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Destination web reputation as a "smart tool" for image building: the case analysis of the city of Naples-destination

Introduction

The rapid diffusion of the web has radically changed the habits of people, who spend more time online, creating interconnected networks with a deep impact on the tourism industry. To meet these challenges, tourism destinations must respond proactively, acquiring technology which, in addition to providing an enriching visit experience, can be supportive to get a better competitive position (Buhalis, 2000; Soteriades et al., 2007 Gretzel, 2011; Buonincontri, Micera, 2016). Recently, there has been a great deal of interest in the use of instruments for monitoring so-called destination web reputation, since destination managers need to control information and content sources, which influence the online positioning of the destination. The use of social networks, digital platforms and other innovative approaches, called "smart", are growing trends in those destinations that want to strengthen their image and improve tourist perception (Coca-Stefaniak, 2014).

The measurement of the destination web reputation includes, on the one hand, the analysis of the opinions (positive or negative) expressed by users in various web sources (communities, blogs, social networks), on the other hand, the measurement of virality (sharing rates) generated by these comments and posts (Marchiori et al 2013; Tussjadiah et al, 2011; Xiang and Gretzel, 2010). Both these aspects require an integrated approach, able to detect qualitative and quantitative factors. In order to exploit the great potential of these "smart" instruments, it is necessary to adopt rigorous methodologies, consistent with social media marketing strategies, which focus on appropriate indicators and allow one to capitalize the value of feedback gathered.

Starting from these assumptions, the aim of the paper is to apply to the case study of the city of Naples-destination, a methodological framework for the analysis of Destination Web Reputation, where Sentiment Analysis is integrated with Social Network Analysis and Social Media Analytics.

The remainder of the paper is structured as follows. The following paragraph contains our proposal of the integrated approach used to analyse Destination Web Reputation. Specifically, it shows an analysis of the literature on Sentiment Analysis, Social Network Analysis and Social Media Analytics, aimed at identifying the main characteristics of these methodologies and the dimension necessary to measure online reputation. Successively, the focus is on the design of empirical research, based on the analysis of a case study.

Considering, in fact, what emerges from the literature analysis, a study on the city destination of Naples was carried out, the trial site of OR.C.HE.STRA, a funded research project that focused on developing a set of ICT solutions supporting smart valorization of the tangible and intangible cultural heritage of the Campania Region.

The results are examined and discussed in the last section, which provides a series of theoretical and managerial implications of the work, together with possible future research developments.

Destination Web Reputation: a methodological framework

According to Solove (2007), reputation coincides with public opinion, which is formed based on the behavior and character of an individual, a company or a country. Reputation is a common good, but also a perception that develops through various relationships established with stakeholders (Fombrun et al., 1999). Reputation is created on the basis of information, generated by behaviours, actions and activities carried out at different levels.

Many Authors have emphasized the role of reputation in the tourism sector, historically tied to services and to the concept of experience. Furthermore, tourism is also a sector where customers are more attentive and inclined to choose a destination depending on its reputation (Sirakaya and Woodside, 2005).

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At the same time, the more and more increasing use of new technologies has multiplied the value of the so called “reputational capital". On the one hand, the online domain of a specific destination represents a meeting point of several interconnected actors (Govers and Go, 2009; Gretzel, 2006; Inversini and Buhalis, 2009), on the other hand, connected users play an informative role, being more aware of the offers in the tourism market and eager to share their tourism experiences (Gretzel et al., 2007). To define Destination Web Reputation, Minghetti and Celotto (2016), underline that *the reputation of a destination is the result of the social assessment the public expresses on the place: it derives from the image every person has of the destination identity and then depends on the alignment between identity and image* (Prado and Trad, 2012).

On this basis, in order to analyze the Destination Web Reputation, the paper proposes the application of a methodological framework (Figure 1) which integrates Sentiment Analysis (Dave, 2003; Pang and Lee, 2008; Burt, 2010) with a series of Social Network Analysis tools and indicators (Casanueva et al., 2014; Salkhordeh, 2009; Scott et al., 2008; Shih, 2006) and Social Media Analytics (Hays et al., 2013; Cosenza, 2012; Lawrence et al., 2010; Ambler, 2011), useful to monitor web reputation and to assess user generated contents, in order to make them functional for Destination Management choices (Figure 1).

INSERT FIGURE 1

Several Authors (Minghetti and Celotto, 2016; Marchiori et al 2013; Tussjadiah et al 2011; Xiang and Gretzel, 2010) have shown that Destination Web Reputation depends on both the positive and negative opinions that are exchanged on the web through social media, and on the virality of these comments being “traded”/shared. The multidisciplinary assessment of these aspects allows one to monitor the competitive positioning of the destination, thus supporting the decision-making of destination managers engaged in the image building and destination branding process (Coca-Stefaniak, 2014).

Sentiment Analysis

Sentiment Analysis (SA) places its foundations on the assumption that the basis of the theoretical and methodological perspective of social networks is the recognition that the causal engine of what actors do, think or feel, lies in the patterns of relationships between the actors themselves, caught in a given context and in reference to an identifiable temporal frame.

The basic unit is not the single actor, but the link between the actors, defined by identifying the couple of individuals between whom the relationship is established. Relational data have a very different nature to data-attributes that characterize the single hub in the network. In the network perspective, some attributes exist only because there is the network: the structure of relationships is considered responsible for the fact that certain attributes acquire social meaning and, at the same time, help to differentiate behaviours, beliefs, and attitudes of the actors who participate (Freeman, 2000).

Although a defined epistemological status has not been achieved yet, SA provides a reliable and consistent theoretical perspective closely linked with a specific research methodology. By adopting the complex investigation methods of open social systems, SA provides the tools needed to describe the purpose of a social network, but also to understand its reason for being, and to predict the most likely of possible behaviours.

