

TOURBAN PROJECT INTELLECTUAL OUTPUT 1

1. BRIEF DESCRIPTION OF THE CITY – MODENA



The ancient city of Modena lies in the south of the Po Valley, one of the most developed areas in the whole continent. It belongs to the Emilia-Romagna region in northern Italy, a country that is officially 150 years old, but whose traditions are living since two and a half millennia.

It is known for its automotive industry, unmatched cuisine, some famous citizens and the characteristic look that it has.



The colourful houses and the streets stoned with river stones give it a pleasing and unique appearance, with narrow streets in the old town, abundance of churches and arches typical of Emilian towns.

Summers are long and warm and winters are chilly and humid, with the possibility of snowfall; the best time to visit it is around late spring.



The city offers a number of renewed clothing and footwear shops providing the quality Italy is well-known for, and following the latest trends. The famous historical workshops in the centre are trading and handicraft business that have been active in the same location for over fifty years and have maintained in that time the same quality, furnishing and signs meaningful for the "modenese" tradition and culture.



Modena is well known for its artistic and cultural treasures such as the Cathedral and the Ghirlandina Tower, built in Romanesque style in the late Middle Ages, the Ducal Palace, a grand building that currently houses the Military Academy of Modena and is partly open to visitors on special occasions, and the Este Gallery hosting a wide collection of paintings and objects from the private collection of the dukes that ruled Modena.

The factories of the famous Italian sports car makers Ferrari, De Tomaso, Pagani, Lamborghini and Maserati are - or were - located here and all, except Lamborghini, have headquarters in the city or nearby. Ferrari has recently opened a museum in a futuristic 2,500 m² pillar-free hall with the most important cars in the history of the factory.

Modena is known worldwide as synonymous with good food. An old-time record achieved in the name of genuineness, respect for traditions and preservation of flavours. The province of Modena has the highest number of 'DOP' and 'IGP' seals of quality foods in Italy among which we can find the Parmesan cheese, with a hard, gritty texture and is fruity and nutty in taste, the Lambrusco wine, a red wine that can be dated back to the ancient Romans, and the balsamic

vinegar, obtained from boiled grape must, aged by slow acetification through a very long period, a suave elixir which no other cuisine in the world can boast about. Many factories of these particular foods can be visited with a tour.



The city has a rich and diversified cuisine, often including meats, hams and salamis. Modena's contribution to the Italian pasta culture are tortellini and tortelloni which are squares of pasta shaped in the form of a ring and stuffed with meat or cheese and dipped in broth.

Modena is home to Massimo Bottura, chef patron of Osteria Francescana, a three-Michelin-star restaurant ranked No.1 in The World's 50 Best Restaurants of 2016, whose concept to juxtapose culinary tradition and innovation with contemporary art and design won the hearts of the critics.

Not many know that the famous tenor Luciano Pavarotti was also born here and experienced his first singing success when he was a member of the Corale Rossini, a male voice choir active to this day.

Modena shows its honourable history though every aspect - from the magnificent architecture to its workshops and local dialect - but also shows that it can learn and master the latest trends. Truly a remarkable city that is worth a visit.

2. SOCIAL MEDIA ANALYSIS

The research was carried out by analysing the following social media:

- Booking.com
- Trip advisor
- Facebook
- Instagram
- Google
- Pinterest
- Twitter
- YouTube
- Apps

Modena is a medium sized city, mainly visited for business purposes, or by families.

The research focused on the analysis of the individual social media.

First of all, each social media was carefully surfed as to highlight the most important elements relevant for the research, like:

- official scores
- number of items (id. hotels/accommodation facilities)
- reviews
- elements/categories been reviewed
- users' scores
- user typologies/categories
- keywords
- # and @
- other specific elements related to the single social media

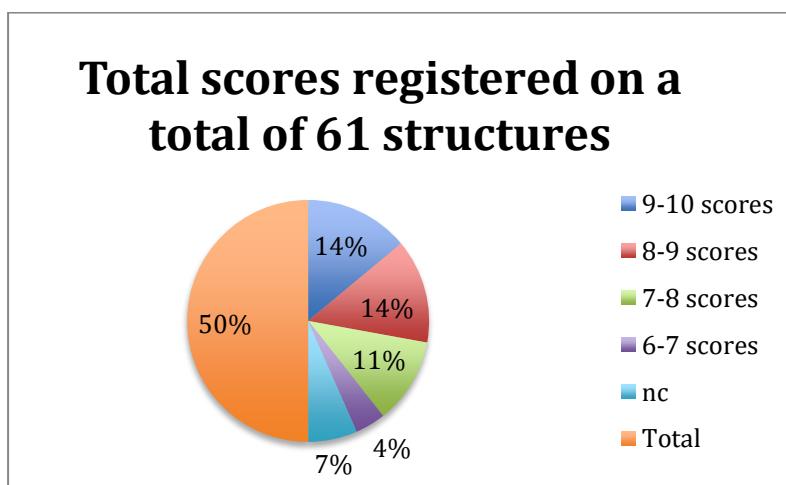
Here follows the deep analysis of the single social media:

a) Booking.com

The keyword used on booking.com was: Modena, Emilia-Romagna, Italy

First results:

- Modena: 61 properties found
- 3 reasons to visit: fine dining, art and tranquillity



Out of the 61 properties identified, there are:

	9-10 scores	8-9 scores	7-8 scores	6-7 scores	nc	Total
Hotels	1	10	10	5		26
Apartments	6	3			4	13
B&B	7	3	1			11
Guest houses	2	1	1		3	7
Hostel			1			1
Country house			1			1
Holiday home	1					1
Villa					1	1
	17	17	14	5	8	61

26 Hotels
 13 apartments
 11 B&B
 7 guest houses
 1 hostel
 1 country house
 1 holiday home
 1 villa

The most of the structures are good, with users' scores over 8+.

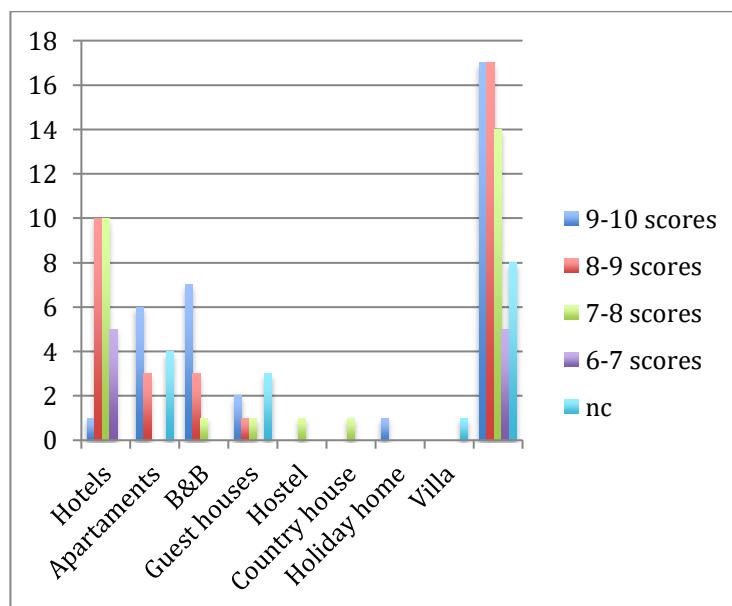
Among the facilities of the accommodations in Modena, we can mention the following:

54 have parking
 60 have free Wi-Fi
 4 have sauna
 6 have bicycle rental service
 4 have library service
 4 have cycling
 6 have bikes available
 12 have the shuttle airport
 8 have restaurant
 54 have air conditioning
 2 have swimming pool

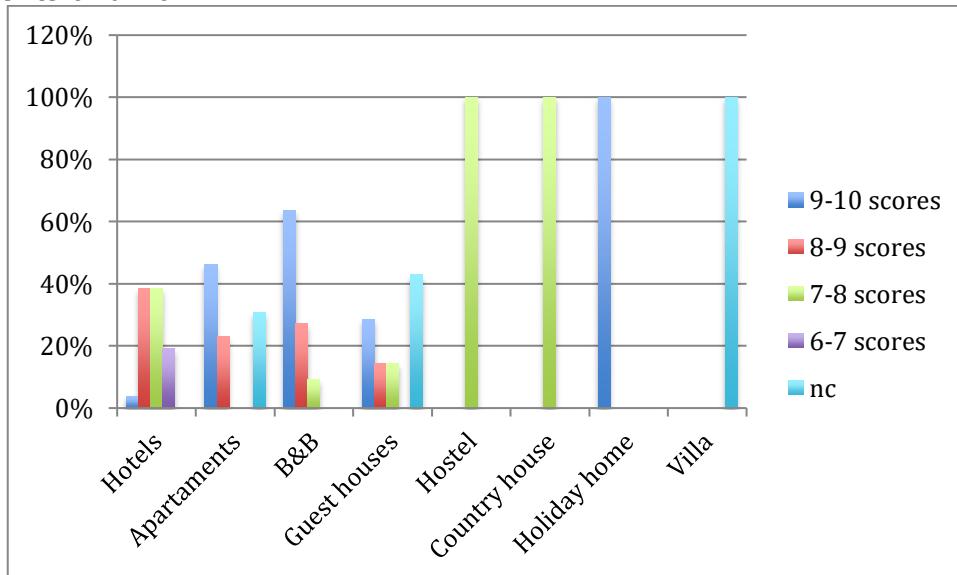
21 structures are known for being located in art venues

21 structures are known for being located in peaceful venues

21 structures are located in the "best rated area" that corresponds to the historic centre of the city (having a score higher than 8 in the position category).

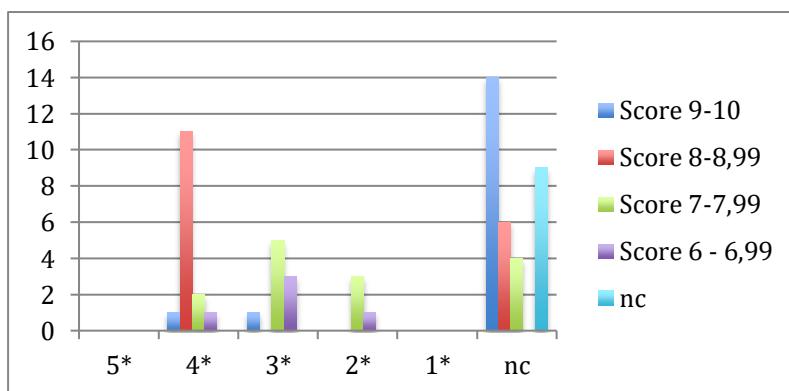


Hotels have the average between 7 and 9, while the best scores are given to Apartments and B&B.



If we compare the Stars of the structures with the users' scores attributed, we notice that the matching is not coherent:

	5*	4*	3*	2*	1*	nc	total
Score 9-10		1	1			14	16
Score 8-8,99		11				6	17
Score 7 - 7,99		2	5	3		4	14
Score 6 - 6,99		1	3	1			5
nc						9	9
	0	15	9	4	0	33	61

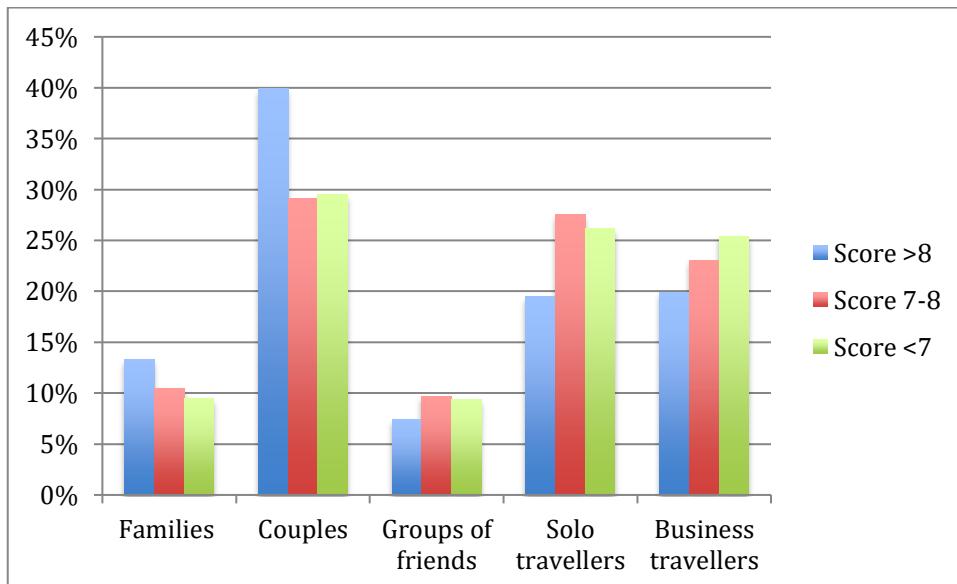


Important is the type of users/clients

The categories identified are the following summarised in the table below. We have matched the type of users with the score level and here is the result:

	Score >8	Score 7-8	Score <7
Families	13%	10%	10%

Couples	40%	29%	30%
Groups of friends	7%	10%	9%
Solo travellers	19%	28%	26%
Business travellers	20%	23%	25%

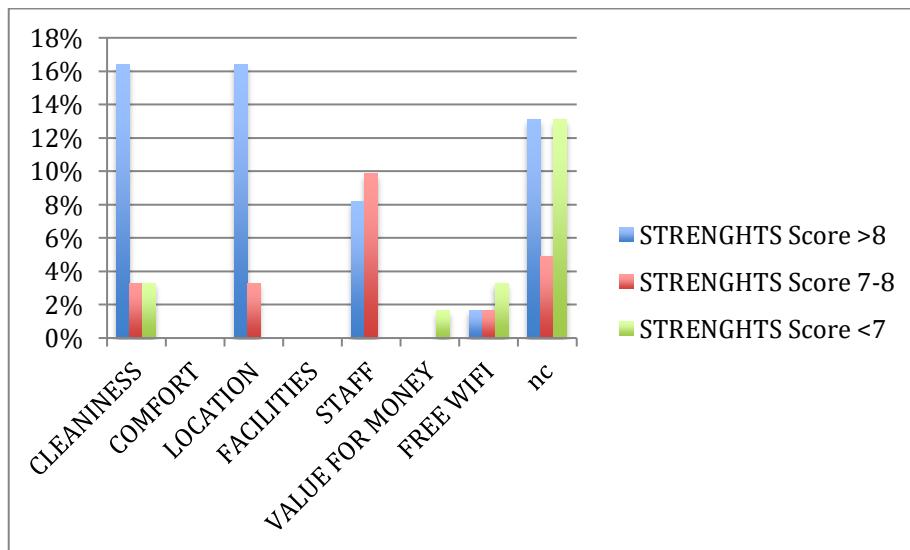


Couples prefer high scored structured, while solo travellers or business travellers select the lower score range as they are more concerned with the positioning of the structure in the city and facilities provided. Couples are more interested in being in the city centres as high scored structures (8+) are mainly in the core of the city.

