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Abstract
The purpose of this paper is to propose a methodological framework for the evaluation/assessment of the web image and reputation of a destination as a self-analysis process leading towards the building of a competitive destination brand. This process is even more important for tourism destinations/products, such as the Italian coastal destinations labelled G20S, whose purpose is to improve their competitiveness in the tourist market through a renovated image. The study presents an image of the Italian coastal destinations through destinations ranking indexes and highlighting their attributes; this can be a useful instrument for all destination managers and decision makers to monitor their destination's online reputation and support the brand-building/brand management process. Moreover, the web reputation and the web image analysis of a destination allows to develop an effective co-creation process and adopt marketing actions in line with new trends from the demand side.

Keywords
Online reputation, Seaside Destination, Brand Image, Tourism Competitiveness, Co-creation

JEL Codes
R58, Z3, P25, R11

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Abstract

The purpose of this paper is to propose a methodological framework for the assessment of the web image and reputation of a destination as a self-analysis process leading towards the building of a competitive destination brand. This process is even more important for tourism destinations, such as the Italian coastal destinations labelled G20S, whose purpose is to improve their competitiveness in the tourist market through a renovated image. The study presents an image of the Italian coastal destinations through destinations ranking indexes and highlighting their attributes; this can represent a useful instrument for all destination managers and decision makers to monitor their destination's online reputation and support the brand-building process. Moreover, the web reputation and the web image analysis of a destination allows to develop an effective co-creation process and adopt marketing actions in line with new trends from the demand side.

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Introduction

Nowadays, destinations have to cope with several challenges and issues to gain and maintain their competitiveness. Competition among destinations is usually not focused on the single aspects of the tourist product (environmental resources, transportation, tourism services, hospitality, etc.), but on the tourist destination as an integrated set of tourist facilities, that is composed and supplied to meet the needs of the tourist demand (Buhalis, 2000; Ritchie & Crouch, 2000). This creates an intense competition between traditional and mature destinations: the former aim at maintaining and increasing their market share, the latter aspire to acquire new market shares. The dynamicity of the competition among tourist destinations forces the destinations to be able to combine and manage their own resources in order to gain a competitive advantage (Teece et al., 1997). The ever-shifting needs of tourists force destinations to reconfigure and gain attractive resources, to be able to keep up with the new demands of the tourist market. Consequently, tourist destinations have to employ the so-called "dynamic capabilities", or rather, they have to be able to ''*integrate, reconfigure, gain and release resources to match and even create market change''* (Eisen-hardt & Martin, 2000). Hence, destinations have to be innovative, distinctive and continuously seek to improve the tourist experience and the overall satisfaction in order to maintain their competitiveness in the global tourism marketplace.

One of the most important sources of competitive advantage is the uniqueness of a destination in the market and its visibility, which can be both achieved through a well implemented destination branding process. This process is finalized "*to create a desirable and appealing destination image, based on distinctive destination attributes, and to accurately convey this image to potential visitors"* (Blain et al., 2005). Without doubt, brands have been considered the marketer's key tool for creating and improving product differentiation and competitiveness and (re)branding processes have been occurring in many nations over the last few decades.

Accordingly, it can be argued that the destination branding process represents an important determinant of a destination's competitive position in the global tourism marketplace and good performers in destination branding implementation are more competitive (Miličević et al., 2017).

In order to offer proposals of value to their potential customers, managers need to identify their destination's best-valued attributes as well as those which need to be improved (Pike & Ryan 2004). That is, they need to detect the strengths and weaknesses of their destination, so as to deal with threats before they turn into actual problems and take advantage of latent opportunities (Miličević et al., 2017).

Hence, marketing managers try to establish an interaction with end-customers, both online and offline, to foster and encourage the value co-creation and exchange, that help adjusting the strategies and the image-formation process that constitutes the core of branding (Cai, 2002). In fact, the involvement of end-customers (Cherif & Miled, 2013) can improve the quality of services and the provision of customized products (Hafeez & Aburawi, 2013).

According to Micera and Crispino (2017), a destination's online reputation is a valid "smart tool" for image building and assessment, because the web allows to collect data, generated by the users, on both the image and the online reputation of a destination. Online social platforms, such as Tripadvisor, provide a collaborative environment enabling stakeholders to acquire data and share knowledge (Xiang & Gretzel, 2010). Also, based on the communication tools tourists share their experiences using online social networks or review sections, which impacts on the community's behaviours and affect the decision-making process about the choice of the destination.

This paper aims at providing a methodological framework for the destination brand image-building, process based on the analysis of UGC on Tripadvisor, that allows to collect the data on both the image and the online reputation of the top 20 Italian resorts. In particular, the objective of the study is to provide a "smart tool" to assess the competitiveness of the main Italian seaside offer by a tourist perspective, putting under the spotlight the distinctive traits of each destination and critical issues, which can support destination managers and policy makers in positioning and repositioning in the global market, by the development and the management of a competitive brand.

Literature review

Competitiveness, brand, image and web reputation

The concept of tourism destination competitiveness has raised a significant interest in the tourism literature (e.g Goodrich, 1977; Heat & Wall, 1992; Ahmed, 1991; Haahti & Yavas, 1983; Pearce, 1997) and the complexity and the vastity of the concept emerges from the several attempts and approaches of the researchers to define and measure it (Crouch & Ritchie, 1999; Enright & Newton, 2004; Kozak & Rimmington, 1999; Ritchie & Crouch, 2000; Ruhanen, 2007, Cracolici, 2004, Cracolici 2005, Cracolici & Nijkamp, 2006). The ambiguity and the wide variety of perspectives on competitiveness makes it difficult to give an operational or conclusive definition (Porter, 1990).

The competitiveness of a destination is defined to be its "*ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors*" (Hassan, 2000). Moreover, destination competitiveness is considered as the "*ability of a destination to deliver goods and services that perform better than other destinations on those aspects of the tourism experience considered to be important by tourists*" (Dwyer & Kim 2003).

Despite other several definitions provided by the literature, the definition of the concept of destination competitiveness can be summarized as the overall ability and the capability of a destination to provide goods, experiences and services that outperform other destinations and maintain or improve its position in the tourist marketplace relative to its competitors (Hassan, 2000; Craigwell et al., 2006; d'Hartserre, 2000).

The literature indicates that the competitiveness and its subjective elements can be assessed and measured from different perspectives; some scholars have adopted the demand perspective, some the supply one, in which they survey tourists or stakeholders about the list of competitiveness indicators. Despite the significant amount of research on competitiveness, relatively few studies focus on evaluating competitiveness from the tourists' perspective (Chen et al., 2016).

Destination marketing and destination brand development have become strategic tools due to an ever-increasing competition among destinations. In particular, brands have become one of the key determinants of a destination's success, along with its products and price (Morgan et al., 2004).

The concept of brand is mentioned in the two most popular destination competitiveness models: the *General model of destination competitiveness* by Ritchie and Crouch (2003) and in the *Integrated Model of Destination Competitiveness* (IMDC) by Dwyer and Kim (2003). According to the model developed by Ritchie and Crouch (2003), positioning/branding is part of the destination policy, planning and development dimension, while Dwyer and Kim (2003) recognized destination image as a factor influencing destination competitiveness, but the destination branding process in not explicitly tackled.

However, there are some studies that concern the relationship between destination branding and competitiveness. Lee and Back (2010) argue that the destination branding process can lead to a better destination performance so as the product branding process can lead to the competitive advantage for the company. Additionally, Pike (2009) pointed out that destination brand performance measurement is recognized as one of the issues that have to be explored in order to improve destination competitiveness. Besides, Vengesayi (2003) proposes a conceptual model, including branding and reputation as indexes for measuring tourism destination competitiveness and attractiveness.

The rationale of branding is that consumers perceive a difference among brands in a product category as a distinctive and unique brand is hardly replaceable by others, according to Qu, Kim and Im (2011). They argue that a competitive tourism destination needs to create a positive and strong brand in order to increase repeated visitations and attract new tourists. In addition, the authors agree that the destination image, created through destination branding process, directly influences the intention to visit again a destination, since their study showed that the overall image of destination was perceived more positively by the repeated visitors. In fact, destination brand represents the emotional component of destination image, therefore only branded destinations can establish emotional connection with the potential visitors (Ekinci, 2003).

Nowadays, the need for destination branding has become a priority more than ever, since today's destinations offer excellent destination attributes, such as accommodation and attractions, high quality services and facilities, and almost each destination claims to have unique culture and heritage (Morgan & Pritchard, 2005). Therefore, it can be argued that destination branding process and destination branding have become a necessity for destinations in order to maintain their competitiveness on a global tourism marketplace.

In order to develop a successful destination brand, destinations must go through several technical phases, whose importance is emphasized by several authors (Anholt, 2007; ETC/UNWTO, 2009; Kotler & Keller, 2012).

Two of the phases of destination branding process is the definition of destination's points of difference and SWOT analysis. According to Kotler and Keller (2012), points of difference are those values unique to the destination brand that are also strongly held and favourably evaluated by destination visitors, while SWOT analysis should identify and priorities strengths, weaknesses, opportunities and threats. Values and strengthen elements/characteristics, along with weaknesses, should be run through all marketing and management activities by the Destination management organization and, ideally, by stakeholders in their own marketing communications (ETC/UNWTO, 2009).

The question of the destination characteristics that are relevant for destination image or destination brand can be addressed from the demand side, as they are revealed by tourists. These characteristics or supply attributes are a multi-dimensional concept that includes quality of accommodation and restaurants, natural beauties and cultural heritage, activities and others (Dwyer et al., 2003; Dwyer & Kim 2003; Enright & Newton 2005; Kozak & Rimmington 1999; Mihalič, 2013; Ritchie & Crouch 2003; Stabler et al., 2010).

With regard to the operationalization of destination competitiveness, relevant research has so far not achieved a consensus on the best measurement practice, but rather quite different approaches are taken across studies. Generally, there are two different approaches to measure destination competitiveness: one by using "hard data", the other by "soft data" (Kozak & Rimmington, 1999). While "hard'' data typically employ indicators like e.g. tourist arrivals or receipts, "soft data" use more marketing-related variables, such as e.g. tourist satisfaction. The "hard data" approach is much more widespread in tourism competitiveness research; however, "soft data" approach has recently been advanced by several researchers since soft data undoubtedly represents an important source and a key indicator to measure the destination competitiveness (e.g. Israeli et al., 2006; Žabkar et al., 2010). Compared to hard performance indicators, the intangible indicators of soft data are becoming a popular tourism performance measure, as they are more in line with the intangible character of the service-oriented tourism industry (Huang et al., 2007; Kozak, 2001; Sigala et al., 2004).

