Wine tourism destination image on the web: a comparison between conveyed and perceived communication drivers

Monica Fait*, Paola Scorrano, Federica Cavallo and Lea Iaia

Department of Management, Economics, Mathematics and Statistics,
University of Salento, Ecotekne,
Via per Monteroni, 73100 Lecce, Italy
Email: monica.fait@unisalento.it
Email: paola.scorrano@unisalento.it
Email: federica.cavallo@unisalento.it
Email: lea.iaia@unisalento.it
*Corresponding author

Abstract: Assuming that *actual or potential wine tourists may perceive the wine tourism destinations' image using as cognitive keys what has been communicated by both wine tourism destinations and travelling bloggers*, the research aims at carrying out an analysis which: 1) suggests the identification of the main recurring themes and their importance in communicating the destination image; 2) highlights the [eventual] gap existing between what is communicated by the wine tourism destinations and what is transmitted by third party actors (in this case, by bloggers in their own blogs). The approach is innovative because: 1) the creation of a communicative and relational sphere of the image derives from techniques and instruments that stimulate conversations, taking advantage of the bi-directional communication potentialities offered by the web; 2) it suggests an operational framework through which it is possible to identify the dimensions to decode the extracted information.

Keywords: wine tourism destination; WTD; blog; blogger; destination image; web communication; text mining; drivers of online communication.

Biographical notes: Monica Fait is a researcher in Business Management at the Department of Management, Economics, Mathematics and Statistics, University of Salento, Lecce, where she teaches economics and business management. Analysing current trends in consumption related to agri-food products, her work tackles the theme of enterprise development within specific regional contexts as well as from an international perspective. Specifically, her research topics include: the role of characteristic regional agri-food products in the creation of brand-land identity; the relationship between characteristic regional products and their place of origin; the role of certification of origin regarding competitiveness in the wine sector; the potential of social web communication in the wine sector. She is a speaker at national and international conferences and industry forums.

Paola Scorrano is a researcher in Business Management at the Department of Management, Economics, Mathematics and Statistics, University of Salento, Lecce, where she teaches production and logistics. Her research seeks to study the effects of information and communication technology (ICT) on company behaviour, particularly with reference to the agri-food and tourism sectors. She is the author of several scientific publications and papers on agri-food SME competitiveness, innovation in promoting characteristic regional products and Web 2.0 marketing strategies for the development of wine tourism destinations. She is a speaker at national and international conferences and industry forums, working as a consultant for projects financed by regional and European institutions.

Federica Cavallo is a PhD student in Business Management at the Department of Management, Economics, Mathematics and Statistics, University of Salento (Lecce). Her research interests include web marketing, social media communication, wine and agri-food business and tourism. She has authored several publications and presented papers at scientific conferences.

Lea Iaia is a PhD student in Business Management at the Department of Management, Economics, Mathematics and Statistics, University of Salento (Lecce). Her research interests include web marketing, social media communication, wine and agri-food business and tourism. She has authored several publications and presented papers at scientific conferences.

1   Introduction

The opportunity to share experiences and exchange points of view has created a significant revolution in the traditional marketing approaches and paradigms of business communication (Hennig-Thurau et al., 2004), stimulating processes of horizontal cooperation aimed at transforming consumers from 'objectives' to 'sources' and 'channels' of the flow of communication and knowledge creation. Knowledge that, today, originates from the storytelling of direct or reported experiences, feelings, images, emotions, beliefs and perceptions transmitted to consumers by both enterprises and social media.

In this perspective, the social web communication is better than other drivers for building a correct image of brand, destination or product. The web is the field in which the knowledge of different areas of investigation is created and consolidated. It is not a technology in itself but, rather, a social attitude (O'Reilly, 2007) centred on the rediscovery of the value of relationships.

In particular, in the tourism sector, it is possible to observe an increasing diffusion of online platforms and virtual communities.

The research for this paper was undertaken to gain a better comprehension of how:

1   a wine tourism destination (WTD) transmits its image by web communication

2   specialised third actors within this sector (i.e., travel bloggers, in this case)
     perceive and transmit attributes of the WTDs' image through their own means of
     communication.

