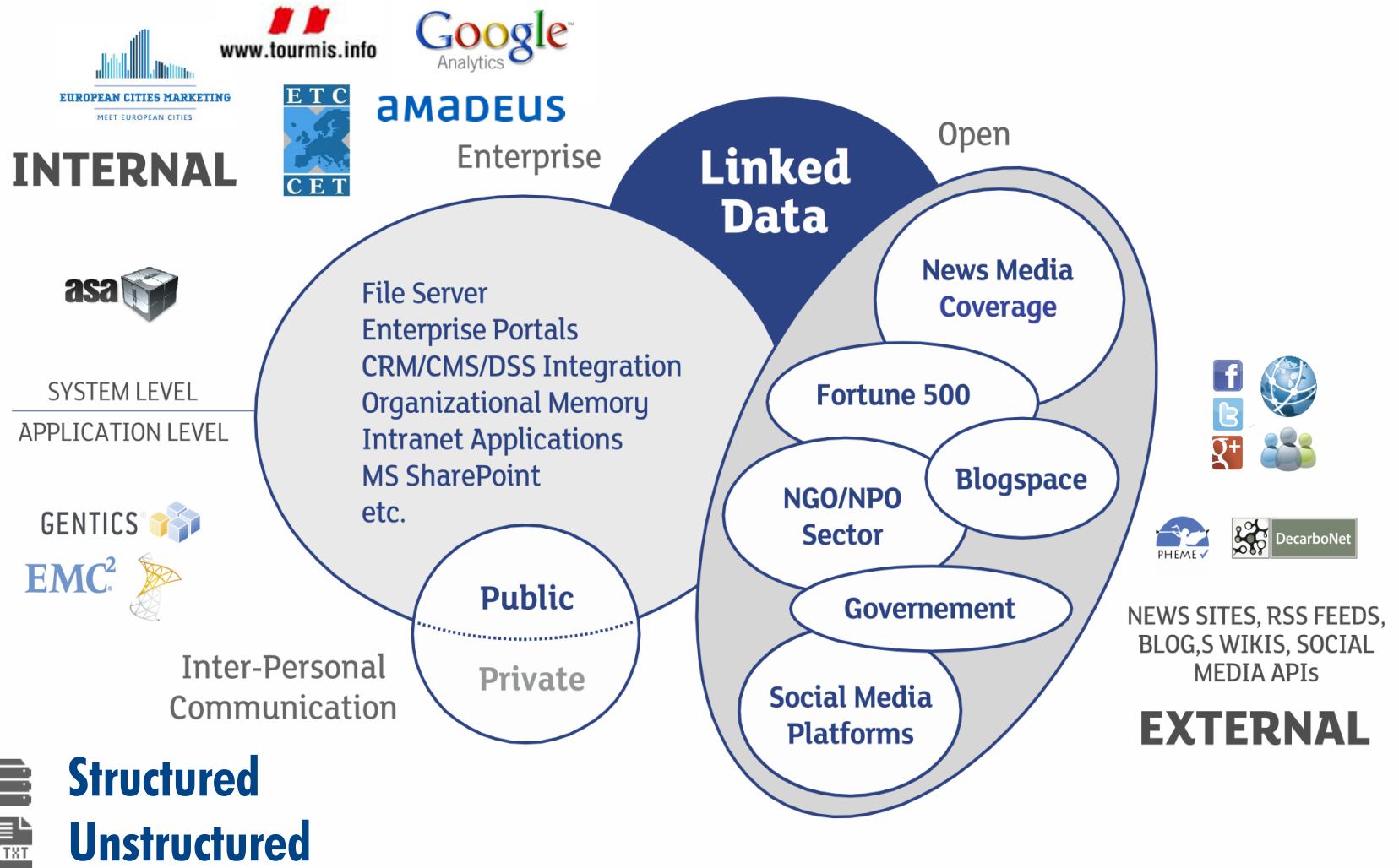




A Big Data Approach to Knowledge Integration and Visualization for Tourism Destinations

Prof. Arno Scharl, Department of New Media Technology
www.modul.ac.at/nmt

Data Integration



News, Social Media, DMO Web Sites, etc.

