

# REPUTATION ANALYSIS GUIDELINES

**VER. 2 30/09/2019**

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## 1. Introduction to Reputation Analysis

Reputation Analysis is an information tool, developed in the context of corporate studies, to understand observers and stakeholders' collective judgments of a corporation based on their assessments of the financial, social and environmental impacts attributed to the corporate actions and behaviors over time. Fombrun<sup>1</sup> defines reputation as "a perceptual representation of a company's past action and future prospects that describe the firm's overall appeal to all its key constituents when compared to other leading rivals". Weiss, Anderson and MacInnis<sup>2</sup> "view reputation as a global perception of the extent to which an organization is held in high esteem or regard".

Any organization benefits from positive reputations, because it allows charging premium prices and making brand a signal of quality to customers<sup>3</sup>. Moreover, a good reputation can give firms access to better sources of funding, allure more investors, raise entry barriers for potential competitors, attract and retain qualified human resources, gain support from different stakeholders<sup>4</sup>, improve the word of mouth<sup>5</sup>, increase the pace of market penetration and the effectiveness of advertisement campaigns<sup>6</sup>. Whence the importance of analyzing a firm's reputation and to monitor it over time.

One of the most popular methods for Reputation Analysis is based on the Reputation Quotient: a linear combination of twenty items, selected through a series of pilot studies, referring to relevant aspects of the business and performance, from income to work environment<sup>7</sup>. The Reputation Quotient model conceptualizes reputation as a multidimensional construct made up of six main components: emotional appeal, vision and leadership, financial performance, products and services, workplace environment, social responsibility. Other similar models of Reputation Analysis were developed to give emphasis to particular corporate aspects.

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<sup>1</sup>Fombrun, C.J. (1996) Reputation: Realizing Value from the Corporate Image. Harvard Business School Press, Harvard, p. 72.

<sup>2</sup> Weiss, A., Anderson, E., &MacInnis, D. (1999). Reputation Management as a Motivation for Sales Structure Decisions. *Journal of Marketing*, 63(4), 74-89. doi:10.2307/1251975, p. 75.

<sup>3</sup>Fombrun, C., &Shanley, M. (1990). What's in a Name? Reputation Building and Corporate Strategy. *The Academy of Management Journal*, 33(2), 233-258. Retrieved from <http://www.jstor.org/stable/256324>.

<sup>4</sup>Gray, E. R. &Balmer, J. M. T. (1998). Managing Corporate Image and Corporate Reputation. *Long Range Planning*, 5, 695-702. doi: 10.1016/S0024-6301(98)00074-0.

<sup>5</sup>Rogerson, William P., (1983), [Reputation and Product Quality](#), *Bell Journal of Economics*, 14, issue 2, p. 508-516.

<sup>6</sup>Yoon, E., Guffey, H., &Kijewski, V. The Effects of Information and Company Reputation on Intentions to Buy a Business Service. *Journal of Business Research* 1993. (27): 215-228.

<sup>7</sup>Fombrun, C.J., Gardberg, N.A., & Sever, J.M. (2000). The Reputation Quotient: A multi-stakeholder measure of corporate reputation. *Journal of Brand Management*, 7(4), 241-55.

Recently, Reputation Analysis has started to be applied to entities other than corporations, like education<sup>8</sup> and tourism destinations. In fact, a favorable reputation can positively influence the image of the destination<sup>9</sup>, the perception of its value and the tourists' loyalty<sup>10</sup>. Clearly, a tourism destination is much more complex than a single company, because it configures as a territorial system where many different tourism-related corporations, public authorities, residents' attitudes and behaviors, local traditions, natural and cultural endowments, infrastructures, historical paths, patterns of values and identity factors interact with visitors. Therefore, the reputation of a destination is not the mere sum of the reputations of its tourism-related firms, but a composite though unitary construct, involving the tourists' emotions, feelings and thoughts generated by the multifarious experiences lived in the location, organized in a perception of the destination as a whole. As a consequence, the corporate models of Reputation Analysis need to be adjusted to the peculiar nature of tourism destinations. For example, Marchiori, Inversini, Cantoni and Dedekind<sup>11</sup>, adapting the RepTrak model<sup>12</sup>, consider 7 core dimensions of reputation: organizational leadership, products services quality, workplace environment, performance, citizenship activities, innovation initiatives and governance procedures. In other analyses, reputation is not articulated in its components, but considered as a whole. For example, Marinao, Vilches-Montero and Chasco<sup>13</sup> measure reputation through 5 items: This place has a very good reputation; This place has a better reputation than other similar places; People respect this place highly; People speak very well of this place; This place's good reputation is backed up by its history.

No predetermined model of reputation generally underpins the web-based tourism destination Reputation Analyses, which are normally data driven. They consist in assessing the frequency of occurrence of keywords, their semantic context and the feelings and evaluations they connote. In particular, the analysis of contents published online as a set of data that immediately contains the online representations of a tourism destination is called 'analysis of the instances of public opinion';

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<sup>8</sup>Silvernail, T S.; Coates, H R.; Fulton, L V.; Childress, C Y. (2009). Exploring the U.S. News and World Report Rankings of Masters-Level Graduate Health Management Programs. *Journal of Health Administration Education*, Volume 26, Number 4, Fall 2009, pp. 293-307(15).

<sup>9</sup>Marinao, E., Torres, E., Chasco, C. (2012). Trust in tourist destinations. The role of local inhabitants and institutions. *Acad. Rev. Latinoam. Adm.* 51, 27–47.

<sup>10</sup>Christou, E. (2007). Tourist destinations as brands: the impact of destination image and reputation on visitor loyalty. In: Keller, P., Bieger, T. (Eds.), *Productivity in Tourism: Fundamentals and Concepts for Achieving Growth and Competitive- ness*. Erich Schmidt Verlag, Berlin, pp. 57–67.

