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**An interpretative model for the Web image analysis:
the case of a wine tourism destination**

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Abstract

The paper aims at getting to know the online transmitted image (by a wine tourist destination of excellence) and the relative perceived image (by third actors), through a gap analysis model designed for this purpose.

So, the analysis is structured in different steps:

1) the identification of a wine tourist destination (*best practice*) through the study of the online content posts, by looking up the word “wine” in the top 100 international travel blogs; 2) text mining on the website contents of the DMO selected and on the articles of the blogs selected; 3) use of the interpretative model proposed (AIWA).

The model represent a cause for reflection for DMOs in order to reach: a) a multiple effect of awareness and brand recall; b) increasing the sensorial, emotional and cognitive perception of the destination; c) evaluation of the level of communication of web users and the DMOs’ strategies; d) creation of targeted forms of promotional communication.

Introduction

Wine tourism is growing as a special form of tourism (Charters and Ali-Knight, 2002; Getz and Brown, 2006). Understanding what factors are evaluated by consumers is very important for both wine makers, for the development and strategy of marketing, and policy makers, for the development of the Territory. Competitive positioning is becoming a strategic issue for many wine areas (Williams, 2001), which have taken strategic marketing initiatives to attract high-yield wine tourism and have developed the territory. Moreover, it is important to understand how present and potential tourists perceive specific aspects of wine tourism and how these turn into actual intentions of engaging in consumer behavior.

Wine tourism destinations must reflect on their image. Today they should include functional and symbolic elements but also all intangible attributes that give each region its distinctive appeal as a destination (Echtner and Ritchie, 1993; Morrison and Anderson, 2002; Rosato and Iazzi, 2008; Scorrano et al., 2013) and clearly discriminate such destinations as opposed to others (Cai, 2002).

At the moment, the social web communication is the best driver for building a correct image of destination.

According to the definition by Tim O’Reilly (2007), Web 2.0 is not technology in itself but rather a social attitude, centred on the rediscovery of the value of relationships. The Web is the field in which the knowledge of different areas of investigation is created and assembled.

In particular, in the tourism sector, it is possible to observe an increasing diffusion of online platforms and virtual communities; these are populated by increasingly well-informed and demanding consumers. For this reason it is important to get to know these user generated contents (UGCs) in order to investigate the consumer’s perception of tourism destination – web user talking about (WUTA) – and to profile the main characteristics of the most influential tourist.

Theoretical context

The literature of web communication

The opportunity of sharing experiences and exchanging opinions has, actually, imposed a meaningful overturn in both traditional marketing approaches and business communication paradigms (Hennig-Thurau et al., 2004) by stimulating horizontal cooperative processes and thus transforming consumers from “targets” to “sources” and “channels” of the communication stream. Today the consumer, who is always available for an involvement (emotional and rational) in the process of choosing (Holbrook e Hirschman, 1982a; Hirschman e Holbrook, 1982b), proves to be more volatile in the path of creating a stable relationship with the brand (Firat and Venkatesh, 1995; Firat Shultz, 1997; Fabris, 2003) and mainly inclined at maximisation of experiential value of consumption (Bosio et al., 2011; Resciniti, 2005; Brown,

1993; Prahalad and Ramaswami, 2000; Fabris, 2008). Therefore, the Enterprise needs to seriously evaluate its Customer orientation that, far from the mere adoption of a specific technology, is connected to its culture and reputation. Customer orientation takes shape in the growing capacity of listening and quickly answering to Consumer requests. The enterprise has to encourage and engage consumers by offering, contextually, symbolic (style, sociality, personality, affective value) and pragmatic value (quality/price/performance). It has to create a communicative and relational sphere (Fiocca, Marino and Testori, 2006), when the consumer is positioned in the centre of the marketing process, for stimulating conversational relationships (Stokes, 2000) based on techniques and instruments which take advantage of potentialities of communicational and bidirectional paths (Brioschi, 2005). In this way, informative asymmetries between the Enterprise and the Consumer have been weakened, while individuals' learning circuits have been widened, thus enabling the production of new knowledge through interactions and shared experiences and simultaneously leading to the reinforcement of the consumer empowerment process (Pires et al., 2006).

