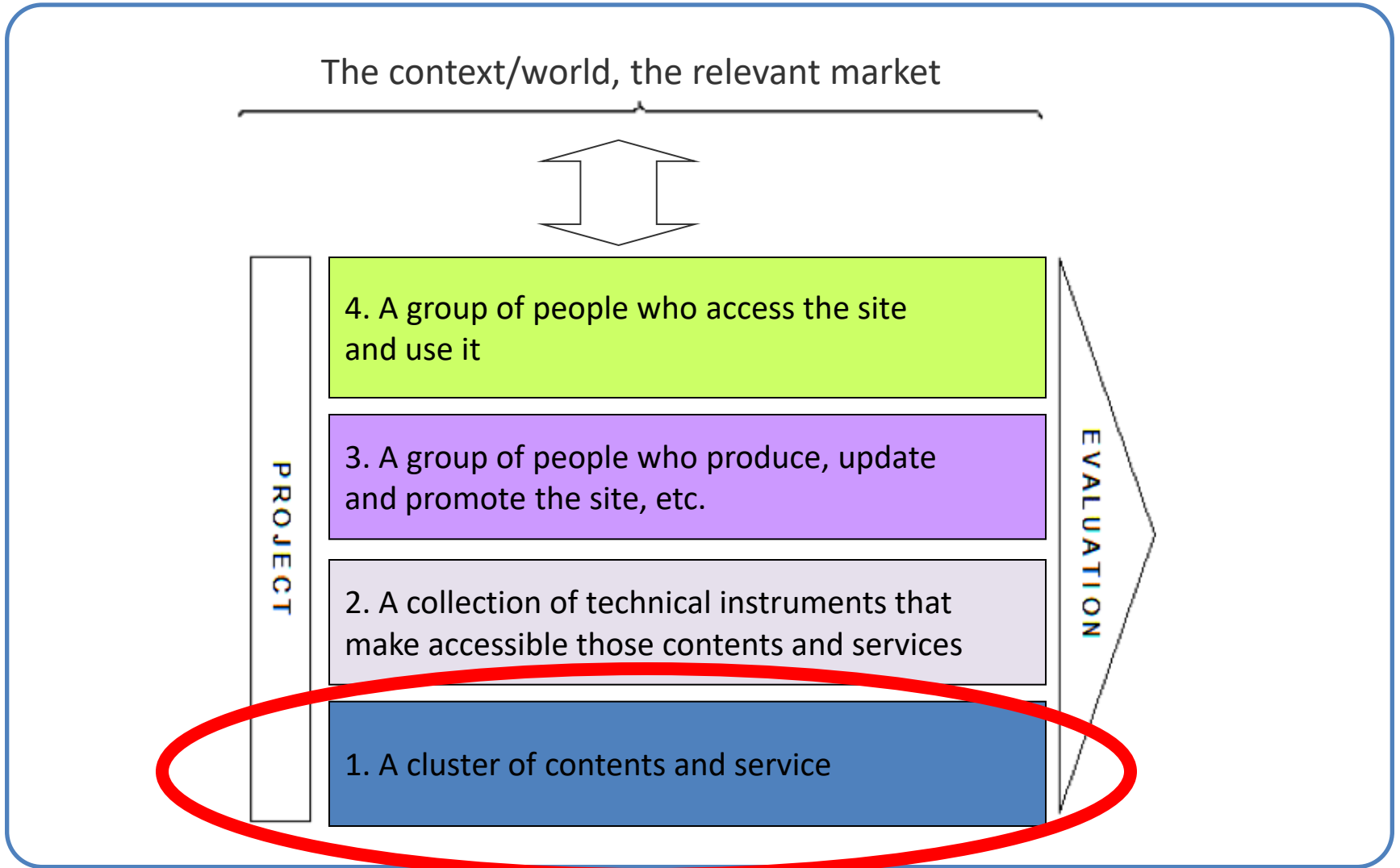


## Stage 2 – la progettazione

- Solo lo story board??
- Modelli per la comunicazione
  - Mittente
  - Destinatario
  - Messaggio
  - Canale
  - ...
- È sufficiente per la comunicazione online??



