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WEB2RISM⁺

online quality certification

REPORT ANALYSIS

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Destination: Maputo
Country: Mozambique
Report typology: Manual analysis

Date: April 18th, 2011
Analysis tool: Web2rism
Analysis language: English (international)

Summary

The purpose of the analysis is defining the online reputation of the African destination Maputo (Mozambique). The analysis has been conducted with the help of a tool called Web2rism: with this tool it is possible to extract the links from the search engines, distinct between UGC and not-UGC, and then analyse them in respect to various variables such as type of UGC-page, sector of the tourism industry and satisfaction of the users.

Goals

The main goal of this project is to study the web reputation of the African destination Maputo. The goals defined for the project are gaining information about the online reputation of the destination and analyzing 146 URL's with respect to UGC content and customer satisfaction.

Methodology

The project involved analysis of a total of 51 URLs generated from search engines as google.com, yahooSE and Bing.com. Two approaches were followed in the analysis.

First, it has been established whether a page was a User generated content (UGC) or Not a user generated content (Not a UGC). The distinction between the two is that a UGC page has the possibility to contribute to a review or discussion, insert comment, share picture etc.

If UGC:

The following fields have been taken into consideration for the analysis

1. Language
2. Media Type:
 - Virtual Community
 - Consumer Review
 - Blogs and Micro blogging
 - Social Networks
 - Media Sharing
 - Wiki
 - Other (e.g. official page with UGC)
3. Reputation Dimensions
4. Products and Services
5. Society
6. Governance
7. Environment
8. Sentiment (positive, negative, or neutral value expressed)

If NOT UGC:

1. Language
2. Travel Industry Segment
3. Sentiment (positive, negative, or neutral value expressed)

Under UGC the product and services dimensions has 7 subcategories; Accommodation, food and beverage, attraction events, entertainment, transportation, infrastructure and other. All the dimensions bear drivers to assist in identifying as well as evaluation of the online content or feeling expressed.

Results

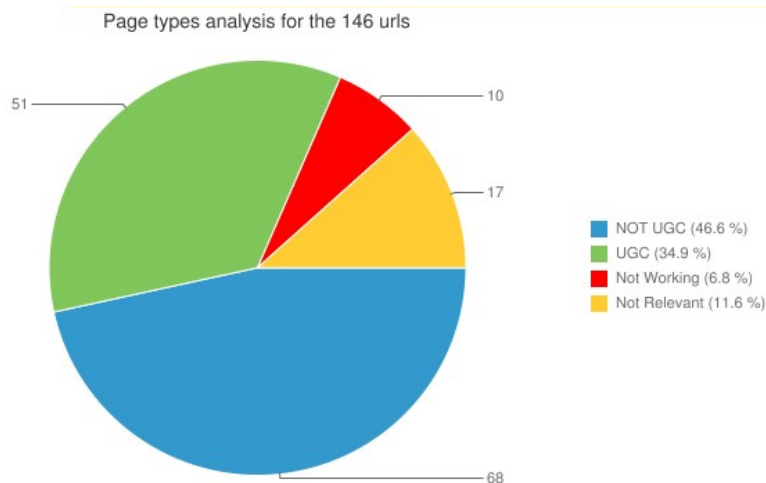
General Overview

The keywords for this destination have been:

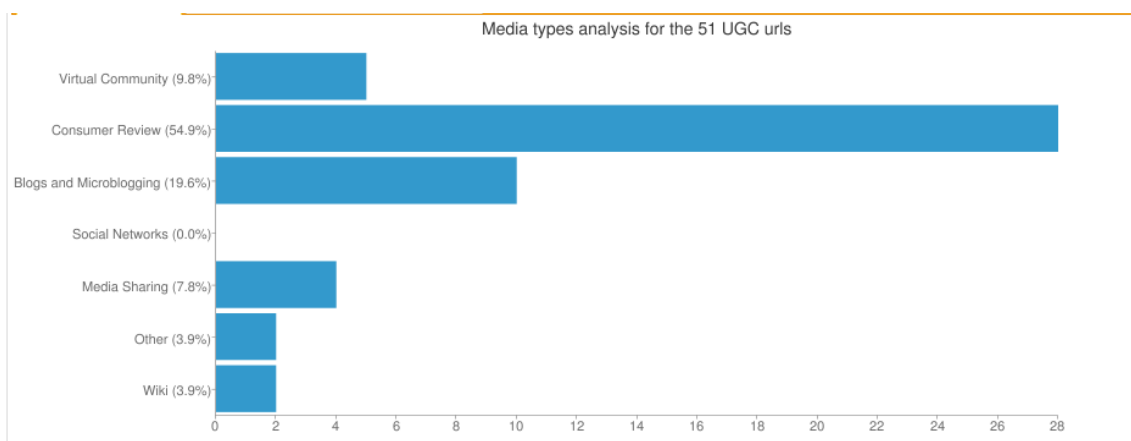
- ✓ Maputo Tourism
- ✓ Visit Maputo
- ✓ Maputo Holiday

The search engines that have been taken into consideration are Bing.com, Google.com, YahooSE.

A total of 146 websites have been analyzed with regard to UGC-content. Out of the total 146, 34.9 % have been identified as UGC-websites, the most popular one being www.tripadvisor.com. 17 websites have been categorized as not relevant. 10 websites are not working. An overview is reported in the following graphic.



Analysis of the UGC-webpages



The majority of websites with UGC content is largely connected to consumer reviews (54.9%), followed by virtual communities (9.8%) and media sharing platforms (7.8%).
None of the analysed website referred to a social media platform.