The literature of wine tourism

The literature of wine tourism is growing and it includes practical development and marketing considerations. The definition of wine tourism has not resulted in a uniform approach. When it is analyzed from the perspective of the traveller's motivation and experience, it is defined as "[...] *visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors*" (Hall et al., 2000). In other studies it is considered from three perspectives: a) a form of consumer behavior, b) a strategy whereby destinations develop wine-related attractions and imagery, c) a marketing opportunity for wineries to educate and to sell [their products] directly to consumers (Getz, 2000).

"*Wine tourism destinations*" are defined as regions that base some or all of their appeal on wineries and wine-related benefits. Wine, food, tourism and arts collectively comprise and are recognized as the core elements of the wine tourism product (Getz, 2000; Hall et al., 2000; Carlsen and Dowling, 2001; Dodd and Beverland, 2001; Telfer, 2001; Williams, 2001; Getz, 2002; Lane and Brown, 2004; Loubser, 2004; Roberts and Deery, 2004; Sanders, 2004; Sparks and Malady, 2004). Other elements are included in this definition because they give each region its distinctive appeal as a destination for wine tourists: a) "*touristic terroir*" which describes the combination of physical, cultural and natural environments (Hall and Mitchell, 2002); b) wine rural country which comprises leisure, cuisine, scenery and outdoor activities -visitor facilities and events at wineries, wine-themed interpretation and information centers, wine museums, wine-themed villages, wine country tours- (Williams and Dossa, 2003; Hashimoto and Telfer, 2003), the natural resource -land and water, labor, capital, and infrastructure inputs necessary for grape growing and wine making- (Cambourne et al., 2000; Williams and Dossa, 2003) and the specific impacts caused by wine-related tourism -development of services and facilities in agricultural areas, and new and increased spending patterns- (Hall et al., 2000).

The appeal of wine regions has to be based on the "difference of place" and these differences must be branded (Bruwer, 2003). In this paper, therefore, the wine tourism destination refers to its geographic area which, on the basis of the specific resources of tourist *terroir* (Hall et al., 2000; Peters, 1997; Hall and Mitchell, 2002; Telfer, 2001), may build processes of destination management directed towards these market segments which recognize the *value-proposition* of the *wine-related* destination (Rosato and Scorrano, 2010).

The literature of image of wine tourism destination

In international managerial literature, the topic was approached by applying four different perspectives (Elliot et al., 2011): the importance that a destination image gains in the process of the tourist choice (Woodside and Lysonski, 1989; Pearce, 1982); the calculation of the destination image through the definition of specific models (Echtner and Ritchie, 1991); the analysis of the image creation process (Baloglu and McCleary, 1999); the identification of positive effects for destination in terms of attractiveness and competitiveness associated to its positive image (Tapacchai et al., 2000).

Since the initial theorizations (Gunn, 1972; Mayo, 1973), the subject relating to image has been of fundamental importance in the theorization literature on destinations (Blain et al., 2005; Kaplanidou and Vogt, 2003; Nandan, 2005; Lassar et al., 1995), thus becoming a critically important success factor which is able to act in terms of promotion, distribution and the development of tourist products (Sonmez and Sirakaya, 2002; Pikkemaat, 2004), as

well as bringing benefits in terms of distinctive features, profitability and innovation (Pencarelli and Gregori, 2009). If, in actual fact, tourists consider destination in the same way as any other product, by evaluating the tangible and intangible features (Clifton, 2003; Murphy, 1998; Ward et al., 1999; Beerli and Martín, 2004; Florek, 2005) through which an organic process of functional, symbolic and experiential elements converges (Chon 1990; Foster and Jones 2000; Gartner 1993; Kim and Yoon 2003; Walmsley and Young 1998), it is obvious that the development of a positive and highly distinctive image is crucial, not only in terms of identification and the positioning of the specific tourist destination (Kapferer, 1997; Pappu et al., 2005; Ries and Trout, 1973), but also for the creation of a solid competitive edge (Baloglu and McCleary, 1999).

Hypotheses Development

The present contribution is part of the studies relating to the image of tourist destinations. In actual fact, the latter are called to reflect upon their image by taking into consideration, not only the functional and symbolic aspects, but also those characteristics which are mainly immaterial thus rendering them unique (Echtner and Ritchie, 1993; Morrison and Anderson, 2002; Rosato and Iazzi, 2008) and clearly different from other competitive destinations (Cai, 2002). The approach becomes innovative due to the fact that the creation of a communicative and relational image sphere goes back to techniques and instruments that stimulate conversations (Stokes, 2000) taking advantage of the bi-directional communication potentialities offered by the Web (Brioschi, 2005).