- Frequency and Sentiment Analysis
 - Destinations, Events, People, etc.
 - Trend Scouting and Early Warning System
- WYSDOM Success Metric 
- Brand Reputation Radar 
- Strategic Positioning and Topic Identification



- **Social media channels** represent an important interface between an organization and its customers and stakeholders. webLyzard's award-winning Web intelligence platform **analyzes** and **visualizes** emerging trends in these channels.
- To support decision making, we identify **relevance** and **sentiment** of online content, measure **brand reputation**, and provide the industry's most advanced **communication success metric**.



"Given the intense attention that climate change attracts these days, key questions for leading organizations such as NOAA are how different stakeholders perceive this issue, how public media react to new scientific insights, and how journalists present climate science knowledge to the public. The metrics and visualizations of the webLyzard platform have proved invaluable for addressing these questions"

David Herring, AAAS Fellow and Director of Communications and Education at the Climate Program Office of the U.S. National Oceanic and Atmospheric Administration (NOAA)



NOAA Overview

- Climate 1122
- NOAA** 479
- Oceans 628
- Satellites 191
- Weather 2474

NOAA Services

- adaptation 41
- climate change 1175
- climate impact 17
- climate science 94
- climate service 6
- climatewatch 0
- copenhagen 16
- mitigation 43