WTDs must reflect a proper image, which should include their functional and symbolic
elements but also all intangible attributes that give to each region its distinctive appeal as
a destination (Echtner and Ritchie, 1993; Morrison and Anderson, 2002; Scorrano et al.,
2013) and discriminate them clearly in respect of other destinations (Cai, 2002).

So, the main research question is: How could a WTD set and monitor an effective
communication policy through the social web communication? The secondary research
questions are:

a   How can a WTD identify the main recurring themes and their importance in
     communicating the destination's image?

b   How can a WTD highlight the eventual gap that exists between what is
     communicated by the WTDs and what is transmitted by third party actors
     (in this case, by bloggers in their own websites)?

For this reason, not only is what the destinations communicate important, but also how
consumers (in this case, online users) perceive their messages, in order to identify what
are the main factors valued by consumers in their process of choice. So, the study focuses
on specialised and privileged online consumers, as travel bloggers, who are able to
synthesise and address the opinions of their loyal, or occasional, followers.

Indeed, a better comprehension of these attributes can enhance both the development
and elaboration of marketing strategies for wineries and policy makers, with the aim of
stimulating the development of their territory. Competitive positioning is becoming a
strategic issue for many wine areas (Williams, 2001), which have adopted strategic
marketing initiatives to attract high-yield wine tourism and to develop their territory. In
today's market an imperative both for enterprises and institutions.

2   Theoretical context

2.1   The literature of web communication

Increasingly, consumers are looking for information about products/services and brands
from other consumers (*word-of-mouth*); indeed, they themselves create, start and spread
information, with a wide number of people in real-time into the virtual space.

The managerial literature (Keller, 2009; Schau et al., 2009; Ulusu, 2010) has, for
some time, highlighted how social media can generate benefits for the brand in terms of
creating reputation, sales growth, involvement of consumers in brand building, and
expanding brand awareness. To date, social communication has been studied along three
perspectives (Adjei et al., 2010; Patterson, 2012; Woerndl et al., 2008):

a   *communication between brands or companies and consumers*; the brand becomes
     dependent on the willingness of the consumer and, therefore, companies must learn
     to recognise when a spreading message increases brand equity

b   *consumer-to-consumer communication*; consumers become creators of content (Kaplan and Haenlein, 2010; Muniz and Schau, 2011)

c   *communication between consumers and brands* (feedback); consumers influence the communication process by responding to a message, but also communicating or interpreting the same message (Barwise and Meehan, 2010; Beuker and Abbing, 2010; Fournier and Avery, 2011).

Independently of the adopted perspective, social communication is useful when it creates a daily meeting or an active and frequent feedback between consumers and brands (Keller, 2009). Indeed, the feedback is a crucial component in the bi-directional communication process, as it is the consumer's response to the brand message. Through the nature and quality of feedback, the company can create and maintain correspondence between its image and identity (Nandan, 2005).

Today, the consumer, who is always available for an (emotional and rational) involvement in the process of choosing (Holbrook and Hirschman, 1982), proves to be more volatile when creating a stable relationship with the brand (Fabris, 2003; Firat and Shultz, 1997; Firat and Venkatesh, 1995) and mainly inclined towards the maximisation of the experiential value of *consumption* (Bosio et al., 2011; Brown, 1993; Fabris, 2008; Prahalad and Ramaswamy, 2000; Resciniti, 2005). Therefore, the enterprise needs to seriously evaluate its customer orientation which, 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 responding 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 et al., 2006), when the consumer is positioned at the centre of the marketing process, for stimulating conversational relationships (Stokes, 2000) based on techniques and instruments which take advantage of the 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, simultaneously leading to the reinforcement of the consumer empowerment process (Pires et al., 2006).

2.2   *The literature of wine tourism and image of WTDs*

There are different approaches in the definition of wine tourism:

a   a form of consumer behaviour

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 and Brown, 2006)

d   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).