The emphasis on relationships distinguishes the approach based on relationships from traditional research that, conversely, favours attributive aspects of social actors. The characteristics of individuals, such as the differences based on gender or age are imperfect indicators of structural variables (Burt, 2010).

SA can rely on the application of established techniques, advanced certainly by the diffusion of software for data processing and analysis. The application of algorithms and procedures in an increasing number of fields, has favoured diverse and specialized contributions and studies, thanks only to their application to a wide range of phenomena and processes, which are essentially within social networks.

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Actually, through SA, it is possible to monitor social networks and to collect a lot of data around users' opinions and ideas, as well as related to their attitudes. Moreover, it is possible to research new behaviour rules for the writers of blogs, news groups, fora, and social networks.

The automatic analysis of opinions and posts, the sentiment and subjectiveness of a given text are known, respectively, as Opinion Mining and Sentiment Analysis. Opinion mining is a cross between information retrieval and computational linguistics, which focuses on the opinion that a document expresses (Dave, 2003). While sentiment analysis involves the deciphering of the opinions contained in the written or spoken word, through IT processes, in order to extract subjective information, opinions and feelings in regard to analytical sources are observed (Pang and Lee, 2008).

The potential of this methodology were highlighted by Pang and Lee (2008) who stressed the difference between the classical analysis of a text, conducted with a classification system based on topic compared with a classification according to sentiment. In the first case, information could be distributed in two simple classes, but also in thousands of classes according to the criterion chosen for classification; in the second case, instead, classes would always be numerically few (as related to ratings with positive, negative or neutral polarity). These Authors point out that while classes derived from classification according to topics can be completely unrelated, labels that express feelings typically represent opposition (if classification is binary) or ordinal/numeric categories (according to a scale score on the quantitative assessment of polarity).

SA has the challenging task of rationally combining qualitative and quantitative data in order to draw the state of the art for a specific object of analysis and then extracting useful considerations to be used to create or interpret communication strategy. Today SA, using new techniques based on the theories of complexity, because statistically non-linear and ascribable to the artificial intelligence field, has evolved and allows significant ability both to forecast the behaviour of social networks, both to distinguish authentic messages/judgments from fraudulent ones.

However, the use of SA, often, generates some difficulties. Pang and Lee (2008) highlight that it is sometimes insufficient to rely on an analysis unhooked from any context. Regarding content, in fact, feeling can be expressed in multiple ways, and the subsequent identification in terms of positive or negative depends on the scope in which it was used.

The added value of new SA techniques of, made available by artificial adaptive models, consists of the opportunity to carry out an overall analysis of text semantics evaluated as a whole, without having to break it up into the elementary parts that it consists of.

Social Network Analysis

In the tourism sector, opinions and reviews of tourists on specialized platforms (i.e. TripAdvisor) have become the main source of information and influence in the tourism experience design process.

However, conversations do not take place only on these platforms, but in various "places of the web". For this reason, it is necessary to set up a monitoring process aimed at understanding in which "social spaces" these conversations occur, at identifying the methods of distribution of information flows and, last but not least, at analysing relationship dynamics, identifying influencers and users interested in the conversations and in the better use of potential virality of the network.

Techniques of Social Network Analysis (SNA) are particularly useful for this purpose within the web and social networks, because these environments are very big and complex, and Social Media Analytics tools, by themselves, produce results that are difficult to interpret (Scott et al., 2008; Shih, 2006).

The analysis process starts with the identification of community and dedicated groups, then moves on to investigate the relationship dynamics within them, through a series of metrics (Casanueva et al., 2014; Salkhordeh, 2009). It is necessary to identify the network and dynamics of relations, in terms of modularity, betweeness centrality, eigenvector centrality, closeness centrality and in-degree.

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Modularity identifies clusters that are formed within a community (such as a Facebook group, participants in a conversation hashtag on Twitter or set of bloggers) or between different communities, it allows the researcher to understand how you distribute information flows between these groups and how they relate to each other.

Betweeness centrality is a measure that is particularly relevant if combined with the calculation of modularity and the identification of the cluster, because it allows you to select individuals who act as connectors between different groups. The eigenvector centrality allows you to identify travellers who intensely share their experiences and connect with other very active nodes, creating a powerful stream of exchange of views.

Closeness centrality takes into account the personal relationship network: a traveller with an extensive personal network of relationships has the power to influence with his/her views and suggestions a large number of people to whom they are related and to whom they presumably have some consideration precisely because of this direct connection.

The in-degree identifies travellers with more experience and who are more active online and have more opinions followed by other travellers in the network.

This data represents an excellent starting point for the analysis of the relationship within which destination managers and other tourism actors operate, since they can also contribute to improve Social Customer Relationship Management activities, increasing the added value of customer relationships. They can be used to plan effective seeding strategies of online content for viral marketing campaigns.

In addition, this data, if properly integrated with information on the use of Social Media Analytics techniques, also helps to provide a sufficiently complete picture to design their own image-building strategy.

Social Media Analytics

The concept of Social Media Analytics (SMA) indicates "the discipline that aims to help businesses, networks and territories to measure, evaluate and interpret the brand image in the web and initiatives on Social Media performance in the context of specific business goals in order to make useful suggestions emerge to enhance businesses, networks and territories"(Cosenza, 2012). It finds its roots in the power of influence t, in a social network, some actors exercise over others. It measures, therefore, the performance of social media by supporting the decision making process of policy makers and destination managers compared to their potential employment (Stieglitz et al., 2014; Hays et al., 2013; Buhalis and Jun, 2011, Sigala et al, 2012; Fuchs et al., 2014; Gandomi and Haider, 2015).

A fundamental element of this discipline is Social Media Listening. It is the set of processes and activities that allow one to understand the “places” where conversations having a strong impact on the brand take place; identify the people talking about products/services of their interest and measure the volume of conversations.