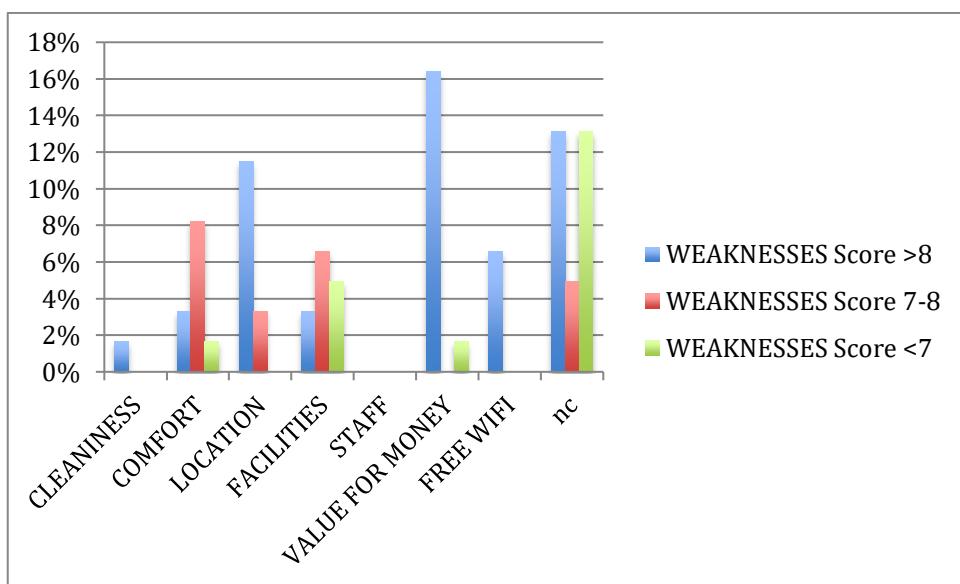
Families are more concerned on the prices and on the size of rooms available and on facilities for children

Analysing the strengths and weaknesses of users, what emerges is that the most frequent strengths related to 8+ structures are cleanliness and location, while for 7-8 scored structure staff is the most valuable, finally for structures below 7 the highest score is given to free Wi-Fi.

None of the 8+ has value for money as valuable. It is strengths for low scored structures.



On the other hand, as far as weaknesses are concerned, in 8+ structures value for money is a weak point (as they are quite expensive). For medium scored structures the weakest is comfort together with facilities, finally for <7 structures the weakest points are facilities.



It is worth noting that there is a quite high number of structures (ca. 30%) which has not been assessed as far as the single topics are concerned. The users just left the overall score or, in some cases, they are just new structures.

STRENGTHS (<7):

POSITION	SERVICES	STAFF	CLEANING

The greatest part of the analysed Hotels is situated in a comfortable zone to reach the centre of the city or important buildings, such as the Policlinico. This is a very important factor, especially for the tourists, Italians or foreigners, that don't know the place and they want to easily visit it.	The services appreciated more commonly in all the hotels are surely the parking lot, free and near to the structure. The breakfast is abundant and varied, with choice among sweet and salty, except for some hotels.	The staff is the most appreciated element in all the hotels, because it always appears kind, polite and especially available to solve the problems of the clients.	Cleaning is another generally appreciated factor in all the hotels, both in the rooms and in the bathrooms that are sanitized, except for some isolated cases.
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WEAKNESSES (<7):

SERVICES	ENVIRONMENT	OTHER
One of the underappreciated services in the hotels is the slowness of the Wi-Fi, due probably to the too many connections. Some breakdowns in some electric outlets and in some baths have been found as well. There have been too much complaints on beds and uncomfortable pillows and on the limited schedules of some receptions.	A very criticized factor, that all the structures have, is the dated external aspect and the furniture that according to many clients, should be modernised. Another negative aspect that all the hotels have, is the poor soundproofing of the rooms, that makes many annoying noises, coming from the busy roads, or from the other guests, who speak loudly, enter.	Some clients complain about the lack of an elevator in some hotels, or about the excessive noise that is caused by the flush upstairs, always caused by the little soundproofing of the rooms.

Some examples of negative reviews for the accommodations with a score below 8:

8.8 "Another bad wifi experience, but good hotel to stay in"

• Leisure trip • Solo traveller • Single Room • Stayed 2 nights

- Another bad wifi hotel. They had to call for repairs the next day. Why does this keep happening. Basically all these hones need to upgrade their system if they are going to advertise free wifi.
- + The room was comfortable. Generally the hotel is well setup, and with very good **breakfast** except for the machine coffee. Staff is very good although a couple were very officious. One female staff member went out of her way to help me connect to the WIFI next door when the Europa's WIFI failed !! Another hotel with bad wifi!

Helpful

7.5 Good

• Leisure trip • Solo traveller • Double Room • Stayed 1 night

- Old style shower head that doesn't give a nice spray unless full on which wastes water
- + The ladies on reception were nice and friendly and dealt with me arriving too early to take my room. I was able to leave luggage until later. Located just outside the centre so handy for town, the railway station and the Casa Enzo Ferrari Museo, but perhaps a little pricey

Helpful

7.1 Good

• Leisure trip • Couple • 2 rooms • Stayed 2 nights

- Hotel and rooms are dated and tired. Cleaning not as good as expected.
- + Location close to historic centre, free on street **parking** or private **garage** (payable), friendly staff, comfy bed.

Helpful

7.5 "Nice place to stay for a short time"

• Leisure trip • Solo traveller • Single Room • Stayed 3 nights

- The bed was pretty uncomfortable.
- + The staff were delightful.

Helpful

7.1 Good

• Leisure trip • Couple • Double or Twin Room with Shared Bathroom • Stayed 2 nights

- Rooms and beds are getting quite old, same as bathrooms. They really try to keep it clean but simply it is old...
- + **Location**, owners and warm welcome. The hotel is less than 10 minutes away from city centre by foot. **Breakfast** was also ok.

Helpful



7.1 "A pleasant stay absolutely worth the little money"

Leisure trip Solo traveller Single Room Stayed 5 nights

Bathrooms might be in need of some renovation, but are alright. The surrounding neighborhood seems like one of the poorer parts of the city. The coffee I had for breakfast was one of the worst I ever tasted.

The Rooms were clean and the way into the City center is not even 10 minutes. And that for a very good price. Breakfast is very good for Italian standards. The restaurant is also very good and worth a visit just for the waiter Fabio. I stayed for a week and had a really good time.

Helpful | 1 person found this review helpful.

2.9 Very poor

Leisure trip Couple Double or Twin Room Stayed 3 nights

very hard bed, flat pillows, dirty, very poor breakfast: cold boiled eggs, yesterday's pastry, bread butter and jam. That's all they had!!!!

Helpful

The analysis of Booking.com has emerged two principal elements: the outline of a tourist who comes to stay in one of the hotels of Modena, and the characteristics that all these structures have in common. In fact, it is possible to notice from several reviews, that the majority of travellers are for business and stay in hotels, while the other majority are couples who prefer B&Bs. In the first place, any traveller who wants to visit this city, worries principally about the hotel position, in the way of being able to reach easily the most important points to be seen, most of all the city centre. Another characteristic that a visitor looks for is a modern environment, which practically no hotel in Modena possesses. The greatest part of the reviews, in fact, always suggests a reorganisation and a general modernisation of the external aspect of the structures but also of the internal furniture. The last factor worth considering, relates the scarce and slow Wi-Fi connection of inner hotels. Nevertheless, being Wi-Fi usually a unique hub, free of charge, the most of people use it slowing the speed down. This factor is essential, principally for the business travellers, who need a Internet connection to work in an easier way.

b) GOOGLE

The research was carried out through key words/tags and sentences linked to what to do, what to see, where to go in Modena. First we searched in the Italian Google search tool (www.google.it) and after in the English one (www.google.com)



Results using key word “Modena”: Italian

MODENA			
PAG	LINK	DESCRIPTION	CATEGORY
3	http://www.modenafiere.it/	Official website of ModenaFiere	Arts and culture
1	http://www.unimore.it/	Official site of the University of Modena and Reggio Emilia	Education
2	http://www.mymovies.it/cinema/modena/	Tourist information website of Modena	Free time
1	http://www.ausl.mo.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/377	Official portal of health services in Modena	Health
1	http://www.comune.modena.it/	Official web site of the Municipality of Modena	Local information
1	http://www.provincia.modena.it/	Official web site of the Province of Modena	Local information
1	http://www.ilrestodelcarlino.it/modena	Online journal	Local information
1	http://www.modenatoday.it/	News website of Modena and the Province	Local information
2	http://www.meteo.it/meteo/modena-36023	Modena's weather forecast website	Local information
3	http://www.mo.istruzioneer.it/	Regional Education Office website for the province of Modena	Local information
1	https://it.wikipedia.org/wiki/Modena	Wikipedia	Online encyclopaedia
2	http://www.treccani.it/enciclopedia/modena/	Online encyclopaedia	Online encyclopaedia
3	http://www.cgilmmodena.it/	Official website of the CGIL Modena	Other
3	https://www.ordineavvocatimodena.it/	Modena's order of Lawyers website	Other
2	http://www.prefettura.it/modena/multidip/index.htm	Official page of the prefecture of Modena	Police
2	http://www.mo.camcom.it/	Official page of the Chamber of Commerce of Modena	Police
2	http://www.modenafc.net/	Official website of Modena football club	Sport
2	http://www.autodromodimodena.it/	Official website of the Modena's autodrome	Sport
2	http://www.modenagolf.it/	Official website of Modena Golf Club	Sport





1	https://it-it.facebook.com/places/Cosa-da-fare-a-Modena/106508342720366/	Facebook page about the activities that you can do in Modena	Tourism promotion
2	http://www.emiliaromagnaturismo.it/it/localita/modena-mo/scheda?ID=28	Tourist Portal of the Emilia Romagna region	Tourism promotion
2	http://www.visitmodena.it/it	Tourist information website of Modena	Tourism promotion

Results using key word "Modena": English

MODENA - en			
PAG	LINK	DESCRIPTION	CATEGORY
3	http://www.hotelglobo.it/en/pointofinterest.php	Hotel website	Hotel
1	http://www.emiliaromagnaturismo.com/en/locations/modena-mo/details?ID=1028	Informative website about tourism in Emilia Romagna and Modena	Tourism promotion
1	http://www.planetware.com/tourist-attractions-/modena-i-er-mo.htm	Informative website about tourist attractions in Modena	Tourism promotion
1	http://www.nytimes.com/2012/10/21/travel/36-hours-in-modena-italy.html	Online newspaper/article about tourist attractions in Modena	Tourism promotion
1	https://www.lonelyplanet.com/italy/emilia-romagna-and-san-marino/modena	Informative website about Modena and its tourist attractions	Tourism promotion
2	http://www.travelandleisure.com/travel-guide/modena	Informative website about tourism	Tourism promotion
2	http://www.gourmettraveller.com.au/travel/travel-guides/2014/2/modena,-italy/	Informative website about tourism	Tourism promotion
2	http://www.bolognasmagazine.com/content/one-day-modena	Informative website about tourism in Emilia Romagna and Modena	Tourism promotion
2	https://www.bloomberg.com/news/articles/2016-06-23/modena-travel-guide-plan-a-trip-around-osteria-francescana	Online travel guide	Tourism promotion
3	https://www.tripadvisor.co.uk/Attractions-g187803-Activities-Modena_Province_of_Modena_Emilie_Romagna.html	Online travel guide	Tourism promotion
1	http://wikitravel.org/en/Modena	Online encyclopaedia about tourism	Tourism promotion / online encyclopaedia



Results using key expression "Cosa Vedere a Modena": Italian

COSA VEDERE A MODENA			
PAG	LINK	DESCRIPTION	CATEGORY
2	http://www.modenatoday.it/eventi/	Informative website about tourism in Modena	Local information / tourism promotion
2	http://www.informagiovani-italia.com/modena.htm	Informative website about Modena	Local information / tourism promotion
1	http://www.liquidadimodena.it/	Online tourist guide about Modena	Tourism promotion
1	http://www.paesionline.it/modena/da_visitare_modena.asp	Informative website about tourism	Tourism promotion
1	https://www.ilturista.info/guide.php?cat1=4&cat2=8&cat3=6&cat4=20&lan=ita#.WJmITDvhBdq	Tourist information site	Tourism promotion
1	https://www.ilturista.info/guide.php?cat1=4&cat2=8&cat3=6&cat4=20&lan=ita#.WJmITDvhBdq	Tourist information site	Tourism promotion
1	http://ideeviaggi.zingarate.com/come-visitare-i-monumenti-piu-importanti-di-modena-61696.html	Tourist information site	Tourism promotion
2	http://www.minube.it/cosa-vedere/italia/emilia-romagna/modena	Tourist information site	Tourism promotion
2	http://www.viaggi-lowcost.info/cosa-fare/modena-in-un-giorno/	Tourist information site / online tourist guide	Tourism promotion
2	http://www.logitravel.it/guida-turistica/cosa-visitare-modena-311_1.html	Tourist information site / online tourist guide	Tourism promotion
2	http://eppuresonoinvaggio.it/modena-cosa-fare-in-un-giorno/	Blog about tourism	Tourism promotion
2	http://www.travelemiliaromagna.it/24-ore-a-modena-cose-da-vedere-e-da-mangiare/	Tourist information website about Emilia Romagna region	Tourism promotion
2	http://www.fraintesa.it/2016/08/modena-cosa-vedere/	Tourist information site	Tourism promotion
3	http://www.fashionfortravel.com/modena-un-giorno-e-una-sera/	Tourist information blog	Tourism promotion
3	http://guide.travelitalia.com/it/guide/modena/	Tourist information site	Tourism promotion
3	http://autocnn.it/cosa-vedere-modena-un-giorno/	Tourist information site	Tourism promotion
3	http://www.bambiniconlavalgia.com/modena-con-i-bambini/	Tourist information blog	Tourism promotion
3	http://www.mymodenadiary.it/cosa-vedere-a-modena-in-un-giorno/	Tourist information blog about Modena	Tourism promotion
3	https://www.yamgu.com/it/percorsi/767/282/10-cose-da-vedere-a-modena-modena/	Map	Tourism promotion
1	http://www.vanityfair.it/viaggi-traveller/viaggi-italia/week-end/16/03/24/modena-cosa-vedere	Online journal	