Moreover, in recent years, decision makers have reported difficulties in the use of official statistics in public policy: excessively long publication delays, insufficient coverage of topics of interest and the top-down process of data creation. The data available on the web represents a potential answer to this issue, with social media data in particular as a possible alternative to traditional data (Severo at al.,2016). Social media provides platforms for consumers to share experiences in their social networks and evaluate businesses through websites, featuring reviews and recommendations on destinations, products and services.

These practices of posting information on frequently visited websites can build or destroy the reputation of a business organization (Ghose & Ipeirotis, 2009).

Reputation is an essential component of destination competitiveness (Vengesayi, 2003) and it is linked with image. Whether the identity of a destination is about its intrinsic characteristics and means how it presents itself to the public, the image is the mental perception hold by potential visitors.

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, as customers are more attentive and inclined to choose a destination depending on its reputation (Sirakaya & Woodside, 2005). 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.

Several authors (Minghetti & Celotto, 2016; Tussyadiah et al., 2011; Xiang & 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 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).

On this basis, the paper proposes the application of a methodological framework/tool useful to monitor web reputation, web image and assess user-generated contents for destination management and marketing choices.

Seaside destinations and G20 italian network

Coastal and maritime tourism are considered among the fastest growing sectors in the previous decades and the largest segments of the tourism industry (Honey & Krantz, 2007), but they are expected to face several challenges in the next years/period in order to foster the competitivity of the whole sector, as a significant number of Mediterranean destinations are characterized by maturity or even decline according to the Butler Model (Butler, 2011).

The tourism demand, especially in the coastal and maritime sector, shows a high degree of volatility due to its dependence on a varying economic and environmental conditions (Chan, Lim & McAleer, 2005; Chan, Hoti, McAleer & Shareef, 2005; Shareef & McAleer, 2005).

One of the main questions that the European and the Italian coastal tourism has to tackle is the saturation and decline of the “sun & beach” model, which urgently calls for new strategies to gain a higher competitiveness and the redefinition of the services traditionally offered, as many Mediterranean sun-and-sand destinations are mature destinations and compete for a similar segment of European tourism. Therefore, in order to remain competitive, marine destinations have to diversify their traditional offer by adding new products and experiences.

An additional issue for the sustainable growth of the sector is the high summer seasonality, which means that most of the potential socio-economic income is concentrated in that period, with large parts of the local facilities closed off season.

Maritime and coastal tourism present also a particularly complex and fragmented sector with a structural lack of cooperation, due to competition between nearby locations rather than virtuous collaboration, with consequences/implications for the innovation in the sector and a more successful competition with other sea-basins.

Tourism is a key asset for the Italian economy and the coastal tourism has a dominant position within the tourism sector.

The small coastal municipalities, which are only 13%, of the top 50 Italian municipalities in terms of number of visitors, contribute more than 50% of the total number of visitors at national level. The twenty most visited municipalities manage to attract almost 60 million tourists.

G20 Spiagge Summit arises from the awareness and the necessity to redesign the strategic development of the Italian seaside destinations. As local authorities play an important role in tourism management through their planning activities, policies and programmes (Andriotis 2002; Harril 2004; Emilsson & Hjelm, 2007), the G20 Spiagge has been set to be a network of mayors and regional councillors of the 20 most visited coastal municipalities of Italy, that cooperate to lobbying and identify new and joint guidelines for the coastal destinations development and competitiveness in Italy. The participating members represent the 20 most visited coastal municipalities in Italy, who discuss and tackle the critical issues of the sector and foster the exchange of good practices, supported by technicians, scholars, representatives of trade associations and decision makers. In addition to the 20 resorts, 6 more coastal municipalities, placed between the 21st and 26th position in the ranking, are invited to the G20s Summit as auditors.

Rank	Region	Destination	Arrivals	Overnight stays
1	EMILIA-ROMAGNA	Rimini	1.802.870	7.376.990
2	VENETO	Cavallino-Treporti	777.041	6.310.266
3	VENETO	San Michele al Tagliamento	780.560	5.719.540
4	VENETO	Jesolo	1.211.433	5.664.409
5	VENETO	Caorle	659.609	4.469.901
6	FRIULI-VENEZIA GIULIA	Lignano Sabbiadoro	659.866	3.584.952
7	EMILIA-ROMAGNA	Riccione	842.171	3.559.615
8	EMILIA-ROMAGNA	Cervia	776.522	3.553.112
9	EMILIA-ROMAGNA	Cesenatico	549.076	3.327.357
10	CAMPANIA	Sorrento	671.149	2.467.279
11	EMILIA-ROMAGNA	Comacchio	313.457	2.433.211
12	EMILIA-ROMAGNA	Bellaria-Igea Marina	391.371	2.198.974
13	PUGLIA	Vieste	294.272	1.987.403
14	EMILIA-ROMAGNA	Cattolica	343.111	1.846.672
15	VENETO	Chioggia	251.950	1.426.833
16	TOSCANA	Castiglione della Pescaia	225.333	1.361.859
17	FRIULI-VENEZIA GIULIA	Grado	295.062	1.355.334
18	CAMPANIA	Forio	208.281	1.317.686
19	TOSCANA	San Vincenzo	161.505	1.169.389
20	CAMPANIA	Ischia	217.107	1.165.838
21	SARDEGNA	Arzachena	208.820	1.149.277
22	TOSCANA	Orbetello	198.941	1.106.798
23	VENETO	Rosolina	146.790	1.091.229
24	TOSCANA	Grosseto	233.468	1.082.521
25	TOSCANA	Viareggio	246.194	1.066.641
26	SICILIA	Taormina	336.142	1.065.937

Table 1. *Overview of the G20 Spiagge Summit destinations.*

The overall goal of the G20S is setting out of new policies and guidelines for the Italian beaches through the cooperation and the strategic planning, coordinated by the G20S permanent round table, for a sustainable and competitive development of the Italian coastal destinations. The work of the network is focused on 6 macro-areas:

1. Management of seaside destinations
2. Future products and scenarios
3. Management of the beaches
4. Environmental management
5. Services
6. Financing and resources

One of the next steps of G20S is to promote the brand G20 Spiagge, not only as a lobby network but also as a brand of a macro-seaside destination "Italy" on the marketspace. Whether the G20S' members have already raised awareness of the network's overarching vision and brand identity, the next difficult task will be the creation of a brand that express the values and the characteristics of G20S destinations for tourist purposes and can fulfil tourists needs and expectations.

It is challenging to create and develop a destination brand of a network of well-known destinations, but, as previously mentioned, it can be improved via customers' value co-creative behaviour, that can potentially increase the market coverage, innovativeness, profitability (Fuller et al., 2011), and reputation.

Methodology

Data source

User-generated content and peer-to-peer websites and applications (such as tourism-related social networks) have become one of the most important sources of information for tourists (Del Chiappa et al., 2018). In particular, online review platforms have an increasingly important role in influencing users' behaviour, including tourism-related behaviour (Gursoy et al., 2017; Ye et al., 2011): on these platforms, users share contents and opinions, providing a rich array of data and feedbacks that fellow users can use to draw inspiration from and use as a guide for their own tourism-related decisions. Review platforms are actually big drivers of one's decisions (Gursoy et al., 2017): for example, an industry report reveals that 77% of hospitality customers regularly read online reviews before booking a hotel, and 53% of consumers visit several online review websites before making a choice (TripAdvisor, 2013).

This paper uses data drawn from TripAdvisor, one of the most widely used online review platforms: as of 2019 it claims 830 million reviews and 460 million unique visitors (TripAdvisor, 2019). On top of being the most widely used website for tourism-oriented reviews, and one of the most influential, TripAdvisor is also one of the most widely investigated review websites in tourism literature (Duan & Zirn, 2012; Yoo & Gretzel, 2008), and this eases comparisons with other locations.

TripAdvisor collects reviews made by registered users, and these reviews can be read by registered and unregistered users alike. TripAdvisor users can choose to disclose personal information such as their location, gender, and age bracket. Each individual review is comprised of a numeric score (on a 1 to 5 scale), a written review with a title, the date the review was made, and the date (month and year) of the visit – up to 12 months beforehand; this implies it is impossible to leave a review for a visit that is older than a year.

Data collection

Data for this study was retrieved from TripAdvisor with the application of web-scraping techniques. Web-scraping allows the automatic extraction of information from the source webpages: this happens by running a script that quickly downloads the contents of a webpage and then extracts the needed information.

Data was collected in December 2019. The web-scraping scripts were run in R (using the package *rvest*). An initial script collected basic information and the individual URLs for all the establishments and attractions in every G20 location; after the removal of duplicates, this resulted in an initial dataset that included the name, URL and location for each establishment. A second script was used to retrieve further information from each individual URL in the initial dataset: among the data extracted in this stage we include the address of the reviewed place, its ratings, the number of reviews, the distribution of 1-to-5 scores, a description of the services offered, the price range (if any), and other textual information that might have been present in the listing. We considered the ratings based on reviewers from any location, and reviews in any language.

The resulting dataset was cleaned up and analysed with MS Excel.

Descriptive statistics

After clean-up and the removal of duplicate entries, in total in our database we collected data for 14.640 individual establishments or attractions across the 26 G20 locations: 5.853 restaurants, 6.981 hotels, and 1.806 attractions. The ratings reflect a total of 2.325.003 individual reviews: 1.175.028 reviews of restaurants, 940.373 reviews of hotels, and 209.602 reviews of attractions. Descriptive statistics for each location can be found in Table 2. For each location the table summarises the number of restaurants, hotels and attractions; the total number of ratings for each category; and the average rating for each category.