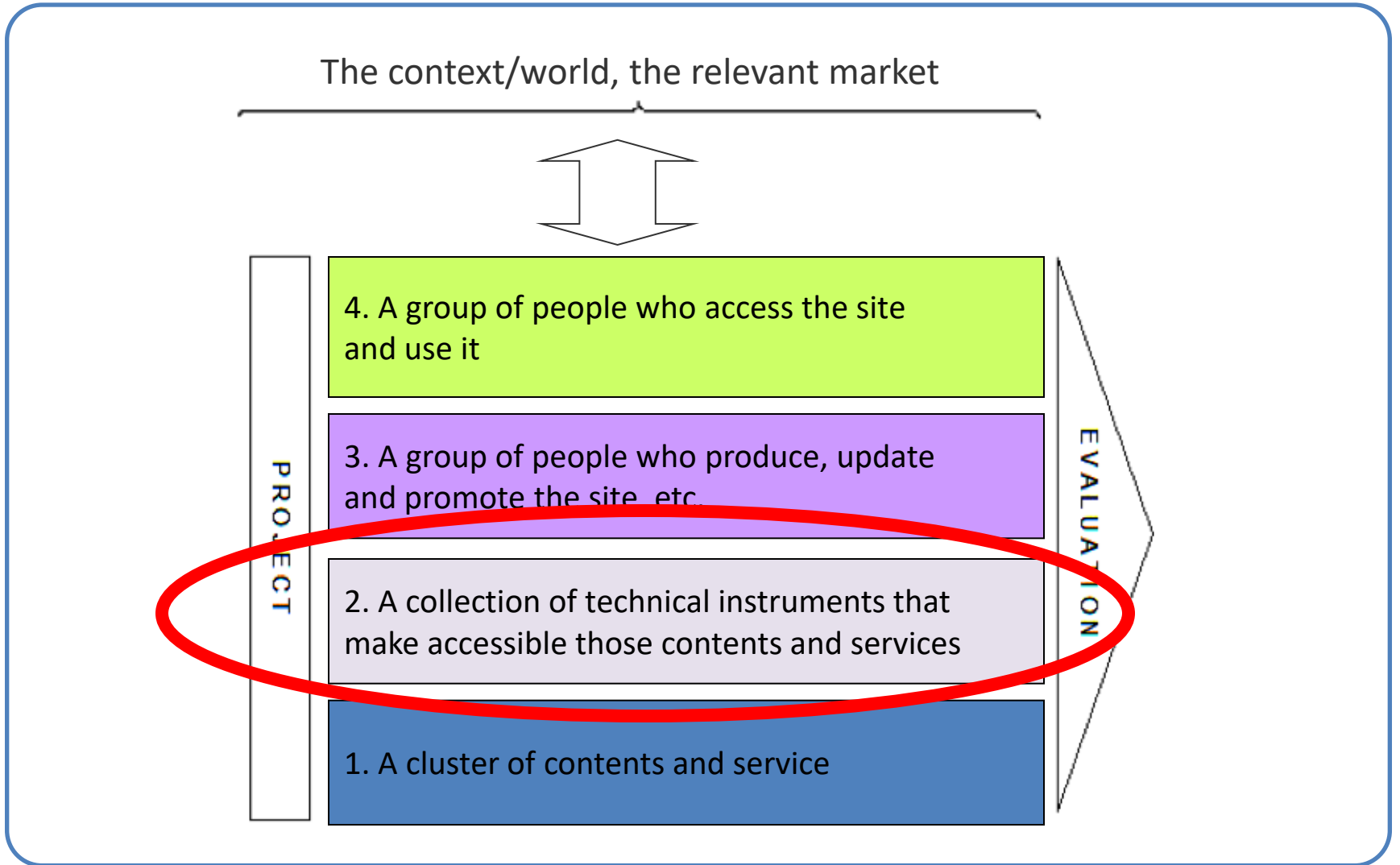
# The Website Communication Model





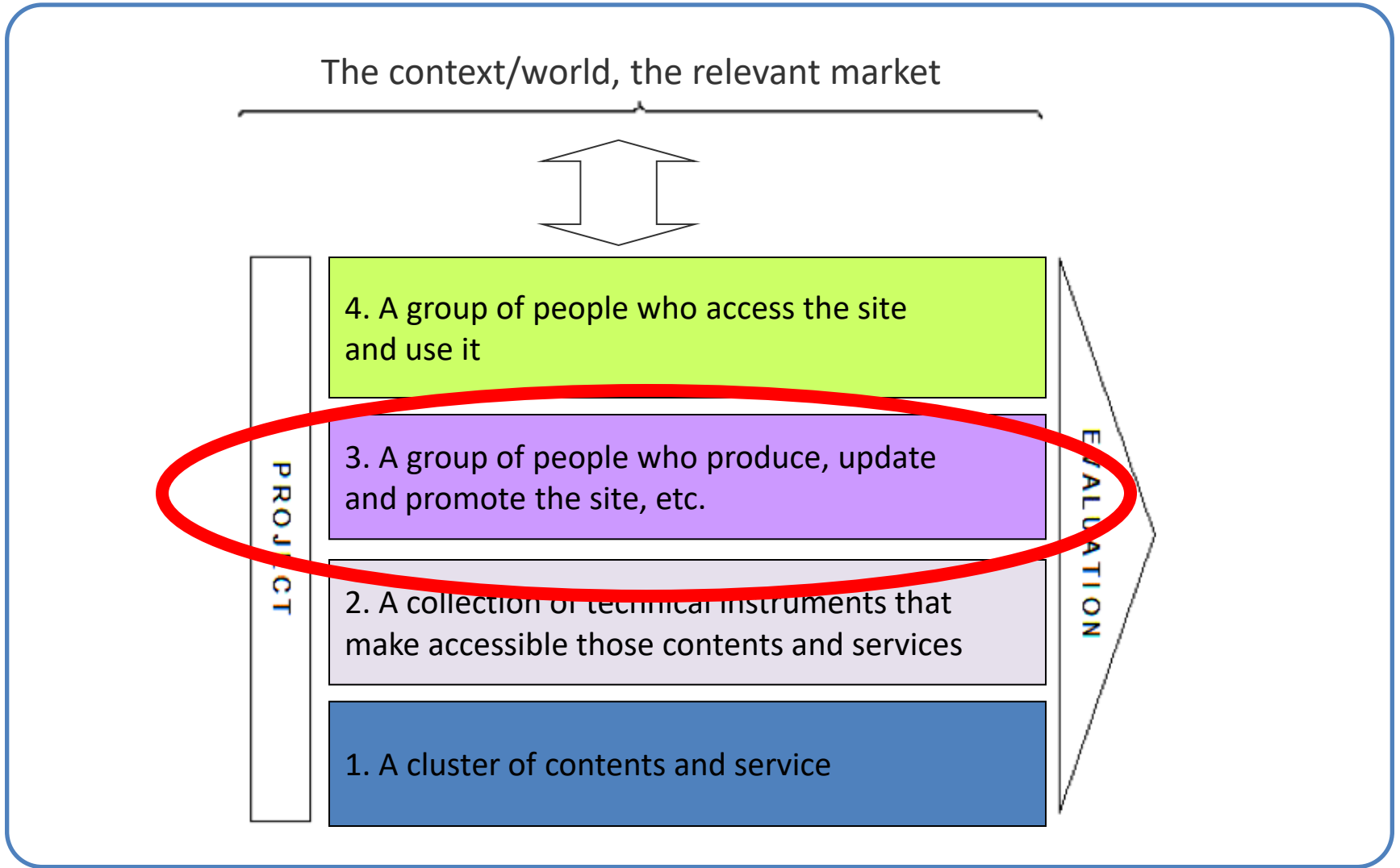


# The Website Communication Model