MODENA PROSSIMI EVENTI			
PAG	LINK	DESCRIPTION	CATEGORY
2	http://www.modenamoremio.it/event/	Official site of the promotion company for the historic center of Modena	Art and culture / events
2	http://www.tempiomodena.it/events/lista/	Official web site of the Tempio	Art and culture / events / festival
3	http://www.worldchild.it/event/giornata-della-cittadinanza-solidale-modena/	Official site of World Child (play-motor association for children in the Modena area)	Arts and culture
3	http://www.coroscaligerodelalpe.com/event/modena-in-coro/	Official site of the Scaligero Alpe choir	Arts and culture / events / free time
2	http://www.teatrocumunalemodena.it/	Official web site of the Pavarotti city Theatre	Free time / arts and culture
3	http://www.artekyop.com/?cat=58	Official site of the cultural association ArtEkyp	Free time / arts and culture / events
3	http://www.modenainbici.it/	Official web site of Modena's FIAB	Free time / events
1	https://modena.virgilio.it/eventi	On line journal	Free time / events / festival
1	http://www.bobobo.it/modena/eventi	Informative website about events in Modena	Free time / events / festival
1	https://www.tuttocitta.it/eventi/eventi-locali/sagre-e-feste-popolari/modena	Map / Informative website about events in Modena	Free time / events / festival
2	http://www.eventiesagre.it/cerca/cat/sez/mesi/Emilia+Romagna/MO/Modena/intit/riih	Informative website about events in Modena	Free time / events / festival
2	http://www.forumquidomonzani.it/	Official website of the Monzani Forum	Free time / events / festival
2	http://www.coralrossini.it/agenda.html	Official web site of Rossini choral association	Free time / events / festival
3	http://www.pdmodena.it/testa/programma/	Official website of the Democratic Party of Modena	Free time / events / festival / local information
3	http://www.chioscoeventi.com/provincia/eventi-provincia+di+Modena	Informative website about Modena's events	Free time / events / festival / local information
1	http://www.comune.modena.it/eventi	Modena Municipality's official website	Free time / local information / events / festival
1	http://gazzettadimodena.gelocal.it/modena/cronaca/2016/10/28/news/guida-weekend-gli-eventi-da-non-perdere-a-modena-e-provincia-nel-fine-settimana-1.14319696	On line journal	Free time / local information / events / festival
2	http://www.emilialive.it/	Informative website about events in Modena	Free time / local information / events / festival
2	http://www.provincia.modena.it/page.asp?IDCategoria=6&IDSezione=347	Official website of Modena's Province	Local information / events
1	http://www.modenatoday.it/eventi/	Online journal about Modena and events	Local information / events / festival
3	http://rotaryclubmodena.it/?cat=4	Official site of the association of entrepreneurs, business executives and professionals Rotary Club	other

Results using key expression "What to see/things to see in Modena": English



WHAT TO SEE/THINGS TO SEE IN MODENA			
PAG	LINK	DESCRIPTION	CATEGORY
1	https://www.lonelyplanet.com/italy/modena/top-things-to-do/a/poi/359894	Informative website about tourism in Modena	Tourism promotion
1	http://itallyabout.com/od/modena/p/modena-travel-guide.htm	Informative website about tourism in Modena	Tourism promotion
1	http://www.travelandleisure.com/travel-guide/modena/things-to-do	Online guide about tourism in Modena	Tourism promotion
2	https://www.triphobo.com/places/modena-italy/things-to-do	Informative website about tourism in Modena	Tourism promotion
2	http://www.afar.com/travel-guides/italy/modena/highlights	Informative website about tourism	Tourism promotion
2	https://www.getyourguide.com/modena-12733/	Online guide about tourism in Modena	Tourism promotion
2	https://www.getyourguide.com/modena-12733/	Online guide about tourism in Modena	Tourism promotion
2	https://www.hotelplanner.com/Attractions/2888-Things-to-do-in-Modena-Italy#dir-bar	Online guide about tourism in Modena	Tourism promotion
2	https://selectitaly.com/blog/hidden-gems/must-see-italy-ravenna-ferrara-and-modena/	Informative website about tourism	Tourism promotion
3	https://triciaannemitchell.com/2014/05/11/things-to-do-in-modena-italy/	Blog about tourism	Tourism promotion
3	http://www.zestrip.net/zestrip/activities/en/US/modena	Online guide about tourism in Modena	Tourism promotion
3	http://travelguide.michelin.com/europe/italy/emilia-romagna/modena/modena/to-visit	Online guide about tourism in Modena	Tourism promotion

Results using key expression “Modena prossimi eventi”: Italian

MODENA PROSSIMI EVENTI			
PAG	LINK	DESCRIPTION	CATEGORY
2	http://www.modenamoremio.it/event/	Official site of the promotion company for the historic center of Modena	Art and culture / events
2	http://www.tempiomodena.it/events/lista/	Official web site of the Tempio	Art and culture / events / festival
3	http://www.worldchild.it/event/giornata-della-cittadinanza-solidale-modena/	Official site of World Child (play-motor association for children in the Modena area)	Arts and culture
3	http://www.coroscaligerodelalpe.com/event/modena-in-coro/	Official site of the Scaligero Alpe choir	Arts and culture / events / free time
2	http://www.teatroculturalemodena.it/	Official web site of the Pavarotti city Theatre	Free time / arts and culture
3	http://www.artekyp.com/?cat=58	Official site of the cultural association ArtEkyP	Free time / arts and culture / events



3	http://www.modenainbici.it/	Official web site of Modena's FIAB	Free time / events
1	https://modena.virgilio.it/eventi	On line journal	Free time / events / festival
1	http://www.bobobo.it/modena/eventi	Informative website about events in Modena	Free time / events / festival
1	https://www.tuttocitta.it/eventi/eventi-locali/sagre-e-feste-popolari/modena	Map / Informative website about events in Modena	Free time / events / festival
2	http://www.eventiesagre.it/cerca/ca/sez/mes/Emilia+Romagna/MQ/Modena/init/nilb	Informative website about events in Modena	Free time / events / festival
2	http://www.forumguidomonzani.it/	Official website of the Monzani Forum	Free time / events / festival
2	http://www.coralerossini.it/agenda.html	Official web site of Rossini choral association	Free time / events / festival
3	http://www.pdmodena.it/festa/programma/	Official website of the Democratic Party of Modena	Free time / events / festival / local information
3	http://www.chioscoeventi.com/provincia/eventi-provincia-di-Modena	Informative website about Modena's events	Free time / events / festival / local information
1	http://www.comune.modena.it/eventi	Modena Municipality's official website	Free time / local information / events / festival
1	http://gazzettadimodena.gelocal.it/modena/cronaca/2016/10/28/news/aiuta-weekend-gli-eventi-da-non-perdere-a-modena-e-provincia-nel-fine-settimana-114319696	On line journal	Free time / local information / events / festival
2	http://www.emilialive.it/	Informative website about events in Modena	Free time / local information / events / festival
2	http://www.provincia.modena.it/page.asp?IDCategoria=6&IDSezione=347	Official website of Modena's Province	Local information / events
1	http://www.modenatoday.it/eventi/	Online journal about Modena and events	Local information / events / festival
3	http://rotaryclubmodena.it/?cat=4	Official site of the association of entrepreneurs, business executives and professionals Rotary Club	Other

Results using key expression "Modena events": English

MODENA EVENTS			
PAG	LINK	DESCRIPTION	CATEGORY
3	http://www.residenzedepoca.it/en/weddings/emilia_romagna/modena/	Online guide about wedding locations in Modena	Events / other
1	http://www.laguidadimodena.it/en/events-in-modena	Online guide about Modena and its events	Events / touristic promotion
1	https://www.tripadvisor.com/Travel-g187803-i408/Modena%20Italy-Events+And+Festivals.html	Online guide about Modena and its events	Events / touristic promotion
1	https://www.eventbrite.com/d/italy--modena/events/	Online guide about Modena and its events	Events / touristic promotion
1	http://10times.com/modena-it	Online guide about Modena and its events	Events / touristic promotion



2	https://allevents.in/modena	Online guide about Modena and its events	Events / touristic promotion
2	https://eventium.io/events/it/modena/today	Online guide about Modena and its events	Events / touristic promotion
2	http://www.mymodenadiary.it/en/category/arts-and-events/	Blog about Modena and its events	Events / touristic promotion
3	http://www.wherevent.com/search/italy/Emilia+Romagna/Modena-Modena	Online guide about Modena and its events	Events / touristic promotion
3	http://museomodena.ferrari.com/exclusive-evening-events	Ferrari Museum's official website	Events / touristic promotion
1	http://www.visitmodena.it/english/tourist-information/events	Informative website about art and food in Modena	Free time / arts and culture / events / touristic promotion

Results using key expression “Modena dove dormire”: Italian

MODENA DOVE DORMIRE			
PAG	LINK	DESCRIPTION	CATEGORY
2	http://www.forumquidomonzani.it/scheda.php?id=126&idarg=23	Official website of the Monzani Forum	Arts and culture / events
3	http://www.infomodenapark.it/dove-dormire/	Official website of the Modena Park	Arts and culture / events
1	http://www.hesperia.it/index.php/informazioni/dove-alloggiare.html	Official website of the Experia hospital	Health
2	http://www.hotelestense.com/	Official website of the Estense hotel	Hotel
2	http://www.hotelcarpi.it/servizi/	Official website of the Carpi hotel	Hotel
2	https://hotelscan.com/it/modena-xmmkz6pbw669/hotel	Informative website of hotels in Modena	Hotel
2	https://www.ilmanoiaweb.it/dove-dormire/modena	Informative website of hotels in Modena	Hotel
2	http://ostellomodena.it/	Official website of the San Filippo Neri hostel	Hotel
3	http://www.capenelope.it/dove-dormire-a-modena/	Official website of the Ca' Penelope	Hotel
3	http://www.acasadiemma.it/	Official website of the Bed&Breakfast A Casa Di Emma	Hotel
3	http://www.paesionline.it/emilia_romagna/frassinoro/hotel_alberghi_frassinoro.asp	Informative website about hotels in Modena	Hotel/Tourism promotion
3	http://rete.comuni-italiani.it/wiki/Modena/Dove_Dormire	Online encyclopaedia of Italian Municipalities	Online encyclopaedia
1	http://www.visitmodena.it/it/informazioni-turistiche/ospitalita/dove-dormire	Tourist information website of Modena	Tourism promotion
1	https://www.tripadvisor.it/Hotels-g187803-c2-Modena_Province_of_Modena_Emilie_Romagna-Hotels.html	Online travel guide	Tourism promotion
1	http://www.bb30.it/bb_provincia/1-bb_economici_provincia_di_Modena.htm	Online travel guide	Tourism promotion





3 <https://www.facebook.com/Dove-Dormire-a-Modena-con-Italiadiscovery-123762147651497/>

Facebook page about places to stay in Modena

Tourism promotion

Results using key expression "Modena where to stay": English

MODENA WHERE TO STAY			
PAG	LINK	DESCRIPTION	CATEGORY
1	http://www.agriturismo.it/en/farmhouse/emilia_romagna/modena	Informative website about hotels in Modena	Touristic promotion
1	https://it.hotels.com/de705269-qu0/hotel-economico-modena-italia/	Informative website about hotels in Modena	Touristic promotion
1	http://www.guided-tours-italy.com/what-to-do-in-Modena.html	Informative website about hotels in Modena	Touristic promotion
2	https://www.sawdays.co.uk/find?SearchText=Modena#display=list	Informative website about hotels in Modena	Touristic promotion
2	http://www.florano.it/turismo/salse%20nirano/in/index Ing.htm	Informative website about The Salse of Nirano	Touristic promotion
3	https://www.tripadvisor.co.uk/Hotels-g187803-Modena_Province_of_Modena_Emilie_Romagna-Hotels.html	Informative website about hotels in Modena	Touristic promotion
3	https://www.bestwestern.fr/en/hotel-Casinalbo-Di-Formigine-Best-Western-Hotel-Modena-Resort_98305	Informative website about Best Western hotels in Modena, Formigine and Casinalbo	Touristic promotion
3	https://www.airbnb.it/s/Modena-Italy?tagID=1&_tag=fNVIGV&allow_override%5B%5D=1	Informative website about hotels in Modena	Touristic promotion
3	http://ostellomodena.it/en/	Official San Filippo Neri Hostel website	Touristic promotion / hotel

Results using key expression "Modena dove mangiare": Italian

MODENA DOVE MANGIARE			
PAGE	LINK	DESCRIPTION	CATEGORY
2	http://www.modenabimbi.it/ristoranti-a-prova-di-bambino/	Official website for children / adolescents of the province of Modena	Events / free time / restaurant industry
2	http://gazzettadimodena.gelocal.it/ristoranti/modena	Online journal / informative website	Local information
3	http://www.pdmodena.it/festa/ristoranti/	Official website of the Democratic Party of Modena	Local information
3	http://www.appenninomodенese.net/ar75/index.cfm?event=foglie10&qpTAS2=30200&qpGEO3=0	Official site of the Modenese Apennine	Local information / events / restaurant industry
3	http://rete.comuni-italiani.it/wiki/Modena/Dove_Mangiare	Online encyclopaedia on Italian Municipalities	Online encyclopaedia