<sup>11</sup>Marchiori, E ; Inversini A; Cantoni, L, Dedekind, C. (2019). Towards a Tourism Destination Reputation Model. A first step.

<sup>12</sup>[www.reputationinstitute.com](http://www.reputationinstitute.com)

<sup>13</sup>Marinao, Enrique & Vilches-Montero, Sonia & Chasco, Coro. (2015). Antecedents of tourism destination reputation: The mediating role of familiarity. *Journal of Retailing and Consumer Services*. 26. 147-152. 10.1016/j.jretconser.2015.06.005.

while the comparison of online contents with the consumers' perceptions is named 'analysis of the proxies of reputation'<sup>14</sup>. Currently, there seems to be no consolidated model for tourism destination reputation analysis, that could be deemed as the optimal approach. The best methodological choice depends on the goal and the resources at disposal for each specific analysis.

## 2. Destination Image & Tourists' Behaviour

A construct very closely related to that of reputation, which is of particular interest for destination marketing and communication, is that of destination image. The destination image is a composite of a wide spectrum of inputs that can be viewed as affecting either the demand or supply side of the image construct<sup>15</sup>. These inputs are grouped as controllable (dynamic), semi-controllable (semi-dynamic), and uncontrollable (static), all of which, at least in the short run, give a destination its image capital. The elements of image capital are usually viewed differently by each target market. Destination image formed through the above delineated factors, in return, has direct effects on pre-during- and post-trip consumer behaviour, which are particularly relevant to understand and plan marketing, positioning, promotion strategies as well as destination management choices. In particular, in the tourism literature the interest is in connecting tourists': pre-trip effects (i.e. intention/likelihood to visit, info search, decision-making, destination choice, anticipation), during-trip effects (i.e. enjoyment and satisfaction) and post trip effects (i.e. word-of-mouth, recommendation, revisit intention) with destination image.

We should consider that a tourism destination consists of a bundle of products, services, facilities and experiential attributes that are not easy to be defined and measured. Thus the relationship between destination image and tourists' behavior is a result of its view of a bundle of service dimensions, some of which refers the (technical) outcomes of services (e.g., accommodation, food, leisure facilities...) and some of which refers to the (functional) processes of service delivery (e.g.,

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<sup>14</sup>Marchiori, Elena & Cantoni, Lorenzo. (2012). The Online Reputation Construct: Does it Matter for the Tourism Domain? A Literature Review on Destinations' Online Reputation. *Information Technology & Tourism*. 13. 139-159. 10.3727/109830512X13283928066715.

<sup>15</sup>Tasci, A. D., & Gartner, W. C. (2007). Destination image and its functional relationships. *Journal of travel research*, 45(4), 413-425.

heritage, friendliness, courtesy, efficiency, reliability, staff competence...)<sup>16</sup>. Functional performance considers a number of invisible/intangible non-service components whose performance strongly depends on broader economic, cultural and historical factors. At the same time, destination quality<sup>17</sup> and price level<sup>18</sup> are important mediators.

Regarding measurement of technical outcomes or functional processes is important to mention the role of individual-level effects that have to be considered as the services are expected to deliver different functions or stimuli across various cultures<sup>19</sup>. This measurement bias could be reduced estimating conditional statistical models where the individual statements are expressed as a function of exogenous variables accounting for respondent heterogeneity. Some frequently used variables are tourists' socio-demographic characteristics, cultural backgrounds, country of origin, travel purpose length of stay, and past experiences<sup>20</sup>.

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<sup>16</sup>C. Gronroos (1984) A service quality model and its marketing implications, *European Journal of Marketing*, 18 (4), pp.36-44.

<sup>17</sup>Tian-Cole, S., and J. Crompton, J. 2003. "A Conceptualization of the Relationships Between Service Quality and Visitor Satisfaction, and Their Links to Destination Selection." *Leisure Studies*, 22, 1: 65-80.

<sup>18</sup>Chen, C. F., and D. Tsai. 2007. "How Destination Image and Evaluative Factors Affect Behavioral Intentions?." *Tourism management*, 28(4), 1115-1122.

<sup>19</sup>Pizam, A., Shapoval, V., & Ellis, T. (2016). Customer satisfaction and its measurement in hospitality enterprises: a revisit and update. *International Journal of Contemporary Hospitality Management*, 28(1), 2-35.

<sup>20</sup>Jarvis, D., Stoeckl, N., & Liu, H. B. (2016). The impact of economic, social and environmental factors on trip satisfaction and the likelihood of visitors returning. *Tourism Management*, 52, 1-18.

### 3. Reputation Analysis to EXCOVER

Recently, Reputation Analyses place a special focus on the opinions of clients and potential customers, as companies and destinations are especially interested in knowing what the market thinks of their products, services, image and brand, in order to shape products/services development, marketing and branding strategies able to widen their market share, by conveying competitive advantages pertinent to the target consumers.

For the EXCOVER Project, where the goal is the development of sustainable tourism in small Adriatic towns, characterized by potentially attractive local assets but poor tourist flows, the opinions of tourists, but also those of potential but 'non tourists', are important inasmuch as they regard single aspects of the local tourism supply system.

Thus, the main goals of a Reputation Analysis in the context of EXCOVER are:

- a) to assess how much each location is actually (un)known and what it is associated with it in the view of the general public;
- b) to evaluate the extent to which local attractions are currently (un)known;
- c) to gauge the opinions of potential (but missing) tourists about each location and its assets;
- d) to detect what changes in the destination's image and supply should be made, to persuade potential travelers to visit it;
- e) to investigate the reputation of each town in the opinion of visitors;
- f) to identify strategic actions to be implemented, to increase tourist satisfaction.