Out of the 68 non-UGC webpages a total of 27% are referring to travel media closely followed by hotel webpages with 25% and other with 17.6%. In this category fall for example weather forecasts etc.
Since the main focus of this analysis is UGC-webpages, this report focuses solely on those.

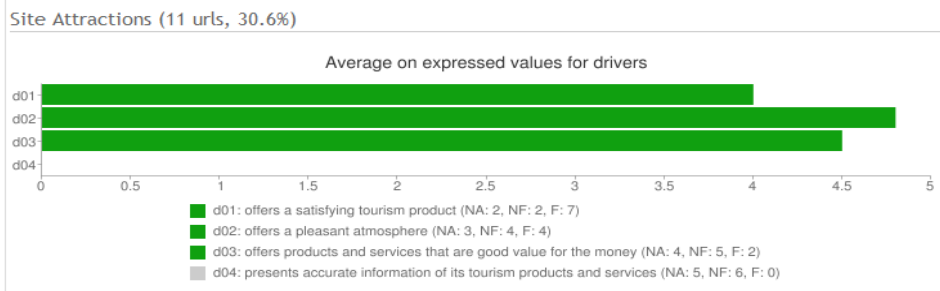
With 70.6% by far the largest and only relevant group within the UGC-webpages were pages about Products and services. Other than that 25.5% percent of the websites could not be classified. Those included website without any relevant contents or UGC-webpages which have not yet been used (no content but the possibility to post comments etc.).

The only relevant category to further investigate is “Products and Services”, within which there is a main sub-category which is “Accommodation” with 61.1%, followed by “Site Attractions” with 30.6%. Only 2.8% referred to “Transportation” and 5.6% to “Other” contents.

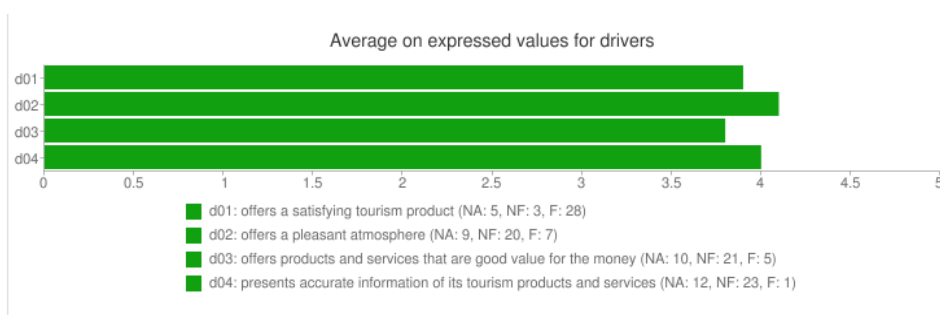
Concerning the feelings that have been expressed about the products and services, we can say that the overall ranking is very good. The following four dimensions have been rated on a scale from 1 to 5 according to the comments found on the UGC-webpages:

- ✓ The destination offers a satisfying tourism product
- ✓ The destination offers a pleasant atmosphere
- ✓ The destination offers products and services that are good value for the money
- ✓ The destination presents accurate information of its tourism products and services

For Accommodation segment it must be noted that only the first dimension offers enough data to make a useful statement. The rest of the dimensions are within 1 and 3 feelings expressed not well enough equipped to be significant. With an overall rating of 3.9 out of 5 in this dimension, the accommodation sector gets a good result. Also the other dimension, although not based on broad numbers of comments, indicate a high satisfaction with the Accommodation in Maputo.



In the sub-category of “Site Attraction” the only significant result is the one concerning the first dimension of “offers a satisfying tourism product” with 7 ratings and a total score of 4 out of 5. The other dimensions do not offer enough ratings for a significant statement. For Transport and Accessibility there was only one webpage that referred to this topic. This one website was talking about entering Maputo via cruise ship. The one mentioning done was very positive.



Overall, the online reputation of Maputo is good. In all 4 dimensions the destination reaches an average of 3.7 or more. It should be noted that the last dimension only includes one rating and can therefore not be taken into consideration.

Conclusion

As can be seen throughout the report, the destination of Maputo is represented very one-sided. While there are many websites about Products and Services, it is hard to find information about the categories "Governance", "Performance", "Environment" and "Society". This one-sidedness continues if we have a look at the sub-categories. E.g. in the Category of "Products and Services" the two sub-categories "Accommodation" and "Site Attractions" add up to 91.7% while there is rarely any information on the other sub-categories.

Here we have a clear indication that effort should be paid to widening the information available. One possibility for this would be an AdWords-campaign on Google. Keywords could be bought in order to show a broader picture of the destination.

Another point of possible improvement is the linkage to other destination in the region. There is no mentioning of any other destinations close by, although there are some of the most attractive destinations in southern Africa within a reach of 100 km. For example, the Kruger National Park lies at about 70 km from Maputo just across the border with South Africa, but in none of the 146 links this fact has been stated and nowhere the possibility of a visit to such an attraction was mentioned. This fact should be considered when thinking about how to improve the online promotion of Maputo. Working together with other local destinations could be a big opportunity of getting international tourists into the region.

For more information:

Web2rism – Directive Council
<http://www.web2rism.org>

Via Luganetto 4, 6962
Viganello – Lugano
Switzerland

Tel. +41 91 611 8070
Fax +41 91 611 8079
Email: info@web2rism.org