2	https://tapascione.com/2014/03/18/10ristoranti-in-cui-mangiare-bene-a-modena-e-dintorni/	Informative website	Other
2	http://www.agendaonline.it/ristorante/emilia-romagna/modena.htm	Informative website	Other
3	http://www.viaggi-lowcost.info/dove-mangiare/modena-opera02-gnocco-fritto/	Tourist information site	Other
1	https://www.tripadvisor.it/Restaurants-g187803-Modena_Province_of_Modena_Emilie_Romagna.html	Online guide about Modena Restaurants	Restaurant industry
1	http://www.agrodolce.it/2016/06/27/dove-mangiare-a-modena/	Informative site about where to eat in Modena	Restaurant industry
1	http://www.gustamodena.it/mangiare	informative site about where to eat in Modena	Restaurant industry
1	http://www.scattidiqusto.it/2013/11/21/bar-e-ristoranti-dove-mangiare-il-migliore-gnocco-fritto/	Culinary blog	Restaurant industry
1	https://www.thefork.it/ristorante+modena	Culinary informative website	Restaurant industry
2	http://www.trattorialabusa.it/	Official website of the Busa restaurant	Restaurant industry
2	http://www.magazzinioz.it/ristorante/	Official website of the cooperative MagazziniOz	Restaurant industry
2	http://www.visitmodena.it/it/informazioni-turistiche/ospitalita/dove-mangiare/ristoranti-pizzerie-agriturismi	Tourism / culinary site of Modena	Restaurant industry
2	http://www.nerobalsamico.it/it/ristorante-di-modena/?clid=Cj0KEQAw_DEBRChnYIO_562gsEBEjOA4LcssopHt_rCf8OZEu3UQD86gdB8nV0Vrl04LKDunHqixOwaAsNX8P8HAQ	Official site of the Black Restaurant Balsamico	Restaurant industry
3	http://www.lacucina.mo.it/	Official site of the restaurant LaCucina	Restaurant industry
3	http://www.lacicala.eu/tag/dove-mangiare-a-modena/	Official site of the restaurant La Cicala	Restaurant industry
3	http://www.iomangioveg.it/emiliaromagna/modena.html	Culinary informative website for vegan people	Restaurant industry
2	http://www.paesionline.it/commenti/44347/modena_mangiare_e_bere/	Online guide on Modena Restaurants	Restaurant industry / other
1	http://www.mymodenadiary.it/modena-centro-ristoranti-tipici/	Tourism / culinary blog of Modena	Tourism promotion
1	https://www.tuttocitta.it/ristoranti/modena/quartiere-centro-storico	Online guide	Tourism promotion
2	http://www.minube.it/ristoranti/italia/emilia-romagna/modena	Informative website on where to eat in Modena	Tourism promotion

Results using key expression “Modena where to eat”: English

MODENA WHERE TO EAT			
PAG	LINK	DESCRIPTION	CATEGORY



TOURBAN - Tourism Urban & Social Tapestry Developing Soft & ICT/Mobile learning skills
2016-1-TR01-KA203-035297



3	http://katieparla.com/where-to-eat-and-drink-in-modena-italy/	Blog about food and travel	Other
1	http://www.baconismagic.ca/italy-2/where-to-eat-in-modena/	Blog about food	Other
1	https://www.viamichelin.com/web/Restaurants/Restaurants-Modena--Modena-Italy?strLocid=31NDFqZWlxMGNORFF1TmpRM01UST1jTVRBdU9USTFNVGs9	Online guide about route planning	Other
1	https://www.emiliadelizia.com/eat-modena/	Blog about Emilia Romagna	Other
1	http://edition.cnn.com/2015/03/06/travel/modena-italy-culinary-journeys/	Informative website about travel	Other
2	https://www.tripphobo.com/places/modena-italy/things-to-do/food-and-drinks	Informative website about travel	Other
3	https://www.ft.com/world/us	Informative website /newspaper	Other
2	http://www.osteriafrancescana.it/index.php	The official "Osteria Francescana" website	Restaurant
2	http://www.telegraph.co.uk/travel/destinations/europe/italy/emilia-romagna/articles/Emilia-Romagnas-best-restaurants-by-Angela-Hartnett/	Online newspaper	Tourism promotion
2	http://www.adventurouskate.com/25-best-food-experiences-in-emilia-romaona-italy/	Blog about travel	Tourism promotion
3	http://www.artcityemiliaromagna.com/stories/modena/24-hours-in-modena-what-to-see-and-eat	Website about Emilia Romagna	Tourism promotion
3	https://www.theguardian.com/travel/2015/may/30/italy-emilia-romagna-bologna-parma-guide	Online guide about Emilia Romagna	Tourism promotion
3	http://www.lambrusco.net/en/lambrusco-lands/where-to-eat/	Official Lambrusco website	Tourism promotion / restaurant

The search on Google proceeded along 2 parallel strands. We searched for keywords first in Google's Italian page and then in Google.com to see which are the results for users browsing in Italy's Google search engine and for users browsing at international level.

The searched keywords are the following:

- "Modena"
- "cosa vedere a Modena / what to see in Modena"
- "Modena prossimi eventi / Modena events"
- "Modena dove dormire / Modena where to stay"
- "Modena dove mangiare / Modena where to eat"

Searching for "**Modena**" in Italian, the results coming up in the first page are Wikipedia, the websites of the Municipality and the Province, 2 websites of information (newspaper "Il Resto del Carlino" and "Modena Today"), followed by the University portal, a Facebook page about places to visit in Modena and the website of the city healthcare unit.

Websites of pure touristic promotion of the city are appearing in the second page of results (regional touristic portal and the municipality touristic office "Visit Modena"), along with other various entities (Prefecture, Modena soccer team, movies in town, Modena car race track and the weather forecasts). The third and fourth page, instead, offer less relevant information (for example from the Chamber of commerce, Trade unions, Police and Modena Golf Club), while other very interesting touristic information can be found only in the fifth page, where users are much less likely to click (La Guida di Modena – touristic info website, the Photography Foundation, website about UNESCO sites in the city, Musei Civici, Municipality Theatre and the Cathedral).

If someone looks up for Modena in Google.com, he will be redirected to all kinds of international travel guides, while only the official tourist information site of Emilia-Romagna Region will be present to promote Modena from a local point of view. Wikitravel.com, Planetware.com, NYTimes.com, Lonelyplanet.com, Travelandleisure.com, Gourmettraveller.com, Bloomberg.com are the results of the first 2 pages.

Narrowing the research to **what to see in Modena** (in Italian "cosa vedere a Modena") all the results of the first 5 pages are related to touristic websites but not the "central" ones managed by the Municipality or the Region themselves. They are mainly websites of touristic information at a national level (e.g. Vanity Fair, Paesi Online, Il Turista, Idee Viaggi Zingarate) and minor blogs or tour operators' websites.

This is even more true looking for things to see in Modena. The institutional websites of the City do not appear at all in the first 3 pages and are replaced by international platforms like Lonelyplanet.com, Goitaly.about.com, Travelandleisure.com, Triphobo.com, Afar.com, Getyourguide.com, Hotelplanner.com, Selectitaly.com.

If one wants to know about **events**, the Municipality website immediately gives help, followed by local newspapers, several websites promoting events or itineraries and by specific cultural attractions' web pages like the Municipal Theatre, Choral Association Rossini, Il Tempio.

Looking for **hotels and accommodation** in Modena, Visitmodena.it is on top of the list, followed by international search engines like TripAdvisor, Hesperia and a

national platform about Bed & Breakfasts in Italy (bb30.it). The second page of results is populated by websites of hotels of Modena and other websites for accommodation or travel tips (Hotelscan.it and Ilmangiaweb.it).

The same can be applied to the search about **where to eat** in Modena, where results in the first page are from local, national or international platforms to find restaurants or travel blogs (TripAdvisor.it, Agrodolce.it, Gustamodena.it, Scattidigusto.it, TheFork.it – belonging to TripAdvisor and MyModenaDiary.it).

Related searches

Paying attention to the Google's suggested keywords for new searches related to Modena, they deal with institutional information like Modena Municipality, Modena Province, Modena Postal Code, Modena University and finally Modena things to see and Modena tourism. What is worth noticing is that the suggested keywords in the search on Google.com are completely different from those suggested by Google Italy, as they deal with very typical attractions and aspects of the city like Modena Ferrari, Modena Osteria Francescana (the famous restaurant of Chef Massimo Bottura), Modena clothing, Modena kitchen, and Modena hotels and flights.

About events, the related searches in both Google.it and .com direct the user to events in various cities nearby, to concerts and events for children.

Where to eat: related suggested searches are "cheap places to eat in Modena", "typical restaurants in Modena and surroundings" and "Romantic restaurants in Modena and the province", plus several specific restaurants.

Where to stay: the suggested keywords for the Italian search are dealing with cheap places where to sleep, B&Bs, hospitality in religious shelters. Some hotels also appear. In Google.com instead, the suggested keywords are Trivago, Airbnb, Booking Modena B&B and the only 4-star hotel in the city centre.

What can be said is that Modena is missing a systematic tourist promotion at international level from the side of the city institutions. This promotion is left to international or national platforms and guides, while the touristic offices of the Region and the Municipality are frequently appearing too low in the list of results. On the contrary they are more present when the search is made in Italian.

c) TWITTER

The research is based on the analysis of the following categories related to the city of Modena

- Transportation
- Education
- Hotels, lodgings
- Recreation facilities
- Museum
- Events
- General

We analysed all tweets related to the city of Modena, starting with the research of the main @

Per each @ we counted the number of likes, follower, following, number of tweets, most common # and the type of messages.

- 1) **Transportation:** there are 6 different *at(@)-* links related to public transportation and status of traffic at local, regional and national level. Despite the fact that there are 6 useful links, only 2 of these are specifically addressed to the city of Modena:
 - *@ModenaPM* offers information about the status of traffic. All messages are focused on the viability, cars/bus circulation. ModenaPM is the official account of the Municipality of Modena
 - *@ferpress* offers information about public transportation in the city of Modena (train and bus)
- 2) **Education:** on twitter there are only two links related to education: University of Modena (*@UNIMORE_univ* offers information about courses, meetings, workshops and other academic events) and Modena Bimbi (*@ModenaBimbi* offers information about events for families and children organized in Modena)
- 3) **Hotels:** there is only one link related to the hotels in Modena: *@MO_Hospitality*. It is not very useful for tourists because it offers information only about two hotels in Modena
- 4) **Museum.** There are 3 links related 3 museums in Modena: *@MCEnzoferrari* (Enzo Ferrari's birthplace museum) *@GalCivModena* (Contemporary Art Musuem) *@GaEstense* (National Gallery of Modena). They offer information about events, tickets, etc.
- 5) **General.** There are 13 different links that offer information about events, restaurants, theatres, monuments and other general information, about Modena. The most popular are:
 - *@ModenaDintorni* , *@cittadimodena* (official account of Municipality of Modena) *@gazzettamodena* (local newspaper), *@vivomodena*, *@discovermodena* (a programme of discovery of the thousand delights of Modena and the surrounding area. It offers information about tour in Modena to discover the city, the monuments, etc.).

Basing on this analysis, the final consideration is that through twitter the tourist can find a lot of useful and accurate information related to the most popular monuments or events organized in the city, but there is a lack of information about hotels, public transportation, restaurants, museums and educational activities, that could be enormously important in order to make easy the tourists' choices/chances.

Categories	@	n.likes	follower	following	n. tweets	most common #	type of messages
transportation	@ModenaPM	30	2692	24	2027	#ViabilitàMO #ufficiomobile #emergenze #autostrada #sicurinauto #modena#trasporti #modena#bus	Information about the status of traffic at local level

	@ferpress	105	1737	813	7311	#treni #bikesharing #ferrovie #traffico #trasportopubblico #bigliettazioneelettronica #abbonati #altavelocità #trenitalia #corse #bus #pulman	Information about public transportation (train, bus at local, regional and national level); sustainability &viability
	@trasportitalia	4	41124	3471	5374	#abbonamenti #trenitalia #trasporti #trasportopubblico #smartmobility #sharingmobility #autobus #trenitalia#modena	Real time information/news about public transportation (train, bus, etc) at local, regional and national level
	@lefrecce	1221	60300	2776	42900	#trenitalia #freciarossa #freccegiallo	Primary train operator in Italy. Information about regional and long distance trains (tickets, routes, fares, timetable)
	@fsnews_it	1297	182000	508	43200	#RFI #vivalto #jazz #Swing #pendolaria #trenorock #emiliaromagna #FS #trenitalia	Train travel updates at local, regional and national level
	@ItaloTreno	671	126000	420	6017	No hashtags	Train operator. Information about regional and long distance trains (tickets, routes, fares, timetable)
Education							
	@UNIMORE_univ		3190	112	3190	#unimore	University of Modena. Information about courses, meetings, workshops and other academic events
	@ModenaBimbi	105	891	430	2017	#Modena #Formigine #teatro #famiglie #scuola #bambini #bibliotecamodena	Information about events for families and children in Modena
Hotels	@MO_Hospitality	823	534	350	1742	#NeroBalsamico #MO_Hospitality #hotelModenaResort #hotelModenaDistrict #WeekendMo	Information about hotels and restaurants in Modena
Museum	@MCEnzoFerrari	39	14327	11	1008	#modena #ferrari	all events organized by Enzo ferrari's birthplace museum
	@GalCivModena	937	5798	914	2723	#mostra #modena #fotografia #bibliotecheMO	all events organized by the museum of contemporary art
	@GaEstense	50	381	280	381	#mostra #modena #museiitaliani	National Gallery of Modena. All events organized
General	@discovermodena	15	1564	76	496	#ferrariapavottiland #tour #formulauno #lucianopavarotti	A programme of discovery of the thousand delights of Modena and the surrounding area. Information about tour in Modena (with shuttles or car)to discover the city, the monuments and other
	@modenatur	242	672	644	911	#modena #visitmodena	Tour operator in Modena. Information about all events, restaurant and recreation facilities in Modena
	@visitmodena	980	865	805	980	#food#experiences #visitmodena #ducalpalace #modena #modenaamoremio	Tourism information office. Information related to all events, hotels, restaurant,museum, theatres in Modena
	@IATModena		465	251	924	#modena #touristoffice #visitmodena #lambruscoliving	Tourism information office. Information related to all events, hotels, restaurant,museum, theatres in Modena
	@ModenaDintorni		453	31	1528	#galleriaestensedimodena #modena #appennino	Information about events, museum, theatres in Modena
	@turismoER	26900	56900	3658	60000	#viaemilia #emiliaromagna #regioneemiliaromagna #eventi	Tourism information office. Information related to all events, hotels, restaurant,museum, theatres in Emilia Romagna
	@cittadimodena	642	12200	282	16700	#goodmorningmodena #visitmodena #viabilitaMo #teatromichelangelo #weekendmo #teatrodellepassioni #dramateatro	Official account of Municipality of Modena. Informations about all events, museum, thetaraes, meteo, viability/status of traffic in Modena