Detection sources are all online social spaces where users talk and exchange views: social networks (e.g, Facebook and LinkedIn), blogs (for example Blogger and WordPress), microblogs (e.g. Twitter and Tumblr), social news (such as Digg and Reddit), social bookmarking (e.g. Delicious and StumbleUpon), media sharing (e.g., Instagram and YouTube), wikis (e.g. Wikipedia and Wikihow), sites questions and answers (for example, Yahoo! answers and Ask.com) and reviews (e.g. sites, Yelp, TripAdvisor) (Barbier and Liu, 2011; Gundecha & Liu, 2012). Furthermore, many mobile applications provide social interaction platforms and, therefore, can act as social media.

Each of these sources has its own specific characteristics that require one survey technique, rather than another.

Great attention is paid to blogs, where you can find not only the opinion of bloggers, but also those of commentators; to fora, where discussions are developed according to topics and it is clear that some users

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have more influence than others; and to social networks (Facebook, Twitter, Instagram, Friendsfeed, Google+ and others). The latter can be sources of primary or secondary information (in the case of relaunched/reposted news, originally hosted by other sources) and are generally characterized by short messages and by their flow in real time.

These characteristics tend to create a high "noise rate" which, on the one hand, makes the analysis more difficult but that can generate a satisfactory "buzz" effect around a specific issue, once you have understood the dynamics to be used strategically. Listening aimed at understanding a social environment is an activity of fundamental importance, especially to determine the key figures of a particular online context. This is the reason why integration between the SMA and the SNA allows one to analyse interpersonal relationships and to bring out the key figures of a certain system of relations in order to investigate their dynamics.

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Research method

Critical analysis of the literature on web reputation has allowed one to build the conceptual framework applied to analyse the online reputation of Naples. The city of Naples and its historic centre, in fact, were the experimentation site for the “Or.C.He.S.T.R.A. Project”, focused on the development of a set of ICT solutions supporting the smart valorisation of the tangible and intangible cultural heritage of the Campania Region, for citizens/visitors/tourists, while fulfilling the principles of sustainability and eco-friendliness.

The Bay of Naples is known as one of the finest tourism destination in the world: the first records of this success date back to the Greek domination and the Holy Roman Empire, but the main award takes place during the Eighteenth Century, when Naples became a main stage of the Grand Tour and even today is considered an important Italian city of art.

The city has many attractive resources (Attractions), which constitute the main source of actual and potential tourism products and the increased motivation of tourists visiting this destination.

With regards to accessibility (Access), Napoli has an international airport that offers a wide variety of solutions. The city is also an important port for ferries and hydrofoils that connect the city with the Tyrrhenian Sea islands, but also with the main Mediterranean destinations. The importance of the port is also confirmed by the attention of cruise lines. The city can be reached by train and by motorway from the main towns of Italy and Europe.

As regards internal mobility: undergrounds (3 lines); city buses, funicular railways (4 lines), links to some interesting tourism peripheral areas (Area Vesuvius, Campi Flegrei).

Napoli also has a wide range of facilities to receive visitors and tourists (Amenities): accommodation and the location of catering businesses, as well as pizzerias and various kinds of public offices.

Many tourism products offer Napoli as the main destination for available packages. This is due to the activity of local, national and international tour operators, specialized in the travel organization and promotion of tourist packages.

The city is home to many tourist relief activities (Activities) interesting for both b2b and b2c . In this context it includes exhibitions, conferences, cultural events of all kinds.

Finally, Naples also has a good supply of services and infrastructure in direct support of tourism and public utilities (i.e. Hospitals).

At the same time, in recent years, thanks to the constitution of the Naples Smart City Association, it a revitalization project has started in order to make the city "smart" and thus facilitate mobility, promote sustainable development, improve the tourist image, offer creative environments and designed to increase innovation.

The empirical research was conducted during the period October 15, 2014 - January 15, 2015, and has been designed to analyse online conversations in Italian and English, in terms of sources, online

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presence, most discussed topics and sentiment. In particular, to design an analysis responsive to the research objectives, it was necessary to define the key of reading of the online conversations. The first step was to identify a macro-structure of topics through which it was possible to categorize the comments found on the network, attributable to the main tourism themes and the topics used to evaluate Naples as a destination or to narrate the tourism experience in Naples.

These themes, identified on the basis of an analysis of the tourist customer journey, can be grouped into: 1) Services & Transports; 2) Art, Culture and events; 3) Accommodation; 4) Handicraft and local products; 5) Food & drinks and shopping; 6) Life & Entertainment; and 7) Safety.

These themes have been taken on the basis of the Six A*s* Framework for the analysis of tourism destinations (Buhalis, 2000): Attractions (natural, man-made, artificial, purpose built, heritage, special events); Accessibility (entire transportation system comprising of routes, terminals and vehicles); Amenities (accommodation and catering facilities, retail, other tourist services); Available packages (pre-arranged packages by intermediaries and principals); Activities (all activities available at the destination and what consumers will do during their visit); Ancilliary services (services used by tourists such as banks, telecommunications, post offices, newsagents', hospitals, etc).

The analysis of approximately 140 thousand internet conversations was conducted through the use of the web-based Social Listening Platform "Blogmeter", active during the period of investigation for 24 hours a day, 7 days each week. The platform, through the use of web crawling systems and linguistics analysis tools, allowed one to collect and analyse threads on Naples as a structured process that combines quantitative approaches (mapping, collection and classification) and quality approaches (qualification and validation messages).

The monitoring of the sources, typically user generated media (blogs, forums, social networks, news groups, content sharing sites, question and answer sites (Q & A), review sites of products/services), by Social Listening Platforms, was first of all realized using the global panel of Blogmeter sources, which indexes more than 1 billion documents per year. Furthermore, mapping and activating new ad hoc sources, relevant to the research project, which have integrated the panel were also used so as to ensure the maximum possible completeness to monitoring.