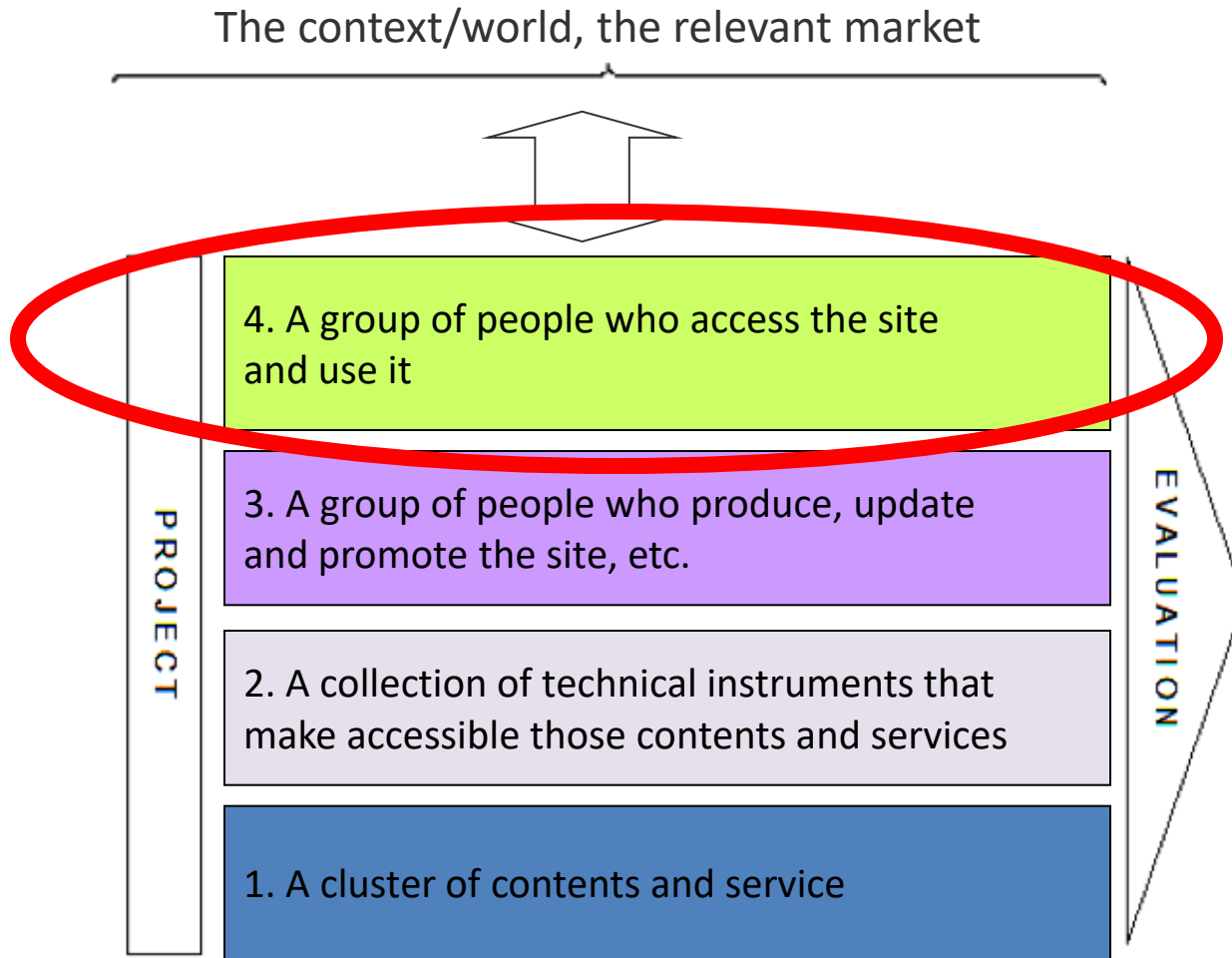


# The Website Communication Model



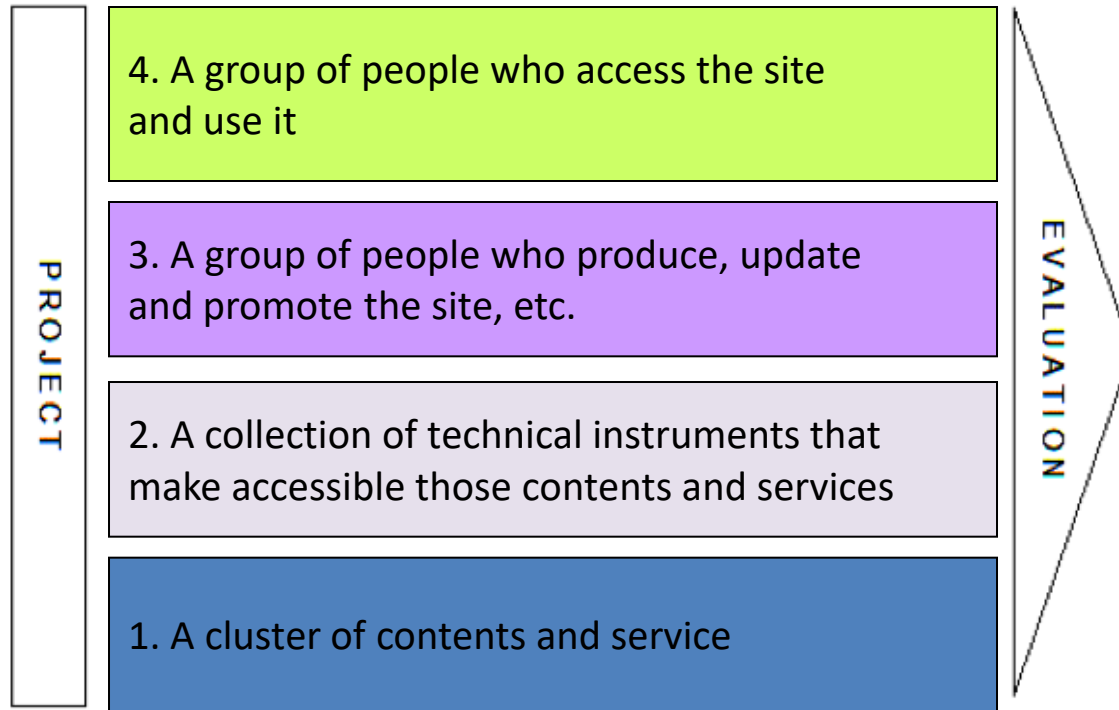
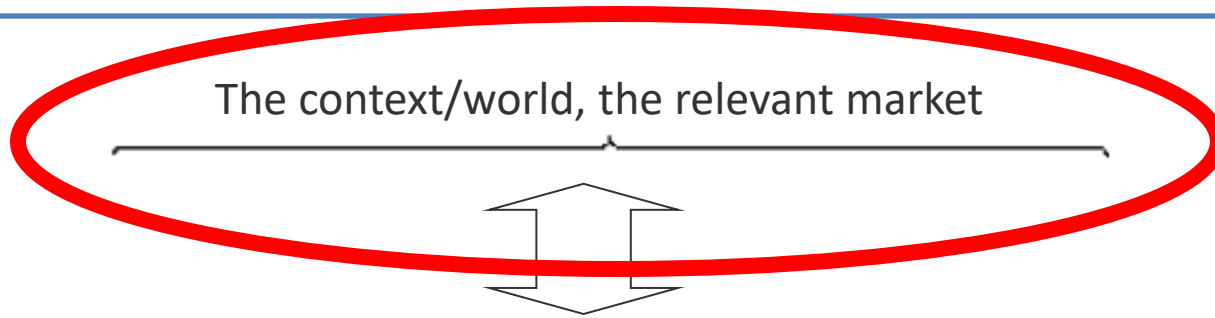