Present discussions on online communication are therefore going to be considered – with particular reference to the 2.0 Web (Blanchard, 2011; Di Fraia, 2011; Castronovo and Huang, 2012; Thrassou and Vrontis, 2008) – assigning a fundamentally important role (Tapscott, 2008; Armano, 2008; Wilson, 2008) to the “interaction”, the “co-creation” and the “socialization” of values and contents in the attainment of positive performances in terms of image perception.

For this purpose the paper introduces an analysis which deals with online destination image suggesting the a) identification of the main themes dealt with and their importance in communicating destination image; b) highlighting the eventual gap existing among what is communicated by the DMOs, what is transmitted by third actors (bloggers) and what is perceived by actual or potential tourists (fans); c) evaluating the efficiency of web communication activity. In actual fact, the experimentation of the model takes place through the case study technique on wine destinations in order to observe the image transmitted by the DMOs, perceived and transmitted by bloggers as well as that perceived by the WUTAs. Assuming that, in particular, present or potential wine tourists may perceive wine destination using as cognitive keys what has been communicated by the DMOs and by travelling bloggers, this empirical analysis hypothesizes that:

H1: the communicative online process of a DMO focuses around specific constitutive features of the core elements of a wine destination, intended at getting the actors within this sector (specialized bloggers, tourists, tour operators, travel blogs, news, etc.), to allocate the very same importance to these elements once they have been perceived;

H2: the effectiveness of the communication process and the perfect balance resulting from what has been conveyed by the DMO communication process as perceived and transferred by third actors.

An interpretative model for the Web image analysis

The interpretative model, hereafter defined as *AWIA* (*Answering web image analysis*) has been conceived as follows:

- Regarding web information and its interpretation, the perspective of *question answering* modified and adapted to *marketing oriented* (Voorhees, 1999; Cooper and Ruger, 2000; Kwok et al., 2001);
- For the elaboration of data received, the logic of quantitative – *content analysis* (Berelson, 1952; Krippendorff, 1980; Weber, 1990); the *text mining* perspective (Bolasco, 1997; Feldman and Sanger, 2007), responds adequately to the informative purpose of the model. As a matter of fact, the differences and similarities of the conveyed messages are highlighted by the textual analysis, and, as they are social instruments, the process of the consumers’ co-creation of topics are highlighted too.

Two operational dimensions are foreseen:

1. *pre-processing*: a preparatory phase orientated towards the identification of three variables corresponding to the following queries:
 - a. *What?*: the identification of the target analyzed and the eventual selection of related sub-categories that may better qualify it from a semantic point of view (wine destination, mountain destination, ethnic destination etc.);
 - b. *Who?*: the identification of types of individuals from which information is to be gained (tourist, blogger, fan, tour operator etc.). The identification of such a variable is strictly dependent on the nature of the source analyzed.
 - c. *Where?*: The identification of two spatial dimensions: 1) geographic, aimed at dividing up the information according to how intensely the phenomenon needs to be analyzed (e.g. information gathered from *Google Spain* to analyze Spanish tourists speaking of the Napa Valley); 2) virtual, consisting in the identification of non-structural sources where the research needs to be carried out. Adopting a bottom-up logic, a crawling process takes place based on a set of research queries that highlight the textual contents that result being closer to the *research objective/informative source* relationship. In this way data collection is achieved focalizing on the research and the type of individuals that are observed;
2. *processing*: in such a phase, *data collection* is submitted to *text mining* and the output is interpreted as a result of the following *question answering* aimed at transforming useful cognitive data into decisional goals:
 - a. *How?*: how one speaks in non-structural pre-identified sources in order to identify the topics relating to messages and conversations conveyed which were relevant in the research. In this context, words identifying destination core elements are included, whether they are tangible (Getz, 2000, 2002; Lane and Brown, 2004; Sparks and Malady, 2004) or intangible (Hall and Mitchell, 2002; Williams and Dossa 2003);
 - b. *Why?*: why one talks – elements relating to utilitarian and functional value, which is assigned to a destination in a psychological point of view, are considered. Words indicating *psychological attributes* are included (Williams, 2001; Hall and Mitchell, 2002; Bruwer, 2003);
 - c. *When?*: when one talks, that is, looking for subjective and emotional benefits related to the need for entertainment. In this way it is possible to observe the hedonistic value of a destination, which is not necessarily related to the moment of consumption but rather to the research for information. Words relating to *Pleasure and enjoyment* are found in this category and they are an expression of the *Symbolic e Experiential* value (Hall et al., 2000; Williams, 2001; Hashimoto and Telfer, 2003; Cambourne et al., 2000).