Wide investigations of the reputation of organizations in the view of (potential) customers are now possible thanks to the Information Technologies. Social networks, online rating websites, blogs and search engines are precious sources of user-generated contents that can be effectively exploited to analyze and monitor the reputation of a destination and draw some insights about its image. The growing mass of customers reviews, virtual nets of word of mouth, descriptions and assessments of consumption experiences, make now possible to understand the relationship between destination image, its reputation and the consumers' behavior in the pre-, during- and post-trip phases. However, to the aims of EXCOVER, it might be of greater interest to investigate why much people

does *not* visit the concerned locations and what would attract tourists there. In this respect, it could be guessed that reading negative judgments about a place, published by people who lived tourism experiences there, can dissuade potential tourists from visiting it. Thus, the reputation of a location in the view of its visitors may affect, through the web, the intention to visit and the opinions of potential tourists. Whence the importance of focusing the Reputation Analysis on the demand side.

Destinations could not be known at all, or at least not as a tourism destination but they could also have a negative image i.e. negative expectations dissuading tourists from visiting it. However, it may also be the case that travelers know about the existence of a location, for historical, business or institutional reasons, but they do not choose it as tourist destination, because visitors are too few to generate a positive impactful word of mouth or its tourism attractions are not effectively promoted (the place is not well inserted in the tour operators circuit). If the marketing communication is not quantitatively or qualitatively enough, it is very difficult that a small town will develop a positive image. This will prevent to be considered by travelers and especially by foreign people (representing a much wider market, a much greater source of growth opportunities).

It is finally worthy of note that a bad reputation of a few (or even just a single) destination attribute(s) can scuttle the overall reputation of the destination as a whole. Thus it became important to detect which technical outcomes or functional processes (destination's attributes) are rated below the acceptable level of satisfaction by tourists, or are expected to be dissatisfying in the 'Non-visitorsNon-visitors' imagination, impacting the reputation of the destination as a whole negatively. This is crucial to reach the goals of EXCOVER: sustainable tourist development without the need of important financial investments. In fact, the identification of specific problematic aspects of the supply allows concentrating resources and the cooperation of all the involved actors on the actual determinants of reputation and satisfaction, the improvement of which will benefit the whole destination (and so all the residents and the local businesses).

## 4. AGENDA

Given the complexity and the multiple goals of the analysis, and considering the heterogeneity of the involved locations, also in terms of tourist presences and popularity to the general public, the Center for Advanced Studies in Tourism of the University of Bologna (CAST) proposes an analytical framework articulated in 3 steps.

The first step is optional, although it can be carried out for all of the concerned locations. The second step is also optional and it is suggested for the areas sufficiently known at the national level, having a popular tourism destination in the surrounding, with a similar tourism supply (rival) or from which tourists could be induced to visit the concerned area. The third step is mandatory for all the areas, given that no concerned location lacks tourist inflows of sufficient extent, to this aim, according to the Preparatory Local Reports.

1] For each concerned location, the competent Project Partner can **optionally** carry out an **analysis of the Google Trends** pertinent to the area, able to reach objectives a) and b). **Deadline 10/12/2019.**

2] For the areas indicated in the table of the survey sample sizes, i.e. for those that should be sufficiently known at least at the national level, based on the number of tourist arrivals and overnights reported in the Preparatory Local Reports, and are located close to a popular tourism destination, a **'Non-visitors' survey** can **optionally** be performed, by submitting reputation questionnaires to visitors of the popular tourism destination (who did not and will not visit the location involved in the Project), so that objectives c) and d) can be met. **Deadline 20/11/2019.**

3] The Visitors **Visitors survey** is **mandatory** for all the concerned areas, to reach objectives e) and f). **Deadline 20/11/2019.**

The propounded Reputation Analysis will integrate the results of those of the previous 3 steps that will be brought about by each PP. It will be made by the Project Partner competent for each location, by following the instructions below and filling the TEMPLATE\_REPUTATION.

## 5. OVERVIEW

### 5.1 Google Trends Analysis (OPTIONAL)

Google Trends is a search trends feature that allows the user to see how often specific keywords, subjects and phrases have been queried over a specific period. Search data are collected, categorized and connected to a topic but any personal information about users is removed. It provides keyword-related data that include search volume index (average traffic in the considered time span) and geographical information about search engine users.

It is important to highlight that Google Trends shows only the *relative* popularity of a search query in a *sample*, not the absolute number of times a term was searched for. Data are collected from an unbiased composite sample of Google searches: only a (not better-specified) share of searches are used to quantify “the Trends”. The sample of Trends data is composed by:

- Real-time data: a random sample of searches from the last 7 days.
- Non-real-time data: a random sample of Google search data 2004 and up to 36 hours before your search

Repeated searches from the same person over a short period are deleted. Search data are adjusted by proportioning results to the time and location of a query. For sake of comparability, each “Trend” is divided by the total number of searches in the selected geographical and time range (otherwise, areas with the highest general search volume would always be ranked highest with reference to any term). The resulting “Trend” is then scaled on a range of 0 to 100, based on the correspondent topic’s proportion to all searches on all topics.

Thus, Google Trends show the popularity of a search query relative to the time, the place, the sample search volume and the topic salience, so that Trends should be interpreted and compared very carefully. In fact, the difference between two Trends can depend on a difference in the numerator, on a difference in the denominator, on a difference on both, on the sample etc. For example, different regions presenting the same search interest for a term do not always have the same total search volumes; if a Trend frequency decreases over time, it could be due to an increase in the total volume of searches while the number of times that term was entered in the engine may have stayed the same. As Google

itself disclaims, that the data "may contain inaccuracies for a number of reasons, including data sampling issues and a variety of approximations that are used to compute results."