The complexity and criticality of acquisition of sources for the monitoring and scanning system strictly depends on the nature of the sources considered relevant for the analysis. The access by specific owners to the major search engines connectors, to blogging platforms and social media has allowed one, however, to ensure a very wide coverage of the universe of conversations of interest.

Some types of user generated media are, however, particularly refractory to the downloading and automatic extraction of information. In the case of forums and also of many blogs, for example, the extreme variability of the platforms available, requires in principle the configuration of an *ad hoc* crawler. Here, we report the summary diagram of the types of sources listened to and the related methods of data collection of Blogmeter platform Social Listening.

The collection of information allows one to highlight the minimum unit of comments, according to the different sources (Figure 2).

INSERT FIGURE 2

For each message we identified the metadata that define it and enabled the creation of statistics about the post trends referred to the monitored concepts. The identified metadata are: date of message; title of the message; author of the message; source of the message; keywords and frequent concepts identified on a statistical basis.

For each message both the full text, so as to enable a full-text retrieval from the entire data archives of monitored sources, and the link to the original source are also available.

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Special attention is given to the metrics that can be used as filters for identifying sources, Authors and the individual most important messages. It should be emphasized that social media listening allows one to include in the monitoring, both all profiles and pages (business or otherwise) deemed relevant to the project, and all the specific searches based on keywords useful to integrate themed messages.

Finding a set of keywords dedicated to the listening of the discussions on Naples as a tourist destination was made by matching the quotes with the seven macro-themes defined during the research design stage (previously described) and replicating the model for the two languages being analysed, i.e. Italian and English.

For each object a search based on simple starting keyword was not made, but a specific search key was built (query), with the aim of achieving the best point of balance between the highest possible relevance of the results (precision) and the maximum possible number of retrieved documents (recall). For each item a system of crossings through Boolean operators (And, Or, Not) and proximity parameters between terms (Near)were developed The result is that the query can be simple in the case of non-ambiguous objects or, vice versa, can be very complicated, in the case of ambiguous terms or non-univocal thematic classification.

The SA aimed at examining the perception of Naples as a tourist destination, noting the main strengths and weaknesses in relation to the considered issues, was conducted on a sample of 2,000 posts by a team of experts in qualitative analysis, linguistics and semiotics, and quantitative analysis, which evaluated the individual opinions expressed according to their polarity (positive, negative or neutral), and the default theme grid.

The selection of the sample of messages analysed to build the perception was performed according to the following parameters:

- type of original source documents: the messages were distributed among the various kinds of sources (blogs, forums, social networks, news);
- metrics of relevance of the source and the author so that more visible and relevant messages could be read and encoded
- rate of spread of a message, the longest threads on forums, most retweeted messages on Twitter or the most commented posts on Facebook etc.;
- reference themes, selected in agreement with the client;
- distribution in the period, so as to have a fair coverage of the whole temporal analysis.

It should be emphasized, however, that the number of the posts analysed for the definition of sentiment is greater than the number of sample messages because some posts have different semantic reference tags. On the basis of this data, the feeling (positive, negative or neutral) linked to these words was rated. In the data analysis stage, critical interpretation of information gathered was conducted which enabled one to define an evaluation of the image and the web reputation of Naples city-destination.

Findings

"Arts, Culture and Events", "Catering and shopping", "Services, transport and traffic" and "Security" are the most discussed topics on the internet concerning Naples as a tourist destination, both for conversations in Italian and for the ones in English, although with some differences (Figure 3).

Against a predominantly neutral and positive sentiment for messages in Italian, there is a very positive sentiment for English conversations. The most positive aspects of the discussions regard food, crafts, art and accommodation.

The negative elements are related to security and transport.

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In general, the most important sources are social networks, with a clear prevalence of Facebook for discussions in Italian, against the greater use of Twitter for conversations in English (Figure 3).

INSERT FIGURE 3

"Arts, culture and events" is the prevailing theme of the online discussions in Italian, with 78,284 posts. Not surprisingly, the themes of "Services, Transport and Traffic" and "Security and Urban Quality" have a significant weight in the discussions. These topics affect the quality of life and, at the same time, the underground stations have gained interest and notoriety as an example of popular freely available art, (Figure 4).

INSERT FIGURE 4

The most discussed topics in English, however, concern "Arts, Culture and Events" and "Catering and Shopping", respectively with 1,778 and 1,774 posts, followed by "Services, Transport and Traffic" with 1,481 posts. In the online discussions, you can find the elements that traditionally belong to the perception of the city, such as art, culture and food, along with the essential services for a better use of the territory. Less relevant, in terms of number, are other types of discussions, to highlight a sort of responsiveness to expectations.

Finally, it is interesting to note that the issue of both Safety and Urban Quality is less present as a percentage in English discussions than in Italian ones.

In the period analysed the conversations devoted to the themes of Art, Culture and Events show a gradual and steady growth, which culminates with a peak at the beginning of this year linked to the premature death of a famous Neapolitan singer.

Generally constant are the trends of discussions related to the other areas surveyed, with the exception of those related to crafts that show a stronger growth in the second week of November until the Christmas period, driven by news and comments about the Christmas markets and especially on hand-crafted nativity scenes.

More variable is the trend of conversations in English, with a prevalence of those related to Art and Culture, Food and Transport.

It is precisely the theme of the underground stations, considered as innovative examples of popular museums, which registered the highest peak with 394 posts. We find another peak in connection with the pizza, that is considered, for the collective image, inseparable from Naples.

The most used terms in Italian discussions are "concerts", "art", "culture", "Christmas" and "Pino Daniele", confirming that events in general and artistic and cultural events in particular and those related to Christmas represent the prevailing subjects, with peaks linked to the sudden disappearance of the Neapolitan singer (Figure 5).

Gastronomy, art and culture are, however, the most common elements in conversations in English. Especially the pizza shows its popularity and its ability to typify the experience to consume Neapolitan local food.