Custom

WYSDOM Desired Topics

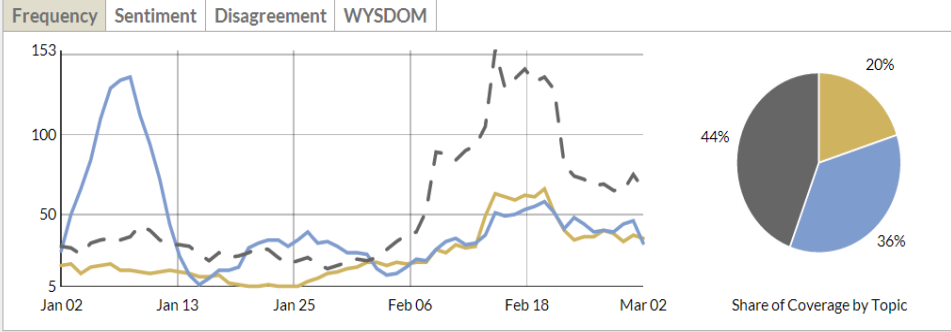
WYSDOM Undesired Topics

Brand Dimensions

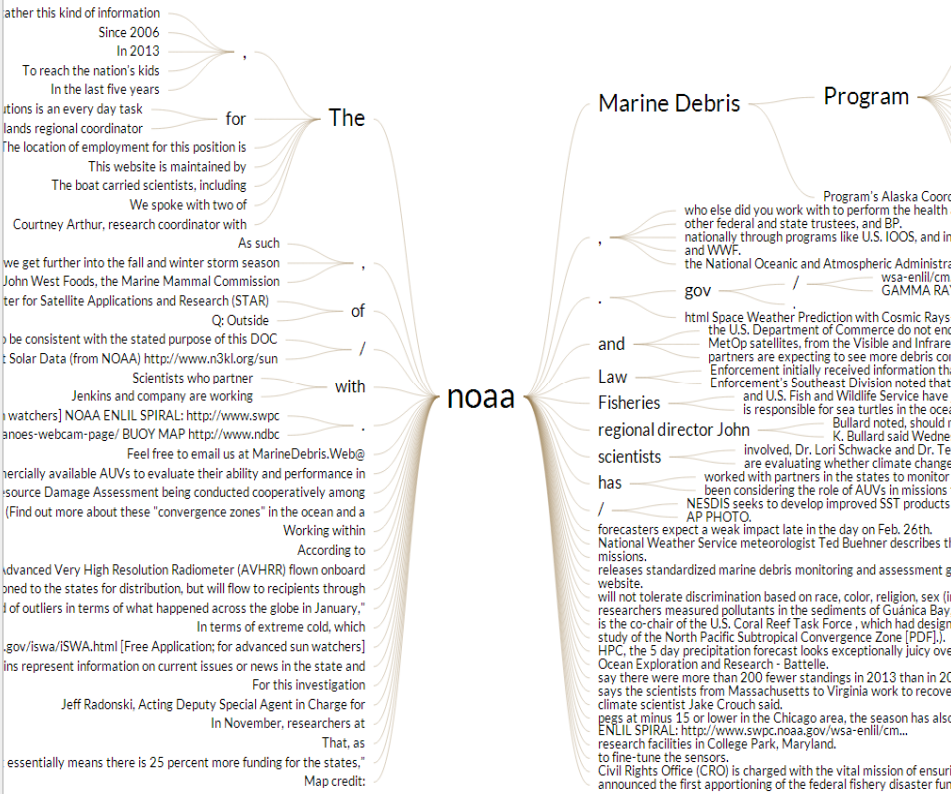
Add new Category

Associations | Search History

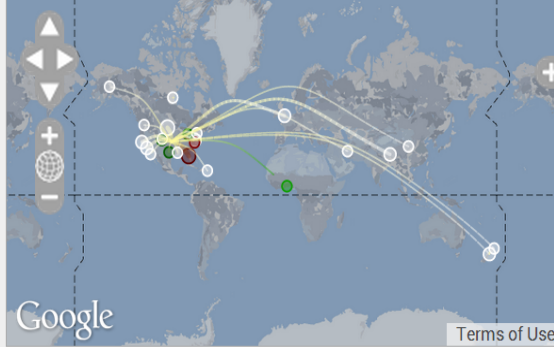
- NOAA** 479
- ocean 439
- office 638
- marine 260
- national 2380
- fish 214
- program 381
- information 616
- weather 2474
- fishing 135
- water 1011
- research 611
- arctic 374
- january 780
- state 1534
- sea 517



Documents | Quotes | **Word Tree** | Locations | Sources | Source Map



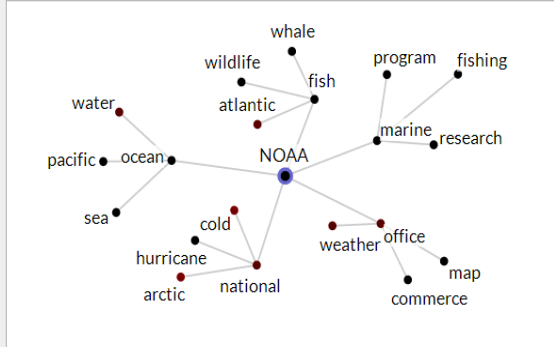
Geo Map



Tag Cloud

activity angeles arctic area atlanta bowl california
carbon carolina climate cold drought earth energy
environment extreme february flood flooding freeze
freezing game georgia global ice icy information
january long los maine marine model national noaa
ocean office polar precipitation program project rain
research salt science sea service **SNOW** snowfall south
storm study super system temperature thames union
warming water weather wind winter world york

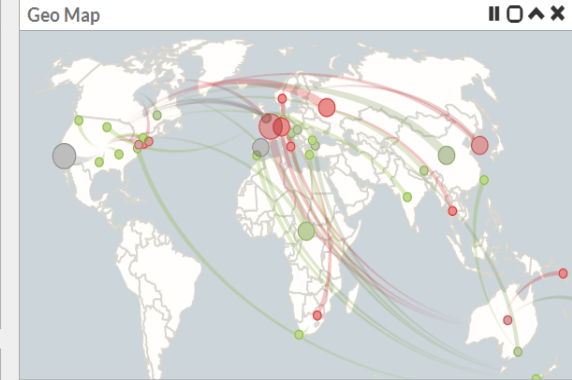
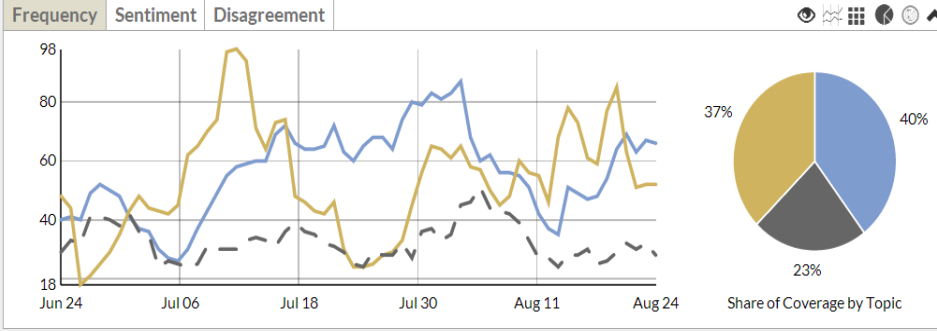
Keywords | Edges: 5





