

# Tables for web site quality evaluation of the RTBs in the Alps<sup>1</sup>

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<sup>1</sup> This report gives an evaluation table developed in 2002 and the revisions to apply it in a study realised in 2012. The first table was published as an attachment to: Mich L., Franch M., Tourism Destinations and the Quality of Web Sites of Regional Tourist Boards in the Alps, in “eTourism Project Research areas and second-year results”, Quaderno DISA, n.79, 2003.



CONTENT		
1.	Does the site contain information on the lodging alternatives offered by the hotel sector (for example, by category or star, by type)?	YES NO
2.	Is information available regarding non-hotel lodging alternatives?	YES NO
3.	Is there a minimum of information on fitness and wellness centres (hotels, spas, thermal springs, etc.)?	YES NO
4.	Is there information on food and refreshment facilities?	YES NO
5.	Is the information on food and refreshment facilities organised by category (for example, typical local food, pizzeria, agriturismo, general restaurant, etc.)?	YES NO
6.	Does the site mention local culinary traditions?	YES NO
7.	Does the site refer to locally grown or produced food products (for example, speck, apples, grapes, wine, cheese, etc.)?	YES NO
8.	Is information available regarding opportunities and locations for different types of skiing (at least for downhill and cross-country)?	YES NO
9.	Is the information related to skiing broad in scope, containing details on the variety of slopes and whether they are connected and reachable by chair lift, T-bar or other means, as well as local snow conditions?	YES NO
10.	Does the site provide information on other sports that can be practiced in the area?	YES NO
11.	Is there information on the artistic heritage of the region (for example, museums, churches, castles, etc.)?	YES NO
12.	Is information given regarding the traditions and folklore of the region?	YES NO
13.	Is specific information given on the handicraft trades and/or industries that are characteristic of the territory?	YES NO
14.	Is there information on local events and activities (festivals, annual athletic competitions, performances, etc.)?	YES NO
15.	Does the site contain pictures and/or descriptions of the regional landscape?	YES NO
16.	Is there an <u>interactive atlas</u> <del>or</del> map of the region?	YES NO
17.	Is information provided on the local climate (for example, period and amount of rainfall, average seasonal temperatures, etc.)?	YES NO
18.	Is there information regarding the natural assets of the region (for example, parks, reserves, biotopes, etc.)?	YES NO
19.	Is there information regarding excursions or hiking opportunities in the mountains (trails, etc.)?	YES NO
20.	Is there information about bike trails?	YES NO
21.	Does the site provide directions on how to reach the region?	YES NO
22.	Is there information regarding travel viability within the region?	YES NO
23.	Is there information about public transport in the region?	YES NO
24.	Is there information on public services and facilities (for example, hospitals, clinics, emergency and ambulance services, police, fire protection, etc.)?	YES NO
25.	Does the site offer information on the possibility of organising conferences or meetings in the region?	YES NO
26.	Is there a specific section of the site giving news from the press office of the RTB?	YES NO
27.	Does the site indicate <u>website credits</u> , <del>at least in some cases, the source of the information provided?</del>	YES NO

SERVICES		
1.	Is it possible to request additional informative material on-line?	YES NO
2.	Is it possible to download informative material on-line?	YES NO
3.	Is the means available to print some areas of the site (for example, icons of a version available for printing, <u>a print style sheet, etc.: check print preview</u> )?	YES NO
4.	<del>Are changes and updates of the site adequately indicated to assist those who visit the site regularly?</del> <u>Is there an RSS feed service to keep in touch with the site's updates and news?</u>	YES NO
5.	Is it possible to see <u>a-interactive</u> weather forecast at the site?	YES NO
6.	Does the site provide <u>an interactive</u> <del>current</del> traffic report?	YES NO
7.	<del>Is it possible to book also private apartments on the site?</del> <u>Is it possible to send electronic postcards through the site?</u>	YES NO
8.	Is there a Newsletter service?	YES NO
9.	Can the tourist book accommodation the site completing the entire process directly on-line?	YES NO
10.	Is it possible to purchase holiday packages through the site?	YES NO
11.	Can the tourist purchase other elements of the vacation through the site (for example, tickets, transport, skipass, etc.)?	YES NO
12.	Is the tourist guaranteed the privacy of any personal data submitted?	YES NO