A crucial feature of Google Trends, to the aims of EXCOVER, is the exclusion of terms below a (not better specified) search frequency. If the word or sentence of interest has been searched by an 'insufficient' number of users, then its volume is set to zero and no information is displayed. Thus, expect not to find everything you are interested in. This can also be used to check the popularity level of locally known places and attractions.

In order to perform the first step of the Reputation Analysis, you make an exploration of relevant Google Trends data, collecting hints and information useful to fill the REPUTATION\_TEMPLATE.

### **Some suggestions for the Google Trend search**

PPs' could follow a 5 step process in order to perform the Google trends analysis:

- 1) Identify a list of search terms.  
Objective: to visualize the search volumes of the identified terms, approximating the popularity of the denoted objects (the destination itself, its attractions, its rivals or neighbour).  
Instructions: Appendix1, A1.1, of the present guidelines.
- 2) Try some combinations of search terms (using "+ Compare") and find out which combination(s) is well visualized in the graphs (this may change from country to country, from time span to time span, from category to category, from search type to search type).  
Objective: to compare at a glance the popularity of the destination with that of its rivals or neighbors, and to compare the popularity of different local attractions  
Instructions: Appendix1, A1.2, of the present guidelines.
- 3) Analyze the information provided by Google Trends with reference to the dynamics and the sub-regional and city-level distributions of search volumes.  
Objective: to detect when and where the popularity of the searched destinations and attractions reached the highest levels and where the lowest ones.  
Instructions: Appendix1, A1.3, of the present guidelines.
- 4) Take cues and useful insights from related queries.

Objective: to understand what people associates to the destination, its attractions, its rivals or neighbors (e.g. a sport, a festival, a business, an historical event, a news, a specific food, an agritourism, a character, etc.).

Instructions: Appendix1, A1.4, of the present guidelines.

- 5) Repeat the analysis for different countries and different categories in order to compare the popularity of the destination with that of its rivals or neighbours and/or the popularity of different local attractions. Moreover it will be possible to compare the opinion of users from different countries (potential domestic travelers, potential short-distance travelers, potential long-distance travelers, with different cultures, expectations, preferences etc.), also with reference to specific topics (e.g. shopping, sport, travel, etc.)

Instructions: Appendix1, A1.5, of the present guidelines.

Expected Output: first section of Local Reputation Analysis completed, by filling the REPUTATION\_TEMPLATE, with the comment and discussion of the information, maps and graphs retrieved from Google Trends.

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**You do not need to report all the information you find during your exploration of Google Trends. Take notes and save only interesting graphs, maps and data to write your Reputation Analysis. Check the REPUTATION\_TEMPLATE to understand what is the expected output of the analysis.**

## 5.2 NON-VISITORS SURVEY (OPTIONAL)

Beside investigating the web popularity of each concerned area, the reputation of towns having a popular tourism destination in the surrounding (from which tourists could be induced to visit the concerned area), can be explored through a Non-visitors survey.

non visitors indicates people visiting a close and more popular destination, who did not and will not visit the concerned location. To gauge their opinions about each location and its assets, and detect what changes in the destination's supply attributes and image should be made (to persuade potential travelers to visit it), a survey questionnaire is submitted to Non-visitors.

The questionnaire, in English, is available online at the link that the CAST will provide by March the 1<sup>st</sup> 2019. Once received the Preparatory Local Report described in the SWOT Guidelines (at the first kick off meeting) CAST will provide technical details regarding the required sample size. The same file will contain the indication of the PPs for which this analysis is suggested.

The survey includes questions about the socio-demographic and trip-related characteristics of 'non tourists', their direct or indirect knowledge and image of the destinations as well as the motivations that induced him (not) to choose the concerned location as a tourism destination.

The Project Partner competent for each concerned location is responsible to recruit the subjects in charge of carrying out the survey interviews. The interviewers should be selected based on the following characteristics:

- Excellent reading and writing skills in English, and – hopefully - in the language(s) spoken in the main origin country(ies) of 'Non-visitorsNon-visitors'.
- Ability to browse the web with a mobile phone (of his own).
- Strong social, relationship and interaction skills, capability to motivate and involve people of different age, gender, education, background etc.

The Project Partner competent for each concerned location will provide the subjects in charge of carrying out the survey interviews with:

- the link at the online questionnaire;
- the target number of interviews to be carried out (which will be computed by the CAST using the information provided in the Preparatory Local Report described in the SWOT guidelines, to ensure sufficient coverage and representativeness of the sample);
- some sign that identifies the interviewers as sent by the local authorities (badge/t-shirt/vest with appropriate logo), to reassure the people to be interviewed of the official status of the initiative;
- the instructions in the appendix.

Due to possible linguistic, technological and involvement-related issues, **selected interviewers will submit the questionnaire to the target interviewees, in person.**

The CAST will collect all the answers and send pertinent data to each concerned Project Partner.

The Project Partner will analyze the survey data and fill subsection 3 of the REPUTATION\_TEMPLATE.

***Some suggestions for the data analysis:***

Non visitors can provide important insights about the concerned areas' reputation as constructed indirectly, on the basis of word of mouth, background knowledge and third-party information.

The data collected through the non-visitors survey allow highlighting the main factors influencing the choice of not visiting the concerned town.

Collected data make it possible to perform a market segmentation of potential but currently non-customers that consists in finding similarity and differences in the responses given by people "homogenous" in terms of socio-demographic and trip-related profile.

Project Partners can detect interesting evidences visualizing data through graphs, frequency distributions, cross-tables or descriptive statistics like average, mode, median, percentiles, heterogeneity and variability measures, with simple spreadsheet default functions.