Table 2. *Descriptive statistics of establishments and their ratings over the G20 locations.*

	Restaurants			Accommodation			Attractions			Total	
Location	**Establishments**	**Reviews**	**Average Rating**	**Establishments**	**Reviews**	**Average Rating**	**Establishments**	**Reviews**	**Average Rating**	**Establishments**	**Reviews**
Average	***225***	***45.193***	***4,00***	***269***	***36.168***	***4,09***	***69***	***8.062***	***4,12***	***563***	***89.423***
Arzachena	235	43.644	3,93	218	25.475	4,29	80	9.620	4,26	533	78.739
Bellaria Igea Marina	121	20.736	4,19	341	36.377	4,19	58	2.625	4,25	520	59.738
Caorle	175	27.238	3,85	270	14.959	4,02	41	3.534	4,15	486	45.731
Castiglione della Pescaia	205	36.946	3,91	126	12.463	4,15	29	2.234	4,02	360	51.643
Cattolica	139	28.235	4,01	245	46.789	4,22	27	9.815	4,24	411	84.839
Cavallino Tre Porti	81	9.924	4,06	94	11.095	4,10	16	475	4,00	191	21.494
Cervia	348	63.637	4,10	415	63.281	4,06	194	12.072	4,18	957	138.990
Cesenatico	304	57.789	4,08	320	47.376	4,08	89	10.441	4,13	713	115.606
Chioggia	195	27.216	3,76	125	8.480	4,01	70	2.826	3,96	390	38.522
Comacchio	293	35.847	3,75	117	8.916	4,07	69	3.805	4,00	479	48.568
Forio	104	23.641	4,19	181	31.878	4,11	21	4.895	4,26	306	60.414
Grado	118	17.770	3,91	109	5.975	3,97	19	1.465	3,94	246	25.210
Grosseto	389	38.433	4,00	214	12.177	4,44	56	3.929	4,23	659	54.539
Ischia	304	57.884	4,18	141	29.935	4,12	24	8.241	4,34	469	96.060
Jesolo	354	54.936	3,90	453	53.290	3,96	46	6.934	3,91	853	115.160
Lignano Sabbiadoro	168	31.423	3,82	301	17.078	3,90	43	3.687	4,26	512	52.188
Orbetello	143	27.089	3,83	134	13.606	4,03	57	3.356	4,08	334	44.051
Riccione	60	41.719	4,43	435	86.141	4,17	105	15.284	4,30	600	143.144
Rimini	839	159.341	4,02	1.166	165.072	3,96	318	31.405	4,18	2.323	355.818
Rosolina	53	5.312	3,87	30	2.013	3,74	20	374	3,58	103	7.699
San Michele al Tagliamento	169	21.010	3,89	277	10.891	3,96	22	3.049	4,10	468	34.950
San Vincenzo	104	20.066	3,81	78	9.411	4,18	18	2.426	4,31	200	31.903
Sorrento	255	132.970	4,26	411	116.791	4,40	74	12.958	4,16	740	262.719
Taormina	220	83.197	4,11	337	55.739	4,24	79	35.273	4,11	636	174.209
Viareggio	278	60.359	4,12	135	14.921	3,87	179	8.430	4,00	592	83.710
Vieste	199	48.666	3,93	308	40.244	4,22	52	10.449	4,10	559	99.359
Total	***5.853***	***1.175.028***		***6.981***	***940.373***		***1.806***	***209.602***		***14.640***	***2.325.003***

The average G20 location counts 225 restaurants, 269 hotels, and 69 attractions. Not adjusting for either size or presences, Rosolina is the location with the fewest restaurants (53) and hotels (30), while Rimini has the highest count for both (839 restaurants and 1166 hotels); in terms of attractions, Cavallino-Treporti has the smallest amount (16), and Rimini the highest (318).

Rimini is the location with the highest average rating for restaurants (4.4), while Forio has the lowest average rating (3.7). Grosseto and Sorrento score the best in terms of accommodation (4.4), while Rosolina scores the worst (3.7). Rosolina is also the location with the lowest rated attractions (3.6), while the highest average rating (4.3) is shared by Arzachena, Bellaria- Igea Marina, Forio, Ischia, Lignano Sabbiadoro, Riccione and San Vincenzo.

Data analysis

Quality index

For each location and type of attraction we compute a quality index, which is defined as follows:

$$Index_{t,l} = \frac{\sum_1^N \quad (r_{t,l,n} \times s_{t,l,n})}{\sum_1^N \quad R_{t,l}}$$

where $r_{t,l,n}$ is the number of ratings for a given attraction n, $s_{t,l,n}$ is the TripAdvisor score for the same attraction n, $R_{t,l}$ is the total number of ratings for all the attractions of type t in the location l, and N is the total number of attractions of type t in the location l.

Index by sector

For each location l we compute four different quality indexes: $Index_{rest,l}$ measures the quality of the restaurants in location l, $Index_{hotel,l}$ measures the quality of accommodation in location l, $Index_{attract,l}$ measures the quality of attractions in location l, and finally $Index_{total,l}$ summarises the overall quality of all the establishments and attraction in location l – equal weight is given to all three dimensions (food, accommodation, attractions).

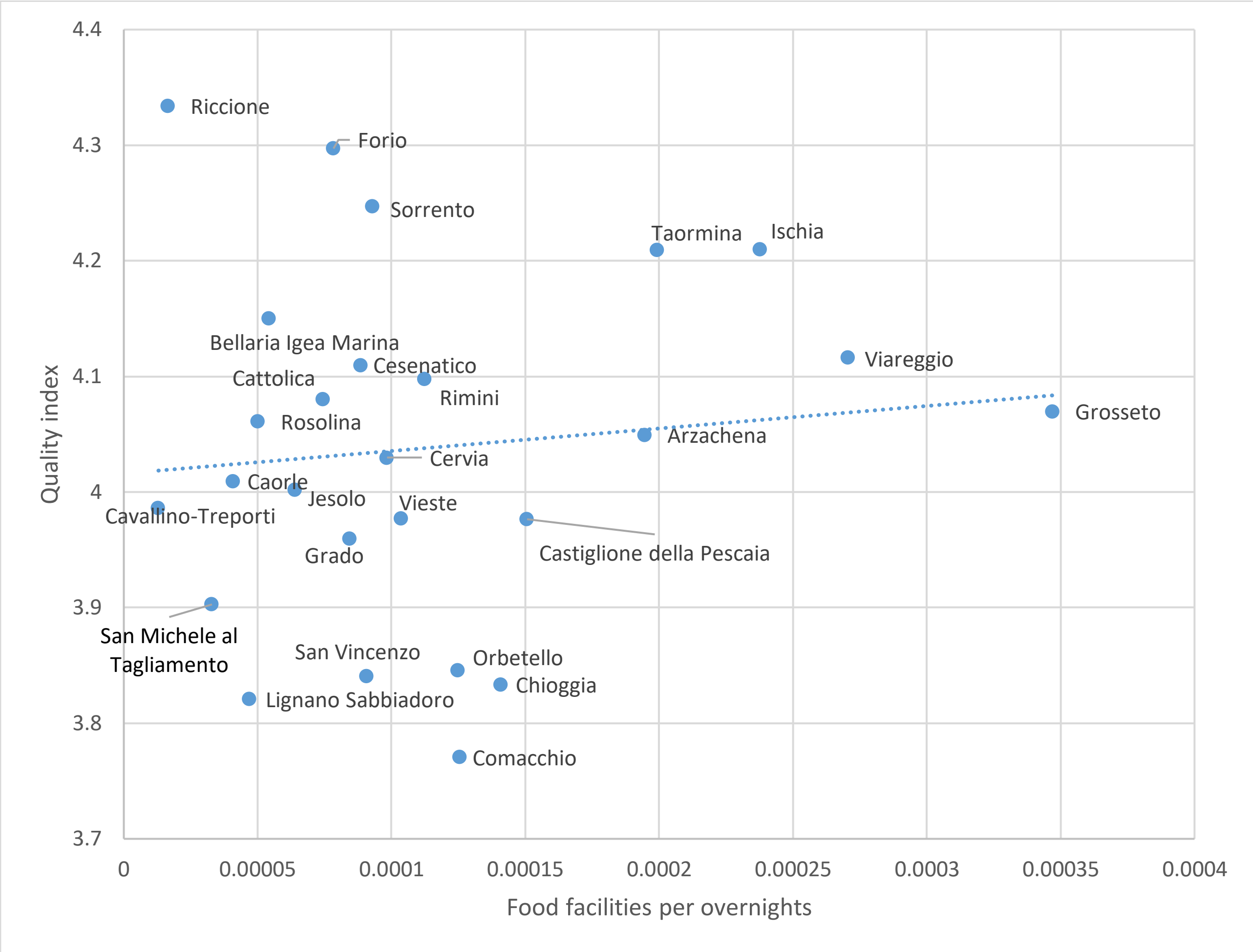
In Table 3 we summarise the four quality indexes we have computed for each G20 destination: the higher the score, the higher the overall quality for a given destination; the lower the score, the lower the overall quality. Riccione is the destination with the highest quality index for restaurants, while Comacchio has the lowest. In terms of accommodation, Sorrento has the highest quality index and Rosolina the lowest. As for attractions, Bellaria-Igea Marina scores the highest and Cattolica the lowest. In terms of overall quality, Riccione has the highest quality index and Orbetello the lowest.

DESTINATION	RESTAURANT INDEX	ACCOMMODATION INDEX	ATTRACTIONS INDEX	OVERALL INDEX
ARZACHENA	4,049	4,200	4,162	4,112
BELLARIA-IGEA MARINA	4,150	4,373	4,388	4,296
CAORLE	4,010	4,139	4,250	4,070
CASTIGLIONE DELLA PESCAIA	3,976	3,984	4,017	3,980
CATTOLICA	4,080	4,403	3,775	4,223
CAVALLINO-TREPORTI	3,986	4,257	4,216	4,131
CERVIA	4,030	4,231	4,234	4,139
CESENATICO	4,110	4,195	4,236	4,156
CHIOGGIA	3,834	4,009	4,162	3,896
COMACCHIO	3,771	4,256	4,245	3,897
FORIO	4,297	4,108	4,259	4,194
GRADO	3,960	3,885	4,386	3,967
GROSSETO	4,070	4,264	4,290	4,129
ISCHIA	4,210	4,099	4,346	4,187
JESOLO	4,002	4,173	4,019	4,082
LIGNANO SABBIADORO	3,821	4,076	4,040	3,920
ORBETELLO	3,846	3,911	4,119	3,887
RICCIONE	4,334	4,392	4,221	4,357
RIMINI	4,098	4,198	4,191	4,152
ROSOLINA	4,061	3,822	4,282	4,009
SAN MICHELE AL TAGLIAMENTO	3,903	4,271	4,112	4,036
SAN VINCENZO	3,841	4,097	4,292	3,951
SORRENTO	4,247	4,433	4,362	4,335
TAORMINA	4,209	4,378	4,337	4,289
VIAREGGIO	4,116	4,090	3,970	4,097
VIESTE	3,977	4,205	4,307	4,104
G20_AVERAGE	4,038	4,171	4,201	4,100