# The Website Communication Model

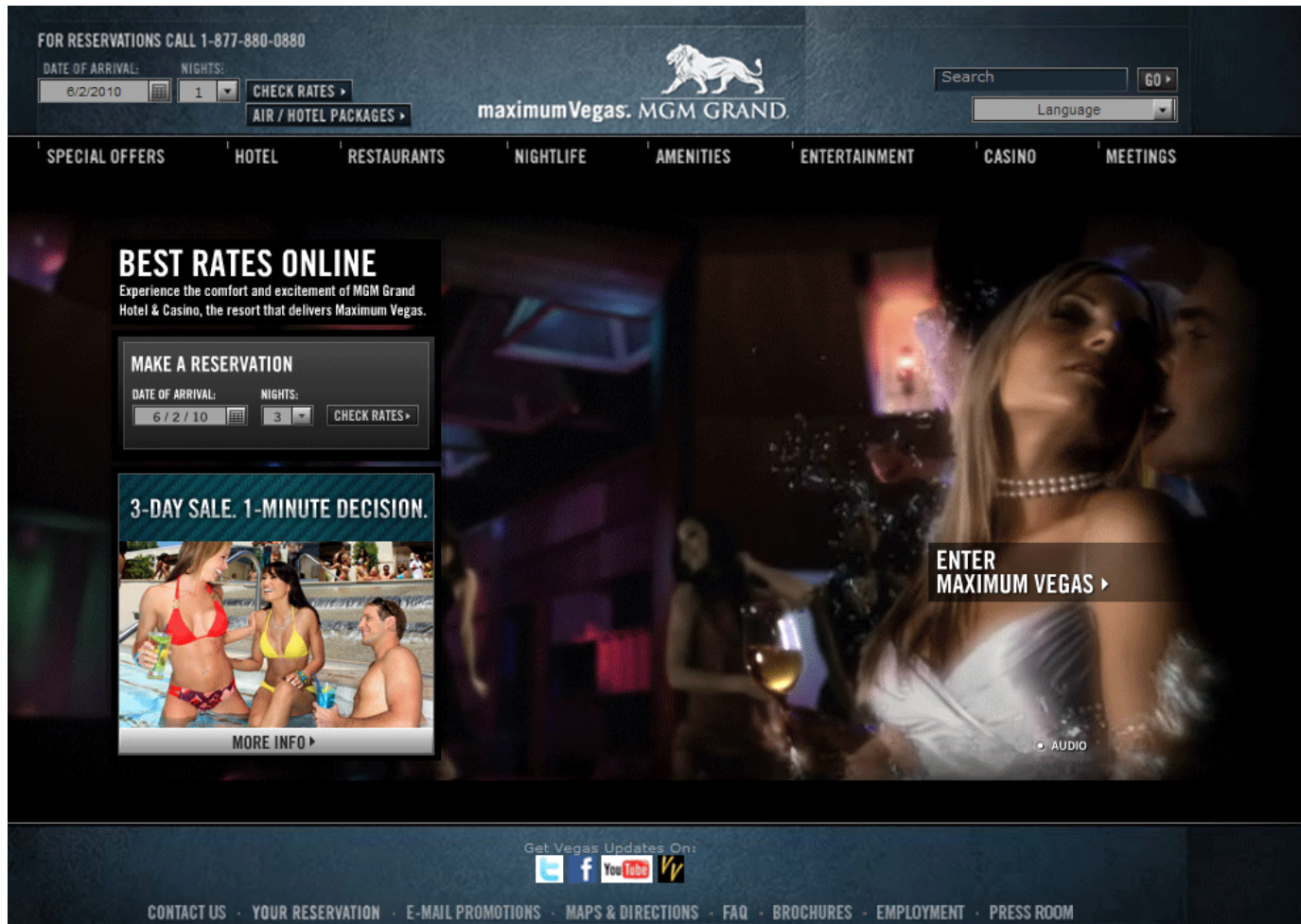




# The Website Communication Model



...e questo??



FOR RESERVATIONS CALL 1-877-880-0880

DATE OF ARRIVAL: 6/2/2010 NIGHTS: 1 CHECK RATES > AIR / HOTEL PACKAGES >

maximumVegas. MGM GRAND

Search GO > Language

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**BEST RATES ONLINE**  
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MORE INFO >

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Twitter Facebook YouTube

CONTACT US · YOUR RESERVATION · E-MAIL PROMOTIONS · MAPS & DIRECTIONS · FAQ · BROCHURES · EMPLOYMENT · PRESS ROOM

<http://www.mgmgrand.com/>

webatelier.net



## Stage 3 – il settore turistico

Nucleo → ESPERIENZA

Il turismo è una esperienza e come tale va comunicata. Il web offre gli strumenti necessari per comunicare e condividere l'esperienza turistica.

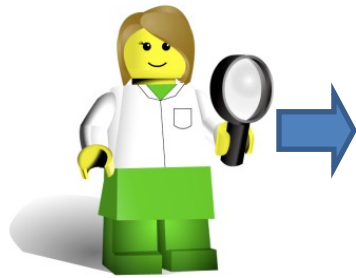


# Users' behaviors



(Gretzel, Fesenmaier & O'Leary, 2006)

# Pre-consumption



Google™  
Switzerland

zurich hotels city center

Google Search

I'm Feeling Lucky

Search:  the web  pages from Switzerland

Google.ch offered in: [Deutsch](#) [français](#) [Italiano](#) [Rumantsch](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Go to Google.com](#)

©2010 - [Privacy](#)

[Advanced Search](#)  
[Language Tools](#)

Online Tourism  
Domain





# Pre-consumption

## Ricerca con motore di ricerca Prenotazione & Acquisto [...]

Google   [Advanced Search](#)  
Search:  the web  pages from Switzerland

Web [Show options...](#) Results 1 - 10 of about 1,970,000 for zurich hotels city center. (0.18 seconds)

**90 Hotels in Zurich** [Booking.com/Zurich-Hotels](#) Sponsored Links  
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**Zurich City Centre** discount **hotel** reservations from DirectRooms. Save with cheapest rates - with a great choice of **hotels** and resort accommodation in **Zurich ...**  
[directrooms.com](#) > [Hotels](#) > [Europe](#) > [Switzerland](#) > [Zurich](#) - [Cached](#) - [Similar](#)