To prepare inputs for graphs, you can use **filters** to subset the database and select data grouped by the answer of interest, or, much faster, you can make **pivot tables** (displaying the frequency of answers to a certain question among interviewees who gave a certain answer to another question) as data sources for graphs. You can find great tutorials and step-by-step explanations of all the spreadsheet functions for your own version of Office/Libre Office/Open Office.

**Annalisa Stacchini (annalisa.stacchini2@unibo.it) is at disposal** to provide help information and suggestions.

### 5.3 VISITORS SURVEY

The reputation of towns attracting a sufficient tourism demand (even if not fully developed in all its potential), can be explored through a survey to tourist. According to the Preparatory Local Reports, all the concerned locations have already a sufficient tourist inflow and a supply system (i.e. organized attractions, tourist information material, places where tourists can eat or sleep) appropriate to carry out this last step of the proposed Reputation analysis.

The goal of this survey is understanding how reputation forms directly from the personal experience of visitors and highlighting which local aspects affect the overall reputation positively and which ones have a negative impact. This allows to identify strategic actions to be implemented, to improve the destination's reputation, increase tourist demand and satisfaction.

The reputation measurement model employed for this survey is a version of the Reputation Quotient adapted to tourism destinations, developed to the aims of EXCOVER. The model considers the reputation of a destination with tourists as composed by 5 main dimensions: emotional appeal; destination image and management; heritage, climate, products and services (quality); workers attitude; social responsibility. These are theoretical constructs are measured through tourists' answers.

The instructions for carrying out the Visitors survey are the same given above for the non -Visitors survey. The difference is only in the questionnaire (constituted by different questions) and in the fact that here **tourists are interviewed in the concerned locations.**

Each involved Project Partner will use the results of the analysis to fill subsection 4 of the REPUTATION\_TEMPLATE.

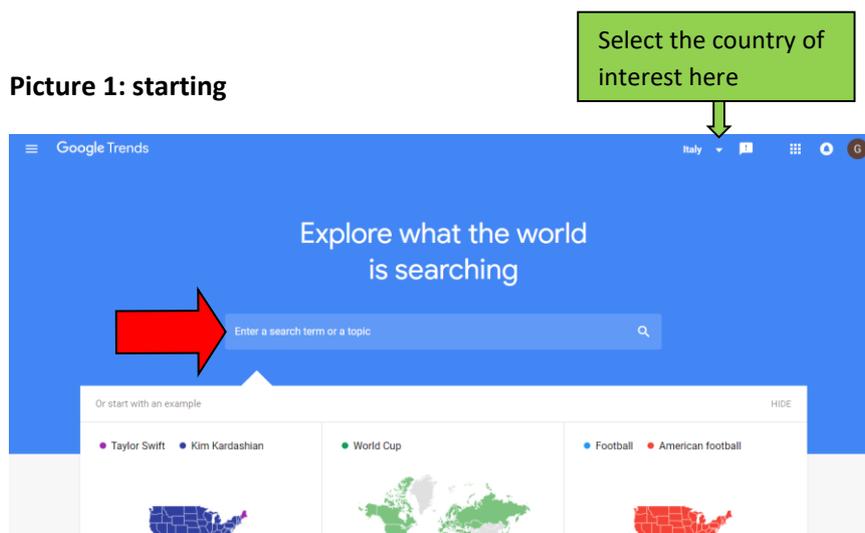
*Good work to everyone*

## **APPENDIX 1 :INSTRUCTIONS TO CARRY OUT THE GOOGLE TRENDS SEARCH**

**How to retrieve Trends associated to the search terms** (*information about the popularity of the different search terms (i.e. local attractions and/or the whole destination popularity against rivals or neighbours).*)

First, follow the link below, to Google Trends:

<https://trends.google.com/trends/?geo=IT>



Choose the country of interest, clicking on the white triangle indicated by a green arrow over picture 1.

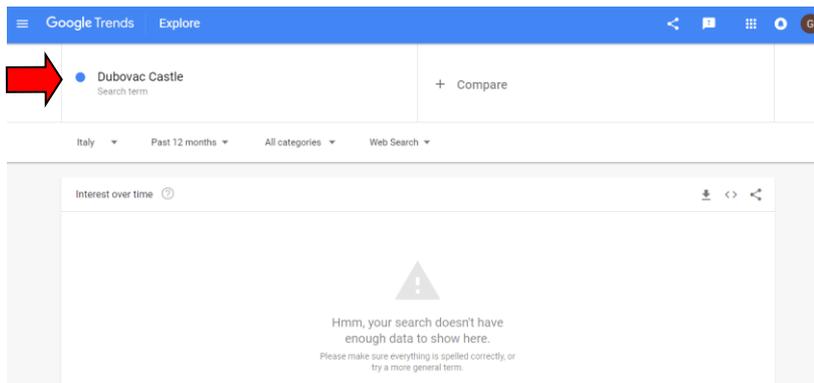
Write a search term in the rectangle indicated by a red arrow in picture 1.

What search term? Suggestions:

- The name of the concerned location.
- The name of local tourist attractions (parks, , monuments, churches, etc.)
- The name of local events, festivals, sport manifestations, exhibitions etc.
- Terms related to the local history, folklore, traditions, cuisine, etc.
- The name of neighboring or rival locations.
- The name of rival attractions.

Press Enter.