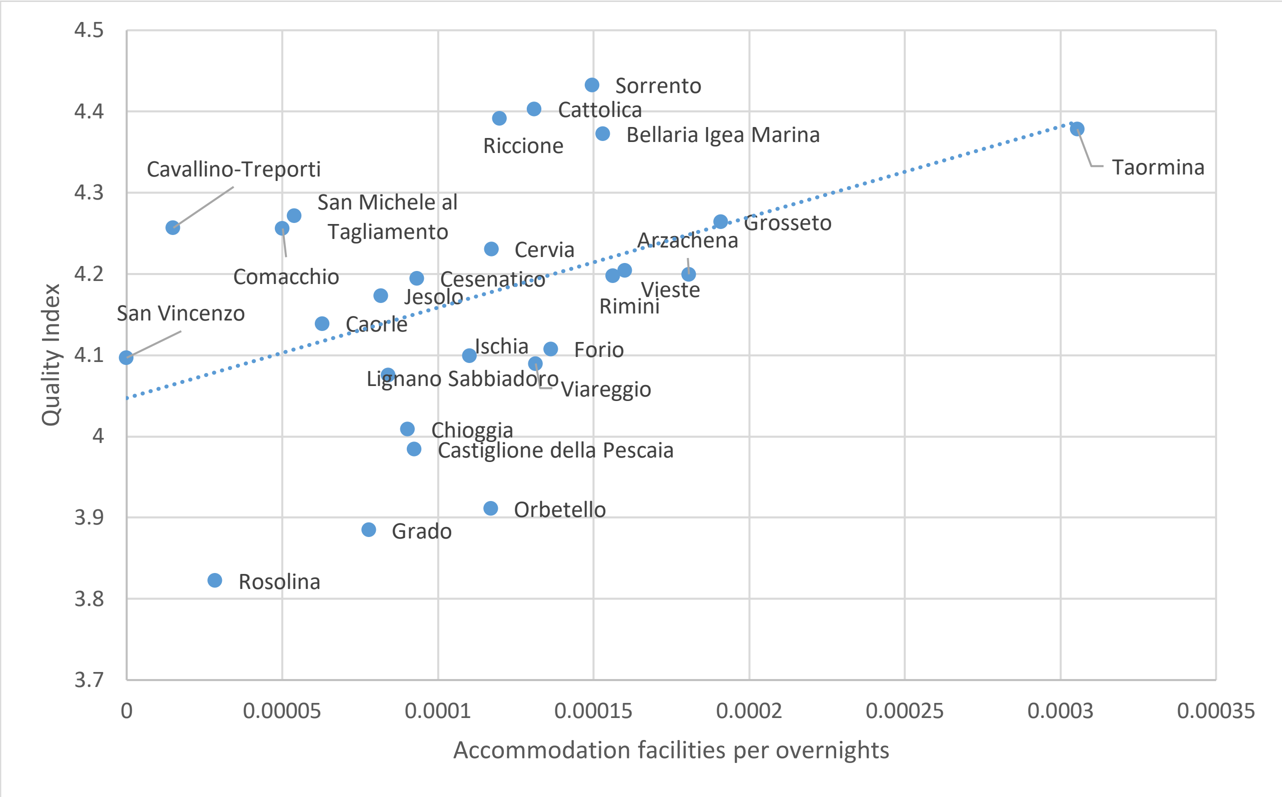
Table 3. *Quality index by sector for G20 destinations.*

<u>*Plots (weighted by presences)*</u>

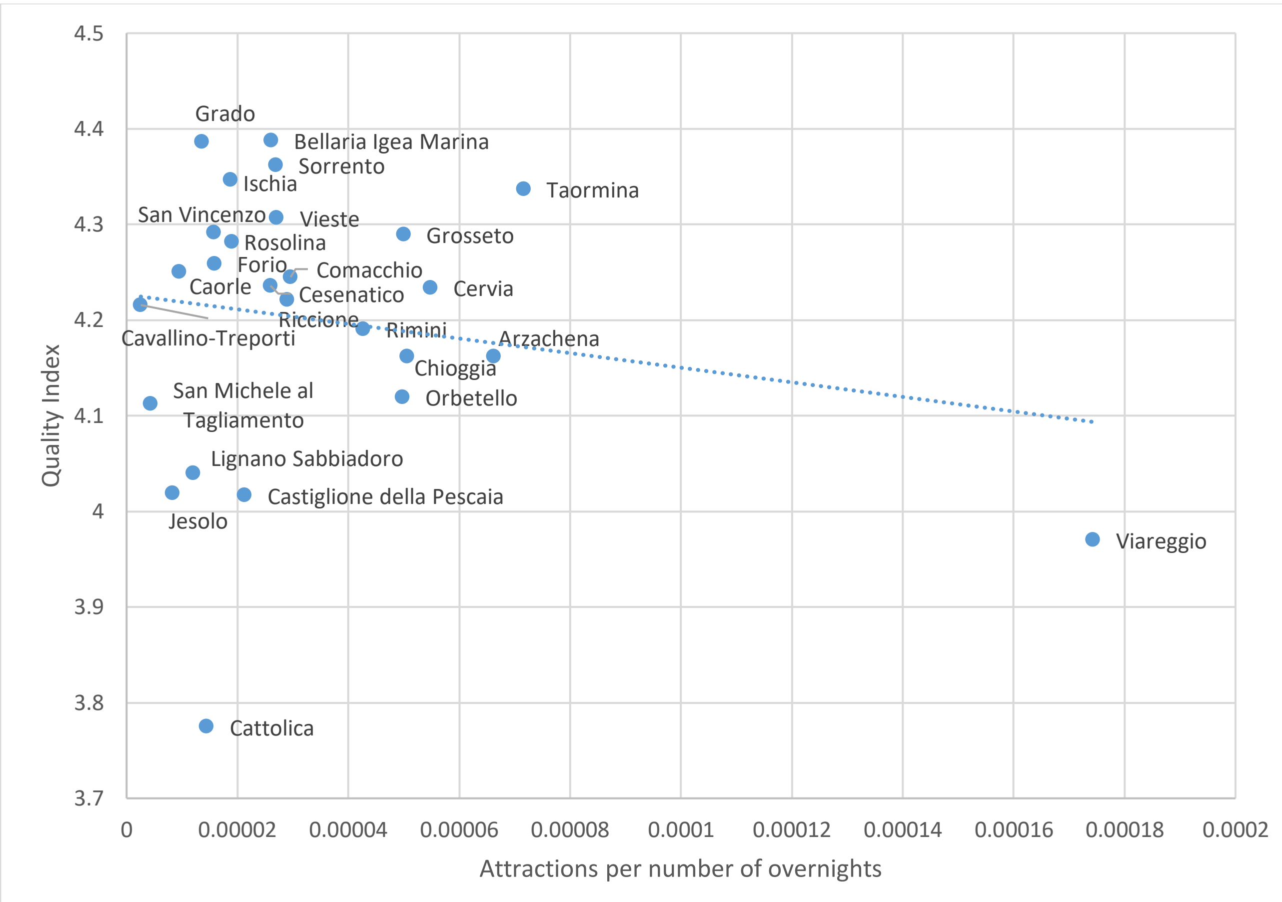
To better visualize the quality of the offer of the G20 destinations, we plot the quality index as computed above with respect to the size of the offer for each destination, while also taking into account the popularity of each destination: in the graphs below, the X-axis represents the number of establishments for each category divided by the number of yearly presences for each location, while the Y-axis represents the quality index computed for that category. Data for presences comes from the Italian National Institute of Statistics (ISTAT), and refers to the year 2018. Graph 1 refers to restaurants; graph 2 to hotels; graph 3 to attractions, and graph 4 to the overall offer.



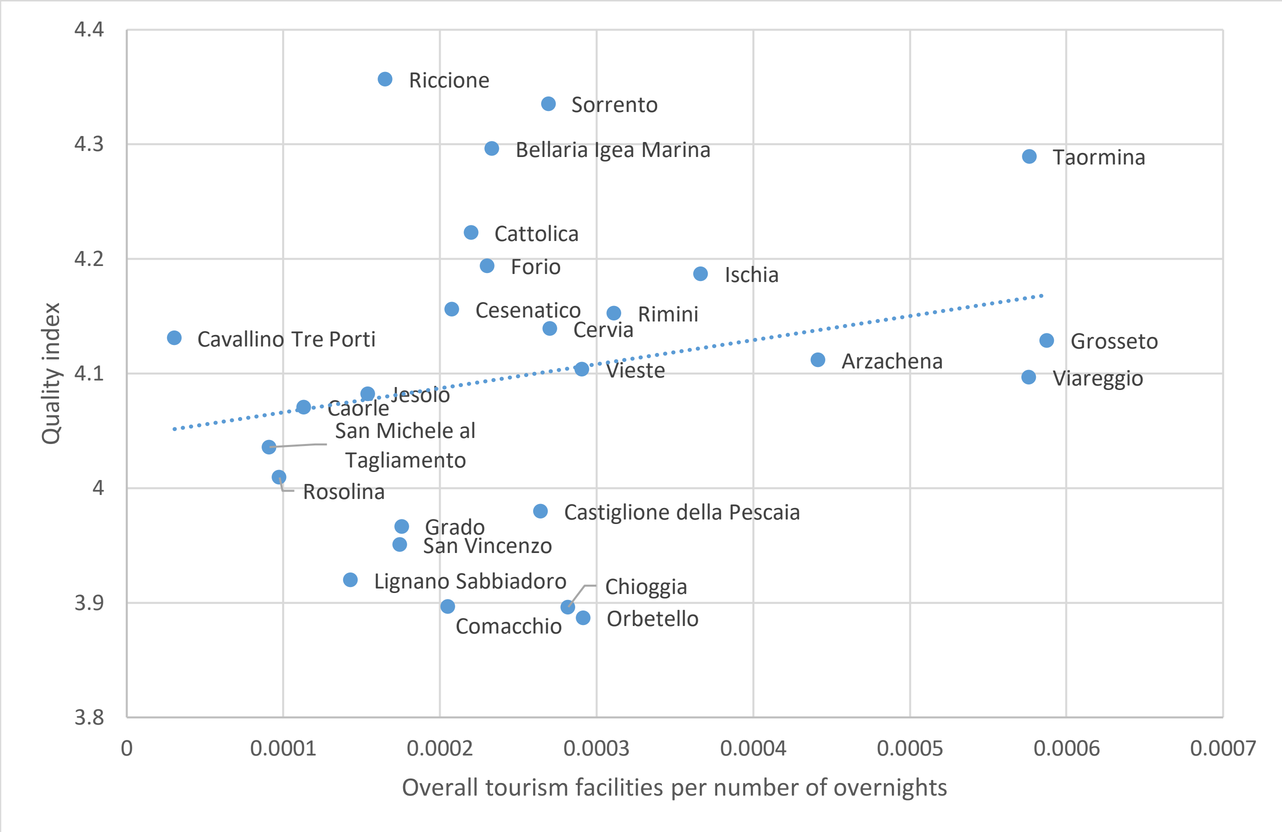
Graph 1. *Quality/size plot for restaurants of G20 destinations.*



