EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA

EXCOVER –LOCAL REPUTATION ANALYSIS

NAME OF THE CONCERNED LOCATION

NAME OF THE AUTHOR ORGANIZATION

OUTLINE

This template is a completely editable Word file. The instructions about what to write in each space are written in blue italics. You write in black non-italics, then delete all the instructions.

1. INTRODUCTION TO REPUTATION ANALYSIS

Name of the concerned location participates in the EXCOVER Project with the objective of developing sustainable tourism as privileged driver of economic growth, because currently tourist inflows are scarce, well below the potential level that local resources could be able to attract. Therefore, in order to devise an effective strategy to make *Name of the concerned location* a popular tourism destination, it is necessary to understand why much people do *not* choose it as a destination for their trips and vacations, and what changes could enhance its tourist attractiveness. In particular, the focus is on:

- how (little) popular *Name of the concerned location* is,
- which aspects it is better known for,
- with what it is associated in the thought of people from different countries,
- how potential visitors perceive it
- what dissuades them from visiting,
- what is the idea that tourists get from experiencing the destination.

To investigate the collective judgments of both potential and actual tourists about *Name of the concerned location* as a tourism destination, a demand-based Reputation Analysis is carried out. The object of investigation is the reputation of the area that it encompasses, to a certain extent, the construct of satisfaction with regard to actual tourists (to be induced to revisit), but it is measurable also with reference to just potential visitors (the main target to be attracted to develop the local tourism sector). Moreover, it has been shown that a favorable reputation can positively influence the image of a destination[1] (that is conveyed to the general public of potential visitors), the perception of its value and the tourists' loyalty[2].

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[1]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.

[2]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 Competitiveness. Erich Schmidt Verlag, Berlin, pp. 57–67.

The current Reputation Analysis relies on both direct (based on sample surveys) and indirect (web-based) approaches. This report, examines different information from *multiple sources:*
- *Google Trends,*
- *Survey interviews to visitors of Name of the popular tourism destination close to the concerned location,*
- *Survey interviews to tourists in Name of the concerned location.*
(write only the source(s) of information that you actually used)

2. GOOGLE TRENDS ANALYSIS

In order to assess how much *Name of the concerned location* is actually (un)known at both the national and international level, what it is associated with it in the view of the general public and how popular local attractions are, data from Google Trends were analyzed (period of the execution: *start date-end date*). Google Trends is a search trends feature that allows to see how often specific keywords, subjects and phrases have been queried over a specific period of time, by showing the frequency with which a given term is entered into Google's search engine, relative to the site's total search volume, based on a sample of Google searches.

The search terms, used in the analysis, are the following:
- *list all the terms you searched for (also those for which you got no result),*
- *…. ,*
- *… ,*
- *… ,*
- *… ,*
- *… ,*
- *… ,*

For each search word, along with the global search volume, the following categories were taken into account:

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

Write which terms were searched in combination and why.

Searches run from the following countries were analyzed:

- *Country of the concerned location*,
- *All the neighbouring countries*,
- Worldwide.

Comment the dynamics of the popularity of the searched destinations and attractions (see guideline A1.1)
What is the dynamic of the popularity of each search word like? Is there a seasonal pattern (peaks recurring in the same day of the week/month of the year/during a certain celebration etc.)? Describe the seasonal pattern of search terms, looking for similarities and differences between terms.
Can you detect plausible causes of the peaks?
What does the comparison of the dynamic of the same term in different categories suggest?
What does the comparison of the dynamic of the same term in different countries?
What does the comparison with neighbouring and rival destinations suggest?
Is there some corrispondence between peacks/throats in the graph and the dates of events promotion marketing initiatives etc…

Comment the geographic distribution of the popularity of the different search terms (i.e. local attractions and/or the whole destination popularity against rivals or neighbours). See guidelines A1.2

Where are the search terms most popular? Where are them the least popular? What could explain these data?

Which are the categories with reference to which the word is most frequently searched? Which are those with respect to which the word is least frequently searched? What does this suggest?

Which category is more popular in which country, sub-region, city? How can this be explained?

We would expect that the closer (to the concerned location) the place from which the term is searched, the higher the search volume. Is this the case for all the terms? If not, how could this evidence be explained? Does the geographic distribution of search terms reflect that of the origin countries of current visitors? Or does it reflect the distribution of the main business partners of local companies? May migration patterns affect the geographic distribution?

How does the geographic distribution of search terms relate to the diffusion of promotion, marketing and communication initiatives (if any)?

Comment Top and Rising related queries (understand what people associates to the destination, its attractions, its rivals or neighbours).

Which terms are most frequently associated with the search word? What does this evidence suggest?

Which terms are increasingly more often associated with the search word? What does this evidence suggest?

How the associations with the search terms are changing in the view of the general public on the web?

Which may be the causes of this switch? What does it suggest with reference to tourism? What does it implies in terms of destination image?