INSERT FIGURE 5

The comments in English are generally better than those in Italian. In Italian conversations (total opinions 2.135), Naples, as a tourist destination, is associated with neutral and positive opinions (respectively 881 and 804); while the opinions associated with the Naples tourist destination in English conversations are very positive (174 out of 268 opinions).

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The most positive discussions in Italian concern crafts, catering and accommodation facilities, while the most criticized issues are safety and transport. At the same time English conversations show an overall positive sentiment towards Naples (Figure 6).

INSERT FIGURE 6

The SA, through thematic areas, shows that the relationship between Naples and art, art sites and artistic and cultural events collect a big interest (Figure 7). The city location, already in the tour routes - such as the historic centre and "Decumani" - acquire greater attractiveness when hosting new artistic and cultural initiatives or in the months before Christmas, when they become exhibitions-labs-markets with a strong characterizing element, such as the area of nativity scene shops of "San Gregorio Armeno". The highest number of posts, however, is neutral with an exclusively informative nature: places to see, opening hours, etc.

INSERT FIGURE 7

As part of a more general positive assessment of eating in town, Naples and pizza are completely interlinked. Most of the 262 positive posts on entertainment in Naples concern pizza and the best pizzerias where you can taste the real pizza. A proof of the great attention to food and the desire to combine and complete one's stay in the city with a genuine food and wine experience is the number of citations of the best restaurants, the places where you can have a break drinking a good wine, perhaps Campanian, and the many suggestions to taste the various forms of street food.

Relevant is the weight of the posts on purely commercial information, equal to 31%.

Artistic handicrafts and, in particular, the one specialized in the art of the nativity scene - aided by the fact that the analysis was carried out in the period just before Christmas - record more positive quotes. The streets of the pictures of nativity scenes are highlighted in most of the posts as one of the unmissable events for visitors to the city.

Indeed, one of the most quoted and engaging experiences is that of Christmas markets located in the streets of the nativity scene shops, encouraging a complete immersion in the traditions of the Neapolitan Christmas. Finally, less space is devoted to the workings of excellence and stylish Made in Naples: goldsmiths and tailors.

37% of posts is for informative/commercial purposes, highlighting places, dates and times for easier access to markets and shops.

Security in the city is the most critical element with 71% of negative posts. The insecurity in the streets, generated by the phenomenon of petty crime is the most negative aspect, along with the dangers of the presence in the area of drug dealing and organized crime.

Negative judgments were also recorded about cycling routes which are deemed unsafe and impassable.

Positive posts about safety in the city are a kind of spot that, starting from individual experiences, invite and encourage us to live without fearing the city.

Public transport is a serious problem with 51% of negative posts. In particular, as far as the underground is concerned, tourists express in their posts a sharp contrast between the beauty of many of the stations and the poor quality of service due to old dirty carriages, poor punctuality and frequent cancellations of trains. Opinions on buses too are characterized by general complaints

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about delays, poor quality of the media and the dangerousness of the stops, hardly usable by disabled people. Finally, even taxis do not enjoy widespread appreciation.

Other factors affecting the overall negative feedback on transport are the inconveniences associated to the construction sites for the modernization of “Piazza Garibaldi” and strong criticism on the bike paths in the city.

On the other hand, positive posts are linked to the trial of the car sharing and the introduction of new minibuses in the historic centre.

24% of the posts of neutral sentiment are of an informative nature about opening times and potential closures due to maintenance or strikes.

As for attractions and recreation, most of the posts (approximately 71%) are neutral and informative about events, exhibitions, concerts and above all, Christmas markets, given the period of analysis, as pointed out previously.

Positive posts are mainly related to art sites and visits of the historic areas of Naples and are very often accompanied by photos and videos.

In terms of accommodation, the majority of posts (approximately 55%) are positive and result in recommendations, based on the experience, on the best hotels, rated depending on location, price and amenities. Very often, through pictures, the strength of the place is conveyed. 32% of the posts have, however, promotional and commercial nature, highlighting the wide range of offers and the different formulae for your stay in Naples.

Posts related to negative experiences at individual facilities are significantly fewer (6%), highlighting how hospitality has evolved and diversified its offer in recent years, becoming able to understand and meet the diverse needs of customers.

Minimum, finally, are the number of posts with requests for advice and guidance about facilities to stay.

Positive, prevalent discussions in percentage terms affect food and art; criticisms, however, are those relating to safety.

Food, in the posts in English, takes a dominant position (Figure 8), in 75% of cases with a positive value. The pleasure of staying in Naples is always paired with food. Undoubtedly, pizza is the dish that best characterizes Naples; but in general the Mediterranean food, traditional sweets and wine are listed as some of the elements that make an unforgettable travel experience. Videos and photos enhance the emotional content of messages.

History, art and culture are one of the most characteristic traits of the posts of the visitors, with a positive connotation for about 84% of posts. The castles and royal palaces in the city are described not only as wonderful examples of the architecture of the time, but as the symbol of a European capital.

Sites like the Archaeological Museum, the Museum of Capodimonte and the Palace of Arts in Naples have great success. The underground stations are lived as real art galleries. The exhibition dedicated to Obey Shepard Fairey also received various quotes.

About 16% of the remaining posts had a neutral sentiment and an informative character on exhibitions and sites to visit.

With regard to transport in the city, about 56% of posts with positive sentiment is strongly influenced by the great emotional impact of the underground stations. Another element considered favourably is the ease and speed of high-speed rail connections to Rome, making a day trip to Naples feasible for tourists from Rome.

INSERT FIGURE 8

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The issue of security is confused with the more general law. About 84% of the posts on the subject showed a negative sentiment due to two main, often interrelated, problems:

- ◊ or criminal organizations (Mafia and Camorra);
- ◊ or waste management (landfills and toxic waste treatment).

It is clear that the constant attention of international media on these issues particularly affect conversations on the network, which often re-launch news, and negatively characterizes the perception of the level of security which, however, is more systemic than individual.