Themen

- Financial Institutions
- B2C Brands
- Radar Dimensions
- Add new Category



Documents Quotes Word Tree Locations Sources Source Map

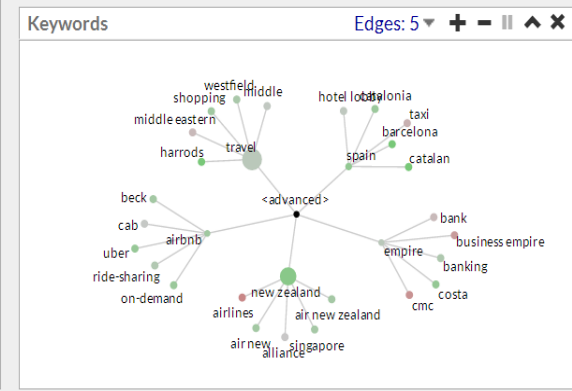
Date	Score	Title	Source
08/15	+0.8	Britain receives more visitors than ever before and 1.1 million from non-EU countries in Europe, while 1.57 million visited from North America...	telegraph.co.uk
08/22	+0.9	You've heard of food trucks, but meet Nashville's food bike based on those certifications. "If you go to Europe their baseline is organic. They don't call it ce...	bizjournals.com
08/20	-1.0	London is far more dangerous than Naples, says city official ambassador in Italy, Nino Daniele, Naples tourism assessor, challenged Foreign Office staff to ...	telegraph.co.uk
08/19	-0.6	Shaw 'wanted wedding' on Vic taxpayer trip MP Geoff Shaw wanted to get married in Europe while on a taxpayer-funded trip, Victoria's pa...	news.com.au
08/21	+0.8	Disney a boost for Niue the royalty amounted to. The island nation's tourism industry also stood to benefit from coins,...	stuff.co.nz
08/21	+0.5	Suicide tourism on rise in Switzerland Switzerland Attractions and Tourism World Travel https://www.youtube.com/user/World1Tu...	article.wn.com
08/21	+0.7	How the Dallas Arboretum has blossomed into \$170M economic rose garden, show the amenity's impact on Dallas' tourism. How does the garden's impact grow? It'...	bizjournals.com
08/20	-0.7	Iceland quakes prompt fears of eruption, flight disruption kilometres into the air, halting flights in Europe. Related Story: Volcano wakes after 200-year ...	abc.net.au
08/23	+0.5	Good things in small packages charmer Slovenia's top five experiences. Europe. In the lair of The Leopard A Lot of Kiwi conne...	stuff.co.nz