**Zurich Hotels in Switzerland - DirectRooms**  
Continental **Hotel Zurich. City Centre.** from 112 EUR room/night. Leoneck **Hotel ... City Centre.** from 165 EUR room/night. **Zurich Hotel List; Zurich Hotel Map ...**  
[directrooms.com](#) > [Hotels](#) > [Europe](#) > [Switzerland](#) - [Cached](#) - [Similar](#)

[Show more results from directrooms.com](#)

**Zurich Travel Guide**  
The largest city in Switzerland, **Zurich** promotes itself as 'Downtown Switzerland'. ... the kreis (districts) of **Zurich** are arranged clockwise around the **city centre**, ... **Hotel** search. Most Popular **Hotels in Zurich**: **Swissotel Zurich ...**  
[www.worldtravelguide.net/city/138/city\\_guide/.../Zurich.html](#) - [Cached](#) - [Similar](#)

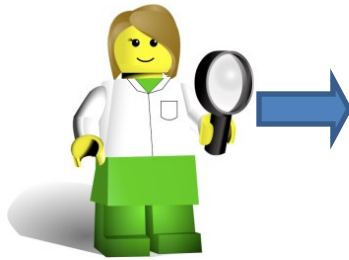
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# Consumption

Online guidebooks  
Dispositivi Mobili  
Carte di Credito  
[...]



## Lugano

Europe · Central Europe · Switzerland · Ticino · Lugano

### contents

- [+] Get in
- Get around
- See
- Do
- Learn
- Buy
- [+] Eat
- Drink
- [+] Sleep
- Communications
- [+] Stay safe
- Cope
- Get out

**Lugano** [1] ⓘ is a lakeside city in Ticino, the Italian-speaking part of southern Switzerland. Part of a temperate microclimate, Lugano offers palm trees, picturesque boulevards, stunning views of the lake and the Alps, and plenty of opportunity for outdoor and indoor activities. Lugano also makes a good base for visiting other cities and sites in the area. The city is a pleasant place to relax in the summertime and is only half an hour away from Lake Como.



The lake view at night



Get in [edit]

### By plane

Lugano has a small international airport [2] ⓘ with flights arriving from many European cities especially Italy. Eng are 1 1/2 hours away by bus or train and are served by easyJet and Ryanair. Swiss International Airline [3] ⓘ, Fl discount web special prices to Lugano from many parts of Europe.

### By train

Trains leave for Zurich (3hr) and Milan (40min-1hour) as well as Geneva (via Zurich or Locarno-Domodossola: 5h3 with 1 train-change). Note that getting to Geneva or points west it is faster to go via Zurich or Locarno as the train

### By car

### By bus

There are two shuttle services (Star Bus [6] ⓘ Malpensa Express [7] ⓘ) between Lugano and Milan - Malpensa, summer to Tirano (Italy) with train c

### By boat

Note that a small part of the lake is

### Get around



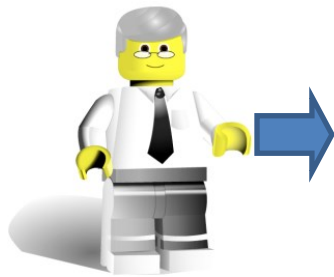


# Post-consumption

## Condivisione foto/video

## Reviews

[...]



**travelistic**  
videos for travelers

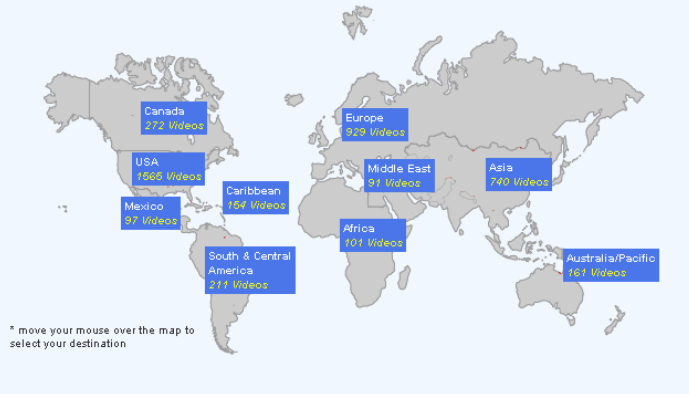
"the best travel video site on the web"

Login | Register | Feedback

HOME | VIDEOS | DESTINATIONS | BLOG | UPLOAD

Search

Watch where you're going! Explore **9684 travel videos** from around the world







\* move your mouse over the map to select your destination

**Who are we?**  
Travelistic is a video site for travelers. Explore **9684 free travel videos**, share them with friends, or [upload your own!](#)


**Popular Places**  
[Switzerland](#), [Italy](#), [Jamaica](#), [Paris](#), [India](#), [London](#), [Amsterdam](#), [New York](#), [Greece](#), [Japan](#), [Egypt](#), [Costa Rica](#), [Honduras](#), [Chicago](#), [Spain](#), [Thailand](#), [Mexico](#), [Hong Kong](#), [Boston](#), [Los Angeles](#), [Munich](#), [San Francisco](#), [Madrid](#), [Honolulu](#), [more places >>](#)

Got a travel video to add?  
[Upload now!](#)

**Most Popular Producers Today**

-  [Adventure in Europe](#)  
27 Videos
-  [Andrew Burnett](#)  
69 Videos
-  [Israel Hotels](#)  
54 Videos
-  [Erik Hastings](#)  
53 Videos

**Featured Videos** [see all videos >](#)



**The Experience: Jarabacoa**  
We head from Santiago into the mountainous Dominican Republic interior, tossing for mangos, hanging at a pig roast and hiking up a river. DR rules!  
**producer:** greenemedia  
**location:** Dominican Republic / Jarabacoa  
**tags:** mountains, art, rivers, waterfalls, markets, santiago, the experience, greener media, mangos  
5 Mins. 25 Sec.