By focusing on attractions and leisure, positive posts, approximately 44%, are mainly related to the places of art and visits to the historic areas of Naples. They are often accompanied by photos and videos, helping to strengthen the iconography of the city with a revival in modern "Neapolitan Gouache", site views, curiosities linked to scene of daily life, in the style of the Grand Tour.

About 39% of posts with neutral sentiment regard information on events and concerts.

The ability of personnel to adequately respond to the different needs of foreign clients in accommodation facilities is proved by the lack of posts with negative sentiments.

The majority of posts with positive sentiments, about 64%, consists basically of guidance and advice, based on personal experiences, or concerns about the choice of the hotel and is almost always accompanied by photos.

In the online opinions, tailoring and handicrafts record a positive sentiment (about 78%); in particular the tradition of nativity scenes received the majority of positive quotes.

Linking the sentiment data bt thematic areas with the volumes of "buzz", it is possible to define briefly a reputational risk map (Cuomo et al., 2013) of Naples as a tourist destination, bringing out the analysis of the discussions in Italian and English, those subject areas that require greater attention in the interests of more effective tourism promotion policy (Figure 9).

INSERT FIGURE 9

Security and transport are the most critical aspects in terms of web reputation. However, it is interesting to note that acting to increase the volume of buzz of those subject areas that already enjoy a good sentiment, can help improve the online reputation of the Naples city-destination.

Discussion and conclusion

Results show that the city-destination of Naples is essentially identified as a centre of art, culture and events by both Italian and English speaking tourists. The results show for Italian conversations 135 positive posts on 497 opinions expressed about "art", 262 positive posts on 464 opinions expressed about "food and restaurant" topic, 169 good posts in 295 expressed about "handicraft" and 47 good opinions in 196 expressed about "other attractions". English conversations record 66 positive posts in 79 expressed about "art", 62 positive posts in 83 opinions expressed about "food", 7 positive opinions in 9 expressed about "craft" and 8 positive opinions in 18 expressed about "entertainment".

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If, in general, food and wine specialties contribute to characterize the experience of a stay in the city, pizza persists as the true icon of eating in Naples.

Christmas, with the tradition of Nativity scenes, is a distinctive feature and a source of competitive advantage for the city compared to the offer of Christmas markets, which allows one to combine fine craftsmanship with the discovery of the historic areas of Naples.

Exhibitions, museums, castles and royal residences retain a strong appeal on visitors.

The beauty of many of the underground stations, experienced as real art galleries, is opposed to the low quality of urban transport services, which represents the most critical areas in the opinion of visitors, together with security issues. C conversations in the Italian language show a prevalence of negative opinions about “transport” (124 negative posts out of 242 total posts), while in English conversations negative posts on “Security” stand out (26 negative posts in 31 total posts)

The accommodation facilities of the city satisfy the expectations and demands of different visitors rather adequately.

The highlighted data both from Italian conversations (95 positive posts out of about 172) and from English conversations (7 positive posts out of 9) confirm the good level of accommodation in the city.

The web reputation of Naples is strongly influenced by the thread of social networks and the relaunch of the news. Conversations in Italian record mainly neutral and positive sentiment, while the sentiment of conversations in English is definitely positive.

The study found that it is crucially important to develop a prior strategic reflection on goals, objectives, and expected results. If, in general, any process of investigation requires a necessary contextualization of reasons, of areas of intervention and operational mode in order to properly use the research results, in the analysis of social listening aimed at revealing the online reputation of a destination this proves to be even more relevant. In fact, the innovative method at the basis of these analysis tools, one requires a clear vision of the collection system and a deep awareness of the nature and techniques that aim at revealing forms of interaction and information and creative potential produced by tourists.

The development of the investigation on Naples as a tourist destination has highlighted the importance of proper construction of the analytical taxonomy.

By focusing on the most proper management aspects related to the analysis of web reputation, the need to provide fast and accurate answers on the basis of results of the partial or specific monitoring of conversations - that can hide particular problems or critical issues on which one should take immediate action to restrict or inhibit reputational damage to the tourist destination – this requires the development of dashboards for monitoring and multidimensional reporting systems, updated in real time. Finally, especially in the case of use of the research by the governance of the destination, the analysis of the Authors, which leads to the easy identification of influencers, assumes particular importance (Schmallegger, Carson, 2008; Pan et al., 2007). Having a dashboard provides the ability to quickly access the bloggers or tourists, who speak and share information, content and experiences more regularly. In addition, this allows one to carry out effective monitoring of conversations and fielding a real oversight of virality, word of mouth (Dellarocas, 2003; Litvin et al., 2008) and the awareness of the destination brand (Blain et al., 2005; Boo et al., 2009).

Finally, the analysis of online reputation is certainly a fundamentally important tool in a context of profound change such as tourism to support the destination-building process, which concerns the complex of actions aimed at sustainable strategic development (Minguzzi, Presenza, 2010).

Destinations must inform, tell, converse and listen. The destination content strategy (Halvorson, Rach, 2012; Abel, Earley, 2011; Frick, 2010) plays a decisive role to capture the interest of tourists and to involve them, earning their trust. In this example, storytelling (Mossberg et al., 2011; Tussyadiah et al., 2011) allows one to switch from promotion to narration and the story becomes the way to provide information and produce content that comes from experience and which is,

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considered more reliable. However, social media require daily management because social relations have to be managed and have to be constant and continuous to be really effective (Xiang, Gretzel, 2010).

It is important to prepare a strategy to synergistically manage offline and online communications; but it is, above all, the constant listening to the discussions relating to the destination on the web that allows you to have the pulse of the situation. Thus, for example, by correlating information on sentiment, distinguished by themes and online discussion volumes, we have a concise representation of the status of "health" of the destination and the possibility of highlighting the reputational risks associated with different areas that characterize the experience of tourists.