WTDs 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 recognised as the core elements of the wine tourism product (Carlsen and Dowling, 2001; Getz, 2002; Lane and Brown, 2004; Loubser, 2004; Roberts and Deery, 2004; Sanders, 2004; Sparks and Malady, 2004; Telfer, 2001). Other elements are included in this definition because they give to 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 centres, wine museums, wine-themed villages, wine country tours (Hashimoto and Telfer, 2003), the natural resources – land and water, labour, 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.

If tourists consider destinations in the same way as any other product, by evaluating the tangible and intangible features (Beerli and Martin, 2004; Clifton, 2003; Florek, 2005; Murphy, 1998; Ward et al., 1999), 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, 1972), but also for the creation of a solid competitive edge (Baloglu and McCleary, 1999). In fact, since the initial theorisations, the concept of image has been of fundamental importance in the literature of destinations (Blain et al., 2005; Lassar et al., 1995; Nandan, 2005), thus becoming a critically important success factor which is able to act in terms of promotion, distribution and development of tourist products (Pikkemaat, 2004; Sonmez and Sirakaya, 2002), as well as bringing benefits in terms of distinctive features, profitability and innovation (Pencarelli and Gregori, 2009).

The topic of the image of a WTD could be approached by applying four different perspectives (Elliot et al., 2011): the importance that a destination image gains during the process of the tourist choice (Pearce, 1982; Woodside and Lysonski, 1989); 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); and the identification of positive effects for the destination in terms of attractiveness and competitiveness associated with its positive image (Tapachai and Waryszak, 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 WTD refers to its geographic area which, on the basis of the specific resources of tourist terroir (Peters, 1997), may build processes of destination management directed towards these market segments which recognise the value-proposition of the wine-related destination (Rosato and Scorrano, 2010).

3   Hypotheses development

According to the academic literature:

1   social communication is useful when creating a daily meeting or an active and frequent feedback between consumers and brands (Keller, 2009)

2   the ability of a brand to maintain congruence between its image and identity will largely depend on how effectively management reacts to various kinds of consumer feedback (Nandan, 2005)

3   the online communication, in particular the 2.0 communication (Blanchard, 2012; Castronovo and Huang, 2012; Di Fraia, 2011; Thrassou and Vrontis, 2008), has a fundamentally important role within the 'interaction', 'co-creation' and 'socialisation' of values and contents in the achievement of positive performances in terms of image perception (Armano, 2008; Tapscott, 2008; Wilson, 2008)

4   tourist destinations are required 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) and clearly different from other competitive destinations (Cai, 2002).

So, the paper introduces an analysis which deals with the online destination image:

a   suggesting the identification of the main recurring themes and their importance in communicating the destination image

b   highlighting the eventual gap existing within what is communicated by the WTDs and what is transmitted by third actors (in this case, by bloggers in their own websites).

In actual fact, the experimentation of the operational framework takes place through the case study technique on WTDs in order to observe the image transmitted by the WTDs, as well as perceived and transmitted by bloggers. Assuming that *actual or potential wine tourists may perceive WTDs using as cognitive keys which have been communicated by the WTDs and by travelling bloggers*, this empirical analysis hypothesises that:

H1   The online communicative process of a WTD focuses around specific features which represent the core elements of a wine destination, intended at getting the third actors (travel bloggers) to perceive and allocate the same importance to these elements, through their articles.

H2   The composition of the message:

- communicated by the WTD
- decoded and spread by third actors, must have a high degree of homogeneity in order to ensure a constant and proper recognition of the destination's image over time.

The approach becomes innovative owing to the fact that:

a   the creation of a communicative and relational sphere of the image derives from techniques and instruments that stimulate conversations (Stokes, 2000), taking advantage of the bi-directional communication potentialities offered by the web (Brioschi, 2005)

b   an operational framework is suggested through which it is possible to identify the dimensions to decode the extracted information.

4   Operational framework

In this framework, two operational dimensions are foreseen (see Figure 1):

1   *Pre-processing*: a preparatory phase orientated towards the identification of three variables:

 a   the analysed target 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   the types of individuals from whom information is to be obtained (tourist, blogger, fan, tour operator, etc.). The identification of such a variable is strictly dependent on the nature of the source investigated.

 c   two spatial dimensions:

 •   geographic, aimed at dividing up the information according to how intensely the phenomenon needs to be examined (e.g., information gathered from *Google Spain* in order to analyse Spanish tourists talking about the Napa Valley)

 •   virtual, consisting of the identification of non-structural sources where the research has to be carried out.