Watch



Riflessione: il concetto di prossimità

Prossimità Tecnologica

Vs

Prossimità Psicologica

Cantoni & Tardini 2006



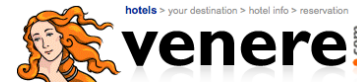
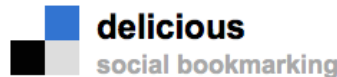
# Web2.0 & turismo

# Web 2.0 ??

Seconda generazione di applicazioni web che facilitano la collaborazione e la condivisione tra utenti (O'Reilly, 2005)



I social media stanno guadagnando popolarità all'interno dei risultati dei motori di ricerca (Gretzel, 2006)



WIKIPEDIA





# Web 2.0 ??

## I social media nascono per condividere:

- Esperienze personali
- Pensieri
- Emozioni

## Rappresentano un mix di

- Fatti
- Opinioni
- Impressioni e Sentimenti
- Esperienze
- Rumors

(Blackshaw and Nazarro, 2006)



# Web 2.0 ??

## Social media: concettualizzazione del fenomeno

- Meno barriere tecnologiche (nascita UGC)
- Il web é interpretato non solo come una libreria ma come una piazza
- La sempre maggiore larghezza di banda rende possibile un grande uso dei multimedia (Cantoni and Tardini, 2009)

## L'utente non è più "consumer" ma "prosumer"

- Read&Write Web
- Long Tail

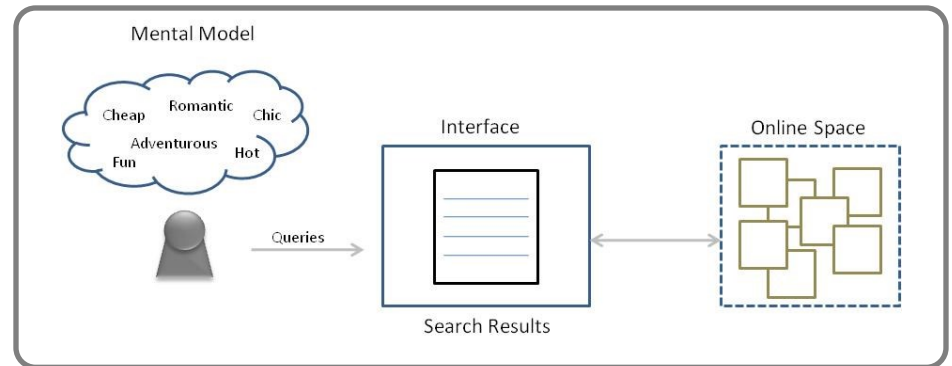






# Importanza del web2.0 nel settore turistico (I)

- Tre fattori fondamentali:
  - Esperienza
  - Comunicazione
  - Internet
- Esempio: Reputazione online delle destinazioni (Ravenna)
- Tourism Online Domain
  - Xiang et al., 2009





# RAVENNA (I)

- Posizionamento del sito *turismo.ravenna.it*

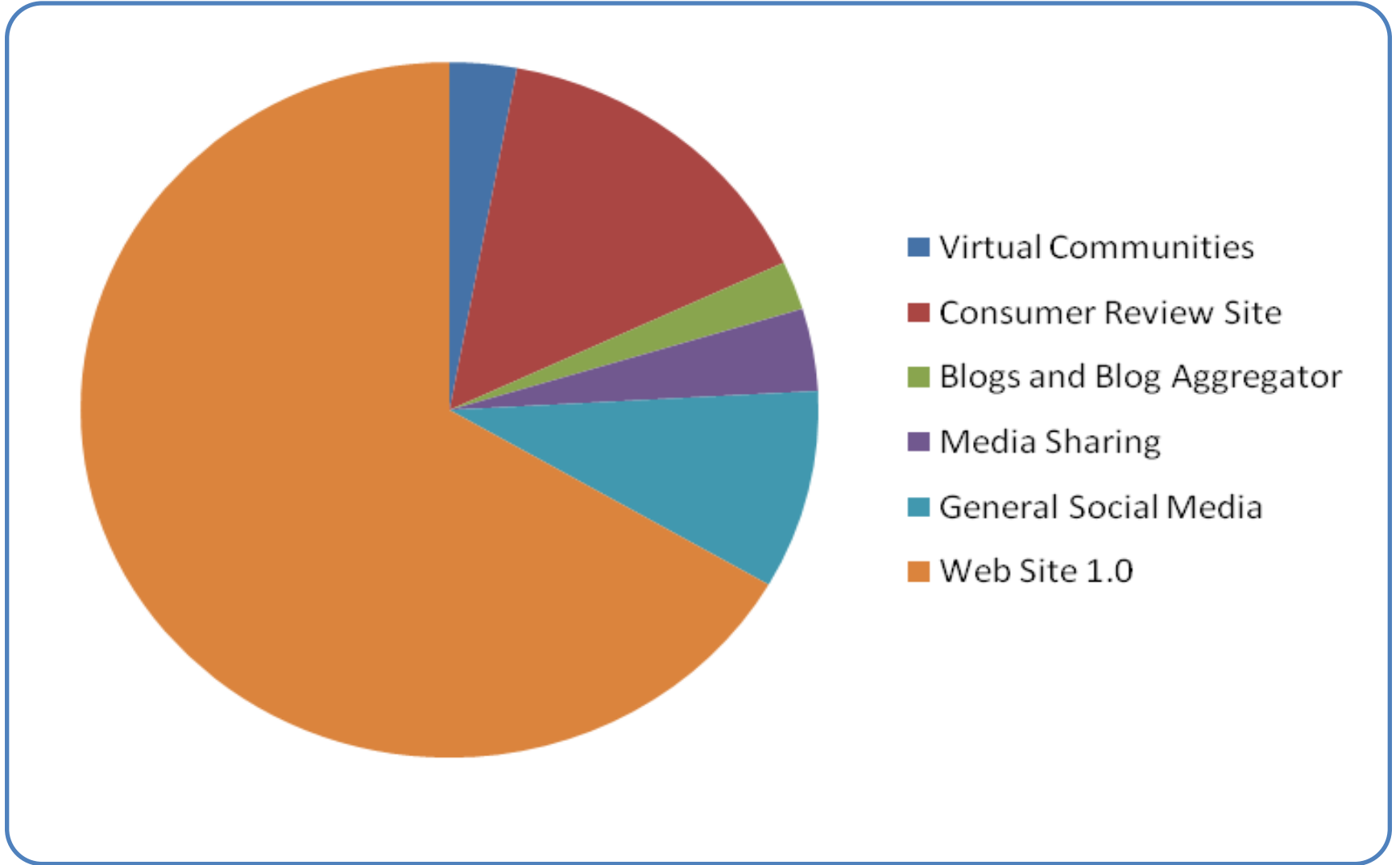
(Inversini and Cantoni, Forthcoming)

	Keywords	Google.com Ranking	Yahoo.com Ranking	Google.it Ranking	Yahoo.it Ranking
1	ravenna	3	NL	2	1
2	ravenna turismo	1	1	1	2
3	turismo ravenna	1	1	1	1
4	marina di ravenna	NL	NL	10	NL
5	apt ravenna	1	NL	1	NL
6	comune di ravenna	3	NL	3	2
7	lido di savio	NL	NL	7	NL
8	ravenna eventi	3	1	4	1
9	ravenna monumenti	9	14	10	1