How do related queries reflect the effects of the current marketing strategies?

Are there unexpected associations? How could they be explained? Can they affect tourism?

Comment non searched queries

Fill the table below with terms whose search frequency, in the indicated countries, for the specified categories, was too low for results to be displayed:

Search Term	Categories	Country/Worldwide
Add lines if necessary		

Which may be the reason why these terms in these countries are not searched for (nor supposedly known, or at least not popular), with reference to these categories?

What may this suggest in terms of location image?

Are the entities denoted by the non-searched terms object of promotion, marketing and communication initiatives? If this is the case, how should these initiatives be modified/extended?

Draw conclusions from the analysis you carried out above:

What is the concerned location's reputation like? How does it changes in different times and places? How can it impact tourists' intention to visit and more in general tourist flows? Which are the strengths and the weaknesses of the concerned location in reputational terms, thinking at sustainable tourism development? How can the weaknesses be addressed?

What does this analysis teach about the perception of the location image? Is it viewed as a tourism destination or as what? What does it suggests for future marketing and communication strategies?

Discuss the most relevant/unexpected findings in relation to sustainable tourism development, focusing on the comparison with neighbouring and rival destinations.

3. 'NON-VISITOR' SURVEY ANALYSIS

To the aim of developing the little town of *Name of the concerned location* into a tourism destination, the opinions of tourists who arrived in *Name of the region including the concerned location* but did not and will not visit *Name of the concerned location* is of particular interest, because they are able and willing to travel the distance from their origin city to *Name of the region including the concerned location*, they might find the region attractive overall, but first and foremost they could include *Name of the concerned location* in their travel itineraries in the region. In this Reputation Analysis such tourists (visiting more popular destinations near *Name of the concerned location*) are called 'non-visitors' to highlight that they may 'easily' visit *Name of the concerned location*, but they do not.

The Reputation of *Name of the concerned location* in the view of 'non tourists' was investigated through a semi-structured survey on the opinions of *number of interviewed* people visiting *Name of the place(s) of the interviews*. The face to face survey interviews were carried out *time span during which the interviews were performed at sites where the questionnaires were submitted.*

3.1 Popularity with "non-visitor"

How popular is the concerned location among tourists visiting the more popular destinations?
How do the things for which the concerned location is better known relate to the motivations of respondents?
Within the analysis above, make some graph to highlight the most interesting findings and report the most salient figures.

3.2 Market Segmentation

3.2.1 Market Segmentation by socio-demographic characteristics

Are there important differences in popularity with male vs female; with different age classes; with people doing different jobs; with travelers from different origin countries/cities, with different education levels or family income? How can you explain these differences? What do these differences suggest in term of target market segment(s)?

What is the concerned location mainly known for? Are there difference between male and female; with different age classes; different jobs; different origin countries/cities, with different education levels or family income? What do these differences suggest in term of target market segment(s)?

Describe the socio-demographic (sex, age, occupation, origin, education level, family income) and trip-related (accommodation, length of stay, motivation) characteristics of interviewees who are not going to visit the concerned location. What does this suggest in term of target market segmentation?
Which are the main reasons for not visiting the concerned location? What does it miss, in the opinion of respondents? Are the opinion of interviewees consistent with the 'reality' of the location in these respects?

For which motivations are interviewees going to visit the concerned location? Are there difference in motivations between male and female; with different age classes; different jobs; different origin countries/cities, with different education levels or family income? How can you explain these differences? What do these differences suggest in term of target market segment(s)?

3.2.2 Market Segmentation by trip-related factors

Which is (are) the interviewees' privileged type of accommodation structure(s)? Are there enough accommodation structures of this type in the concerned location? Could this influence the intention to visit the concerned location?
How long are the interviewees' stays (average, quartiles)? Which are (on average) the socio-demographic characteristics of respondents staying longer? Do interviewees staying longer visit the concerned location? If not, why? How is the ideal destination of people staying longer? Compare the ideal destination of people staying longer with the characteristics of the concerned location.

Which are the main motivation for the respondents to visit the more popular location? And which for those who visited/are going to visit the concerned location? And which for those who did not (and will not) visit it? How do the things for which the concerned location is better known relate to the motivations of respondents?

3.2.3 Implications for marketing and strategy

Discuss the marketing and communication implications of the main sources of information for respondents to choose a destination.

Draw conclusions from the 'non-visitor' survey:
Why 'non tourists' do not visit the concerned location?
How can 'non tourists' be attracted in the concerned location?
Which changes are needed for the concerned location to approach the most wanted ideal destination?
Which communication channels should be prioritized?

4. TOURIST SURVEY ANALYSIS

While Google Trends provide information about the reputation of Name of the concerned location with the general public of internet users and the 'non tourist' survey portrays the reputation of Name of the concerned location in the imagination and expectations of people who do not know Name of the concerned location directly, only tourists can form a reputation based on the actual experience of the destination. Interviewing tourists in *Name of the concerned location* is also crucial to understand how the reputation of *Name of the concerned location* as tourism destination configures, which aspects of the local supply affect the overall reputation positively and which ones have a negative impact.