The final aim of the present model is to meet the engagement needs of the consumer. For this purpose, the answer to each question corresponds to the following interpretations of the phenomenon:

- *Functional dimension*, which relates to the *Traditional core resources (How?)* of a destination and for this reason the intrinsic and extrinsic features of this very same destination are included;
- *Holistic dimension*, this is the process of psychological abstraction that features the perception of the elements that characterize the destination. These are words that identify the relationship with history, art, landscape, traditions and, because of this, defined in the model as *psychological attributes (Why?)*;
- *Sensitive Dimension*, which identifies the emotional abstraction that accompanies the evaluation of a destination. Therefore it comprises words, mainly adjectives, which represent *Symbolic e Experiential attributes (When?)*.

Empirical Research Methodology

The experimentation of the model has taken place adopting a *case study* approach (Malhotra, 1993; Johnston et al., 1999; Yin, 1984; Gummesson, 2000) which allows access to a remarkable quantity of specifically qualitative data and offers wider suggestions on the nature of the phenomena rather than those adopted by the quantitative method (Dubois and Gibbert, 2010; Easton, 2010; Piekkari et al., 2010; Dubois and Gadde, 2013).

In the following phases the empirical framework foresees:

1) *pre-processing* identification of the:

- *wine destination* where the model is tested (*What?*). The first step consists in drawing out the first *Google.com* pages obtained by using the key search words “travel blogs”. The blogs were submitted to web metrics as

suggested by *Alexa* (<http://www.alexa.com>) using a classification system based on traffic, on popularity and on site engagements. In this way 100 travel blogs were reached. During the second step, 30 posts for each blog were taken out using the word “*wine*” in the search tool of each one. In this way data collection of 2,631 articles was obtained (about 505 contextual word pages). The corpus was submitted to an automatic procedure of lemmatization by using the *T-Lab software* (the re-elaboration of 1 text, 4,738 elementary contexts, 17,448 forms, 13,864 lemmas, 203,284 occurrences with a threshold equal to 12). In this way, the main keywords (1,531) were identified – keywords, out of which, destinations having a major number of occurrences were drawn out. Amongst these, the most frequently quoted wine destination is the Napa Valley (freq. 106), the wine destination which refers to those geographical areas that, owing to territorial tradition or to marketing choices, have taken the decision of linking their wine vocation to tourism.

- *subjects* to be analysed: according to the present analysis, these are the DMOs, the first 100 travel blogs identified and the blogger fans (*Who?*).
- *spatial dimensions* (*Where?*), from a geographical point of view, no limit has been taken into account. As a matter of fact, the blogs chosen were drawn out using *Google.com*. Regarding the sources, the following have been considered: a) the DMO’s website “Visit Napa Valley” (<http://www.visitnapavalley.com>), drawing out 480 word format pages; b) the articles edited by bloggers referring exclusively to the wine destination examined, drawing out with the keywords “wine Napa Valley”. 331 word format pages were pointed out which corresponded to 179 blog articles; c) the comments in response to the articles by bloggers, analysing about 222 word format pages, corresponding to 1,690 comments;

II) processing: three texts have been normalized and lemmatized through the T-Lab software. The data collection obtained is made up of the following three levels: a) for the company website: 2,192 elementary contexts, 7,932 forms, 6,370 lemmas, 91,167 occurrences and 992 keywords (with threshold equal to the resulting 10); b) for the articles edited by bloggers: 3,475 elementary contexts, 15,060 forms, 12,029 lemmas, 161,432 occurrences and 498 keywords (with threshold equal to the resulting 10); c) for comments to the article: 2,026 elementary contexts, 7,896 forms, 6,628 terms, 65,249 occurrences and 683 keywords (with threshold equal to the resulting 7). Before proceeding to text mining, three sub data collections have been created, taking exclusively into consideration the words that appeared to have a lexical relationship with the words “*wine*” and “*destination*” in order to reach a better focalization of the phenomenon analysed. The statistic method used for text mining is: a) *correspondence analysis*, aimed at pointing out the most important macro themes in each context analysed and highlighting eventual homogeneities or differences (H1); b) *cluster analysis*, pointing out groups of words that could represent the *core communication* components of the destination as well as the relative importance (weight percentage) given and the eventual gap with respect to the perception of third actors (H2). For both methods, the interpretative phase was carried out adopting the “3 *question answering perspectives*” identified in the AIWA model.