 Adopting a bottom-up logic, a data crawling process takes place based on a set of research queries that highlight the textual contents that result in being closer to the *research objective-informative source* relationship. In this way, data collection is achieved by focalising on the research and the types of individuals that are observed.

Figure 1   Operational framework of the research (see online version for colours)
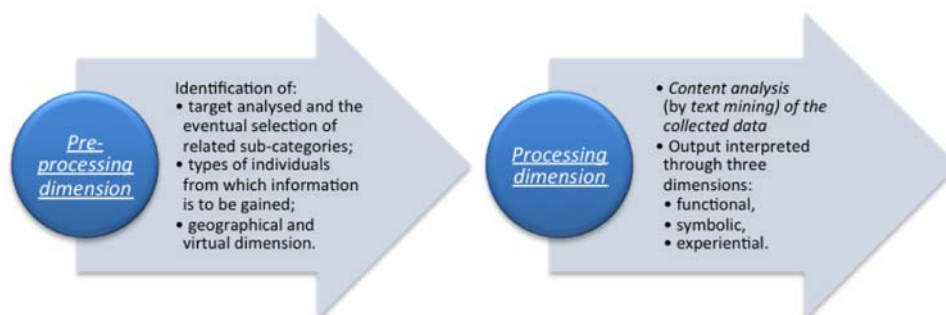
 Source: Authors' processing

2   *Processing*: in such a phase:

    a   *Data collection* is submitted to *text mining for the 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 messages conveyed by WTD and bloggers are underlined by the textual analysis.

    b   The output is interpreted through the three dimensions – functional, symbolic and experiential – which characterise the associative process of tourists (Chon, 1990; Foster and Jones, 2000; Gartner, 1993; Kim and Yoon, 2003; Walmsley and Young, 1998):

- *Functional dimension*: in this context, words identifying destination core elements are included, whether they are tangible (Getz, 2002; Lane and Brown, 2004; Sparks and Malady, 2004) or intangible (Hall and Mitchell, 2002; Williams and Dossa 2003).

- *Holistic dimension*: this is the process of psychological abstraction that features the perception of the distinctive elements of the destination. Words indicating psychological attributes are included (Bruwer, 2003; Williams, 2001). These words refer to the relationship with history, art, landscape and traditions.

- *Sensitive dimension*: which identifies the emotional abstraction that accompanies the evaluation of a destination. 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* and *experiential* value (Cambourne et al., 2000; Hall et al., 2000; Hashimoto and Telfer, 2003; Williams, 2001).

5   Empirical research methodology

The experimentation of the research framework process has taken place adopting a case study approach (Gummesson, 2000; Johnston et al., 1999; Yin, 1984) 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 Gadde, 2014; Dubois and Gibbert, 2010; Easton, 2010; Piekkari et al., 2010).

In the following phases, the empirical framework foresees:

a   Pre-processing identification of the:

1   *Wine destination* where the model is tested. The first step consists of 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, 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 lemmatisation by using the *T-Lab software* (the re-elaboration examined 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 extracted. Amongst these, the most frequently quoted wine destination is the Napa Valley (freq. 106).

2   *Subjects* to be analysed: according to the present analysis, these are:

- the aforementioned WTD (Napa Valley's website 'Visit Napa Valley', http://www.visitnapavalley.com)

- the travel blogs (among the 100 blogs already examined) which present articles edited by bloggers referring exclusively to the wine destination observed, extracted using the keywords 'wine Napa Valley'.

3   *Spatial dimensions*, from a geographical point of view, no limit has been taken into account. As a matter of fact, the blogs chosen were extracted using Google.com.

b   *Processing*: two different texts have been normalised and lemmatised through the T-Lab software. The data obtained are made up of the following two levels:

1   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)

2   for the articles edited by bloggers (179): 3,475 elementary contexts, 15,060 forms, 12,029 lemmas, 161,432 occurrences and 498 keywords (with threshold equal to the resulting 10).

