

The Structure of the Online Reputation Analysis in Tourism

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ABSTRACT

The content of online communications is relevant to research on reputation of tourism destinations. Accessible user-generated content that forms mediated experience can be considered as proxies of reputation. Individual opinions published on Web 2.0 sites can be collected and used in implicit research. The purpose of the study was to determine the structure of the analysis of the reputation of tourist destinations in the Internet environment. The proposed structure contains a list of key components of reputation, components of the online environment, objects of analysis as indicators of reputation, analysis technologies.

Keywords: *online reputation, user-generated contents, tourism destinations*

1. INTRODUCTION

Reputation is an economic intangible asset that provides a sustainable competitive advantage for an organization. Its essence is becoming increasingly complex, taking into account the role of social media and, in particular, the role of online discussions taking place on social networking sites. Social networks actually capture and shape social knowledge and opinions.

The role of communication technologies and the Internet in the development and functioning of the tourism industry today cannot be overestimated. In our work, we will try to identify areas of intersection of the business reputation of tourist destinations and Internet communications.

The study of the role of Internet communications in reputation research is relevant for two reasons:

The Internet is an environment where tourists have unlimited access to information and where they form their mediated experience. Currently, information on various tourist destinations is available to millions of people not only thanks to the press, radio and television, but also the Internet. Considering that the opinions formed are similar to those published, such content can be considered as a proxy indicator of reputation. Various Web 2.0 applications provide users with the ability to publish their opinions online by creating user generated content (UGC). Such personal opinions can be considered private assessments of reputation; when conducting open surveys, these opinions can be collected and studied.

Before the spread of the Internet, generalized opinions or opinions of the authors of specific publications were published in the media, individual opinions were the subject of scientific and market research, and could not have any serious influence. Today, by contrast, a personal opinion posted on the Internet can be very influential, as it is available to a huge number of users.

It should be noted that it would be wrong to use the opinions posted on Internet sites as simple proxy indicators of reputation in serious studies, especially in works that consider the social effects of the media. Users form their opinions based on mediated information, however, the process of forming an opinion is by no means linear. To analyze the aggregated perception of a certain group in research, methods such as polls, interviews, and focus groups are used. However, these methods are significantly limited in the study of interpretation and perception. In addition, content affects individuals in different ways; in different groups of stakeholders, perception has a different character. In addition, the condition must be fulfilled that for the individual involved in the online discussion, the content must be relevant and inspire confidence.

Sophisticated data collection and analysis algorithms are used to analyze Internet content. These algorithms are the basis of data mining, content analysis, user content classification tools used by professional news media, corporate communication networks, and official websites. Content analysis of information posted on the Web in the context of reputation assessment is carried out in two directions [1]:

Analysis of the site: the website is regarded as a carrier of reputation. Dellarocas defined reputation as the sum of the signals emitted by the site itself [2]. For example, eBay analyzes the dynamics of recommendations by introducing

a reputational feedback mechanism that encourages consumers and sellers to evaluate each other. Such signals help to overcome confidence problems that arise between counterparties unfamiliar and geographically distant from each other. User recommendations can modify the subject's reputation on the Internet. For this approach, the method of analysis of social media is the most characteristic.

Content analysis: the main goal of this analysis is to identify key topics discussed on the Internet sites. The toolkit of this approach consists of a frequency analysis of keywords, semantic analysis, analysis of tonality of texts, analysis of coverage, analysis of the relationship between the topic of discussion and assessment of the subject.

Nevertheless, the question of the methodology of this area remains open, since in fact there are no standard models and procedures, content analysis takes a lot of time and has many technological problems. Moreover, these approaches can give false results. The reasons for this are that the concept of reputation is confused with advocacy or with customer satisfaction reports.

In our opinion, one of the approaches to assessing the reputation of tourism industry entities is the use of theories of social media effects, in particular the agenda-setting theory. Its key idea is that media information does not directly reflect real facts; in fact, reality is modified by those who process the information. Consequently, information becomes an constructed reality. Based on this theory, specific analytical models have been created to assess the reputation of regions and tourist destinations. Such techniques are based mainly on opinion polls and analysis of media reports and are used to identify market trends. In particular, they provide an analysis of the existing ideas about the territory of various stakeholders. They allow the correction of existing national programs, determining the right vector of initiatives, determining the degree of influence of the territory's reputation on corporate brands (Country Rep Track). These methods also assess the impact of public relations on business reputation (MediaRepTrack), monitor the international image of individuals, companies, territories, cities and destinations (Nation Brand Perception), identify the influence of media content on social behavior (MediaTenor), create country ratings for the main image indicators (Country BrandIndex), quantify the image and reputation of countries and monitor their profiles (Anholt-GFK Roper Nation Brands Index).

The content of online discussions is becoming increasingly attractive to researchers. Tourist experience information can be easily shared in a Web 2.0 environment that provides the ability to distribute information online through user-friendly platforms. The content of the discussions related to tourism mainly describes practical experience. As a rule, such information has a positive or negative emotional connotation. The content and tone of such discussions rather strongly affect the decision-making process on visiting a particular tourist destination.