This representation, if developed over time, also allows you to have a comparison tool that supports destination governance in the interpretation and evaluation of the effects of decisions taken on individual subject areas.

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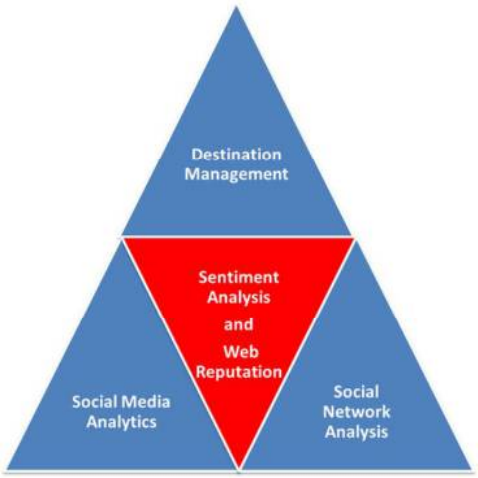
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Figure 1: A Methodological Framework for Destination Web Reputation



Source: our elaboration

Figure 2: Source and Data Collection

Source	Description	Data collection
Blogosfera	• exhaustive sample of active blogs in Italy • representative sample of bloggers that deal with topics of interest • connectors to the major search engines	Specific crawler made by Blogmeter for single blog or via RSS feed
Forum, newsgroup, Q&A	• forums and newsgroups dedicated thematic topic of interest • the main platforms of Italian generalist discussion (over 600 sources / platforms)	Specific crawler from Blogmeter made specifically for each source
Social network	• public groups of SN concerning issues and topics of interest to the sector • live feed of public profiles • among the main SN monitored are: facebook, twitter, friendfeed, google +, linkedin and foursquare	API calls through to individual pages on social networks, groups, profiles and research of interest
News+Comments	• the major news sites + comments to news themselves	Specific crawlers made by Blogmeter to oh for each source
Content Sharing	• you tube, vimeo, flickr • other content sharing sites	Specific crawlers made by Blogmeter for each source and calls via API
Reviews	• sites of product reviews • review of the app on the various stores	Specific crawlers made by Blogmeter to oh for each

Source: our elaboration from Blogmeter, 2015.

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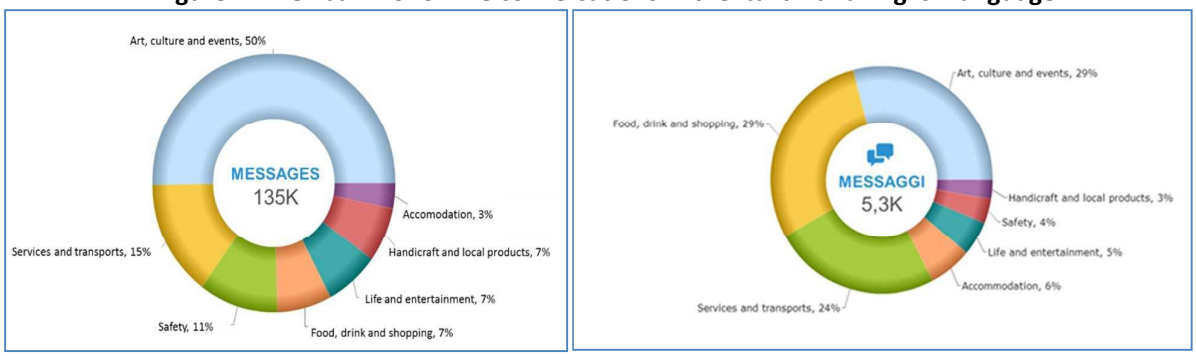
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Figure 3: Highlight

	Naples (in italian language)	Naples
TOTAL POST	135.409	5.206
PEAK	15.936 (January 5th, 2015 – November, 11th, 2015)	394 (November 10th, 2014 - November 17th 2014)
MAIN SOURCE	facebook.com/pages (81.234)	twitter.com (1.425)
SENTIMENT (%)	38 19 2 41	65 12 1 23

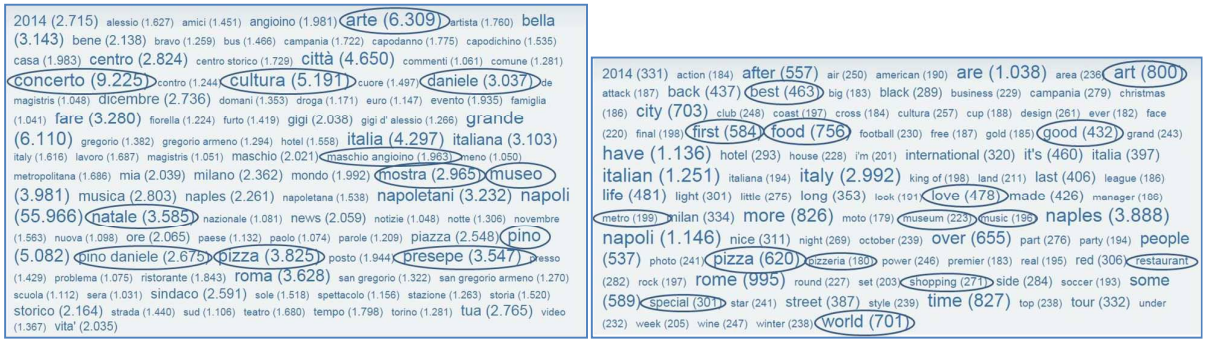
Source: our elaboration.