Before proceeding to text mining, two 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 focalisation of the phenomenon analysed. The statistical method used for text mining is:

1   *Correspondence analysis*, aimed at pointing out the most important macro themes in each context analysed (textual contents from WTDs' websites and blog's articles about Napa Valley) and highlighting eventual homogeneities or differences (H1).

2   *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 'three perspectives' identified in the operational framework.

6   Results and findings

H1 The online communicative process of a WTD focuses around specific features which represent the core elements of a wine destination, intended at getting the third actors (travel bloggers) to perceive and allocate the same importance to these elements, through their articles.

Text mining, through the analysis of correspondence is able to highlight the similarities and differences between context units, representing the existing relationships between the corpus subsets and the lexical units on a Cartesian graph. Factorial polarity, i.e., 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 significance statistics ($p > 0.05$), and a positive or negative sign.

Figure 2   WTD's website: analysis of correspondences (see online version for colours)
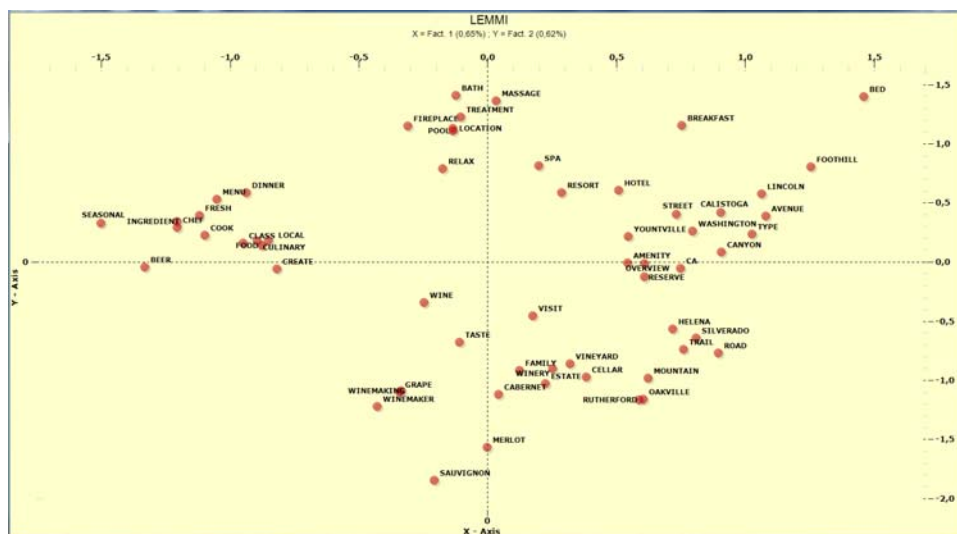
Source: Authors' processing

By analysing the following figures (Figures 2 and 3), it is possible to observe that:

1   the textual content of the Napa Valley's website shows more relevant thematic contents (Figure 2), recalling:

a   tangible attributes of a destination, such as services (hotel, spa, resort, treatment, pool, etc.) and territorial elements (local areas, towns, etc.)

b   tangibles elements related to wine (grape, vineyard, cellar, taste, winemaker, etc.) and food (cook, dinner, seasonal ingredient, etc.).

Therefore, the functional component seems to have a more important role in the communicative process of WTD with respect to the other elements.

2   Bloggers resort to words associated mainly with *wine* (taste, smell, grape, winemaking, winery, etc.; see Figure 3), and to territory (San Francisco, Sausalito, redwood, forest, tree, beach, bridge, etc.).