Results and Findings

Guiding dimensions of web communication of image

Text mining, through the analysis of correspondences has been able to spread the dispersion of the data within a limited space, illustrating the polarization of variables and lemmas by means of factorial axes on a Cartesian graph. The axes on the matrix correspond to the factors, that is, to the newly created variables that justify the different oppositions amongst the factor poles. Factorial polarity, that is the contrast on the horizontal and vertical axis of the graph, is determined by the *value test*; this index has a threshold value of 1.96, that is equal to the more common significant statistics (p. 0.05), and a positive or negative sign. With this method, it was possible to synthesize the information obtained from the blog, the forum and the community in a bi-dimensional space. In this way, the relationships amongst the context units in terms of imminence-distance (similarity-difference), have undergone a preliminary analysis.

By analysing the following figure (Fig. 1), it is possible to observe that:

- 1) DMOs have a more relevant thematic content – characterized by the enrichment of lemmas around the same variable “DMOs” – represented by words recalling tangible attributes of a destination like the services (hotel, spa,

- resort, etc.) and the territorial elements (territorial areas, towns, etc.). It is therefore believed that for DMOs, the *How?* component has a more important role in the communicative process with respect to other elements;
- 2) Bloggers who resort to words associated mainly to *wine* (taste, smell, grape, etc.), to the experiential virtue of consumption (enjoy, event, experience etc.) and to the territory (Valley, country, Napa, California, San Francisco, Los Angeles etc.). In this way, as opposed to the previous point, the elementary forms *Why* and *When* appear to be more frequent. It is however noteworthy when considering the positioning of words on the quadrants, that the separation from the DMOs is not net. As a matter of fact, there are terms that tend to converge towards the centre and this recalls points of contact in communicative elements;
 - 3) The users whose words appear to be particularly disconnected and are not indicative of a specific macro-theme. In particular, they appear to be very distant from the DMOs, which are positioned in the opposite quadrant.