**Picture 2: example of output when the searched term was below a ‘sufficient popularity’**

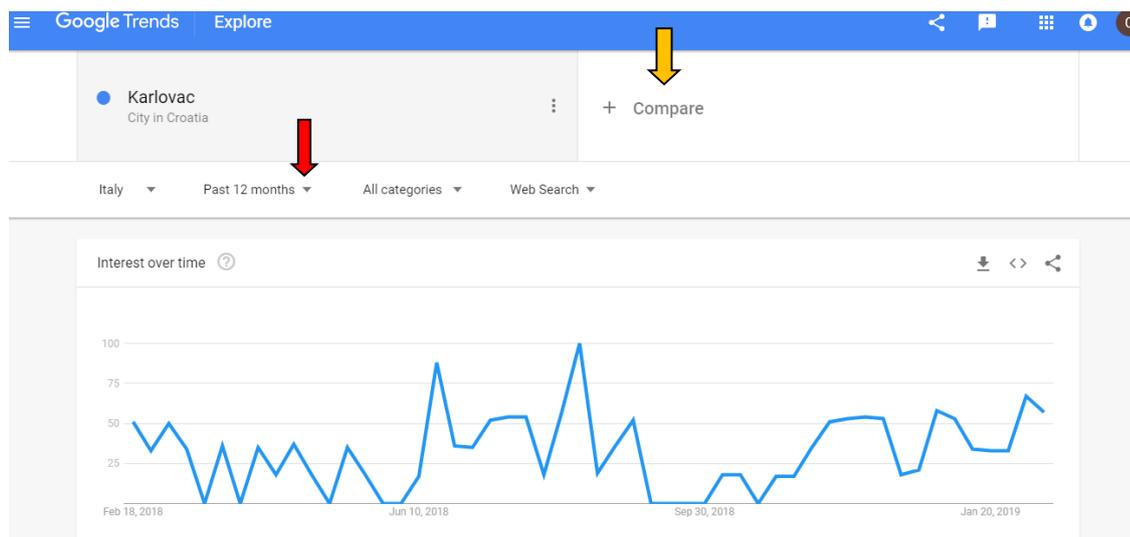


If your search results in the message displayed in picture 2, then the searched term was below the ‘sufficient’ frequency. This can depend on the limitation of the search on the selected country, category or time period (so you may see results if you ‘widen’ the area/time span, or select no/another category). You can also make a more general query, considering a ‘wider’ term, in the rectangle indicated by the red arrow in picture 2 (click on the rectangle, delete the previous search term – ‘Dubovac Castle’ in the example – and write the new one) and press Enter. With ‘wider’ term we mean a word with a more general meaning (e.g. ‘Karlovac monument’).

**Take note of all of your ‘failed’ searches as they will be requested in the REPUTATION\_TEMPLATE: if a query is not ‘frequent enough’, this is already an helpful information, because it suggests that the searched item needs to be better promoted and communicated.**

If the searched term is 'frequent enough', you see something like this:

Picture 3: example of output when the searched term is popular enough (dynamics)



The line graph shows the dynamic of the relative popularity of the search term ('Karlovac' in the example) on the web over the past 12 months, in the United States, for all the categories.

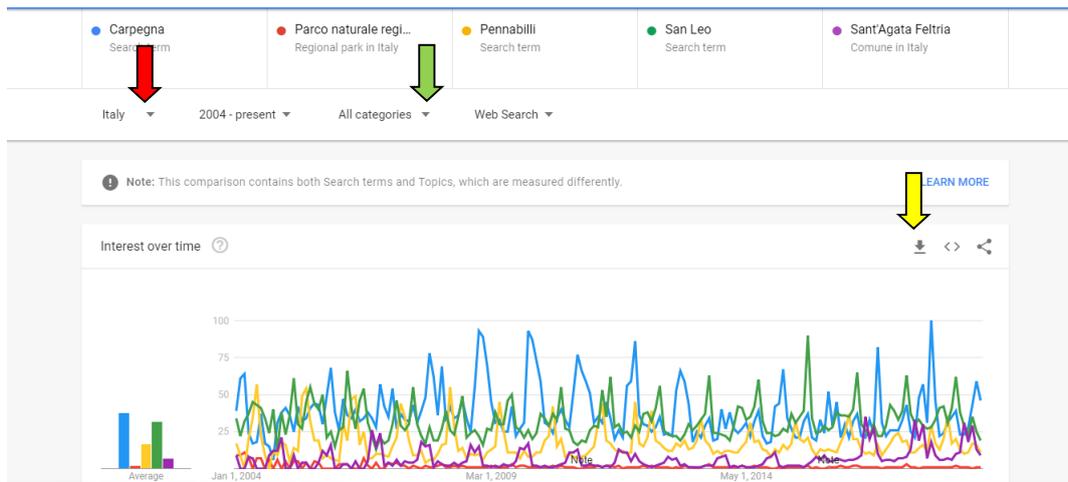
Click on the black triangle indicated by the red arrow in picture 3 and select the time span of interest, so that a long time series is displayed, where picks are better highlighted and easier to explain.

**How to compare Trends associated to the search terms** (*comparing popularity of different local attractions and/or the whole destination popularity against rivals or neighbours*).

Write further terms, using the "+ Compare" feature: click on the '+' indicated by the orange arrow in picture 3 and input a search word. Another '+' rectangle will appear at the right of the former. Write there another term and continue until no more rectangle appears at the right (or you have no more

‘comparable’ terms<sup>21</sup>). You can query up to five words simultaneously. In the example in picture 4, we type: Carpegna, Parco Naturale Regionale Sasso Simone e Simoncello, Pennabilli San Leo Sant’Agata.

Picture 4: Example of comparison among popularity of rivals or neighbors and their dynamics



**A1.1 Dynamics and sub-regional and city-level distributions of search volumes** (*detect when and where the popularity of the searched destinations and attractions reached the highest levels and where the lowest ones*).