- Circa 45% delle pagine web trovate da Google.it e Yahoo.it sono siti *non ufficiali*
- *Circa il 30% ospitano UGC*
- *Analisi su 223 risultati UNICI*

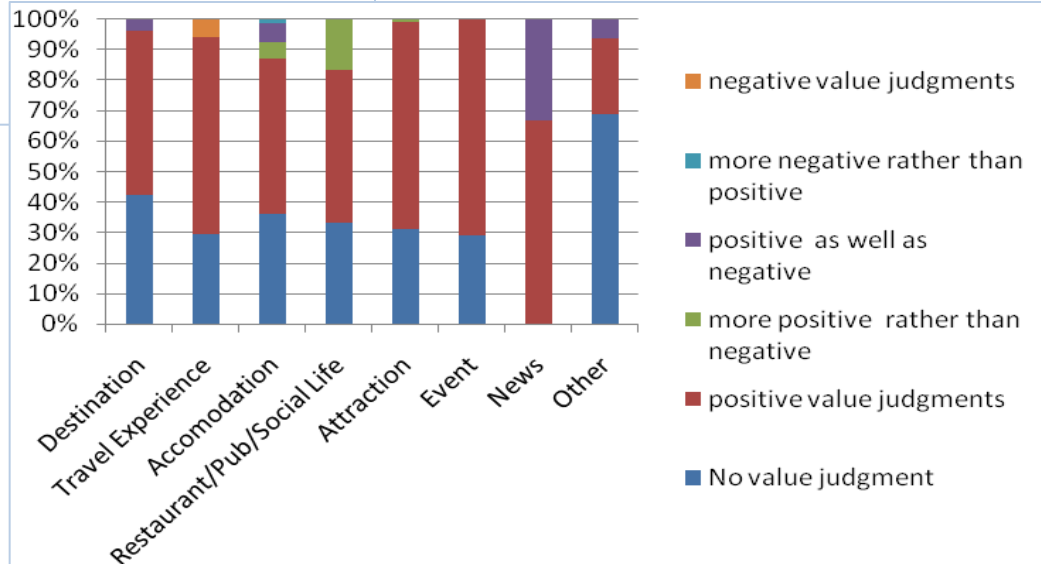
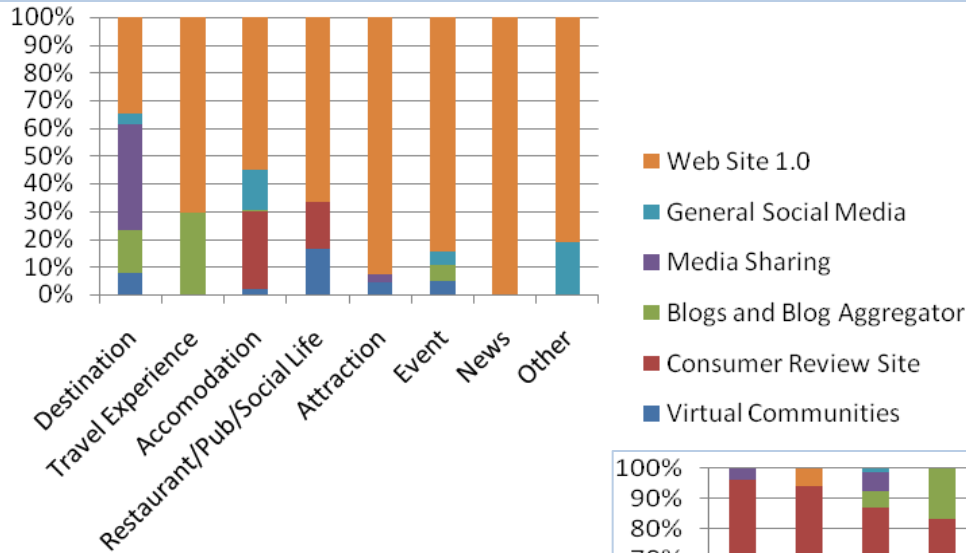


# RAVENNA (media analysis)





# RAVENNA (topics and feelings analysis)





## Confronto di tre casi Europei (I)

	visitbath.co.uk	ravennaturismo.it	bellinzonaturismo.ch
Virtual Communities	37.5%	2.9%	9.6%
Consumer Review Website	21.0%	15.1%	4.8%
Blogs & Blogs Aggregators	1.2%	2.4%	4.8%
Social Network	2.1%	0.0%	4.2%
Media Sharing	1.0%	3.8%	21.1%
General Social Media	1.7%	9.2%	6.1%
Website 1.0	35.5%	66.6%	49.4%



## Confronto di tre casi Europei (II)

	First person	Third Person	Impersonal
Virtual Communities	43.5%	3.0%	53.5%
Consumer Review Website	64.1%	1.6%	34.3%
Blogs & Blogs Aggregators	61.8%	0.0%	38.2%
Social Network	66.6%	5.6%	27.8%
Media Sharing	62.2%	0.0%	37.8%
General Social Media	4.0%	0.0%	96.0%
Website 1.0	10.8%	2.2%	87.0%



# Esempio: LipDub



<http://www.youtube.com/watch?v=HQLBYZuKzYw>

- Chi parla?
- Quale è la strategia?
- Prima/Dopo/Durante?



# Web2.0 Viral Effect

Where the Hell is Matt???

(<http://www.youtube.com/watch?v=7WmMcqp670s>)





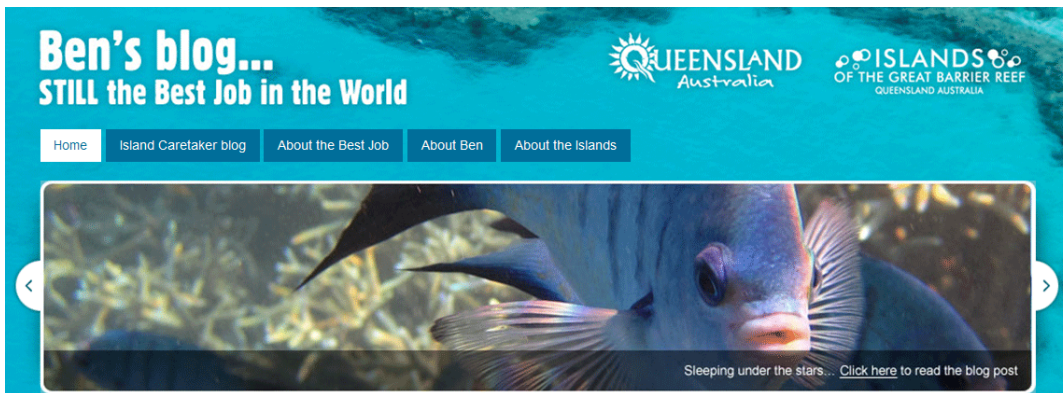


# Web2.0 Viral Effect (i)

- **Pulitori Svizzeri** ([http://www.youtube.com/watch?v=VeiXvRHm\\_SM](http://www.youtube.com/watch?v=VeiXvRHm_SM))