	@gazzettamodena	45	17100	1314	82800	#modena #goodmorningmodena #visitmodena	Local newspaper. Information about all news related to the city of Modena
	@modenamoremio		433	192	138	#modena #shopping #centrostorico #modenatur #lambrusco	all events organized in Modena
	@vivomodena	2	1675	207	3675	#musica #sangeminiano #festival #cabaret	all events organized in Modena
	@modenamoremio		433	192	138	#modena #shopping #centrostorico #modenatur #lambrusco	all events organized in Modena
	@vivomodena	2	1675	207	3675	#musica #sangeminiano #festival #cabaret	all events organized in Modena
	@modenamoremio		433	192	138	#modena #shopping #centrostorico #modenatur #lambrusco	all events organized in Modena
	@vivomodena	2	1675	207	3675	#musica #sangeminiano #festival #cabaret	all events organized in Modena

Source: Twitter <https://twitter.com/> January 2017

EXTRACT METADATA OF THE MEDIA UPLOADED TO THE SOCIAL MEDIA (HASHTAG DEFINITION # ON TWEETS)

1) TRANSPORTATION

- #ViabilitàMO
- #ufficiomobile
- #emergenze
- #autostrada
- #sicuriinauto
- #modena#trasporti
- #modena#bus
- #treni
- #bikesharing
- #ferrovie
- #traffico
- #trasportopubblico
- #bigliettazioneelettronica
- #abbonati
- #altavelocità
- #corse
- #bus
- #pulman
- #abbonamenti
- #trasporti
- #trasportopubblico
- #smartmobility
- #sharingmobility
- #autobus
- #trenitalia#modena
- #trenitalia
- #frecciarossa
- #frecciargento

- #RFI
- #vivalto
- #jazz
- #Swing
- #pendolaria
- #trenorock
- #emiliaromagna
- #FS
- 2) *EDUCATION*
 - #unimore
 - #Formigine
 - #teatro
 - #famiglie
 - #scuola
 - #bambini
 - #bibliotecemodena
- 3) *HOTELS*
 - #NeroBalsamico
 - #MO_Hospitality
 - #hotelModenaResort
 - #hotelModenaDistrict
 - #WeekendMo
- 4) *MUSEUM*
 - #ferrari
 - #mostra
 - #fotografia
 - #bibliotecheMO
 - #museitaliani
- 5) *GENERAL*
 - #ferrariPavarottiLand
 - #tour
 - #formulauno
 - #lucianopavarotti
 - #modena
 - #visitmodena
 - #food#experiences
 - #ducalpalace
 - #modenaamoremio
 - #touristoffice
 - #lambruscoliving
 - #galleriaestensedimodena
 - #appennino
 - #viaemilia
 - #emiliaromagna
 - #regioneemiliaromagna
 - #eventi
 - #goodmorningmodena
 - #viabilitaMo
 - #teatromichelangelo

#weekendmo
 #teatrodellepassioni
 #dramateatro
 #shopping
 #centrostorico
 #modenatur
 #lambrusco
 #musica
 #sangeminiano
 #festival
 #cabaret
 #shopping
 #centrostorico
 #modenatur
 #lambrusco
 #musica

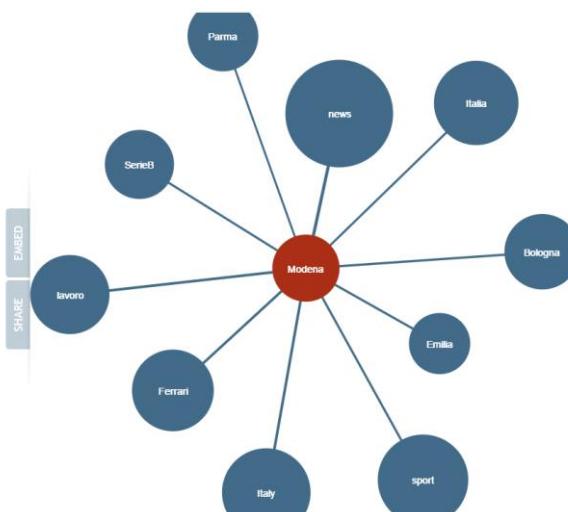
MOST POPULAR HASHTAGS THAT CONTAIN THE WORD "MODENA"

	Hashtag
1.	#modena
2.	#visitmodena
3.	#modenaamoremio
4.	#CamComModena
5.	#galleriaestensedimodena
6.	#ITnewsMO
7.	#goodmorningmodena
8.	#mymodenadiary
9.	#viabilitàMo
10.	#modenasportiva
11.	#bibliotechmodena
12.	#MO_Hospitality
13.	#hotelModenaResort
14.	#hotelModenaDistrict
15.	#WeekendMo
16.	#chocolatmodena
17.	#modenatur
18.	#vivomodena
19.	#gazzettamodena
20.	#cittadimodena
21.	#ModenaDintorni
22.	#IATModena
23.	#discovermodena
24.	#GalCivModena
25.	#ModenaBimbi
26.	#ModenaPM

#MODENA
#NEWS
#ITALY
#LAVORO
#FERRARI
#EMILIA

#BOLOGNA
#SPORT
#SERIEB
#ITALIA
#PARMA

ALL TIME TOP 10 HASHTAGS RELATED TO #MODENA



Hashtag	Popularity	Correlation	Weekly Trend	Monthly Trend
#Modena	51.5	100%	+2.5	+0.7
#news	90.6	4.0%	+0.6	-3.0
#Italy	72.1	2.7%	+0.4	-3.8
#lavoro	63.1	2.7%	-1.9	-2.2
#Ferrari	65.6	2.4%	+0.9	+0.3
#Emilia	45.8	1.7%	+4.2	-1.1
#Bologna	59.6	1.7%	-3.9	+1.5
#sport	74.0	1.6%	-0.2	-2.1
#SerieB	53.4	1.5%	-2.5	+1.1
#Italia	68.2	1.4%	+0.5	-3.3
#Parma	55.0	1.0%	+3.7	-4.1

Source
<http://hashtagify.me/hashtag/modena> February 2017

ALL TIME TOP 6 INFLUENCER FOR #MODENA

#gazzettamodena
#repubblicait
#SkyTG24
#DiMarzio
#fattoquotidiano
#riverocalu

Source: <http://hashtagify.me/hashtag/modena> February 2017

d) YOUTUBE

Searching for "Modena" on Youtube 1.330.000 results can be found.

We analysed 37 of the most meaningful: the first results are music videos and videos of a local band called "Modena City Ramblers". The first video about the town is the third on the list, but scrolling down the search page there are mostly volleyball shootings: to find useful videos for tourists, one should choose that third video.

The most viewed videos are the ones showing high quality shots of the city, while vlogs are almost solely viewed by the subscribers of the channel that has uploaded it. The documentaries, only Italian, are accurate but attract little attention. This is due, in our opinion, to their poor direction and slow pace.

The videos mainly focus on two aspects of the city: the artistic and architectural works and the gastronomic excellence.

The videos of shots of the city belong to the first category along with vlogs and tours of various historical buildings such as the Cathedral, the Military Academy and the City Hall.

Under the second category we can find gastronomic tours of the centenary vinegar factories and of Parmigiano Reggiano production, which lead to recommended videos about insights on the Italian gastronomic traditions.

The recommended videos are mostly similar to those that are being watched sometimes expanding the results to nearby cities or even to Italy as a whole, but occasionally they go off topic.

YouTube looks like a good source where to acquire a positive overview of the city, we found only two negative episodes, made by residents who try to visit the city without a map, but it is necessary to direct the user to tourist videos rather than leaving them to juggle alone with that first search page (by February, 2017).

<https://www.youtube.com/watch?v=2t43BOpeC4Y> (4870 views, 4 comments, 60 likes, 0 dislikes) The video shows several tourist sites and institutions in Modena, from the military academy to the cathedral, and images of citizens and workers who go about their lives.

<https://www.youtube.com/watch?v=sQ8XtDs6Izw> (1833 views, 0 comments, 7 likes, 0 dislikes) Slow panoramas of the city with a calm music in the background displaying roads and buildings

<https://www.youtube.com/watch?v=2J0tNJzsSwc&spfreload=5> (380 views, 0 comments, 7 likes, 0 dislikes) Vlog of an American tourist, part of the video is

of her friends, some videos about different car museums. The video includes views of the cathedral, the big square, street views, civic museum, churches and other local landmarks.

<https://www.youtube.com/watch?v=ZQepfp3cPdY> (6172 views, 8 comments, 24 likes, 1 dislikes) Video about typical restaurants in the centre and dishes with an incredible presentation. There are many salami in the shots.

<https://www.youtube.com/watch?v=abXzBe4BB-I> (15272 views, 6 comments, 27 likes, 6 dislikes) Photos of the city with 20s music in the background. Pictures taken by the user who uploaded the video. The photos do not have a high quality but are generally pleasant and varied.

https://www.youtube.com/watch?v=zT_VJwnt3S8 (29260 views, 6 comments, 74 likes, 3 dislikes) high quality photos with zen music in the background.

<https://www.youtube.com/watch?v=9qt5owN5J9E> (46662 views, 32 comments, 345 likes, 6 dislikes) Views of the city taken from above by drones, particularly high quality and secure shots

<https://www.youtube.com/watch?v=aAM0cBQ0Sro> (6273 views, 1 comment, 34 likes, 2 dislikes) The tourist describes the city with ecstatic tones to the artistic works and traditions. He describes the beauty of the Duomo, the arcades and the academy with its cadets.

<https://www.youtube.com/watch?v=TRk0KhNsp-8> (4051 views, 0 comment, 5 likes, 0 dislike) Description of the city, it has been having difficulties with immigration, there is a description of the cultural reality of the city. In Italian

<https://www.youtube.com/watch?v=5TVvE-p60-o> (8469 views, 3 comments, 10 likes, 0 dislikes) Video of the city centre of Modena with an Italian song in the background

<https://www.youtube.com/watch?v=37MQm657yas> (5255 views, 1 comments, 6 likes, 2 dislikes) Vlog of an American tourist about his visit in Modena. The video only shows her roundabouts in the city with a light a song in the background.

<https://www.youtube.com/watch?v=pL4GHPISDIY> (889 views, 0 comments, 4 likes, 0 dislikes) tour led by Alessandro, an enthusiastic and charismatic man. He carries a group of tourists through the first production of Parmigiano Reggiano, into the extraction of milk curd, describes the long tradition of balsamic vinegar, shows them the place where they are aged, and finally tells the hard work behind the production of a quality ham.

<https://www.youtube.com/watch?v=O67ZVtR9E5U> (193 views, 0 comments, 3 likes, 0 dislikes) A tour in the "acetaia" (vinegar) of the Giusti family, presented by a local guide pressing especially on how old are the casks: more than 400 years.

<https://www.youtube.com/watch?v=IK7U-9b858E> (5768 views, 1 comment, 6 likes, 2 dislikes) Views of the city with jazz music playing in the background. For the most panoramas of the typical monuments such as the military academy and the Temple

<https://www.youtube.com/watch?v=n9ohbZMzsRE> (4937 views, 0 comment, 13 likes, 0 dislike) Artistic guide to the main square, the guide did the video herself, with the help of a cameraman. She tells several legends and curiosities on the works that can be found in the square, such as the statue of the *Bonissima*, the *Ringadora Stone* and the Duomo.

<https://www.youtube.com/watch?v=2ZfcL41yu7M&spfreload=10> (2141 views, 0 comment, 6 likes, 0 dislike) Various photos of the city from the monuments to the simple streets with traditional Emilian music.

<https://www.youtube.com/watch?v=tY1rI5R6Hmo> (12232 views, 1 comment, 24 likes, 2 dislike) Documentary of geography and architectural plan of the Modena Province, which is highly criticized and the video does not provide useful information for tourists.

<https://www.youtube.com/watch?v=UIYqstp9rpU> (3285 views, 3 comments, 9 likes, 4 dislikes) A couple of modenesi trying to visit the city as tourists, pointing out the deficiencies of infrastructure and difficulties through which tourists have to juggle. They have a very pessimistic attitude and critical of the city and not try to ask questions, like a real tourist would. They show the most distressing side of the city without giving a real contribution to the tourists.

<https://www.youtube.com/watch?v=V7ZaIq-WEr0> (1064 views, 0 comment, 5 likes, 0 dislike) Various photos of the city under the snow with a calm piano music in the background

<https://www.youtube.com/watch?v=UVRomqaRx0k> (463 views, 0 comment, 6 likes, 0 dislike) High quality photos of works of art and buildings

<https://www.youtube.com/watch?v=5mw8Ch8LXW0> (1992 views, 0 comment, 15 likes, 0 dislike) Views from above of the city with some descriptions of these sites

<https://www.youtube.com/watch?v=Vo5u3axhgj8> (1598 views, 0 comment, 10 likes, 1 dislike) Presentation of the economic situation of the province of Modena made by the former mayor Pighi.