A line graph, like the one in pictures 3 and 4, compares the dynamic of the search terms queries over the selected time span, in the chosen country. Thus, it becomes easy to identify (and compare) seasonal trends. The bar graph (bottom left in picture 4) represents the average relative frequency of each search

<sup>21</sup> With ‘comparable terms’ we mean words the relative search frequencies of which are similar in scale (if a term was searched millions of times and another term just hundreds of times, in the graph the line representing the latter will be squashed flat on the x-axis). Proceed ‘trial and error’ until you find a combinations of terms that makes sense and can be clearly visualized. ‘Difficult terms’ (those with extreme/very different search frequencies) can be analyzed alone as in picture 3.

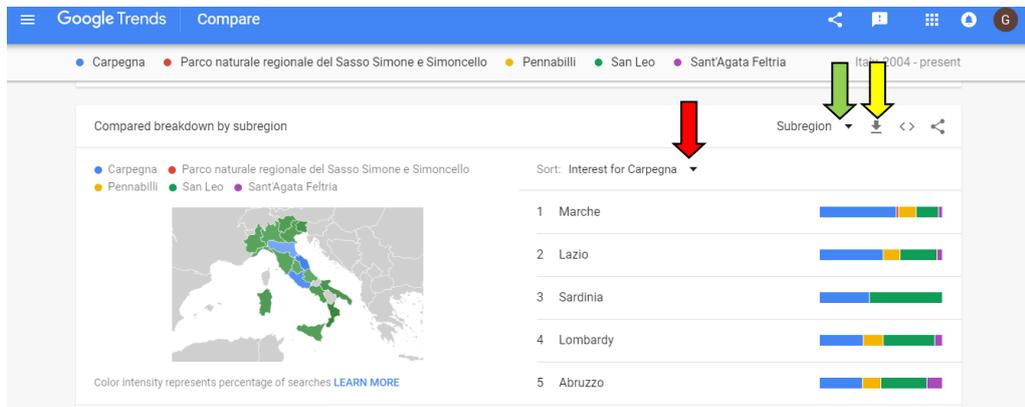
word over the selected time span, in the chosen country. It is useful to confront the dates of highest and lowest popularity with those of holidays/celebrations, events, marketing initiatives, etc. to measure their effect on people interest. This allows to detect any time lag between the time of the event, or of its promotion initiatives, and that of the users' information search, to compare the effectiveness of any marketing action across the time and, if data about tourist arrivals are available, to measure the differential between potential (people looking for online information about the event) and actual demand.

If you want to download the data in csv format, click on the small black arrow indicated by the yellow arrow in picture 4. Data are useful to deepen the analysis, they can be aggregated by months, quarters, years etc.

### A1.2 The geographic distribution of the popularity of the different search terms

Scroll Down to see, below the line graph, a map (lhs) that represents the geographic distribution of the search terms between the sub-regions of the selected country (see picture 5). Different shades of the same color indicate higher (darker) and lower (lighter) average sub-regional search frequencies.

Picture 5: the geographic distribution of the search terms between the sub-regions



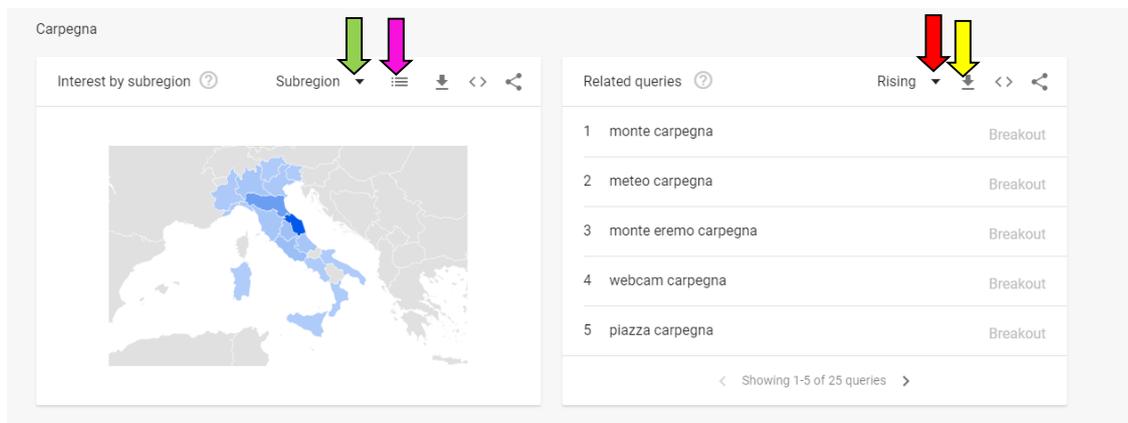
Below the line graph, on the left a map represents the geographic distribution of the search terms between the sub-regions of the selected country. Different shades of the same color indicate higher

(darker) and lower (lighter) average sub-regional search frequencies. By stopping the cursor on the map, you can zoom in and get more fine-grained information at the sub-regional level. Click on a region to see the corresponding line-graph. On the right, the colored bars display the relative search volumes of the different words in each sub-region. Click on the black triangle indicated by a red arrow in picture 5 to sort the regions (or cities) based on the search frequency of different terms. If you want to download the data in csv format, click on the small black arrow indicated by the yellow arrow in picture 5.

Click on the black triangle indicated by a green arrow in picture 5 to see the geographic distribution by city. Stopping the cursor on the map, you can zoom in and get more fine-grained information at the city-level.

Scrolling down, on the left you find the same geographic information, but term by term (1 map for each search word). An example is reported in picture 6.

**Picture 6: Fine-grained information regarding a search term popularity at the sub-regional level and related queries**



By stopping the cursor on the map in picture 6 you can zoom in and get more fine-grained information at the sub-regional level. Click on a region to see the corresponding line-graph.

Click on the black triangle indicated by a green arrow in picture 6 to see the geographic distribution by city. By stopping the cursor on the map, you can zoom in and get more fine-grained information at the city-level.

Click on the list symbol indicated by a violet arrow in picture 6 to see the search frequency by city (cities are sorted in decreasing order of search frequency).