Graph 2. *Quality/size plot for hotels of G20 destinations.*



Graph 3. *Quality/size plot for attractions of G20 destinations.*



Graph 4. *Quality/size plot for the overall offer of G20 destinations.*

__Findings__

Restaurants

Looking at Graph 1, in terms of number of restaurants over presences we observe how most destinations are located between 0 and 0.00015, with only few outliers above 0.00020: Ischia, Viareggio and most notably Grosseto, which registers a X-value close to 0.00035. Notably, it's Tuscan destinations (Grosseto, Viareggio, Castiglione della Pescaia) and island destinations (Ischia, Taormina and Arzachena) that lie well above the average, whereas most North Adriatic destinations clock around the average and below. Looking at the Y-axis, the destinations above the mean are Southern destinations (Sorrento, Taormina, Ischia, Forio) and Emilia Romagna destinations (Riccione, Bellaria-Igea Marina, Cesenatico, Rimini). Taking into account both dimensions, Ischia and Taormina excel both in terms of quality and quantity of their restaurant offer, and to a lesser extent this is also true for Sorrento and Viareggio. Riccione, Forio and Bellaria-Igea Marina are notable in that the quality of their restaurants is above the mean, but their quantity is scarce with respect to the popularity of the destination. Orbetello, Chioggia, Comacchio, Castiglione della Pescaia and San Vincenzo suffer from the opposite problem: the number of their restaurants is more than adequate, but they lack in quality. Most Veneto (Caorle, Rosolina, San Michele al Tagliamento, Cavallino-Treporti, Jesolo) and Friuli-

Venezia-Giulia's (Grado, Lignano Sabbiadoro) destinations are at a deficit both in terms of quality and quantity.

Accomodation

Turning our attention towards Graph 2, most destinations have a number of hotels over presences between 0.0005 and 0.002; Rosolina, Cavallino-Treporti and San Vincenzo are found below the 0.00005 threshold, whereas Taormina at around 0.00031 is the only destination well above 0.0002. Most Veneto destinations can be found below the mean value for number of hotels over presences, denoting a scarcity of accommodation facilities with respect to the demand, especially in comparison with other G20 destinations. On the other hand, destinations in Central and Southern Italy have more adequate accommodation offers with respect to their popularity. Looking at the Y-axis, Sorrento, Taormina and some Emilia Romagna destinations (Cattolica, Riccione, Bellaria-Igea Marina) are notable for their quality, while destinations in Veneto and Tuscany have quality levels well below the mean. Looking at both dimensions, once again Taormina excels both in terms of quality and quantity, and to a lesser extent this is true for Sorrento, Bellaria-Igea Marina, Cattolica and Riccione. No destination faces the problem of having high-quality but scarce accommodation facilities, while many destinations face the opposite problem, i.e. the amount of accommodation facilities is adequate but there's a quality deficit (Orbetello, Viareggio, Forio, Rimini, Vieste, Arzachena and Ischia). Once again, it's Veneto destinations (Rosolina, Caorle, Jesolo, Chioggia), together with San Vincenzo, Grado and Lignano Sabbiadoro, that are notable to suffer from both a quality problem and a quantity problem.

Attractions

Graph 3 depicts the situation with respect to quality and quantity of attractions: in terms of number of attractions over presences, most G20 destination lie at X-values between 0 and 0.00006, with three destinations above 0.00006 (Viareggio, Taormina and Arzachena). In terms of Y-values the only real outlier is Cattolica, with a quality score below 3.8 (0.2 lower than the next lowest-scoring destination); overall, most Southern Italy and Emilia Romagna destinations have quality scores above the mean, while all Veneto destinations except from Caorle score below the mean. Looking at both dimensions, in this graph geographic clusters are harder to locate compared to the previous two graphs, but we have three notable outliers. Taormina is once again the destination with the best position in terms of both quality and quantity; Viareggio is instead in the peculiar position to be both the destination with the highest number of attractions with respect to its popularity, and the second worst in terms of perceived quality – preceded only by Cattolica, which suffers from both a quality problem and a quantity problem (together with Jesolo, Lignano Sabbiadoro, Castiglione della Pescaia and San Michele al Tagliamento).

Overall offer

Finally, Graph 4 provides an overview of the overall quality of a destination with respect to the number of establishments compared to the popularity of the destination. Geographic clustering is easier to spot in this final graph. In terms of size, most locations lie between 0.0001 and 0.0004; only Taormina, Grosseto and Viareggio have X-values above 0.0004, while only Cavallino-Treporti, San Michele al Tagliamento and Rosolina are below 0.0001. As for Y-axis values, no actual outlier can be detected, and all destinations are spread between around 3.9 and 4.4; destinations in Veneto and Friuli Venezia Giulia lie below the mean, while destinations in Emilia Romagna and Southern Italy lie around or above the mean. Looking at both dimensions together, as expected from the results of the previous graphs Taormina leads in terms of perceived quality and quantity. Taormina is followed by other Southern Italy destinations (Ischia and Sorrento), but also some Emilia Romagna destinations (Bellaria-Igea Marina, Rimini, Cervia and Cattolica). In terms of overall touristic offer, Riccione and Cavallino-Treporti are perceived to be high-quality destinations but they lack in number of establishments over presences compared to the rest of the G20. Orbetello, Chioggia and Castiglione della Pescaia are notable to be suffering from the opposite problem: the size of their overall offer is more than adequate given the demand, but their offer is perceived to be of lesser quality compared to the rest of the G20. In the low-quality and low-quantity quadrant we find instead all Venetian destinations but one (Chioggia, which doesn't score much better in terms of quantity of the touristic offer), together with San Vincenzo and the two Friuli Venezia Giulia destinations (Lignano Sabbiadoro and Grado).

Discussion

In order to understand which are the features and the elements that differentiate higher perceived quality destinations from lower image quality destinations in terms of tourism offer, we analysed the tourism sub-systems of more competitive and the less attractive destinations in terms of online reputation for the perceived quality of restaurants, accommodations and attractions. This method can be applied to any destination and its competitors.

Restaurants

The results of the study describe the G20S restaurants as a medium-range offer (€€-€€€), which is the 58% of the whole offer, characterized by a marked "Italian" type of cuisine (80,3%), pizza (26,1%), seafood (29,6%) and Mediterranean (6,9%). The Med cuisine seems to be the most appreciated by the public with an average score of 4.08/5.00. The restaurants' offer of the destinations with a higher index is quite homogeneous and it is possible to summarize that consists in:

- medium range price (€€-€€€) restaurants, which are the majority, with total ratings above the average (4.02/5.00)
- Concerning the cuisine type, destinations located in Southern Italy famous for their typical Mediterranean food, have a higher perceived quality, with a rating above the G20S average;

The destinations that present the lowest quality ratings in restaurants highlight the following critical issue:

- They are located in Northern and Central Italy
- Presence of medium range price (€€-€€€) restaurants, which are the majority among all the other types, with total ratings below the G20S average (which is 4.02/5.00)
- cheap (€) restaurants are generally the ones with higher ratings than medium range price restaurants
- Concerning the cuisine type, most of the lower appreciated food facility destinations offer seafood restaurants above the G20S average, but with ratings lower than the standard. Some of these destinations (Chioggia, Comacchio and Orbetello) are renowned and traditional destinations for seafood, but the related ratings show that the identity/image of these destinations does not correspond to a top reputation in terms of quality.
- Moreover, the categories "Italian" cuisine and "pizza" records one of the lowest percentages among all the other types, we can assume that the gastronomical offer of these destinations has been partially adapted to an international tourist market, which is about the 60% of the whole demand mainly from Germany and Austria.

<u>Accomodation</u>

The accommodation sector of the Italian coastal destinations is mainly represented by the extra-hotel sector (23,1% B&Bs, 24,6% short rent accommodations), while the hotel sector is the 37,1% of the whole offer. The former appears to be more appreciated by the public in terms of quality, the latter records a lower rating than extra-hotel sector; the 4- and 5-star hotels score the best satisfaction ratings, respectively 4.11/5.00 and 4.29/5.00.

The 5 destinations that present the best quality ratings in terms of accommodation are:

1. Sorrento with 4.43/5.00 of average rate
2. Cattolica with 4.40/5.00
3. Riccione 4.39/5.00

4. Taormina 4.37/5.00
5. Bellaria-Igea Marina 4.37/5.00

The accommodations' offer of these destinations differs from Northern to Southern destinations:

- The Southern destinations Sorrento (Campania) and Taormina (Sicily), have a predominant offer of based on extra-hotels. In particular B&B accommodations are the most popular, respectively 42,6% and 38,5% of the whole offer, with a very good overall satisfaction. Furthermore, the hotel offer is characterized by a medium-high range and a number of 4- and 5-star hotel higher than G20S standards, with very high satisfaction scores for the luxury sector (over 4.5/5.00).
- The Northen destinations Bellaria-Igea Marina, Cattolica and Riccione, all located in Romagna Riviera, present an offer typified by hotels, respectively 58,7%, 74,3% and 66,9%, of medium-medium high range (Cattolica) or medium-medium low range (Bellaria-Igea Marina and Riccione).

The Romagna Riviera is a popular coastal destination which saw a boom in the '50s and '60s, a favourite of families or youngsters for long summer vacations. Taormina and Sorrento were famous legs of the so called "Grand Tour" and established themselves as tourist destinations for the European aristocracy in the XIX century. Despite the fact they are still considered destinations for high spenders, the local population has taken advantage of the popularity of the destinations to get into the tourism business as well, providing more affordable, but still high quality, extra-hotels accommodations.