Figure 3   Bloggers' articles: analysis of correspondences (see online version for colours)
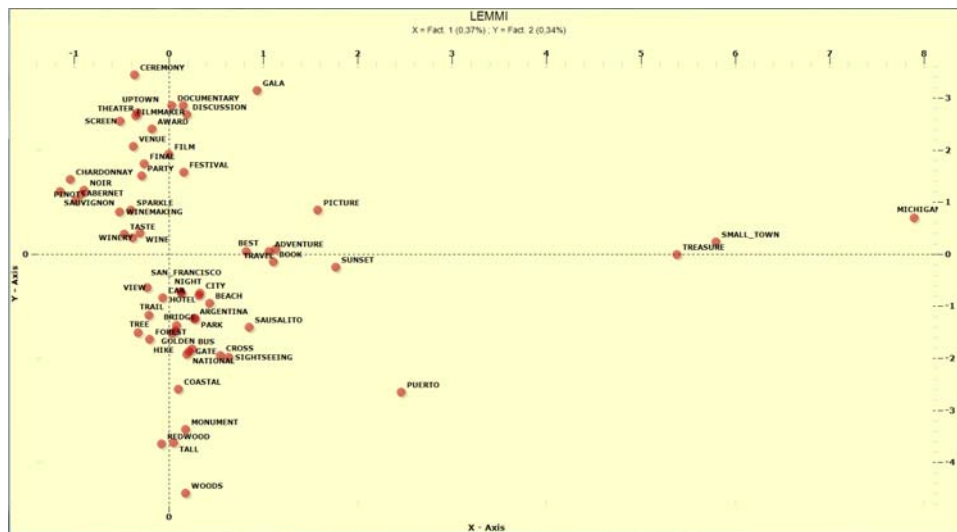
Source: Authors' processing

The initial text mining phase has therefore highlighted the presence of a context unity (*words*) that, when led towards the internal single dimension, highlights the web communication guiding dimensions of the WTD, which are mainly orientated towards the traditional *core elements* of the destination (*functional*) and the tendency to overlook the symbolic and experiential elements of the wine product connected to it. Instead, the process of perception and transfer of elements comprising the *image* of a destination by bloggers seems to be characterised by the use of words that identify the functional aspect of the phenomenon and the territorial elements of the destination. 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.

H2   The composition of the message:

- communicated by the WTD
- decoded and spread by third actors, must have a high degree of homogeneity in order to ensure a constant and proper recognition of the destination's image over time.

The apparent presence of points of contact between WTDs' websites and blogs has, as a matter of fact, led to a consequent in-depth analysis in order to understand whether the aggregation of words within each context may be characterised 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.

For this reason, 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 hierarchical procedure (Everitt, 1979; Johnson, 1967) 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. Four clusters were taken out for the WTDs' websites as well as for the blogs and the creation of clusters took place excluding the words having $p > 0.50$.

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 4, there is a different incidence in the creation of the core communication of the Napa Valley – as the WTD – and in the perception and transmission of bloggers' articles. In actual fact:

1   *Core communication* of the WTD is mainly characterised by the *destination services* cluster, with an incidence of 71.86%, followed by the *wine* cluster (24.21%), *environment and territory* cluster (2.65%) and *food* (1.28%); it is interesting to note that two clusters (*destination services* and *wine*) illustrate about 98.72% of the phenomenon.

2   *Core perception*, represented by messages referring to Napa Valley and conveyed by bloggers is better described by the *environment and territory* cluster, which has an incidence of 65.10%, followed by *food* (10.91%), *wine* (9.11%) and *destination services* (8.38%), which illustrate about 93.50% of the phenomenon.

Figure 4   Clusters of the contexts analysed (see online version for colours)
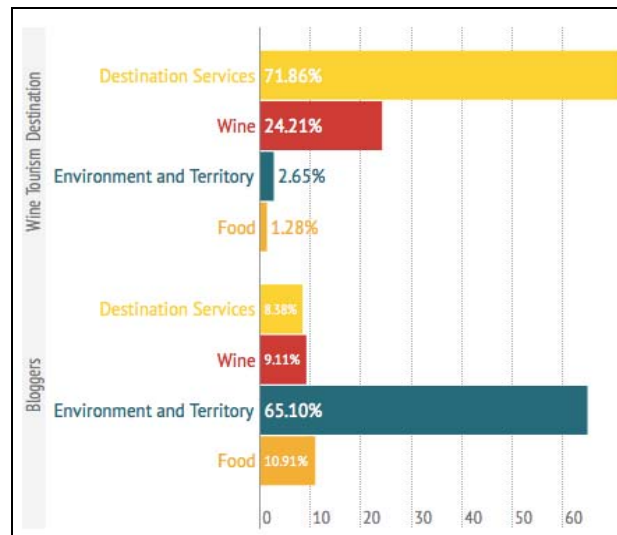
Source: Authors' processing