<https://www.youtube.com/watch?v=68h0MJtdOpE> (18957 views, 11 comments 69 likes, 1 dislike) History of the city's changes in the 70s with photos of the roads in time, senior citizens and indoors.

https://www.youtube.com/watch?annotation_id=annotation_98535991&feature=_iv&list=PL7TNhLi26P_IHYzzS4sI2_v6mQxZ_bjV5&src_vid=aAM0cBQ0Sro&v=yI_VkiVrKDTY (1049 views, 5 comments, 10 likes, 0 dislike) Brief description of the indoor market of Modena, in which there are described the various products and services enthusiastically

<https://www.youtube.com/watch?v=56mOjoe957c> (2039 views, 0 comment, 2 likes, 0 dislike) Photos of the most important works of Modena

<https://www.youtube.com/watch?v=IP4e2pwmidY> (9311 views, 3 comments, 24 likes, 1 dislike) artistic description of the *Ghirlandina*, with a small tour inside which shows the *Secchia Rapita* and the grandeur of the structure from the inside

<https://www.youtube.com/watch?v=39QerR1qdEk> (12386 views, 1 comment, 20 likes, 0 dislike) Artistic description of the Palazzo Ducale, the facade of the Interior, the courtyards and the ducal rooms. the Golden Lounge and the Hall of Honour are presented.

https://www.youtube.com/watch?v=lo_dkXNDfrU (6533 views, 20 comments, 52 likes, 0 dislike) Views from drones of Piazza Roma and the Doge's Palace facade; It is also showed the inner courtyard, the corridors and rooms with spectacular shots very appreciated in the comments which give a new perspective on the indoors.

<https://www.youtube.com/watch?v=5oRT5NQu7-s> (21116 views, 0 comments, 4 likes, 0 dislike) The video presents the museum with a tour, describing both

the structure and the exhibitions inside: the Este collection, prehistoric objects and Poletti library, which includes an ancient map and unobtainable tomes.

<https://www.youtube.com/watch?v=UslknzlvjEw> (894 views, 0 comments, 3 likes, 0 dislike) exterior and interior artistic analysis of the City hall; the video presents the frescoes on the life of San Geminiano, the signatures for the local autonomy and Modena war of 43 BC.

<https://www.youtube.com/watch?v=MW6f0jjLfK0> (378 views, 1 comment, 2 likes, 0 dislike) General documentary about the province of Modena that depicts it as an important economic, entrepreneurial and innovation centre. It describes the automotive, food and textiles industry of the province. Lastly it celebrates the famous local products all over the world. In the comments there are complains about the lack of subtitles in other languages that might open this knowledge to foreigners.

https://www.youtube.com/watch?v=drKRppa_SNq (509 views, 3 comments, 0 likes, 0 dislikes) It consist in an interview with the tourist centre of Modena with some information about the city, than a closer look at the Nonantola Basilica, earring Museum and the Albinelli Market. Different services of the tourist centre are presented.

<https://www.youtube.com/watch?v=ofdtQ0I5RnQ> (350 views, 0 comment, 3 likes, 0 dislike) One-hour documentary on the city of Modena and its province that explores all aspects of it: the theatre, the many churches, the civic gallery and much more. However, the documentary is not translated into any language, so is not available to international users.

e) PINTEREST



<https://www.facebook.com/Travel.Assistants.Italy>
Facebook page about the travelling agency "travel assistants" dedicated to Italian tourism;
pic of enzo ferrari museum



<http://toeuropeandbeyond.com/photos-modena-travel/>
Touristic blog on Europe, photographic article on Modena and its attractions. The city is described such an idyllic town located on the flat plains of the sluggish Po River: it is home to some of Italy's most precious culinary traditions as well as an infinitely authentic, deeply magnetizing atmosphere that tourists have rarely seen in their travels....



<https://www.flickr.com/>

The cathedral seen on the inside. The pic catches a particular that is not irrelevant of the cathedral that is a rare pic because usually the pictures of the cathedral are only of the external part.



<http://www.italia.it/en/travel-ideas/unesco-world-heritage-sites/modena.html>

Touristic website about Italy, concerning the main attractions of Modena from the point of view of its history, traditions, religion, monuments, museums. One person has saved the pic on Modena UNESCO.

the pic represents very accurately the structure of the cathedral



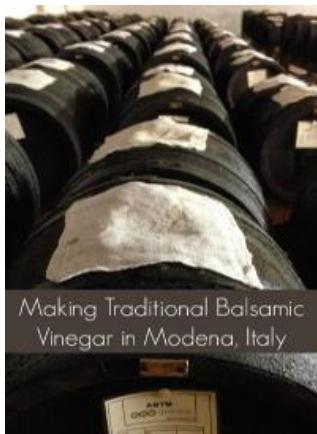
<http://www.venturists.net/modena-italy-fast-cars-slow-food/>

Article about Modena, principal attractions, food and restaurants. *Modena - Italy's premier spot in the Emilia-Romagna region for tasting some of the best food and wine that Italy produces. Here you can find slow food - aged meat, cheese, wine and balsamic vinegar. And you can also enjoy a stroll through Modena's Ferrari Museum. Modena is known as the place for slow food and fast cars. Don't miss it!*



<http://blog.giallozafferano.it/allacciateilgrembiule/gnocco-fritto/>

Cooking site, the article is on the *fried gnocco* preparation, traditional recipe of Modena. *The fried gnocco is a savelife recipe and also a savedinner one. It is served with cured meat and cheeses and it is a perfect starter and it is very simple to prepare.*



http://www.everintransit.com/balsamic-vinegar-of-modena/#_a5y_p=2823030

Learning how to make traditional balsamic vinegar of Modena, a centuries old culinary tradition in the Emilia Romagna region of Italy.

Searching on Pinterest for the word "Modena" we found a lot of pics: most of them had to do with the city itself, but also with its cultural activities and traditional cuisine. The most popular pics are related to the old town centre and the most frequented zones in Modena.

As far as the comments are concerned, Modena is considered to be on the same level as big Italian cities and from what we can see from the commentators Modena is considered to be very underrated and many think it should be valued for its attractions, such as culinary ones, but also for sports and art.

Many links are focused on the characteristics of the city represented in the pics, addressing the tourists to websites that are extremely useful to get an idea of Modena even before visiting it, while other links only show the pic without an actual description. The old town centre and the main squares are what mainly emerges in the pics, but also museums such as the Ferrari and many acetaias.

From the results, the platform offers a coherent image of the city that relates to what Modena actually is. Both the quality of the pics and the links below are actually emblematic and address the tourist towards the information he needs.

f) INSTAGRAM

We analysed the most representative Instagram hashtags used for Modena as well as the number of posts related to (by February, 2017):

- #modena (673.041)
- #visitmodena (13.617)
- #CamComModena (93)
- #galleriaestensedimodena (0)
- #ITnewsMO (0)
- #goodmorningmodena (93)
- #mymodenadiary (4.614)
- #viabilitàMo (0)
- #modenasportiva (28)
- #bibliotechemodena (0)
- #MO_Hospitality (9.698)
- #hotelModenaResort (58)
- #hotelModenaDistrict (29)

#WeekendMo (0)
#chocolatmodena (1812)
#modenatur (97)
#vivomodena (37941)
#gazzettamodena (5360)
#cittadimodena (49482)
#ModenaDintorni (228)
#IATModena (11)
#discovermodena (292)
#GalCivModena (1)
#ModenaBimbi (50)
#ModenaPM (0)
#modenavolley (9386)
#igersmodena (156164)
#duomodimodena (3309)
#instamodena (54330)
#viacesarebattistimodena (313)

Looking up #Modena we found a total of 673.041 posts, the majority of which was related in particular to the city itself, but even to people in the city or activities that it has to offer. The pictures with a high number of likes have been taken by VIPs that happened to be in the city but also Instagram pages dedicated to Modena's landscapes and attractions.

The genres are: sport (5), free time (41), restaurants (9), travelling (1) and shopping (3). The most recurrent hashtags are:

- #modena
- #visitmodena
- #mymodenadiary
- #MO_Hospitality
- #vivomodena
- #cittadimodena
- #igersmodena
- #instamodena
-

Throughout Instagram the kind of pictures referring to Modena are somewhat coherent with the images of the city itself. The main squares and the activities in the old town centre are the most valued features, unfortunately many characteristic places are missing. Being a public platform everyone can post whatever he/she wants, in fact many posts are completely irrelevant and even inappropriate. The activities that Modena has to offer are many and of various types, sadly though they're not valorised on this social platform. It is our opinion that the image of Modena is not exhaustive because the posts are mostly about the same activities or attractions and this creates a slight boredom in the tourist.

If we compare the most popular # identified in Twitter, Instagram and Facebook, it results that the formers' coincide while on facebook there are lots of additional # that in the most of cases are useless, not linked to any group or category.

Here are the most popular recorded in the three social media:

INSTAGRAM	TWITTER	FACEBOOK
#bibliotecamodena	#bibliotecamodena	
#CamComModena	#CamComModena	
#chocolatmodena	#chocolatmodena	
#cittadimodena	#cittadimodena	#cittadimodena
#discovermodena	#discovermodena	#discovermodena
#duomodimodena		
#GalCivModena	#GalCivModena	
#galleriaestensedimodena	#galleriaestensedimodena	
#gazzettamodena	#gazzettamodena	#gazzettadimodena
#goodmorningmodena	#goodmorningmodena	#goodmorningmodena
#hotelModenaDistrict	#hotelModenaDistrict	
#hotelModenaResort	#hotelModenaResort	
#IATModena	#IATModena	
#igersmodena		#igersmodena
#instamodena		#instamodena
#ITnewsMO	#ITnewsMO	
#MO_Hospitality	#MO_Hospitality	
#modena	#modena	#modena
#modenaamoremio	#modenaamoremio	
#ModenaBimbi	#ModenaBimbi	
#ModenaDintorni	#ModenaDintorni	
#ModenaPM	#ModenaPM	
#modenasportiva	#modenasportiva	
#modenatur	#modenatur	
#modenavolley		
#mymodenadiary	#mymodenadiary	#mymodenadiary
#viabilitàMo	#viabilitàMo	#vivomodena
#viacesrebattistimodena		
#visitmodena	#visitmodena	#visitmodena
#vivomodena	#vivomodena	
#WeekendMo	#WeekendMo	

g) TRIP ADVISOR

Introduction to Modena in Trip Advisor:

"Known for its medieval history, its auto-making prowess (as home base of both Ferrari and Maserati) and its famous balsamic vinegar, Modena is a treat for visitors of all ages. The 12th-century Romanesque Cathedral of Modena, with its spectacular Ghirlandina bell tower (under restoration until the end of 2010), is a UNESCO World Heritage Site. Just outside of town (and next to the car maker's

factory) in Maranello is Galleria Ferrari, dedicated to the brand and Italian motor racing industry."

In "**Things to do**" in Modena, Trip advisor includes a series of variables that need to be taken into consideration:

- Tours
- Sights and Landmarks
- Accommodation
- Food&Drinks
- Museums
- Shopping

Categories of objectives / activities	The most important in terms of the reviews received from tourists
Sights & Landmarks (78)	<ol style="list-style-type: none"> 1. Duomo di Modena 2. Palazzo Ducale 3. Palazzo comunale 4. Piazza Roma 5. Piazza della Pomposa
Museums (21)	<ol style="list-style-type: none"> 1. Acetaia Giuseppe Giusti 2. Museo Casa Enzo Ferrari 3. Casa Museo Luciano Pavarotti 4. Panini Motor Museum 5. Galleria Estense
Fun & Games (6)	<ol style="list-style-type: none"> 1. Victoria Cinema 2. Autodromo di Modena 3. Stadio Alberto Braglia 4. Escape Room Modena 5. Hermelin
Night life (10)	<ol style="list-style-type: none"> 1. Menomoka coffee and more 2. Al Goblet Biroteca 3. Cotton Club 4. Atheneum wine club 5. Amore a primo naso
Shopping (15)	<ol style="list-style-type: none"> 1. Mercato Albinelli 2. Acetaia di Giorgio 3. Grandemilia 4. Palazzo dei Musei 5. Acetaia Bompiana
Outdoor Activities (7)	<ol style="list-style-type: none"> 1. Parco Piscina di Montombraron Cuenca Club 2. Giardino Ducale Estense 3. Stadio Alberto Braglia 4. Parco Fluviale Fiume Secchia 5. Muoviti fitness and wellnsess
Food and Drinks (11)	<ol style="list-style-type: none"> 1. Menomola coffee and more 2. Mercato Albinelli 3. La messicana torrefazione 4. Grom gelateria 5. Acetaia comunale di Modena
Tours (9)	<ol style="list-style-type: none"> 1. Azienda Agricola Leonardi Giovanni 2. Acetaia Malpighi 3. Menomoka coffee and more 4. Discover Ferrari and Pavarotti Land Modena 5. Acetaia Comunale Modena

Modena, Italy



84,130 reviews and opinions



-  Hotels (34) >
6,958 Reviews
-  Vacation Rentals (26) >
62 Reviews
-  Flights >
-  Things to Do (169) >
9,071 Reviews
-  Tours and Tickets (9) >
1 Review
-  Restaurants (716) >
67,870 Reviews
-  Forum >
155 Posts

Trip advisor for Modena gives old dated results and reviews. This emerges from dates of reviews which are back to 2014-2015. Indeed, in Modena there are more options and opportunities in any of the listed categories, that are not included in Trip Advisor yet. Therefore, compared to other social media, Trip advisor results being not up to date.

TOURS

In the portal there are 9 tours for Modena in total, of which:

- 4 factory tours
- 1 food tour
- 2 walking tours of which 1 is also classified as city tour, cultural tour and sightseeing tour
- 1 coffee and tea tour
- 1 historical and heritage tour and hop-on hop-off tour

The tours proposed are in line with Modena core attractions: food and factory tours. 7 out of 9 are wine and food tours, only 2 are related to historical heritage. Therefore this can be seen as a weak offer, being Modena attractive also for its historical and heritage sites.

The tour linked to the most famous brands in Modena is Ferrari and Pavarotti Land, which is also proposed and promoted by private organisations.

There are no institutional tours proposed.

The only historical and heritage tour proposed has only 8 reviews out of 346 reviews, that's 2,3%. 91,62% of the reviews collected on Tours relate to Food and drinks visits.