The 5 destinations that present the lowest quality ratings in accommodations are:

1. Rosolina with 3.82/5.00 of average rating
2. Grado with 3.88/5.00
3. Orbetello with 3.91/5.00
4. Castiglione della Pescaia 3.98/5.00
5. Chioggia 4.00/5.00

The accommodations' offer of these destinations, located in Northern and Central Italy, present the following features:

- Predominance of extra-hotels accommodations, except for Grado where the offer of hotels and extra-hotels is balanced (40% vs 42%).

- Lower hotels performance in terms of quality perceived compared to the extra-hotel accommodations, with the exception of Chioggia, whose hotels have a better overall performance than G20S destinations’ standard.
- The majority of the hotels in these destinations are 3- or 4-star hotels, with a general perceived quality below the G20S standards. Generally, the quality increases in 1- and 2-star hotels, whose ratings are on/above the average of G20S destinations.

These destinations have a recent tourism history, except for Grado, which was the most popular coastal destination of the Austro-Hungarian Empire. They all developed or boomed in the second post-war period and still are very popular destinations, especially for families.

Castiglione della Pescaia presents actually an overall accommodation quality on or above the G20S average, especially about B&Bs, which are particularly appreciated by the guests; the weak point is represented by just the 4-star hotels segment that lowers the total score of the destination.

The critical issues in Chioggia’s accommodations are represented by the B&Bs and 2-3 stars hotels, while for Grado are the 3-4 stars hotels and short rents.

Orbetello’s weak point is the hotel segment, especially 2- and 4-star facilities, while Rosolina has a performance lower than G20S average in all the accommodation types, in particular the hotels record the lower score among all the G20S destinations.

Considering they are all mature destinations, we can assume that most of the accommodations, in particular the hotel sector, need to get renewed both in quality of the services and in structure/furniture, adapting them to the needs of the customers, as the majority of the hotels were built during the 60’s-70’s.

Attractions

The Italian coastal destinations’ offer is mainly based on the “sun, sand, sea” model and the main motivations of visit are related to the sea and the beaches (48%), the nature and landscapes (3%) and the cultural heritage and sport activities (1%) (Simeoni et al., 2017).

The result of this study highlights the importance of a quality heterogeneous offer in the success of a destination.

The 5 destinations with the best quality ratings for the attractions offer are:

1. Bellaria-Igea Marina with 4.38/5.00 of average rate
2. Grado with 4.38/5.00

3. Sorrento 4.36/5.00
4. Ischia 4.34/5.00
5. Taormina 4.33/5.00

Bellaria-Igea Marina attractions' offer is represented mainly by beaches (15,5% of the whole offer), that score the highest quality rating (4.56/5.00) among all the G20S destinations. As previously mentioned, Bellaria-Igea Marina is considered a destination with high quality beach facilities, several services and entertainment for families. Despite the fact the quality of the beaches seems to be the main strength point of Bellaria-Igea Marina, the museums and the park are rated as very satisfying (4.50/5.00) by the users.

Grado scores a very high rating (4.44/5.00) on the "Sites of interest", that represent the 47,4% of the whole offer. In fact, it is famous for its lagoon, that offers walking, biking and birdwatching paths and for its cultural heritage, represented by Romanic buildings and the proximity to the famous archaeological area of Aquileia.

Ischia is a popular destination for its cultural heritage, gardens and thermal baths. The image provided by the analysis is perfectly coherent with its identity, as the 50% of the whole offer is composed by sites of interest, 20% parks and 8,3% museums, all with scores over 4.00/5.00.

Sorrento is a typical Mediterranean destination, famous for the amazing landscapes, the historical downtown, the characteristic architecture and the religious heritage. As the results show, it stands out for its churches and sites of interest, whose number% and quality are definitely above the average of G20S destinations.

Taormina is famous all over the world for the ancient Greek theatre and the unique and characteristic downtown. On TripAdvisor, the public appreciates the quality of the museum offer.

The 5 destinations that present the lowest quality ratings in attractions are:

1. Lignano Sabbiadoro with 4.03/5.00 of average rating
2. Jesolo with 4.018/5.00
3. Castiglione della Pescaia with 4.016/5.00
4. Viareggio 3.97/5.00
5. Cattolica 3.77/5.00

Lignano Sabbiadoro, as the majority of the coastal destinations on the Adriatic Riviera, developed mainly in the post II world war as mass tourism destination, with a typical offer based on the "sea, sun, sand" model. It is known for its entertainment offer that includes aqua parks, amusement parks, the zoo and attractions/activities for children, especially at the Hemingway park. The quality of the sites of interest is one of the highest (4.44/5.00) among the G20S destinations, even though the number of attractions is not as wide as in other destinations. The critical issues of Lignano Sabbiadoro are mainly the lack of a cultural offer and lower quality of the amusement parks than the other G20S destinations.

Jesolo, whose offer is very similar to Lignano’s one, has developed a cultural offer yet, that represent the 10,9% of its whole offer. The satisfaction of the public about the museum offer is good (4.00/5.00) but below the G20S standards. The quality of amusement parks of Jesolo, which are one of the main attractions of the destinations, are evaluated with a rating below the G20S average.

Castiglione della Pescaia is known for its historical centre with its mediaeval fortress, the wineries and the natural reserves and parks. In particular the last ones, which represent the 48,3% of the offer (on TripAdvisor), has collected a 3.96/5.00 total score, one of the lowest among G20S destinations.

Viareggio, a coastal destination in Tuscany developed during the Belle Époque, is known for its large beaches and facilities. The “core” of the offer is perceived as one of the worst among the G20S in terms of quality, with a total rating of 3.39/5.00. Yet, it has the highest number (12) of museums among the G20S, whose quality perceived is on the average.

Cattolica, whose offer imprint is very similar to Jesolo and Lignano, based on the sea-sun-sand offer and entertainment facilities for families, presents the lowest quality score about the sites of interest (3.83/5.00), which lower the general quality performance of the destination.

Conclusions and Limitations

Conclusions

As previously mentioned, the aim of this study is to provide a method for the monitoring and management of branding, image and reputation in tourism destinations. The results expressed in indexes allow us to have an insight into the performance of the main Italian coastal destinations and analyse the characteristics of the top and lowest quality destinations and highlight their features and performance.

Taking into account the G20S top destinations based on the number of annual presences (2018), we notice that the large number of presences does not correspond to a high perceived quality expressed by the indicators. In fact, as showed in the Graph 4, the quality of the overall offer or tourism facilities (attractions and accommodations) of the most visited destinations is below the average. Controversely, destinations with a smaller number of visitors show a higher satisfaction among the tourists and a much larger offer in terms of number. In particular, we can argue that the restaurants sector (Graph 1) seems to be the weakest point of the most visited destinations, whose quality and number are all below the average. By this, we can argue that the top costal destinations in Italy by number of visitors are not the top in terms of quality perceived and number of the total offer offering a different method to monitor and evaluate tourism performance overcoming the success of a destination only connected to overnights stays

Limitations

The analysis focuses only on seaside destinations of a single country, Italy, even though the analysis performed can be directly generalised to other countries and groups of destinations. Moreover, our analysis would be enhanced with a comparison with other groups of destinations with similar characteristics or different tourism offer. This paper considers TripAdvisor ratings as face value, without any attempt to assess their authenticity. It is however possible that a portion of TripAdvisor reviews are fictitious, or maliciously left to undermine the competition, as it is known to happen (Sterling, 2019). According to TripAdvisor itself, only 2.1% of all reviews are fake and most are successfully screened (TripAdvisor, 2019), but according to a British consumer organisation, one review out of 7 is a possible fake (The Guardian, 2019). This lack of transparency and the existence of a number of fictitious reviews imply that our results might have been distorted in ways that are beyond our control. Future studies should explore further the authenticity of TripAdvisor ratings, and work on finding ways to distinguish between genuine and deceptive ratings, like some authors have done for Amazon (Sun et al., 2016) and Yelp (Mukherjee et al., 2013) reviews. Another issue that should be taken into account is TripAdvisor's dwindling popularity: in the past few years the website has been losing traffic to Google (Schaal, 2020). In the near future TripAdvisor might not be the go-to websites for tourism-oriented reviews, so future studies shouldn't disregard other outlets of tourism reviews, such as Google and Yelp, and explore the comparability of tourism reviews from different sources using the same methodology applied in this research.

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Annexes

Restaurants

By price level

Location	Nr tot	Nr €	% €	Avg € rat	Nr €€-€€€	% €€-€€€	Avg €€-€€	Nr €€€€	% €€€€	Avg €€€€ rat
Arzachena	235	23	9,8%	4,15	135	57,4%	3,86	35	14,9%	4,16
Bellaria Igea Marina	121	40	33,1%	4,13	58	47,9%	4,27	4	3,3%	4,00
Caorle	175	26	14,9%	3,98	106	60,6%	3,91	3	1,7%	3,83
Castiglione della Pescaia	205	30	14,6%	4,03	132	64,4%	3,94	12	5,9%	3,92
Cattolica	139	31	22,3%	4,19	86	61,9%	4,05	3	2,2%	3,67
Cavallino Tre Porti	81	20	24,7%	4,15	50	61,7%	3,99	7	8,6%	4,21
Cervia	348	87	25,0%	4,32	176	50,6%	4,09	15	4,3%	4,07
Cesenatico	304	77	25,3%	4,18	154	50,7%	4,15	9	3,0%	4,22
Chioggia	195	34	17,4%	3,74	114	58,5%	3,77	9	4,6%	3,94
Comacchio	293	53	18,1%	3,98	173	59,0%	3,80	3	1,0%	4,00
Forio	104	18	17,3%	4,17	68	65,4%	4,28	5	4,8%	4,30
Grado	118	16	13,6%	4,06	75	63,6%	3,97	9	7,6%	4,17
Grosseto	389	96	24,7%	4,07	181	46,5%	4,06	4	1,0%	4,25
Ischia	304	49	16,1%	4,36	197	64,8%	4,17	29	9,5%	4,19
Jesolo	354	53	15,0%	3,87	209	59,0%	3,99	11	3,1%	4,09
Lignano Sabbiadoro	168	23	13,7%	3,98	104	61,9%	3,84	6	3,6%	4,08
Orbetello	143	32	22,4%	3,98	87	60,8%	3,80	4	2,8%	3,75
Riccione	60	18	30,0%	4,58	38	63,3%	4,36	4	6,7%	4,50
Rimini	839	252	30,0%	4,17	368	43,9%	4,09	11	1,3%	4,31
Rosolina	53	12	22,6%	4,13	31	58,5%	3,92	2	3,8%	3,25
San Michele al Tagliamento	169	31	18,3%	3,92	105	62,1%	3,98	4	2,4%	3,75
San Vincenzo	104	21	20,2%	4,05	59	56,7%	3,81	6	5,8%	4,08
Sorrento	255	50	19,6%	4,23	136	53,3%	4,25	21	8,2%	4,62
Taormina	220	26	11,8%	4,27	135	61,4%	4,18	31	14,1%	4,34
Viareggio	278	86	30,9%	4,15	162	58,3%	4,10	14	5,0%	4,36
Vieste	199	53	26,6%	3,92	111	55,8%	4,00	7	3,5%	4,07
Average	***225***	***48***	***20,7%***	***4,11***	***125***	***58,0%***	***4,02***	***10***	***5,1%***	***4,08***