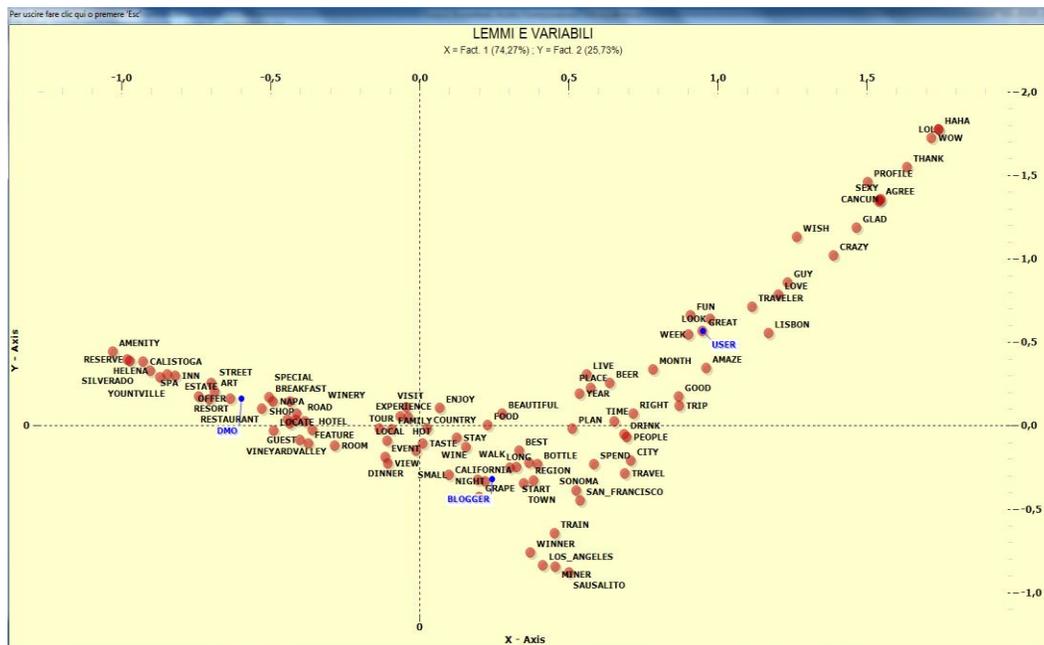


FIG. 1: FACTOR PLAN ANALYSIS OF THE VARIABLES-TERMS CORRESPONDENCE

The initial text mining phase has therefore highlighted the presence of context unity (*words*) that, when led towards the internal single question answering, highlights the web communication guiding dimensions of the DMOs which are mainly orientated towards the traditional *core elements* of the destination (*How?*) and the tendency to overlook the symbolic and experiential elements of the wine product connected to it. Vice versa, the process of perception and transfer of elements comprising the *image* of a destination by bloggers is on a larger scale because, as was earlier mentioned, they have a tendency to use hedonistic (*Why?*) and experiential (*When?*) words. Such preliminary studies do not complete hypothesis 1 and, for this reason, a more intense analysis has taken place in order to evaluate whether there are groups of lemmas that may be homogeneous with specific communication drivers and with the internal perceptions of each context analysed.

Group of words which represent the specific communication driver

The apparent presence of points of contact between the DMOs website and the blogger has, as a matter of fact, led towards a consequent in-depth analysis in order to understand whether the aggregation of words within each context may be characterized by a level of homogeneity able to generate groups of terms that could represent the *specific*

communication driver per single context as well as the specific importance placed on each driver in the process of image communication.

In order to achieve this, a first cluster analysis phase has been carried out where inputs are represented by lemmas subdued to the processing phase and for each context analysed. The hierarchal procedure (Johnson, 1967; Everitt 1979) was analysed using the *Ward method* as it allows the aggregation of those specific groups which have a minor increase of deviance “within” the very same groups, thus guaranteeing major homogeneity within the elements. Seven clusters were taken out for the DMOs as well as for the bloggers and, the creation of clusters took place excluding the words having $p > 0.50$.

For the users, the CHI significance test has highlighted the impossibility of recurring to cluster analysis; this is related to the high number of lemmas in the conversation. For this reason, such an in-depth content analysis will take place in a subsequent research.

The phase of output interpretation obtained with data collection clusters from the DMOs websites and from blogs, is based on the analysis of lemmas that fall back into each cluster and on the allocation of each one with a definition/category representing one aspect of the phenomenon. For this reason, the following clusters have been identified made up of lemmas that have three interpretative dimensions:

1. *Wine* – in this cluster the *functional dimension* is represented by words linked to the product in the strict sense (Sauvignon, Cabernet, Appellation, grape, taste, blend, balance blend, balance, Pinot, noir, Merlot Blanc, Varietals, Chardonnay, Vineyard, etc.) and to the areas and the production techniques (Winery, estate, Cellar, distillery, winemaker, winemaking, etc.); the *holistic dimension* of lemmas such as Mountain, hill, Oakville, Silverado, knoll, Train, Napa, region, Sonoma, California etc.; the *sensitive dimension* of words that express the experiential element of consumption (Visit, vintage, romantic, tasting, boutique etc.);
2. *Destination services* – which groups words identifying a) tourist services (Hotel, resort, tour, room, Inn, Services, golf, package, Guest, park, airport, bath, Transportation etc.) and sport and free-time activities (ride, Pool, tennis, golf, massage, body, spa, Wellness, etc.) identifying the *functional dimension*; b) territorial references (Valley, country, escape, Lake, San Francisco Golden, Meadowood Meritage, cove, etc.) for the *holistic aspect*; c) adjectives expressing the pleasure of travelling (experience, luxury, treatment, relax, pleasure, hospitality, etc.) and thus the *sensitive dimension*;
3. *Environment and territory* – this is the cluster made up of terms recalling the natural elements (woods, memory, sightseeing, redwood, nature, monument, tree, hillside, cathedral, forest, grove, creek, animal, fall, etc.). This does not exist for DMOs and for bloggers when considering the nature of the words recalled – mainly found in the *holistic dimension*;
4. *Art and Culture* – this includes words expressing art and culture in the area. Art, culture, theatre, music, perform, artist jazz, opera, museum, exhibition, dance, entertainment, festival are words representative the *functional dimension*; landmark downtown, Napa, Southbridge, heritage, valley, landscape, etc., these represent the *holistic value* of the phenomenon; night life, artistic, collection, historic, restore, night, lovely, fine, celebration, original, character, inside, attract, showcase, innovative, for the *experiential aspect*;
5. *Food* – this comprises names and adjectives recalling the relationship with food. The *functional value* is represented by words like chef, cook, shop, culinary, open table, ingredient, food, café, dinner, grill, beer, kitchen, bar, lunch, cuisine, table, pizza, bistro, marketplace, market, store, specialities, fish, bakery, pizzeria, farmer, wine bar, meal; the *holistic dimension* represented by vine and wood; the *sensitive dimension* by fresh, local, seasonal, Napa style, organic, adventure, executive, casual, delight, innovative, authentic, lounge, love, story, specialities;
6. *Regions and Cities* – these are lemmas indicating places and urban/geographic elements. This cluster is totally inexistent for DMOs while for bloggers the following words gain importance referring to the *functional dimension*: City, San Francisco, Sausalito, bridge, ferry bus Alcatraz Pacific shop car Island; the *holistic dimension* gain importance using the following terms: bay, beach, park, ocean, coast, attraction, statue, build, landmark, sea, sunset, architecture, experiential with golden, treasure, art, museum, night life, walk, pleasure, heart, live, night, culture, famous, picturesque;
7. *Information on Travel Experiences* – comprising lemmas indicating elements that ease the holiday. The *functional dimension* is represented by words relating to: information, property, Inn, bed, breakfast, B&B, lodge, hospital, location, factory, hotel, country, cottage; the *holistic dimension* of words like Helena, Canyon, Calistoga, Oak,