If you want to download the data in csv format, click on the small black arrow indicated by the yellow arrow in picture 6.

#### **A1.4 Related Queries** (*Understand what people associates to the destination, its attractions, its rivals or neighbours*).

On the right of each monothematic map, related queries are listed. By clicking on the black triangle indicated by a red arrow in picture 6 you can choose between Top and Rising related queries. Top related queries are words that are most frequently searched with the term you entered in the same search session, within the chosen category, country, time span. Rising related queries are words that were searched for with the keyword you entered, which had the most significant growth in volume in the requested time period. For each rising search term, a percentage of the term's growth compared to the previous time period is displayed. "Breakout" means that the search term grew by more than 5000%.

Therefore, related queries are very helpful to understand: the context within which consumers search for the concerned terms, which aspects of the location are better known, which information about the destination is most relevant to the people living in the selected country, etc. In addition is also possible to measure: the tendencies in place (in the example, top queries are: 'Carpegna hermitage', 'hermitage', 'of Carpegna', 'Carpegna mountain', 'villa Carpegna'. Looking at rising queries in picture 6, it seems that the interest is shifting from the hermitage to the mountain, possibly for sport tourism as the meteo and webcam searches may suggest. This may hint that a location traditionally known for religious motives is now increasingly considered a sport destination where to hike, sky, mountain-bike etc.).

**A1.5 Countries and Categories** (*compare the popularity of the destination with that of its rivals or neighbours and/or the popularity of different local attractions*)

Scroll up to the top

Click on the black triangle indicated by the red arrow in picture 4, select another country of interest. Repeat the analysis as explained above. For each search term/combination of terms, analyze Google Trends for:

- The country of the concerned location,
- The neighboring countries,
- Worldwide.

Scroll up to the top.

Click on the black triangle indicated by the green arrow in picture 4, select a category at a time and repeat the Google Trends Analysis as explained above, for the following categories:

- Arts & Entertainments,
- Beauty & Fitness,
- Books & Literature,
- Business & Industrial,
- Food & Drinks,
- Games,
- Hobbies & Leisure,
- Jobs & Education,
- Shopping,
- Sport,
- Travel.

On the right of the black triangle indicated by the green arrow in picture 4, there is written 'Web Search', followed by another black triangle. By clicking it, you can restrict the analysis to: Image search, News search, Google shopping and YouTube search, including only queries of the selected type.

###

**You do not need to report all the information you find during your exploration of Google Trends. Take notes and save only interesting graphs, maps and data to write your Reputation Analysis. Check the REPUTATION\_TEMPLATE to understand what is the expected output of the analysis.**

Use the results of the analysis to fill subsection 2 of the REPUTATION\_TEMPLATE.

Another feature, named Google Trends for Websites, provides data about website traffic, rather than traffic for specific search words. Such data include the number of unique visitors and the percentage of visitors from specific geographic regions. "Also visited" and "also searched for" columns display other websites and search terms that the visitors of the concerned site are likely to visit and search for. You can use this tool for websites (if any) promoting your destination, local events or tourism-related assets and initiatives, in order to assess the dynamic of the conversion rate of contacts (potential tourists) into tourist arrivals.

## **APPENDIX 2 :INSTRUCTIONS TO CARRY OUT THE REPUTATION SURVEY INTERVIEWS**

### TARGET SUBJECTS TO BE INTERVIEWED:

- Tourists (you can find them next to hotels, congress halls, in cultural/natural sites of interest, at manifestations and events, in the city center, at monuments sites, at the railway, bus, taxi stations, at the tourist information point, etc.).

### TIMING OF THE INTERVIEWS:

From 13/03/2019 to 20/11/2019

### PLACES OF THE INTERVIEWS:

The Project Partner will indicate the city and the areas of main interests.

### MODALITY OF THE INTERVIEWS:

Approach the apparent tourist with a smile, greet him cordially, show the sign that identifies you as sent by the local authorities.

Ask if he is a tourist (if not, greet him cordially and target another one), apologize for taking a few minutes of his time, **explain that you have been sent by the local authorities to ask him some questions for an European development project**. Say that, if you came in a busy moment, you can return later (if this is the case, ask when and make sure you go back at the agreed time).

Take your mobile phone, where the link to the online questionnaire has been sent to you. Follow the link to the online questionnaire, that is in English and must be filled in English. Translate each question (one at a time) in the language the interviewee understands best (between those you know), he will answer in his own language. Write the answer in English in the dedicated space of the online

questionnaire form. **Pay attention: write the same concept in the same form in all the interviews, using only lowercase letters and no symbol**, e.g: suppose that, in 6 interviews, 6 different respondents come from the United Kingdom. You find the quickest form to univocally identify that place and write it always the same way on the online questionnaire form:

	do NOT write	write
interview 1	UK	uk
interview 2	united kingdom	uk
interview 3	england	uk
interview 4	uk	uk
interview 5	United Kingdom	uk
interview 6	England	uk

Do your best to motivate the interviewee to answer sincerely, to think about the response, to complete the questionnaire until the end. Try not to make him feel annoyed.

**In case the interviewee does not answer a question, fill the dedicated space with ‘na’ (not answered).**

**You do not need to read the multiple choice option to the respondent; it is up to you to classify her/his answer in the correct record. This unless the respondent is confused or doesn’t know what to answer**

**Do not invent nor influence responses. Especially in open questions report exactly what the respondent thinks even if it sounds weird**

Once filled the online form, click ‘submit’ and the responses will be automatically saved.

Thank the respondent and greet him cordially.

**In case a person does not want to be interviewed**, fill the questionnaire form inputting his apparent age and sex (these data are needed for subsequent statistical processing), then flagging the drop out field and submitting.