By cuisine type

Location	Nr rest	Nr italiana	% italiana	Avg rat ita	Nr pizza	% pizza	Avg rat pi	Nr pesce	% pesce	Avg rat pe
Arzachena	235	179	76,2%	3,90	50	21,3%	3,94	66	28,1%	3,88
Bellaria Igea Marina	121	86	71,1%	4,16	29	24,0%	4,12	19	15,7%	4,18
Caorle	175	143	81,7%	3,85	61	34,9%	3,75	49	28,0%	3,93
Castiglione della Pescaia	205	171	83,4%	3,92	40	19,5%	3,78	83	40,5%	3,87
Cattolica	139	112	80,6%	4,02	35	25,2%	3,84	41	29,5%	3,99
Cavallino Tre Porti	81	70	86,4%	4,03	31	38,3%	3,97	24	29,6%	3,92
Cervia	348	280	80,5%	4,13	55	15,8%	4,02	94	27,0%	4,06
Cesenatico	304	254	83,6%	4,10	54	17,8%	3,88	90	29,6%	4,13
Chioggia	195	159	81,5%	3,82	53	27,2%	3,83	78	40,0%	3,74
Comacchio	293	241	82,3%	3,77	65	22,2%	3,62	121	41,3%	3,77
Forio	104	93	89,4%	4,19	31	29,8%	4,26	30	28,8%	4,40
Grado	118	96	81,4%	3,93	28	23,7%	3,63	48	40,7%	3,95
Grosseto	389	295	75,8%	4,05	105	27,0%	3,90	68	17,5%	4,04
Ischia	304	267	87,8%	4,19	72	23,7%	4,01	99	32,6%	4,22
Jesolo	354	254	71,8%	3,96	123	34,7%	3,86	63	17,8%	3,91
Lignano Sabbiadoro	168	126	75,0%	3,83	59	35,1%	3,76	38	22,6%	3,87
Orbetello	143	122	85,3%	3,81	32	22,4%	3,78	53	37,1%	3,72
Riccione	60	51	85,0%	4,43	14	23,3%	4,32	23	38,3%	4,48
Rimini	839	606	72,2%	4,09	191	22,8%	4,05	143	17,0%	4,08
Rosolina	53	43	81,1%	3,92	18	34,0%	3,75	16	30,2%	4,13
San Michele al Tagliamento	169	132	78,1%	3,88	67	39,6%	3,95	28	16,6%	3,95
San Vincenzo	104	76	73,1%	3,80	25	24,0%	3,62	38	36,5%	3,87
Sorrento	255	198	77,6%	4,29	47	18,4%	4,13	49	19,2%	4,37
Taormina	220	168	76,4%	4,13	35	15,9%	4,10	75	34,1%	4,17
Viareggio	278	242	87,1%	4,13	69	24,8%	3,99	112	40,3%	4,21
Vieste	199	167	83,9%	3,97	67	33,7%	3,98	62	31,2%	3,93
Average	***225***	***178***	***80,3%***	***4,01***	***56***	***26,1%***	***3,92***	***62***	***29,6%***	***4,03***

Location	Nr rest	Nr bar	% bar	Avg rat ba	Nr pub	% pub	Avg rat pu	Nr medite	% mediter	Avg rat me
Arzachena	235	19	8,1%	4,03	3	1,3%	4,00	35	14,9%	4,11
Bellaria Igea Marina	121	6	5,0%	4,08	1	0,8%	4,00	6	5,0%	4,17
Caorle	175	14	8,0%	3,85	6	3,4%	3,75	4	2,3%	3,88
Castiglione della Pescaia	205	8	3,9%	3,75	2	1,0%	4,75	19	9,3%	4,05
Cattolica	139	13	9,4%	4,42	3	2,2%	4,00	3	2,2%	4,00
Cavallino Tre Porti	81	2	2,5%	4,25	1	1,2%	4,50	5	6,2%	4,30
Cervia	348	13	3,7%	4,19	5	1,4%	4,60	16	4,6%	4,13
Cesenatico	304	19	6,3%	3,94	2	0,7%	4,50	13	4,3%	4,19
Chioggia	195	13	6,7%	3,62	5	2,6%	4,00	5	2,6%	4,10
Comacchio	293	10	3,4%	4,00	3	1,0%	4,17	8	2,7%	3,63
Forio	104	5	4,8%	3,90	4	3,8%	4,38	13	12,5%	4,27
Grado	118	10	8,5%	4,20	1	0,8%	4,50	5	4,2%	4,00
Grosseto	389	22	5,7%	4,13	3	0,8%	4,33	28	7,2%	4,15
Ischia	304	21	6,9%	4,12	12	3,9%	4,29	44	14,5%	4,30
Jesolo	354	38	10,7%	4,00	12	3,4%	3,88	11	3,1%	4,25
Lignano Sabbiadoro	168	16	9,5%	4,06	3	1,8%	4,33	8	4,8%	4,13
Orbetello	143	8	5,6%	4,00	5	3,5%	4,20	8	5,6%	4,21
Riccione	60	4	6,7%	4,25	2	3,3%	4,50	3	5,0%	4,50
Rimini	839	53	6,3%	3,91	18	2,1%	4,03	36	4,3%	4,28
Rosolina	53	4	7,5%	4,13	3	5,7%	3,33	2	3,8%	2,75
San Michele al Tagliamento	169	16	9,5%	3,91	11	6,5%	4,25	12	7,1%	3,92
San Vincenzo	104	4	3,8%	4,13	1	1,0%	4,00	8	7,7%	3,75
Sorrento	255	22	8,6%	4,24	9	3,5%	4,13	33	12,9%	4,44
Taormina	220	22	10,0%	4,20	5	2,3%	4,00	33	15,0%	4,21
Viareggio	278	11	4,0%	4,05	4	1,4%	4,25	13	4,7%	4,12
Vieste	199	12	6,0%	3,58	4	2,0%	3,88	24	12,1%	4,17
Average	***225***	***15***	***6,6%***	***4,04***	***5***	***2,4%***	***4,17***	***15***	***6,9%***	***4,08***

- Percentuali simili per "italiana" e "pizza" (no legame % e geografia culinaria per "pizza", però le maggiori percentuali di "mediterranea" nelle località del sud)

Hotels

By type

Location	Nr tot	Nr hotel	% hotel	Avg rat	Nr B&B	% B&B	Avg rat	Nr altro	% altro	Avg rat
Arzachena	218	73	33,5%	4,12	50	22,9%	4,56	48	22,0%	4,27
Bellaria Igea Marina	341	200	58,7%	4,28	90	26,4%	4,03	35	10,3%	4,06
Caorle	270	91	33,7%	4,03	49	18,1%	3,88	59	21,9%	4,11
Castiglione della Pescaia	126	20	15,9%	3,93	26	20,6%	4,37	66	52,4%	4,14
Cattolica	245	182	74,3%	4,21	34	13,9%	4,16	21	8,6%	4,36
Cavallino Tre Porti	94	15	16,0%	3,93	10	10,6%	3,90	46	48,9%	4,16
Cervia	415	264	63,6%	4,11	98	23,6%	3,95	33	8,0%	4,06
Cesenatico	320	192	60,0%	4,09	87	27,2%	4,03	27	8,4%	4,19
Chioggia	125	32	25,6%	4,06	38	30,4%	3,92	33	26,4%	4,09
Comacchio	117	15	12,8%	3,73	31	26,5%	4,35	42	35,9%	3,96
Forio	181	80	44,2%	3,99	42	23,2%	4,19	37	20,4%	4,27
Grado	109	44	40,4%	3,84	30	27,5%	4,22	19	17,4%	3,87
Grosseto	214	19	8,9%	4,00	38	17,8%	4,51	122	57,0%	4,48
Ischia	141	70	49,6%	3,99	33	23,4%	4,38	18	12,8%	4,19
Jesolo	453	256	56,5%	4,00	73	16,1%	3,80	54	11,9%	3,98
Lignano Sabbiadoro	301	126	41,9%	3,94	41	13,6%	3,87	31	10,3%	3,74
Orbetello	134	20	14,9%	3,65	46	34,3%	4,11	57	42,5%	4,11
Riccione	435	291	66,9%	4,27	81	18,6%	3,98	44	10,1%	3,83
Rimini	1166	632	54,2%	4,02	341	29,2%	3,85	137	11,7%	3,96
Rosolina	30	8	26,7%	3,44	5	16,7%	3,60	11	36,7%	4,00
San Michele al Tagliamento	277	74	26,7%	4,17	25	9,0%	4,02	50	18,1%	3,58
San Vincenzo	78	26	33,3%	4,00	7	9,0%	4,29	35	44,9%	4,30
Sorrento	411	97	23,6%	4,29	175	42,6%	4,40	89	21,7%	4,48
Taormina	337	85	25,2%	4,04	131	38,9%	4,36	68	20,2%	4,26
Viareggio	135	48	35,6%	3,75	52	38,5%	4,02	19	14,1%	3,76
Vieste	308	69	22,4%	4,16	65	21,1%	4,33	142	46,1%	4,20
Average	***269***	***117***	***37,1%***	***4,00***	***65***	***23,1%***	***4,12***	***52***	***24,6%***	***4,09***