Figure 4: The "buzz" of online conversations in the Italian and English language



Source: our elaboration

Figure 5: The most used terms in Italian and English conversations

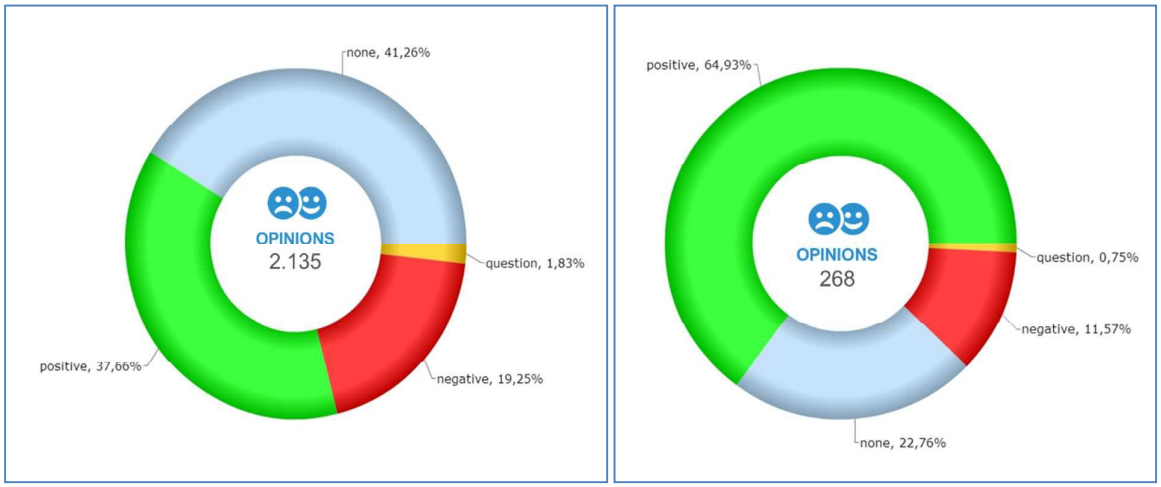


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Figure 6: The sentiment of discussion in Italian and English



Source: our elaboration.

Figure 7: The sentiment for thematic area (Italian language)

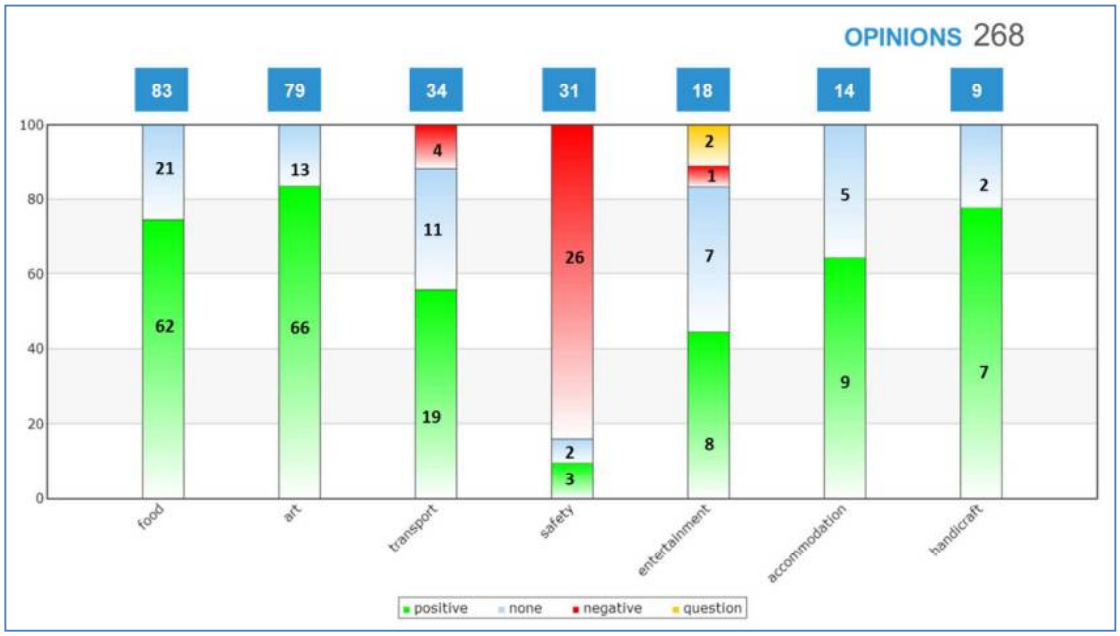


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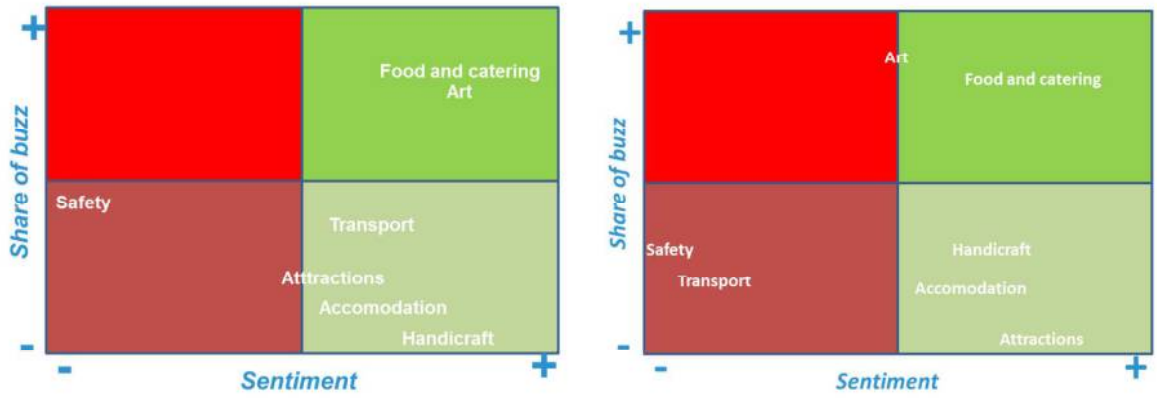
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Figure 8: The sentiment for thematic area (English language)



Source: our elaboration.

Figure 9: Reputational risk map of city destination Naples



Source: our elaboration.

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