IDENTITY		
1.	Does a (regional) logo/trademark appear on the home page of the site ( <del>or on the first principal page if the home page is simple or dedicated to language selection</del> )?	YES NO
2.	Does the logo/trademark give any indication that it is the site of a tourist entity?	YES NO
3.	Is the logo/trademark also visible on <del>other</del> <u>all the</u> pages of the site?	YES NO
4.	On the whole, does the graphic design of the site conjure up the image of a RTB of an Alpine region?	YES NO
5.	Is the graphic design (or style) homogeneous throughout the entire site?	YES NO
6.	On the whole, is it evident that it is the official site of a RTB?	YES NO
7.	Is there information or even specific sections/pages for different segments of the market (children, elderly, etc.)?	YES NO
8.	Do the images serve to evoke thoughts of an Alpine vacation?	YES NO
9.	Does the site contain links to lower level tourist entities (those under the Regional Tourist Board – RTB)?	YES NO
10.	Are external links opened by means of an external window <del>or from within an internal frame of the site being evaluated (check the home page or the first principal page if the home page is simple or for language selection)</del> ?	YES NO
11.	Are external links encountered during the navigation coherent with the purpose of the RTB?	YES NO
12.	Is there information differentiated by season (particularly for sports and events)?	YES NO
13.	Does the tourist who visits the site gain an understanding of the type of vacation that is possible in the region (for example, sports, entertainment, relaxation, cultural attractions, etc.)?	YES NO
14.	In regions that are not exclusively Alpine, is information specifically regarding the mountainous area easy to identify and obtain?	YES NO
15.	Are banners and other advertising (pop-up, links, etc.) present on the site coherent with the purpose of the RTB?	YES NO

IDENTIFICATION		
1.	Is the URL of the site intuitive, that is, is it related to the name of the region so that it can eventually be identified (normally with the name of the region and with the initials of the nation as a suffix, or with .com or .net as suffix, as in the example www.tirol.at) or by entering an intuitive site name will the user be directed to the official site?	YES NO
2.	Is the URL of the site easy to remember (for example, www.hallo.com is not intuitive but it is easy to remember)?	YES NO
3.	Is it possible to access the site of the RTB by means of a link available through the national tourist entity?	YES NO
4.	Is the site among the first ten finds of a search output using search engines google <del>or yahoo</del> , having used the name of the region as the keyword (in the official language – see table 2—of the region of the RTB <del>or in English if this is the more widespread version</del> , with English set as the language for the search)?	YES NO
5.	<del>Does the site provide a way to recommend it via email to friends or contacts? Does the site show the telephone number of the RTB?</del>	YES NO
6.	<del>Is it possible to share the site or some of its pages on Facebook (share this)? Does the site show the address of the RTB?</del>	YES NO
7.	<del>Is there the chance to share the site or some of its pages on Twitter (share this)? Does the site indicate the operating hours of the RTB?</del>	YES NO
8.	Is it possible to interact via Web with the RTB (e-mail, online forms)?	YES NO
9.	<del>Is it possible to share the site, or some of its pages on other social networks (Google+, Pinterest, Flickr, etc.)? Does the site give the e-mail address of the Webmaster of the site?</del>	YES NO
10	<del>Is it possible on the different pages, to press the Facebook's button "like"? Is it possible to register with the site, for example to receive a newsletter or join a forum, etc.?</del>	YES NO
11	Is it possible to exchange testimonies with other users regarding experiences in the region?	YES NO
12	<del>Are there on the web site any hotel's reviews (taken from TripAdvisor or directly managed on the site)? Do the description and keywords for the home page (or principal page if the home page is simple or only for language selection) pass the Watson search engine compatibility test (to help finding the web Site with the search engine)?</del>	YES NO