knoll and the *experiential* from words like facility, health, premium, win, adventure, relief, meet, happy, inspire, lifestyle, event, love, funny, passionate.

The above-mentioned procedure was used separately for the two contexts and there was a tendency to compare the clusters analysed. As can be seen in figure 2, there is a different incidence in the creation of core communication. In actual fact, the DMOs are characterized by destination services clusters has an incidence of 47.04%, followed by food clusters at 21.76% and by wine clusters at 18.10%.

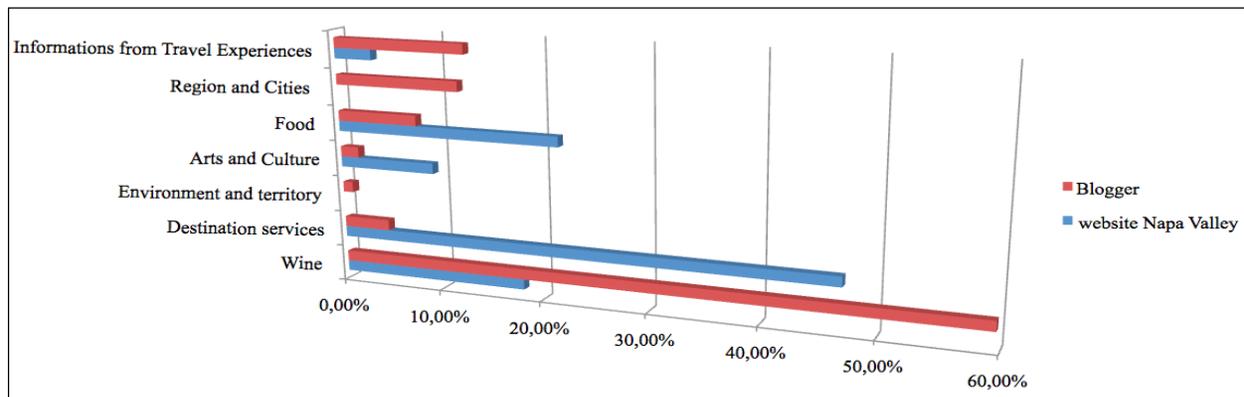


FIG. 2. CLUSTERS OF THE CONTEXTS ANALYSED

The figures, therefore, seem to show the tendency the DMOs have to communicate their destination online thus placing, substantially, gradual importance on all elements without, necessarily giving too much importance to the role of wine. The goal is that of a synergic representation of elements, symbolizing in this way a passage from a simple vocational territory of wine production towards a wine tourism destination; this seems to be obtained – from a communicative point of view – thanks to the synergic valorisation of its material and immaterial components around the territory-wine relationship.

Such analysis seems to show a part of the H1 hypothesis for which the DMO online communicative process is founded on the concomitant importance belonging to attributes of the two core elements – *wine and destination*. All that needs to be done is to observe that the sum of the three clusters characterizing the communicative online strategy – *Destination services, Food, Wine* – illustrate about the 87% of the phenomenon. At the same time, however, there is a gap between the elements communicated by the DMOs and those perceived and transmitted by the bloggers. Such a result does not seem to confirm the second part of the H1 hypothesis represented by the harmony between communication and perception by third actors. The *core communication* perceived by the latter is thus characterized by the importance of cluster “wine” which alone illustrate 59.65% of the phenomenon, the other clusters being somewhat limited.