The figures, therefore, seem to show the tendency the WTD has to communicate its destination online thus placing, substantially, gradual importance to all elements, without necessarily giving too much importance to the role of wine. The goal is that of a synergic representation of elements, symbolising the passage from a simple wine-making territory towards a WTD; 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 confirms the H1 hypothesis, for which the WTD's online communicative process is founded on the concomitant importance belonging to the attributes of the two core elements – *wine* and *destination*. All that needs to be done is to observe that the sum of the two clusters characterising the communicative online strategy – *destination services* and *wine* – illustrate about 98.72% of the phenomenon. At the same time, however, there is a gap between the elements communicated by the WTD and those perceived and transmitted by the bloggers. Such a result does not seem to confirm harmony between communication and perception by third actors (the bloggers, in this case). The core perception is characterised by the importance of the cluster *environment and territory*, which alone explains 65.10% of the phenomenon, to which are associated the other clusters characterised by two macro-themes *wine* and *food*.

To analyse in greater detail the homogeneity among clusters, the phase of output interpretation obtained through data collection clusters from the WTDs' websites and from blogs is based on the analysis of lemmas that are included in 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   *Destination services* – which groups words identifying:

   •   tourist services (hotel, resort, tour, room, service, golf, packages, guest, park, airport, bath, transportation, etc.), and sports and free-time activities (ride, pool, tennis, golf, massage, body, spa, wellness, etc.) identifying the *functional dimension*

   •   territorial references (valley, country, escape, lake, San Francisco Golden, Meadowood, Meritage, cove, etc.) for the *holistic aspect*

   •   adjectives expressing the pleasure of travelling (experience, luxury, treatment, relax, pleasure, hospitality, etc.) and thus the *sensitive dimension*

2   *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, 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* is described by lemmas such as mountain, hill, Oakville, Silverado, knoll, train, Napa, region, Sonoma, California, etc.

   •   the *sensitive dimension* is characterised through words that express the experiential element of consumption (visit, vintage, romantic, tasting, boutique, etc.)

3   *Food* – this comprises names and adjectives recalling the relationship with food:

- the *functional value* is explained by words such as 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* is represented by vine and wood
- the *sensitive dimension* is the summarisation of words such as fresh, local, seasonal, Napa style, organic, adventure, executive, casual, delight, innovative, authentic, lounge, love, story, specialities

4   *Environment and territory* – these are lemmas which

- indicate places and urban/geographic elements (*functional dimension*) – city, San Francisco, Sausalito, bridge, bay, beach, park, ocean, coast, attraction, statue, build, landmark, sea, sunset, architecture
- recalling the natural elements (*holistic dimension*) – woods, memory, sightseeing, redwood, nature, monument, tree, hillside, cathedral, forest, grove, creek, animal, fall, river, etc.
- representing *sensitive dimension* – win, adventure, relief, meet, happy, inspire, lifestyle, event, love, funny, passionate, etc.

Table 1 reported the words that most characterise the communication.

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 (WTD) 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 the WTD (*wine* and *destination*).

b   Major care should be taken in 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 acceptation 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 WTD.

Such considerations confirm that the perfect balance is not an absolute condition for obtaining an adequate communicative positioning but it is undoubtedly necessary in the long-term. So, 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 functional elements is insufficient. This needs to be emphasised by the holistic and sensitive dimensions of the land-wine relationship so that the tale of the territory, as well as its tradition, culture and emotions experienced at the moment of consumption, may turn into relevant information for whoever chooses that territory or simply needs to obtain information.