MAINTENANCE		
1.	Is information updated for the different seasons (winter/summer) when the site is visited?	YES NO
2.	<del>If there are webcams on the site, do they work, are the images updated in real time? Does the home page (or principal page if the home page is simple or only for language selection) contain a date of the last update that is less than two months prior to the evaluation?</del>	YES NO
3.	Is the entire home page visible (with no images and sections of the page that failed to appear in the designated space)?	YES NO
4.	Did the server work correctly during the evaluation of the site?	YES NO
5.	Do external links work correctly?	YES NO
6.	Are the external links correct?	YES NO
7.	Can the images be downloaded correctly?	YES NO
8.	Does the booking service work correctly (simulating a hotel booking for two people for the second week of February)?	YES NO

USABILITY		
1.	Is there a map of the site?	YES NO
2.	Is there on-line help?	YES NO
3.	Does the site offer a search service using one or more keywords within the site?	YES NO
4.	Are different languages available at the site (at least two besides the language of the region of the RTB, including English, French, Spanish, German, and Italian)?	YES NO
5.	<del>Is the site translated in one of the languages of the emerging countries for tourism (China, Russia, Poland, Czech Republic, etc.)? Is there an index of the site?</del>	YES NO
6.	Is there a link to the home page from other pages <del>of the site or are there signposts that guide the user through the site</del> (important for users who enter the site at locations other than the home page)?	YES NO
7.	Is there a link making it possible to return to higher level pages of the site without going through the home page (orphan pages)?	YES NO
8.	<del>Is the time to load the home page at least "Average" (www.alex.com) Does it take a reasonable amount of time to load the home page (less than 15 seconds—about 24% of users in the USA in 2001 connected via modem at 28.8-33.6Kbaud: Watson; empirical evaluation in presence of file flash; see: www.guideriviera.com)?</del>	YES NO
9.	Is the language employed easy for an average tourist to understand (common rather than specialised language)?	YES NO
10.	Is there correct spelling of titles, link names, names of buttons and of course text (check the home page thoroughly and the first important page)?	YES NO
11.	Is the syntax of sentences correct (verify the first ten sentences thoroughly, starting from the home page)?	YES NO
12.	Is the site visible with the browser used for the evaluation (Explorer 85.0)?	YES NO
13.	Is the site visible with <del>other commonly used browsers (Mozilla Firefox 6 Netscape 4.0: verify on the home page)?</del>	YES NO
14.	<del>Can color blind users see the site? (www.graybit.com) Is the site visible in the video-resolution set for the evaluation 800x600 (or check with Resize Browser)?</del>	YES NO
15.	<del>Is it possible to see a booking-box on the home page without scrolling (PC screen 1280x1024)? Is the home page correctly displayed with 16-bit for the colours (high-colour—65000 colors)? (change of monitor settings)</del>	YES NO
16.	Is the site visible even without loading the images? (check by disabling the images with Explorer and verifying the presence of a description at least for those images that can be clicked)	YES NO
17.	<del>Is the site visible Can the home page, or important parts thereof, be loaded without having to install plug-in (XENU: script that checks the extensions of the files highlighted)?</del>	YES NO
18.	<del>On the whole, is the website easy to use? Are there functions in place that allow some principal elements of the home page (text and search tools) to be visible before the entire page is loaded?</del>	YES NO

FEASIBILITY		
1.	<del>Is the Traffic Rank of the site (given by alexa.com) less than 426,000 Does the site contain data on its use (for example, the number of hits since its creation, number of registered members, etc.) that could be useful in calculating the ROI?</del>	YES NO
2.	<del>Are the sites linking in more than 1000 (check on alexa.com)? From an initial visit to the site is it possible to conclude that it has no amateur aspects?</del>	YES NO
3.	Is the site highly popular ?(check if Pagerank of Google is greater than 5/10).	YES NO