Indeed, we can register lots of new initiatives linked to Modena tours that can be found on facebook or on institutional website that are worth listing, but are not mapped on trip advisor. Here are some examples:

- Guided tour to Ghirlandina tour (Institutional website – city of Modena)
- Guided tour to Palazzo Ducale (Institutional website – Emilia Romagna turismo)
- Guided walking tour in Modena on heritage topics (private association – La rose noire)

- Etc...
-

Sights and Landmarks

As far as the sites of interest (Points of Interest and Landmarks) are concerned, we considered the following elements that were combined and matched:

- Certificate of Excellence
- Ranking
- Users' groups
- Reviews

In total there are 78 points of interest and landmarks in Modena. The average of rating of the whole sites is 4 points; therefore Modena is well placed as attractive town. 11 sites have the Certificate of excellence awarded by Trip advisor itself. The average ranking for them is 4,36.

Despite they have the certificate of excellence; indeed not all of them are the most famous heritage sites.

The type of users classified are the following:

Families
Couples
Solo
Business
Friends

The graph below matches the ranking elements with the type of users and the result is that couples and friends are the groups that have the best opinion on Modena sites. Business travellers do not use trip advisor as much.

Only 10% of users have a poor opinion on Modena sights and landmarks assigning average to terrible marks. The most of average/bad opinion comes from solo travellers.

ASSESSMENT OF ALL SITES OF INTEREST

TOTAL REVIEWS - N. 3325



Negative comments collected that are worth noticing mainly relate churches and streets:

- Chiesa di San Giovanni Battista - is open only for exhibitions and events
- Palazzo Ducale - should be donated to the local authorities and not managed by the Army
- Collegio San Carlo, Sinagoga, il Tempio, Chiesa di San Vincenzo, Palazzo Arcivescovile, Convento di San Geminiano, Chiesa di Santa Maria degli Angelo del Paradiso, Chiesa di San Carlo - not accessible - missing opening times for visiting
- Chiesa di Sant'Agostino, Chiesa di San Biagio e Chiesa del Voto - closed since the earthquake of 2012
- Corso Canal Chiaro, Corso Canal Grande, Via de' Servi, Largo Porta Sant'Agostino, Piazzetta San Giacomo are too trafficated, too many cars, no pedestrian
- Piazza Matteotti, Piazza Mazzini, Piazza Redecocca, Piazza XX Settembre are central squares that people do not like as they are not attractive and duly valorized

Museums

The best-rated museums are private and relate: Ferrari, Balsamic Vinegar, Panini stickers and Pavarotti. The less rated are the institutional heritage and arts museums:

Galleria Estense, Museo Lapidario, Palazzo dei Musei, Galleria Civica.

The weird aspect is that the most recent rating and reviews relate 2015 and just a few 2016. As a consequence trip advisor is not among the most popular social media for Modena.

In our opinion, the other categories of *Things to do* are not relevant for this research as the top 5 ranking sites that result from each search, are coinciding, on the one hand, or are not so related to the category itself.

In conclusion, as far as *things to do* is concerned, for sure Trip Advisor should be more promoted and used by local organisations, being them private or public.

In **Food-related services** are grouped into the following sections:

- Restaurants (611);
- Dessert (28);
- Coffee & Tea (7);
- Bakeries (7);
- Bars & Pubs (20).

There is a wide variety the food-related services, as they include various types of food. The most relevant are the following:

- Italian cuisine (324)
- Pizza (120)
- Seafood (53)s
- Japanese (19)
- Sushi (16)
- Cafè (14)
- Chinese (9)
- Steak house (8)
- etc.

The best-rated restaurants are local cousin services, mainly located in the city centre attractive for the good food, traditional dishes, and valuable for money. The few negative reviews related old fashion restaurants, place in the core of the city, that would need to be renewed. There are good ranking also for full time bars and bistros that have a wide variety of food and offer both slow and fast meals.

As well as for "things to do", food services are also out of date, as reviews go back to end of 2016 and there are a few updated ones. Just analysing the first 20 restaurants in the list the result is as follows:

60%	2016
5%	2015
35%	feb-17

In Accommodation

On Trip Advisor the accommodation in Modena are classified as follows:

- Hotels (34 units)
- B&B and Inns (44 units)
- Specialty Lodging (17 units)
- Vacation Rentals (26 units)
- Hotels with Special Offers (2 units)

It is important to underline that the combination and matching of data that trip advisor collects take into account several criteria that we are not able to identify individually. The classification and resulting ranking list combine:

- traveller's reviews
- prices
- location
- historical traveller booking activity

Therefore, the assessment given by an historical traveller booking activity has a different weight compared to a new user's.

Also:

Quantity of reviews

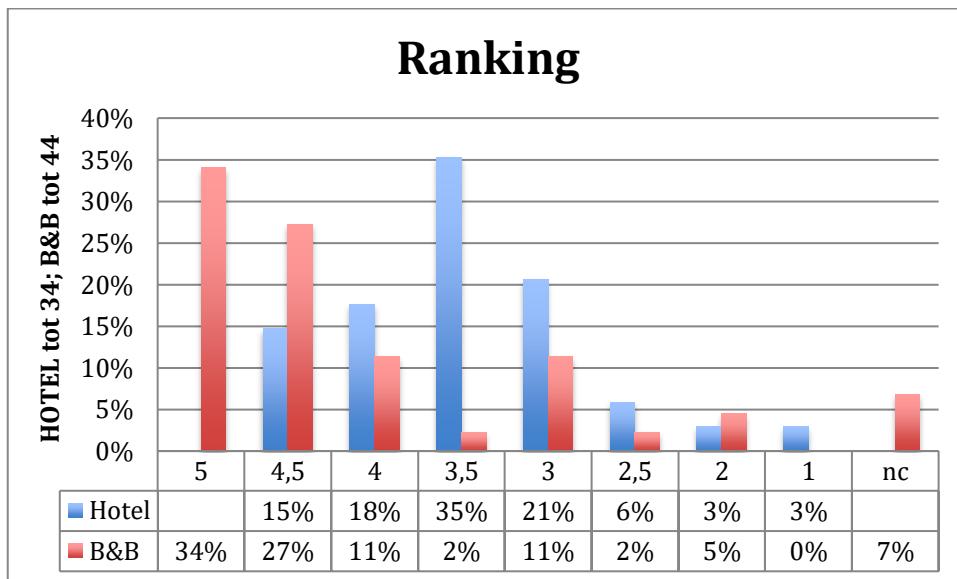
Quality of reviews

Date of reviews

Are key elements that are combined and matched to achieve results in trip advisor.

The accommodations resulting out of the traveller ranked list show that the travellers' assessments correspond to the stars attribution that each structure has:

ranking	Hotel	B&B
5		15
4,5	5	12
4	6	5
3,5	12	1
3	7	5
2,5	2	1
2	1	2
1	1	0
nc		3
	34	44



As far as accommodations are concerned, comparing Trip advisor and booking.com, results that B&B are more positively rated than hotels in both social media.

Trip advisor has more units than booking.com: 34 hotel vs 25 of booking; 44 B&B vs 11 of booking. In booking there are also 13 apartments that are not listed in trip advisor.

The most negative comments are for accommodation with <3 points, that are a few:

“Good value for money”

○○○○ Reviewed 24 August 2015

We spent there 1 night only. The hotel had a very old and poor air conditioning. It was not able to cool the room within 6 hours at all so we decided to open the windows. The breakfast was good - typical buffet. The LCD TV was very small. WIFI worked fine, the room was clean, the shower was good and there is free parking place in front of the hotel. The LCD TV was very small.

“very faded but superb welcome”

○○○○ Reviewed 19 January 2017

This is a very elderly hotel in a lovely part of Modena within an easy walk to the centre and the cathedral. Parking is secure, locked and free. The room had a nice balcony overlooking the street, but the facilities were quite antiquated. It served its purpose on our road trip and there was a good pizzeria round the corner. It is inexpensive and breakfast was an extra 5 euros and was nicely done. The staff were lovely.

Stayed January 2017, travelled as a couple

○○○○ Rooms
○○○○ Cleanliness
○○○○ Service

“Worst stay”

○○○○ Reviewed 18 July 2016

This has been the worst hotel I've ever stayed at. On the one hand my fault that I had not looked at the other reviews on TripAdvisor. I booked the hotel through booking.com, where photos of the hotel looked quite well. Well, after check-in, I discovered that the reality is different. The floors in the room in horror as the hospital, cracked walls, ceilings fans were let go only on half power, because at higher speeds the noise was unbearable to sleep. The capacity of the breakfast room is absolutely not the accommodation capacity. Wi-Fi did not work well. The only advantage is the position of the hotel, about a 10 minute walk to the historical center. I do not recommend this hotel

h) FACEBOOK

ANALYSIS OF THE SEARCH THROUGH HASHTAGS

With the purpose of understanding what image of Modena emerges from Facebook, we have started searching for the hashtag #modena, in order to see *what* is posted about the city and *by whom*.

From this initial step, the search has expanded following other hashtags that appeared to be often connected to the first and that were more coherent with the type of information we wanted to obtain, namely: #visitmodena, #modenacentro, #modenacity, #turismomo, #modenesi.

For all these, we have noted down what is the post about, who is the author, how many likes, comments and shares it has and to which other hashtags it leads. A total of 74 posts have been recorded.

From the data collected we can withdraw a number of considerations.

First of all, the publicly visible posts appearing about Modena are mostly coming from entities promoting the city and its surroundings (from the Municipality to private tour operators or personal travel blogs) (25,7%), local newspapers (21,6%) and shops, restaurants, bars or other entities promoting their activity (27%). Private users' posts are only 9,4%.

Searching for the above-mentioned hashtags on Facebook one can find information under the following categories:

> touristic promotion: video "A Day in Modena" showing 60 places to visit. Comments highlight the low quality of the video, making it a bad instrument of promotion. About touristic promotion a lot emerges about the surroundings of Modena, especially the skiing destinations in the nearby Mount Cimone and the small villages in the Regional Park of the High Modena Appennines. Some very rare posts of hotels combine some key elements characterizing the touristic offer of Modena: food, wine and the Ferrari museum.



> sites revolve spots of Porches Collegio, Piazza Grande, Piazza Roma, the Academy, Ghirlandina, the Cathedral.

of the city: around the the city in via Farini



the posts most popular centre. and Portico del Military



> Music events: it includes posts of concerts happening in town (e.g. the concert in honour of Luciano Pavarotti) and promotion of concerts and albums by popular artists' official pages whose origins are in Modena or in the cities nearby (Nek, Modena City Ramblers and Luca Carboni).

> food and wine: posts report local news about the most excellent representatives of the food&wine sector (e.g: food fair La Bonissima showcasing all the most typical handmade products, Robert De Niro eating in the prestigious restaurant of Chef Massimo Bottura, articles about

Siete già tantissimi ad attendermi... a più tardi! #radiobrunoestate #Modena #vogliadilive



traditional small shops selling salamis and wine tastings). Some pictures celebrate traditional dishes such as tortellini, lasagne, tigelle and fried "gnocco", unleashing a series of enthusiastic comments from Facebook users and discussions about the real recipes of these dishes.

- > local information: a wide range of posts about miscellaneous information on local facts and cultural events, book presentations by President Pepe Mujica,
- > sports: Modena Volley and Modena F.C. soccer teams receive lot of supports through local newspapers and their official pages. A car rally is also promoted.
- > shopping: a high number of posts having #modenacentro as hashtag was made by shops or restaurants advertising their products (accessories, jewellery, clothes, flowers, food). The overall accent is put on the high quality of the items, the Made in Italy label, the handicraft production.
- > posts by private users are irrelevant to the purpose of the research, as they show "selfies" in indefinite places of the city or in private situations. Only two posts relate to Modena in a more relevant way: one is a picture of the Ghirlandina and one shows volunteers from Modena giving help in a village in Central Italy hit by record snowfalls.

The posts receiving the highest number of likes are the ones of popular singers announcing concerts or posting pictures (between 1.100 and 11.000 likes), followed by those with inviting food images (around 1000 likes). However, this depends a lot on the popularity of the Facebook pages, as some posts are made by pages with a very low number of followers, thus having a much narrower outreach.

The other hashtags appearing in the posts analysed can be grouped as follows:

Promotion of Modena: #mymodenadiary, #guidaweekend, #cittàdimodena, #modena, #davedere, #goodmorningmodena, #instamodena, #buonanotteModena, #loscatto, #modenacity, #igersmodena, #photooftheday, #photographer, #city, #night, #lights, #photography, #picoftheday, #modenatoday, #modenabynight, #loves_modena, #ig_modena, #italia, #igers, #visitmodena, #italy, #igersemiliaromagna, #igersitalia, #turismomo, #turismoer, #thisisitaly, #instamood, #modena_dintorni, #myER, #vivomodena, #weekend, #discovermodena, #lineaverdesabato

Sites of interest: #piazzaroma, #ghirlandina, #portico, #viaemilia, #viafarini, #viagallucci, #viaruamuro27, #lomaviacanalino61, #piazzagrande, #sestola, #cimone, #appenninomodenese, #cimoneholidays, #fanano, #montecimone, #palazzo, #barozzi

Music: #firmacopie, #nekinstore, #primadiparlare, #letsgoramblers, #punknfolkrevue2016, #quidoveilmareluccica, #ModenaParkom17, #nekofficial, #Pavarotti, #mcr, #radiobrunoestate #vogliadilive, #raggaeton, #bellaciao, #LATIN_URBAN_NIGHT, #music

Sports: #volley, #scuolaitalianascisestola, #cimonesci, #swimming, #modenaterradimotori, #detomaso

Food&Wine: #lambruscolonga, #tortellini, #gelateriaborghimodena, #modenaintavola, #ipicari, #ristorantemodena, #parmigiana, #formaggio, #lambruschi, #degustazione, #gusto

Culture/leisure: #circus, #arteteca, #teatro, #michelangelo, #karaoke, #triscalein, #seratetop, #comingsoon, #konsulta, #trasparenze4, #teatrordeivent, #modenart, #instatheatre, #robertosaviano

Shopping: #vintagefashion, #vintage, #vintagestyle, #optician, #handmade, #craft, #eyewear, #handmadeitaly, #italyrules, #artigianalità, #artigiano, #abbigliamentodonna, #coccinelleofficial, #liujoglobal, #sodinibijoux, #martinellimoda, #gift, #flower, #flowers, #design, #freenjoy, #freenjoyshop, #creatoadarte,

#creatoadarteemiliaromagna, #natalefreenjoy, #flowergram, #flowerlovers, #flowerpower

Information: #gazzettadimodena, #primapagina, #edicola

ANALYSIS OF THE SEARCH THROUGH USERS' REVIEWS

The second branch of the research conducted on Facebook is the one on the users' reviews on the most important places to visit, the transportation facilities and events to see what is the overall opinion of users, what works and what doesn't.