Table 1 The specific communication drivers of WTDs and bloggers

Cluster	Wine tourism destination (Napa Valley)			Bloggers		
	Functional dimension	*Holistic dimension*	*Sensitive dimension*	*Functional dimension*	*Holistic dimension*	*Sensitive dimension*
Destination services	Spa, restaurant, resort, shop, hotel, food, golf, treatment	Art, food, park, culture, Meadowood, Yountville, music, artist, country, kitchen	Culinary, relax, luxury, adventure	Travel, caravan, prize	Holistic, Los Angeles	Adventure
Wine	Winery, vineyard, estate, taste, cellar, Sauvignon, grape, Cabernet, Pinot, tasting, blend, Merlot, varietals, balance, distillery	Family, Rutherford, Mountain, road, Helena, hill, Oakville, tradition	Release, prestigious, philosophy	Sauvignon, Pinot, Noir, Cabernet, Blanc, Rose, grape, Chardonnay, wine, Merlot, Zinfandel, Fruit, Syrah, bottle, aroma, age, red, blend, ferment, taste, hint, varietals, glasses, fruity, reserve, spicy, winemaking, barrel, oak, white, dry, Riesling, flavour, cherry produce, plant, sweet, functional	Vintage, harvest	Release, surprise
Environment and territory	Contact, bed, B&B, house, breakfast, lodge, cottage, location, car, rental, cuisine, airport	Property, Calistoga			Napa, valley, tour, city, visit, San Francisco, winery, Golden Bridge, Sonoma, California, river, vineyard, park, Calistoga, Sausalito, museum, golden, town, museum, country	Romantic, beautiful, luxury
Food	Restaurant, cheese, bistro, fresh, chocolate			Restaurant, cheese, bistro, fresh, chocolate	Course, seasonal, Yountville, Helena	Delicious, excellent, culinary, healthy

Source: Authors' processing

7   Conclusions and managerial implications

In the present competitive context, this paper intends to highlight the fact that Web 2.0 tools are essential in the process of image creation and communication regarding a territory. Today, the creation of a 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 (WTD website), but also receivers of messages (bloggers).

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

The operational framework here proposed, 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 WTDs moves around a synergy of three main topics – *destination services* and *wine* – that together illustrate 98.72% of the phenomenon;

b   Highlighting the [eventual] gap between what has been communicated by WTD, and what has been perceived and transmitted by bloggers. The gap between transmitters and receivers takes place when the clusters of words relative to WTD and bloggers are confronted. In this case, the perception process of bloggers is different, because their main topic is *environment and territory* (65.10%), followed by less relevant themes (such as *food*, *wine* and *destination services*).

c   The *wine* cluster alone illustrates 59.65% of the phenomenon. This aspect is a limit of the 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, thus rendering them comparable with each other.

d   Evaluating the efficiency of web communication. The empirical results have highlighted how the perspectives regarding the analysis carried out result in being adequately structured with the purpose of reaching an increase in useful information. The case study has highlighted how the perfect balance hypothesised between transmitters and receivers is not an absolute condition aimed at obtaining a suitable online image but it becomes undoubtedly necessary in the long-term. Indeed, the existence of a psychological and emotional abstraction process, which is truly active in the receiver, is insufficient when related to the simple communication of structural elements. This needs to be reinforced through the *holistic* and *sensitive dimensions* of the land-wine relationship in terms of telling the story of the territory, as well as its tradition, culture and emotions experienced at the moment of consumption as it may turn into relevant information for whoever chooses that territory or simply needs to obtain information.

Generally speaking, the interpretive course of study carried out seems to lend itself to and can also be applied to other themes as it is an integral part of text mining techniques. Indeed, the practical implications of the study are the following:

1   identify those messages that can increase brand awareness

2   know the sensorial, emotional and cognitive perceptions of the destination for future engagement strategies of consumers.

Finally, the information obtained can be transformed into useful acquisitions for entrepreneurial decisions as it identifies and simplifies those very same elements through which enterprises define and reinforce well-focused promotional communication.

The model proposed is only the first step of a larger research work that in the future will monitor the process of interaction between the destination and the users, using a quantitative perspective able to detect the performance achieved through the social web communication in terms of engagement.

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