According to what has been analysed, a few interesting considerations on the second research hypothesis need to be taken into account:

- a. There is an obvious balance between communication (DMOs) and the acknowledgement of the message (bloggers) regarding the *functional dimension* of the phenomenon. As a matter of fact, regarding Napa Valley, there is an exact valorisation and a relative perception of the structural elements of the two main components of wine tourism destination (*wine and destination*);
- b. Major care should be taken of the psychological abstraction process that the receiver launches. This can be seen in the wider view of the value proposition which appears to be distributed amongst all clusters highlighting an interest for the *land-wine* relationship with a particular acceptance of the naturalistic elements (as demonstrated by bloggers);

- c. A process of abstraction which is completed by the *emotional dimension* where perception and importance given by bloggers to the land-wine relationship happen to be greater and more complete as opposed to that transmitted by DMOs .

Such considerations confirm that the perfect balance (H2 hypothesis) is not an absolute condition for obtaining an adequate communicative positioning but it is undoubtedly necessary in the long term. As a matter of fact, the existence of a process of psychological and emotional abstraction, which is in truth active in the receiver, must perceive that the simple communication of structural elements is non-sufficient. This needs to be emphasized by the holistic and sensitive dimension of the land-wine relationship so that, the tale of the territory, as well as its tradition, its culture, its emotions experienced at the moment of consumption may turn into relevant information for whoever chooses that territory or simply needs to get information.

Conclusions and managerial implications

In the present competitive context, this paper intends highlighting the fact that web 2.0 tools are important in the process of image creation and communication of a territory. Today, the creation of the relational and communicative sphere with the customer takes place by adopting techniques and tools that encourage conversational relationships; they exploit the bi-dimensional potentiality of communication through which the actors are, not only transmitters (DMO websites) but also receivers of messages (bloggers and fans).

The originality of this study consists in suggesting, in the important branch of research of destination image, a model of analysis through which observing the relationship between the online communication of the image and the reception of its elements by means of web 2.0 tools.

The model herewith suggested, inspired by the consumers' engagement need and tested by using *case study* techniques, has given proof of its valid interpretative course by:

a) Identifying the main themes dealt with and their importance in the communication of the destination image. In this analysis, the core online communication of DMOs move around a synergy of three main topics - *Destination services, Food, Wine* – that together illustrate 87% of the phenomenon;

b) Highlighting the eventual gap between what has been communicated by DMOs, what has been perceived and transmitted by bloggers and what is perceived by fans. In actual fact, the gap between transmitter and receiver takes place when the clusters relative to DMOs and bloggers are confronted. As a matter of fact, for the latter, “wine” cluster alone illustrates 59.65% of the phenomenon. This aspect is a limit of empirical methodology and needs further study. A further in-depth analysis on the topic dealt with will take place gearing it towards the qualification and quantification of the importance of lemmas within each cluster in order to evaluate in an exact manner their interpretive dimensions rendering them comparable with each other.

c) Evaluating the efficiency of their web communication. The empirical results have, in actual fact, highlighted how the perspectives regarding the analysis carried out result being adequately structured in order to reach the increase of useful information. In actual fact, the case study has highlighted how the perfect balance hypothesized between transmitter and receiver is not an absolute condition aimed at obtaining an adequate online image but it becomes undoubtedly necessary in the long term. In actual fact, the existence of a psychological and emotional abstraction process which is truly active in the receiver is non-sufficient when relating to the simple communication of structural elements. This needs to be reinforced through the *holistic and sensitive dimension* of the land-wine relationship in terms of telling the story of the territory, as well as its tradition, its culture, its emotions experienced at the moment of consumption as it may turn into relevant information for whoever chooses that territory or simply needs to get information.

Generally speaking, the interpretive course of study carried out seems to lend itself to and also applied to other themes as it is an integral part of text mining techniques. Indeed, the information obtained is transformed into useful acquisitions of entrepreneurial decisions as it identifies and simplifies those very same elements through which enterprises define and reinforce their competitive strategies, bearing in mind, in particular, the co-evolution of web contents so as to reach: a) a multiplication effect of brand recall awareness; b) the increase of sensorial, emotional and

cognitive perception of the destination; c) the evaluation of web users' level of communication with respect to the strategies adopted by DMOs ; d) the creation of forms of well-focused promotional communication.

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