The most critical issue is **transportation**. The urban bus company SETA has very low ratings (an average of 1,4 stars out of 5: in a total of 9 reviews, 8 are giving 1 star). The reasons are that buses fail to comply with the time schedule, are too much crowded leaving children off the bus, are too expensive for the service they provide and the ticket machine does not give change. Also the train station has received bad reviews. What can be said here is that those people rating 5 stars (16 out of 37) did not leave any comment, while those giving low rates motivated it: homeless and suspicious people attend the station, the building is neglected, thefts occur in the parked cars, there is no luggage deposit and the elevator is sometimes out of order. The average rating is 3,5 stars.

Concerning the **historical and artistic sites of the city**, **Piazza Grande** (4,3*), **the Cathedral** (4,5*) and the **Ghirlandina Tower** (4,6*) represent the heart of the city and receive very positive comments. They are considered the symbols of the city and elements of identity from a religious and historical point of view for locals, who show a great attachment to them. A negative remark is the inadequate valorisation of this heritage. Here are the most representative comments translated from Italian:

"Magical place loved by the locals: the Square [Piazza Grande] ...once was hosting the weekly market. Now it's the city's beating heart. The Municipality Palace and the Romanesque Cathedral are more than 1000 years old. The Ghirlandina: it is the bell tower symbol of the city. At its base, there is the memorial of the Partisan resistance with pictures of the partisans from Modena who gave their lives for our Country's freedom. The Square and the Cathedral are UNESCO sites. Lunch or dinner in a nearby restaurant are not to be missed.... Modena cuisine is world heritage."

"The horrible building, headquarter of a well-known bank in the '60s, built destroying the Palace of Justice in Liberty style, has been another architectural massacre made by the city councils...the Square loses 2 stars."

"[The Cathedral] is one of the most beautiful churches in the world: it represents a spiritual synthesis of Eastern and Western Christianity! You really enter in an atmosphere of faith lasting a thousand years! The Cathedral represents a community with a lively faith!"

Another hotspot is **Piazza Roma with the Military Academy**. Reviews are generally high as well (4,4* and 4,6* respectively). Piazza Roma is found beautiful and adequate for events and installation thanks to its size. The Academy inspires nostalgic feelings from people who were dreaming to make a career there in the old times and is said to be beautiful inside:

"It was the dream of my younghood, interrupted by an accident".

"The best Italian institution to which only the best and most deserving Italians can have access".

"I know it by heart as I have been guarding there so many times...inside it is really spectacular".

Coming to key attractions a few words must be spent for the **Enzo Ferrari Museum** (4,5*). The Museum is reviewed by 2.900 people, a very high number compared to the pages we have just analysed (ranging from 9 to 570). The Museum is defined as very exciting, a page of history of engineering, passion and Italian creativity. Even here, a nostalgic shade emerges, where people report to go back to their childhood in seeing the exposed cars, named "myths" and "masterpieces". On the other hand, some suggest to put more technical references on the models exposed, others say the cars are a few and some notice that, if you are not a car enthusiast, you hardly get the importance of what you are seeing.

"What can I say, it is difficult to find words after such a unique experience... as soon as I got inside the Museum I felt a fantastic emotion, a place that involves you and makes you part of a Myth... seeing these jewels with your eyes means to become part of a piece of history that nobody will ever forget and that will be passed on from generation to generation forever... moreover, the Museum is beautiful and the staff is available for you... to be visited!!"

(Comment in English) "Wonderful experience. You could feel the passion of Ferrari in every aspect of the museum. I went to Modena and Maranello. Each had their own unique feel. Wonderful overall job."

Another important attraction is the **House-Museum of Luciano Pavarotti**. Here the reviews are less numerous (79) but have the highest percentage of foreign reviewers (47%). The average rating is 4,9* with no reviews under 4*. The comments reveal a very warm, simple and moving atmosphere, showing private and public life of the Maestro in a very balanced way. No negative comments appear.

"A great emotion and the certainty that his everlasting myth will resonate forever"

"A must-see, magical place. The supreme story of the great Maestro who has given us so much thanks to his unique voice. An intimate, heart-warming experience that has made me appreciate what I didn't know about this so special "modenese""

Introducing us to the food&wine category - a very important element of the local touristic offer - there is the **Mercato Storico Albinelli** (4,5*), a food market combining tradition and history. Reviewers highlight the pleasant atmosphere, beautiful architecture and the good quality of products. Some find prices a bit over the average.

"An excellent market in the heart of Modena, with a magnificently restored iron structure. To be seen and tasted".

"The indoor market Albinelli is not only a place to go shopping, no, it is more. A lot more. It is a meeting place, a place for chatting, smiling, a place of memories. It is a beating heart feeding not only, and not so much, the body, but the soul of the real Modenese".

A very recommended place is **Hombre Farm** (4,8%), breeding cows for the production of famous Parmigiano-Reggiano. What is surprising here, is the high number of foreign reviews (17 out of 36, 47%). Passion and dedication of the owners to their profession and the high quality of the products are the recurrent comments. Only 1 review is lower than 4*.

"Exciting discovery! Excellent biological Parmigiano-Reggiano...I've seen the cows bred by the farm, the immense fields and a lot of love and dedication from the owners! Bravo! Excellent products representing our Italy! I'll come back!"

[Comment in English] "We liked this place so much, we went 2 times...if you are near Modena or Bologna for vacation, you have to stop by and taste the best Parmigiano-Reggiano."

The event with more Likes (47.652) appears to be **FestivalFilosofia** (4,6*), an annual festival going on in Modena and 2 neighbouring towns, offering seminars, classes, concerts, games, exhibitions, movie projections related to philosophical topics, all for free. In the words of the visitors who have reviewed it, the festival is well organised, interesting and enriching, using a simple comprehensible language and offering an atmosphere of informal reflection. Some expedients make the spaces of the festival more accessible to people on wheelchairs. The negative remarks relate to the fact that front rows are often occupied by people taking all the seats in advance, or by school students. Some suggest to create a Twitter account and a dedicated App to the events, also considering the high number of young attenders.

"I come from Naples every year to enjoy this really strong moment of assembly; giving the speech to a human being and seeing the sign of eternal beauty is for me a reason for hope. See you next year!!!"

"Beautiful as usual, but I don't accept that the majority of seats is assigned to school students. It is unacceptable to see ladies and gentlemen, of a certain age, standing still all the time, while kids are seated from the first to the last seminar in their chair, spending most of the time with their smartphones in hand because of boredom. Enough is enough. This year I've felt disappointed."

Coming down to conclusions we may make some considerations about what appears and what is missing in the data collected.

What appears is that Modena's presence in Facebook is mainly driven by certain typical features of the city: traditional food and the most important sites in the city centre. Both these elements give rise to a number of extremely positive comments of locals but also of visitors and passers-by. The UNESCO sites such as Ghirlandina and the Cathedral are really praised, but also smaller streets and porches especially at night are very much appreciated. A very patriotic feeling is sometimes perceived in locals' comments.

Another key element is the people's love and pride for the local musical heritage, due to the fact that Modena is Pavarotti's hometown, but also of other pop and folk artists well-known at a national level. The city appears to offer lively cultural activities, free concerts and some high-quality festivals.

Facebook is very much used by shops for publicity and promotion, and what is highlighted here is again the high quality of Made in Italy, locally produced or handmade products, from food to accessories.

Tradition is surely a very strong element in Modena's identity. The surroundings of Modena, with their natural landscapes and skiing destinations are also promoted and can be of great interest for a tourist checking out what is worth visiting in the area.

What is missing is an international dimension. All the posts analysed are in Italian, also those made by the Municipality office for touristic promotion. The

presence of foreigners in the comments and reviews is low (around 10% of reviews on average), with some exceptions (House-Museum of Pavarotti and Enzo Ferrari Museum).

I) APP

As far as the city of Modena is concerned, n. 5 application have been developed in order to facilitate the access to the various services in the city.

It is important to underline that only 2 of these have been specifically developed for the tourists visiting Modena, while the others are more useful for local citizens, considering that regard libraries, parking system and public transportation service.

NAME OF THE APP	BRIEF DESCRIPTION	COMPATIBILITY
MOINMO – Modena in movimento	It is the app of the Municipality of Modena to discover the city. You'll find information and maps to places of cultural and tourist interest, the events calendar, all you need to visit and live in Modena, including public WiFi areas and historic workshops.	Apple Android Web App
The UNESCO site of Modena	The application has been developed in order to discover, through their iPhone or iPod Touch, the UNESCO site of Modena made of "Cathedral, Torre Civica and Piazza Grande". The multimedia guide works completely offline and includes 15 listening points, with explanatory images and a zoomable and interactive map, which allows you to select the listening points and to identify the position of the point of interest.	Apple
Sostafacile	Sostafacile is the easiest way to pay for parking with the smartphone. Just a few clicks to activate and deactivate the payment of parking saving time, or risk fines and pay only the minimum. It's all simple and intuitive. Since there's nothing to be displayed on the windscreen the parking can be activated for any vehicle.	Apple Android Web App
BiblioMo	BiblioMo is the App of the Librarian system of Modena that allows you to browse the library catalogue of Modena and province including the University libraries of Modena and Reggio Emilia. Through the App it is possible to: check if the book, magazine, CD, DVD of interest is available in the Modena libraries; locate on the map the libraries where the book is available and put you in touch with librarians; request, reserve or renew a loan; save your bibliographies; suggest a purchase; view your status. By photographing the barcode of the book you can also check if it is available in the library.	Apple Android
SETA	The SETA App is the useful tool for staying informed about the local automotive public transport services of the three provincial territories of Modena, Reggio Emilia and Piacenza (lines, routes, prices, resales) and to review their news in real time. The app lets you in detail: calculate prices of tickets on the routes served by bus in the basins Silk (Modena, Reggio Emilia and Piacenza); recharge your subscription, get driving directions for a route using public transport SETA; see lines and schedules for each province in which operates SETA; to be updated on traffic and news of SETA, through the news section updated in real time.	Apple Android

CONCLUSIONS

In conclusion, the analysis of social media carried out brings to some important considerations.

Modena is a well know town, in a good position as it is easily reachable by train, by fast routes (the most important motorway junction of the north of Italy is in Modena), and is on the way between Milan and Bologna.

Modena is well known for food, for Ferrari and motors, for Pavarotti, for pop music, for volleyball, most of all. And the analysis carried out confirms these aspects.

What is worth underlining, from a tourist point of view is the following:

- the most of travellers/visitors in Modena are couples, families and people travelling for business
- the city is well equipped of tourist facilities, but still can improve
- the institutional promotion is weak
- the image of the city coming out of social media is not complete and does not fully provide the whole potentials of Modena itself as tourist attractive city
- Modena is well known in Italy more than abroad

The most popular social media were analysed: booking.com, trip-advisor, google, Instagram, facebook, twitter, pinterest, youtube, app.

What emerges is the following:

- accommodation facilities are good, B&B are more appreciated than hotels. In the most of cases, hotels are old fashion structures, albeit are in the city centre, they have slow Wi-Fi connection (which is relevant for business travellers) and would need to be renewed. Both in booking.com and Trip advisor results that B&B are more positively rated than hotels.
- Modena lacks a systematic tourist promotion at international level from an institutional point of view. This promotion is left to international or national platforms and guides, while city and regional public touristic offices do not appear in the first pages of Google, for instance. On the contrary, they are more present when the search is made in Italian.
- Through Twitter the tourist can find a lot of useful and accurate information related to the most popular monuments or events organized in the city, as well as Trip Advisor. But, on the one hand, Twitter lacks of information about hotels, public transportation, restaurants, museums and educational activities, on the other hand Trip-Advisor provides any information on things to see and to do, accommodation, food, but is not up-to-date. The most of reviews on Trip-Advisor are dated back to end of 2016 and many attractions and facilities that are available now in Modena, are not even listed. The same relates images posted on Instagram where pictures referring to Modena are somewhat coherent with the images of the city itself. The main squares and the activities in the old town centre are the most valued features, unfortunately many characteristic places are missing.
- Videos searched on YouTube are mainly related to pop-rock music, local famous bands, volleyball shootings, which are the most popular. Scrolling down it is possible to find videos on the city, mainly on the artistic and architectural works and Modena gastronomic excellence, but they are not so popular and the users are restricted groups.
- Pinterest and facebook give the most complete and updated info/images of Modena attractions more than others. The most popular pics are related to the old town centre and the most frequented zones in Modena. Users are mainly local people that consider Modena at the same level of big Italian cities and stress the necessity of promoting the city more and

more. Facebook is very much used by shops for publicity and promotion, and what is highlighted here is again the high quality of Made in Italy, locally produced or handmade products, from food to accessories. Tradition is surely a very strong element in Modena's identity. The surroundings of Modena, with their natural landscapes and skiing destinations are also promoted and can be of great interest for a tourist checking out what is worth visiting in the area. What is missing is an international dimension. All the posts analysed are in Italian, also those made by the Municipality office for touristic promotion. The presence of foreigners in the comments and reviews is low (around 10% of reviews on average), with some exceptions (House-Museum of Pavarotti and Enzo Ferrari Museum).

Finally, n. 5 applications have been developed in order to facilitate the access to the various services in the city, but only 2 have been specifically developed for the tourist purposes. The others address local citizens as they relate to libraries, parking system and public transportation service.