- **Lavoro più bello del mondo** (<http://www.islandreefjob.com/>)





# Web2.0: Viral Effect (ii)

- Visit Oslo (<http://www.visitoslo.com/en/starmaker.152612.en.html>)



- Barbados

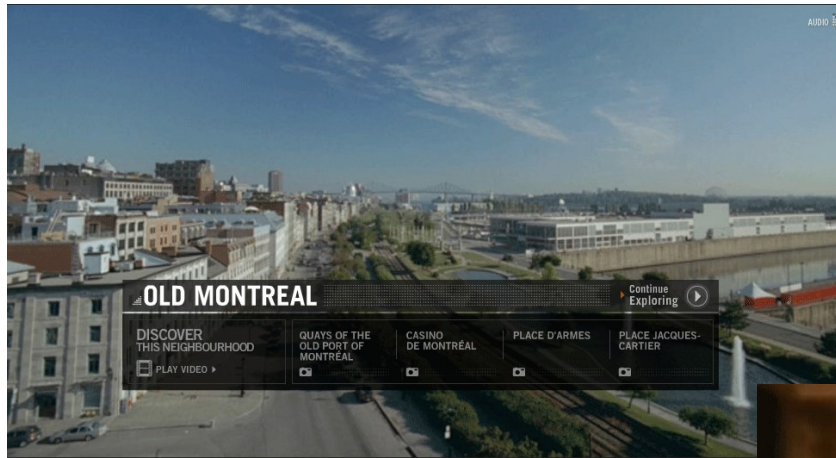
(<http://www.youtube.com/watch?v=DP2sFsqpSm4>)





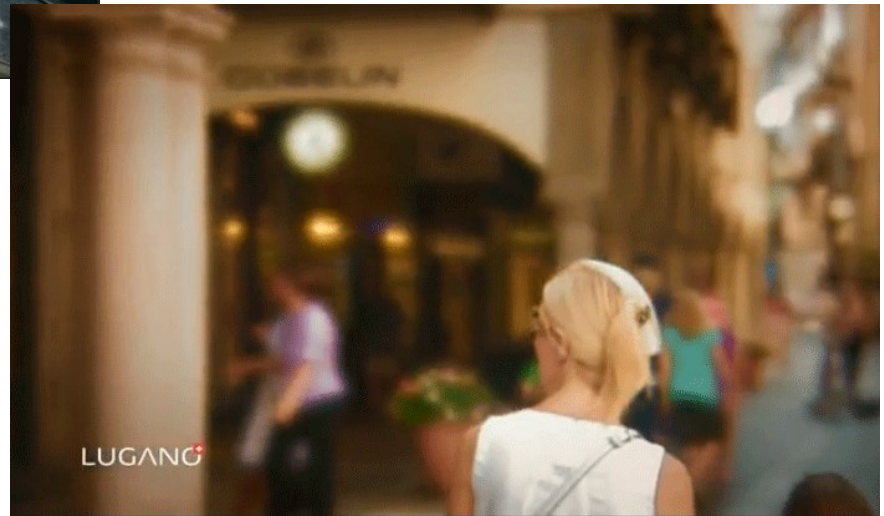
# Destinazioni

Montreal (<http://www.tourisme-montreal.org/MontrealTV>)



Lugano

(<http://www.youtube.com/watch?v=0PnHPAzSZtc>)








# Podcast & VideoPodcast


MySwitzerland.com

RICERCA  >>

Svizzera.  
semplicemente naturale.



Lago di Stelli, Zermatt, Vallese



<http://www.myswitzerland.com/de/multimedia/podcast/cities/feed.xml>



# Condivisione

Vancouver Video Contest (<http://insidevancouver.strutta.com/>)



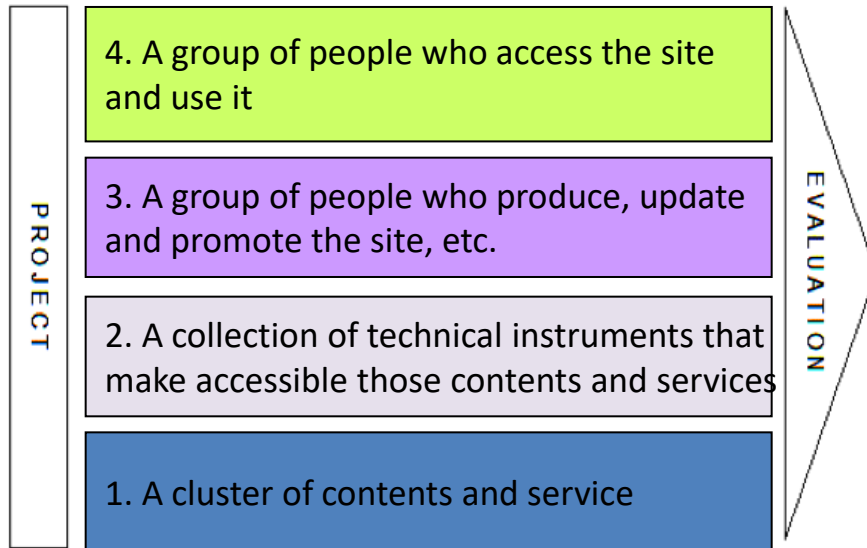
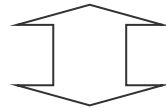
Ticino2share (<http://www.ticino2share.ch/it>)





# Esercizio

The context/world, the relevant market



Pre Consumption

During

Post Consumption

<http://www.videotravel.com/en/video/beijing>

<http://tripwow.tripadvisor.com/tripwow/ta-0098-c152-040f>

[http://www.youtube.com/watch?v=XVX\\_5VcgKMY](http://www.youtube.com/watch?v=XVX_5VcgKMY)

<http://www.visitlondon.com/maps/podcasts/greenwich-video-podcast>



# Contacts



webatelier.net

<http://www.youtube.com/watch?v=fvpcgcXpsOY>

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