2. METHODOLOGY

The purpose of our study was to determine the structure of the analysis of the online reputation of tourist destinations. We analyzed the results of many studies on the content analysis of information in the tourism sector. Of the many works we have identified and studied publications that meet two criteria: tourist destinations are considered as an object of analysis, corpus data is presented as the content of online tourist discussions. In the considered works, three main analysis vectors are clearly visible:

analysis of the quality of sites: level of reputation among Internet users of various communities, electronic systems for measuring reputation;

content analysis: the image of the destination, online presentation, online discussion, preferences of consumers of travel services, the management of online marketing of travel destinations;

analysis of the perception of web content: the degree of consumer confidence in online travel applications, the level of influence of communication on Internet sites on the decision-making process about the destination.

The first and second approaches involve the analysis of public opinion expressed in the format of user content, the third approach involves the analysis of proxy variables of reputation, where user content is associated with the expectations of users.

3. RESULTS

Table 1 shows the structure of the online reputation analysis of tourist destinations. It contains a list of components of reputation, components of the online environment, objects of analysis as indicators of reputation, analysis technologies.

When considering the four main components of the online reputation of tourist destinations, we highlight a number of online reputation indicators:

1) Reviews: user content of a special semiotic code (text, images, video). Reviews contain a rating for the attribute associated with the asset. Therefore, to analyze such content, it is necessary to study the level of the stated judgment. The choice of approaches to content analysis will be determined by the type of content.

2) Stakeholders: express opinions in a variety of ways. They can be users of Internet sites or authors of website content. The site itself, whose content contains reviews and opinions, can be regarded as a stakeholder, since it, as a rule, also has its own reputation. For example, the high traffic and popularity of the site may indicate its high reputation.

Table 1 The structure of the online reputation analysis of tourism destinations

Key components of reputation	Online Media Components	Objects of analysis	Analysis Technologies
1. Opinions	Ratings and feelings expressed in online discussions	Text	Analysis of the tone and arguments of the discussion [3], [4], [5], [6]
		Images	Keynote and location analysis Contextualization [5]
		Video	Frame analysis [7]
2. Stakeholder	Content authors, domain owners	Activity level	Analysis of the publishing content frequency [6]
		Website relevance	Fixing the number of views and registrations [8]
		Credibility	Online survey [9]
3. Relevant Objects	Multidimensional tourist categories destinations	Multidimensional categories of tourist destinations defined by content analysis	Content analysis, semantic analysis, keyword frequency estimation [4], [7]
		Multidimensional categories of tourist destinations determined by surveys of tourists and experts	Classification of content according to certain criteria [6]
4. Social indicators	Comparison with public opinion (official and unofficial resources)	Comparison of social media content with the content of official sites	Comparison of discussion subjects [3][10]
		Search Engine Analysis	

example, the high traffic and popularity of the site may indicate its high reputation. The stakeholder's reputation can be assessed by measuring the level of activity of site visitors, since it correlates with the level of authority of the author. Relevance is analyzed to determine the popularity of pages within a site. In addition, an assessment of the degree of trust in the resource is carried out in order to establish the level of relevance and authority of the analyzed resource.

3) Relevant objects: act as disseminators of stakeholder opinions. Content is typically aggregated into clusters based on various topics of discussion. We have identified two approaches to the classification of content: bottom-up (inductive), when classes are created after content analysis

and top-down (deductive), with the formation of classes before content analysis using the semantic analysis model of the object.

4) Social indicators: similar opinions of many stakeholders shared by community members. For their analysis, a comparative method is used (the content of official and unofficial resources).

4. CONCLUSION

A study of the literature on the analysis of online content related to tourist destinations has revealed a tendency to consider such content as a public opinion that can be used in studies of implicit information.

Most of the research conducted in this area focused mainly on text analysis (blogs, reviews or comments), where the content and frequency of keywords were studied.

Thematic categories are usually defined after data analysis. Research in the field of content analysis is mainly related to marketing and the study of consumer behavior on the Internet. It also includes areas such as marketing intelligence, case studies, branding of places, and information systems management. Thus, online reputation research can contribute to these specific areas of research.

A study of the online reputation of a tourist destination should include an assessment of each element of reputation in order to ensure an accurate display of the object under investigation.

We draw conclusions from the analysis of the literature. The approaches to determining the size of online sampling and choosing technologies for collecting online data have not yet been determined. It is too early to talk about the

existence of generally accepted standardized methods. At the same time, two obvious trends can be noted: the identification of an online domain is made on the basis of convenient sampling using selection in accordance with pre-established criteria; and the totality of the data to be analyzed is determined based on a survey of selected websites or search engines for keywords.

Users on the network can potentially freely express their opinion about online discussions, but these opinions may not accurately reflect the beliefs of the author of the commentary or may be fictitious.

Moreover, users reading these online discussions may not always correctly interpret the opinions expressed. A sense of trust in the author of the commentary and / or the website on which the commentary is posted is a variable that must be taken into account when conducting online reputation analysis.

Content analysis of texts involves manual coding, which is rather tedious and potentially biased. However, the use of automatic tools for semantic analysis and frequency analysis of keywords may not reveal a semantic network of content, therefore, content analysis with manual coding is more reliable.

Continued empirical research is needed to clarify the role of the various elements of online reputation. In particular, the question of the degree of importance of each element for potential travelers during their acquaintance with online content is of great interest. The result of such studies could be the values of the weights for each basic element.

In addition, to conduct a systematic analysis of the online reputation of tourist destinations, a system for long-term monitoring of user content should be created.

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