By star rating

Location	Nr tot	Nr 5st	% 5st	Avg rat	Nr 4st	% 4st	Avg rat	Nr 3st	% 3st	Avg rat	Nr 2st	% 2st	Avg rat	Nr 1st	% 1st	Avg rat
San Michele al Tagliamento	277	4	1,4%	4,25	48	17,3%	4,20	72	26,0%	3,96	7	2,5%	3,67	3	1,1%	3,83
Arzachena	218	10	4,6%	4,30	42	19,3%	4,20	33	15,1%	4,16	2	0,9%	3,50	0	0,0%	
Bellaria Igea Marina	341	0	0,0%		14	4,1%	4,36	158	46,3%	4,25	26	7,6%	4,17	1	0,3%	3,00
Caorle	270	1	0,4%	3,50	23	8,5%	4,20	93	34,4%	4,00	15	5,6%	4,17	7	2,6%	4,00
Castiglione della Pescaia	126	4	3,2%	4,50	11	8,7%	3,91	15	11,9%	4,03	6	4,8%	4,17	4	3,2%	4,13
Cattolica	245	0	0,0%		21	8,6%	4,24	121	49,4%	4,16	14	5,7%	4,39	7	2,9%	4,36
Cavallino Tre Porti	94	5	5,3%	4,40	11	11,7%	4,00	18	19,1%	4,03	6	6,4%	3,92	1	1,1%	2,00
Cervia	415	5	1,2%	4,20	45	10,8%	4,16	182	43,9%	4,07	19	4,6%	3,92	2	0,5%	4,00
Cesenatico	320	1	0,3%	4,50	22	6,9%	4,20	165	51,6%	4,07	25	7,8%	4,00	5	1,6%	3,90
Chioggia	125	1	0,8%	3,50	6	4,8%	4,42	26	20,8%	3,77	1	0,8%	3,50	5	4,0%	4,10
Comacchio	117	0	0,0%		10	8,5%	4,17	21	17,9%	4,10	3	2,6%	3,83	0	0,0%	
Forio	181	1	0,6%	4,50	27	14,9%	4,06	60	33,1%	4,05	13	7,2%	4,33	4	2,2%	4,25
Grado	109	0	0,0%		14	12,8%	3,89	47	43,1%	3,82	7	6,4%	4,00	1	0,9%	4,50
Grosseto	214	0	0,0%		9	4,2%	4,06	14	6,5%	4,25	8	3,7%	4,19	3	1,4%	4,17
Ischia	141	5	3,5%	4,50	26	18,4%	3,98	44	31,2%	4,02	6	4,3%	4,33	2	1,4%	4,50
Jesolo	453	2	0,4%	4,50	60	13,2%	4,25	214	47,2%	3,90	34	7,5%	3,80	7	1,5%	3,86
Lignano Sabbiadoro	301	4	1,3%	4,50	44	14,6%	4,04	119	39,5%	3,98	22	7,3%	3,81	3	1,0%	3,33
Orbetello	134	0	0,0%		3	2,2%	3,67	31	23,1%	4,00	6	4,5%	3,58	4	3,0%	4,00
Riccione	435	2	0,5%	4,75	39	9,0%	4,37	143	32,9%	4,21	89	20,5%	4,08	18	4,1%	3,97
Rimini	1166	4	0,3%	3,33	70	6,0%	4,08	526	45,1%	3,97	160	13,7%	3,82	40	3,4%	3,75
Rosolina	30	0	0,0%		1	3,3%	3,50	10	33,3%	3,60	1	3,3%	4,50	0	0,0%	
San Vincenzo	78	0	0,0%		3	3,8%	4,33	21	26,9%	3,98	3	3,8%	4,17	1	1,3%	4,00
Sorrento	411	8	1,9%	4,56	58	14,1%	4,33	73	17,8%	4,35	21	5,1%	4,24	9	2,2%	4,17
Taormina	337	11	3,3%	4,50	33	9,8%	4,02	63	18,7%	4,35	18	5,3%	4,08	10	3,0%	4,06
Viareggio	135	2	1,5%	4,50	6	4,4%	4,08	35	25,9%	3,74	21	15,6%	3,95	1	0,7%	4,50
Vieste	308	1	0,3%	4,50	25	8,1%	4,12	52	16,9%	3,98	8	2,6%	4,06	2	0,6%	4,25
Average	***269***	***3***	***1,2%***	***4,29***	***26***	***9,6%***	***4,11***	***91***	***29,9%***	***4,03***	***21***	***6,2%***	***4,01***	***5***	***1,7%***	***3,94***

Attractions

By type

Location	Nr tot attr	Nr Siti int	% Siti inte	Avg rat Sit	Nr Parchi (	% Parchi e	Avg rat Pa	Nr Musei	% Musei	Avg rat M
Arzachena	80	8	10,0%	4,19	19	23,8%	4,21	5	6,3%	4,50
Bellaria Igea Marina	58	3	5,2%	4,33	1	1,7%	4,50	4	6,9%	4,50
Caorle	41	9	22,0%	4,28	10	24,4%	4,00	3	7,3%	4,50
Castiglione della Pescaia	29	6	20,7%	4,08	14	48,3%	3,96	1	3,4%	4,50
Cattolica	27	7	25,9%	3,83	10	37,0%	4,30	1	3,7%	4,00
Cavallino Tre Porti	16	10	62,5%	3,94	1	6,3%	4,00	0	0,0%	
Cervia	194	14	7,2%	3,86	4	2,1%	4,13	9	4,6%	4,39
Cesenatico	89	8	9,0%	4,06	12	13,5%	4,29	3	3,4%	4,50
Chioggia	70	15	21,4%	4,21	8	11,4%	3,94	4	5,7%	4,25
Comacchio	69	11	15,9%	4,14	2	2,9%	4,50	5	7,2%	4,40
Forio	21	11	52,4%	4,32	6	28,6%	4,08	2	9,5%	4,00
Grado	19	9	47,4%	4,44	2	10,5%	3,75	1	5,3%	1,50
Grosseto	56	12	21,4%	4,21	3	5,4%	4,17	4	7,1%	4,67
Ischia	24	12	50,0%	4,36	5	20,8%	4,10	2	8,3%	4,75
Jesolo	46	11	23,9%	4,14	0	0,0%		5	10,9%	4,00
Lignano Sabbiadoro	43	9	20,9%	4,44	4	9,3%	4,50	0	0,0%	
Orbetello	57	7	12,3%	4,14	17	29,8%	4,06	1	1,8%	4,50
Riccione	105	5	4,8%	4,20	1	1,0%	4,50	2	1,9%	4,00
Rimini	318	30	9,4%	4,13	6	1,9%	4,17	10	3,1%	4,50
Rosolina	20	5	25,0%	3,90	5	25,0%	4,00	0	0,0%	
San Michele al Tagliamento	22	11	50,0%	4,00	8	36,4%	4,33	0	0,0%	
San Vincenzo	18	4	22,2%	4,25	7	38,9%	4,07	0	0,0%	
Sorrento	74	17	23,0%	4,29	8	10,8%	4,31	2	2,7%	4,25
Taormina	79	23	29,1%	4,11	7	8,9%	4,21	7	8,9%	4,42
Viareggio	179	26	14,5%	3,96	0	0,0%		12	6,7%	4,25
Vieste	52	12	23,1%	4,17	16	30,8%	4,19	1	1,9%	5,00
Media	***69***	***11***	***24,2%***	***4,15***	***7***	***16,5%***	***4,18***	***3***	***4,5%***	***4,26***

Location	Nr tot attr	Nr Zoo e a	% Zoo e a	Avg rat Zo	Nr Chiese	% Chiese	Avg rat Ch	Nr Parchi (	% Parchi c	Avg rat Pa	Nr Spiagg	% Spiagge	Avg rat Sp
Arzachena	80	0	0,0%		3	3,8%	4,25	2	2,5%	4,00	14	17,5%	4,23
Bellaria Igea Marina	58	0	0,0%		2	3,4%	3,75	1	1,7%	3,50	9	15,5%	4,56
Caorle	41	0	0,0%		1	2,4%	4,00	3	7,3%	4,00	0	0,0%	
Castiglione della Pescaia	29	0	0,0%		0	0,0%		0	0,0%		0	0,0%	
Cattolica	27	0	0,0%		0	0,0%		0	0,0%		0	0,0%	
Cavallino Tre Porti	16	0	0,0%		0	0,0%		0	0,0%		0	0,0%	
Cervia	194	0	0,0%		11	5,7%	3,64	0	0,0%		53	27,3%	4,21
Cesenatico	89	0	0,0%		1	1,1%	4,00	2	2,2%	3,00	14	15,7%	4,29
Chioggia	70	0	0,0%		5	7,1%	3,83	0	0,0%		1	1,4%	3,00
Comacchio	69	0	0,0%		2	2,9%	4,00	0	0,0%		16	23,2%	3,82
Forio	21	0	0,0%		0	0,0%		0	0,0%		0	0,0%	
Grado	19	0	0,0%		0	0,0%		0	0,0%		0	0,0%	
Grosseto	56	0	0,0%		1	1,8%		0	0,0%		3	5,4%	3,50
Ischia	24	0	0,0%		0	0,0%		0	0,0%		0	0,0%	
Jesolo	46	2	4,3%	4,00	1	2,2%		3	6,5%	3,67	0	0,0%	
Lignano Sabbiadoro	43	0	0,0%		0	0,0%		2	4,7%	3,50	0	0,0%	
Orbetello	57	1	1,8%	3,50	1	1,8%	4,50	0	0,0%		6	10,5%	3,67
Riccione	105	1	1,0%	4,00	5	4,8%	3,83	2	1,9%	3,75	30	28,6%	4,28
Rimini	318	0	0,0%		23	7,2%	4,04	1	0,3%	3,50	75	23,6%	4,45
Rosolina	20	0	0,0%		0	0,0%		0	0,0%		0	0,0%	
San Michele al Tagliamento	22	0	0,0%		0	0,0%		1	4,5%	4,00	0	0,0%	
San Vincenzo	18	0	0,0%		0	0,0%		1	5,6%	4,50	0	0,0%	
Sorrento	74	0	0,0%		11	14,9%	4,32	0	0,0%		1	1,4%	4,00
Taormina	79	0	0,0%		4	5,1%	3,50	0	0,0%		3	3,8%	4,00
Viareggio	179	0	0,0%		14	7,8%	3,60	0	0,0%		18	10,1%	3,39
Vieste	52	0	0,0%		4	7,7%	4,13	0	0,0%		7	13,5%	3,36
Media	***69***	***0***	***0***	***3,83***	***3***	***3,1%***	***3,96***	***1***	***1,4%***	***3,74***	***10***	***7,6%***	***3,91***