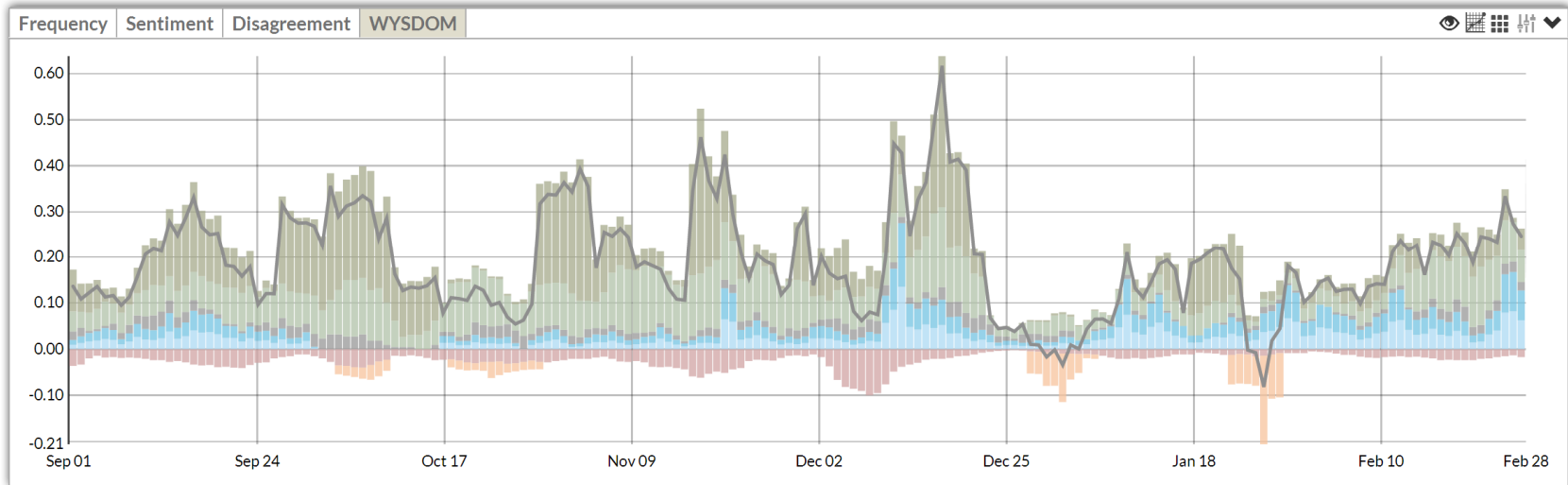
Associations Search History

Association	Count
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spain	9162
airbnb	511
empire	4757
travel	26849
new zealand	22425
zealand	22429
bank	35300
budapest	797
harrods	194
middle eastern	944
barcelona	4488
catalan	471
catalonia	172
eurozone	1136
holy	4838

Tag Cloud

africa airbnb airlines alliance amsterdam bank banking barcelona britain budapest canal caribbean castle catalan catalonia cent china chinese cmc costa cruise cycling eastern empire eurozone ghost guinea harrods holy hostel hotel hungarian iceland islands istanbul kid korea leisure london malaysia mediterranean middle milan overseas paris portugal portuguese rental resort rush scotland shopping singapore spain taxi tour tourist travel uber vacation vegas venice westfield zealand





weblyard Stakeholder Dialog and Opinion Model
www.weblyard.com/wysdom

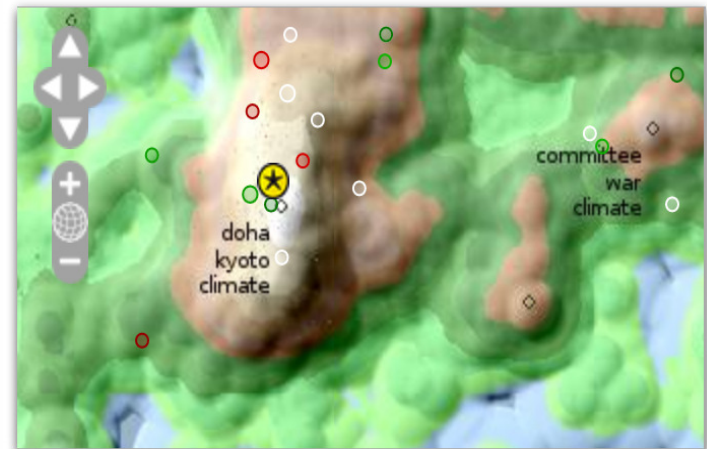
Desired Associations

Number of Positive References

Number of Negative References

Undesired Associations

Page Views, Visits (Google Analytics)



Department of New Media Technology

www.modul.ac.at/nmt

Demo Portal

www.ecoresearch.net/climate

Newsletter

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