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, measured through indicators (survey questions) able to catch their constitutive factors from the eyes of a

tourist. For example, tourists do not experience the local welfare directly, but can get an idea of its level from the impressions he got from hospitals, schools, public services etc. Beside indicators, the questionnaire contains questions about the socio-demographic and trip-related characteristics of the tourists, their overall satisfaction and extent to which his expectations about the destination were fulfilled.

The structured survey questionnaires were submitted to *number of interviewed* tourists visiting *Name of the concerned location*, through face-to-face interviews carried out *time span during which the interviews were performed.* Results offer helpful insights and provide important suggestions about destination management strategies and tourism development actions.

4.1 The Emotional Appeal of *Name of the concerned location*

Commenting the collected data, describe the emotional appeal of Name of the concerned location , based on how the respondents feel, on average, in the destination. Are there considerable differences in answers between male and female, age classes, people with different occupations, education level or family income? How can you explain them? What does it suggest in terms of experience tourism?

Does the emotional appeal change, based on the accommodation type, the tourist's motivation, the length of stay? How? How can you explain this? What does it suggest in terms of tourism development?

How relaxed or excited the most satisfied respondents are? Are the least satisfied respondents also the least excited or the least relaxed?

4.2 *Name of the concerned location*'s Image and destination Management

Commenting the collected data, describe the destination image and management, based on how, on average, respondents assessed the attractiveness of the destination image, the effectiveness of the marketing and communication initiatives, their feeling of safety and security, how easy it was for them to reach Name of the concerned location and to move around.

Are there considerable differences in answers between male and female, age classes, people with different occupations, education level or family income? How can you explain them? What does it suggest in terms of tourism destination image?

Does the perception of image and management change, based on the accommodation type, the tourist's motivation, the length of stay? How? How can you explain this? What does it suggest in terms of tourism development?

Do the most satisfied respondents rate the destination image and management very high? Do the least satisfied respondents rate the destination image and management very low?

4.3 The quality of products and services, heritage and climate in *Name of the concerned location*

Commenting the collected data, describe the average assessments of products and services, heritage and climate in the destination, based on respondents rated accommodation, local food, prices, shopping and entertainment, cultural heritage, natural heritage and climate.

Are there considerable differences in answers between male and female, age classes, people with different occupations, education level or family income? How can you explain them? What does it suggest in terms of products and services development?

Do the assessments change, based on the accommodation type, the tourist's motivation, the length of stay? How? How can you explain this? What does it suggest in terms of tourism destination development strategy, sustainability and heritage preservation?

Do the most satisfied respondents rate products and services very high? Do the least satisfied respondents rate products and services very low? And what about the local heritage and climate?

4.4 The tourism workers attitude in *Name of the concerned location*

Commenting the collected data, describe the average perception of the tourism workers attitude toward visitors, based on how respondents rated the local workers' professionalism and how welcomed they felt.

Are there considerable differences in answers between male and female, age classes, people with different occupations, education level or family income? How can you explain them? What does it suggest in terms of tourism destination image and development?

Does the perception of the workers attitude change, based on the accommodation type, the tourist's motivation, the length of stay? How? How can you explain this? What does it suggest in terms of education and human resources management?

Do the most satisfied respondents rate the workers attitude very high? Do the least satisfied respondents rate the workers attitude very low? Which is, consequently, the role of the personnel's attitude for tourist satisfaction?

4.5 The perceived social responsibility in *Name of the concerned location*

Commenting the collected data, describe the average perception of social responsibility of the destination based on what respondents think of the local social welfare and environment protection.

Are there considerable differences in answers between male and female, age classes, people with different occupations, education level or family income? How can you explain them? What does it suggest in terms of tourism destination image and sustainability?

Does the perception of social responsibility change, based on the accommodation type, the tourist's motivation, the length of stay? How? How can you explain this? What does it suggest in terms of marketing and communication?

Do the most satisfied respondents rate the perception of social responsibility very high? Do the least satisfied respondents rate the perception of social responsibility very low?

4.6 The reputation of *Name of the concerned location*

Describe the overall reputation of the destination from the view of tourists, putting together the results of the examination of the 5 constructs analyzed above.

Which are the local aspects that affect the overall reputation positively and which ones have a negative impact? Which interventions may be put into place to improve the overall reputation and the tourists' evaluations of the problematic aspects?

5. CONCLUDING REMARKS

If you carried out more than 1 of the 3 analyses (Google Trends, Non tourist survey, Tourist survey), draw conclusions, summarizing the main findings, putting them together in a global picture and discussing the implications for the following of the EXCOVER project, sustainable tourism development and destination marketing.
Which phenomena (e.g. scarce tourist flows, short stays, scarce tourism revenues, etc.) does such a reputation help to explain? How?