

EXCOVER –LOCAL REPUTATION ANALYSIS

SASSO SIMONE AND SIMONCELLO

NAME OF THE AUTHOR ORGANIZATION

OUTLINE

4. Visitors survey analysis p. *number*

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4. VISITORS SURVEY ANALYSIS

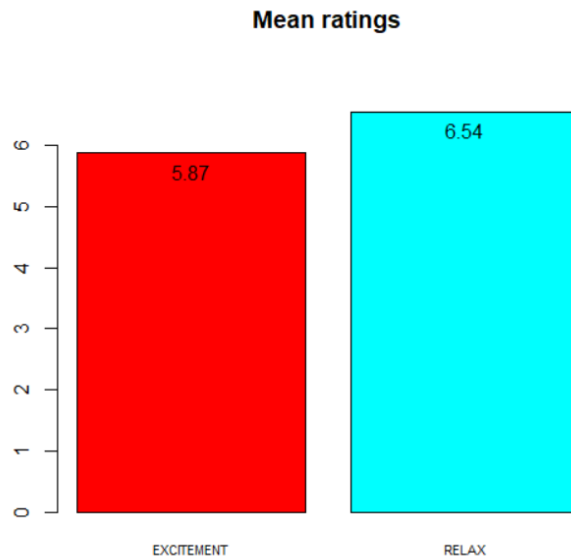
While Google Trends provide information about the reputation of Sasso Simone and Simoncello with the general public of internet users and the 'non tourist' survey portrays the reputation of Sasso Simone and Simoncello in the imagination and expectations of people who do not know Sasso Simone and Simoncello directly, only tourists can form a reputation based on the actual experience of the destination. Interviewing tourists in *Sasso Simone and Simoncello* is also crucial to understand how the reputation of *Sasso Simone and Simoncello* 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 *Sasso Simone and Simoncello*, 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 *Sasso Simone and Simoncello*

The image of the Sasso Simone and Simoncello area is clearly oriented towards relaxation and rest (6.54). However, it has a not negligible weight, and this is a little surprising, even the adrenaline component (5,87). This is positive because it also leaves room for different visions and uses of this area by the tourism industry.



4.2 *Sasso Simone and Simoncello's* Image and destination Management

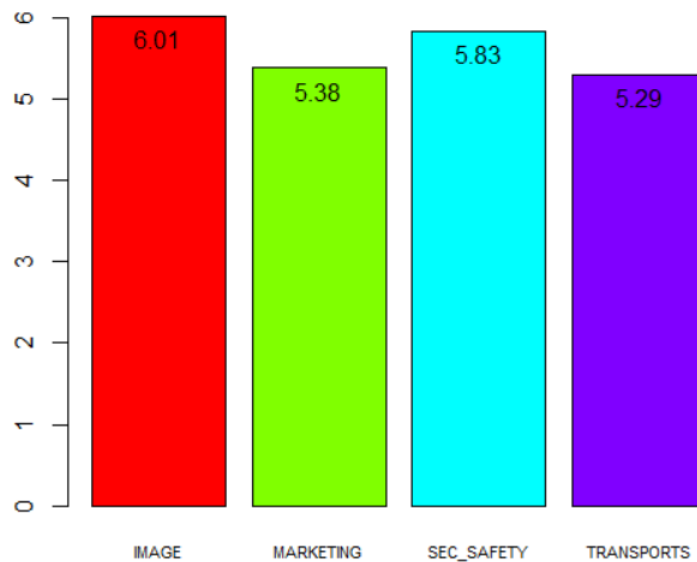
According to the residents themselves, the element of greatest weakness in the Park area are the connections with the rest of the region and with the main centers of Romagna and Marche. Obviously the same problem is manifested with even greater impact for tourists (5.29) who can arrive without excessive problems in the area only with their own means.

In the penultimate place is the marketing action (5.38) which is evidently perceived as not very effective. In fact, this area is divided between two regions, Emilia Romagna and Marche. This does not help because instead of adding the contributions of the two bodies, the area is pulled in different directions for the different tourism strategies of local governments.

In second place is safety (5.83) which is therefore perceived in a positive way, this is very important because the share of elderly people who frequent the area is very high and safety is assessed by them as a key requirement.

The image of the park is the strongest element of this destination. The Park factor with the action of preserving nature evidently contributes to maintaining the value of the Brand high.

Mean ratings

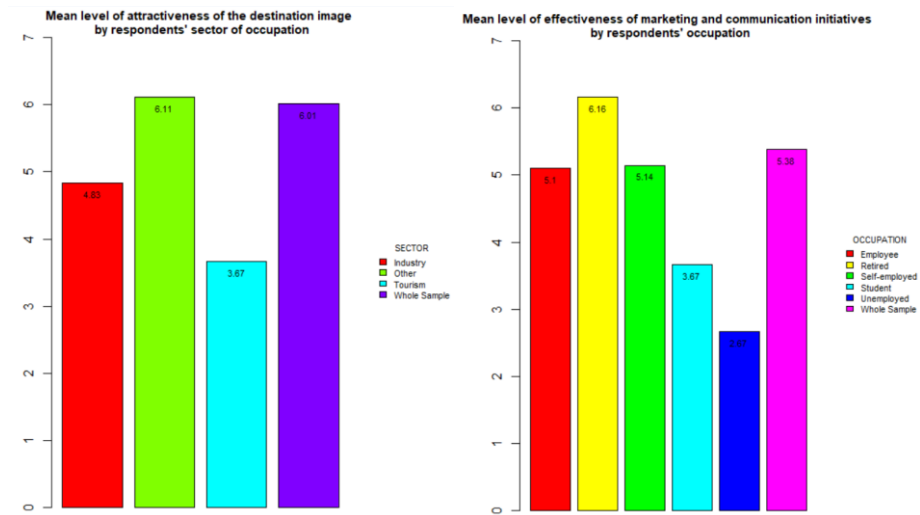


One of the discriminating parameters of the image is the sector the interviewee belongs to: the most critical are workers in the tourism sector who assign a poor 3.67 to the image of the area. However, together with those employed in industry, they represent a very limited share of tourists in the area.

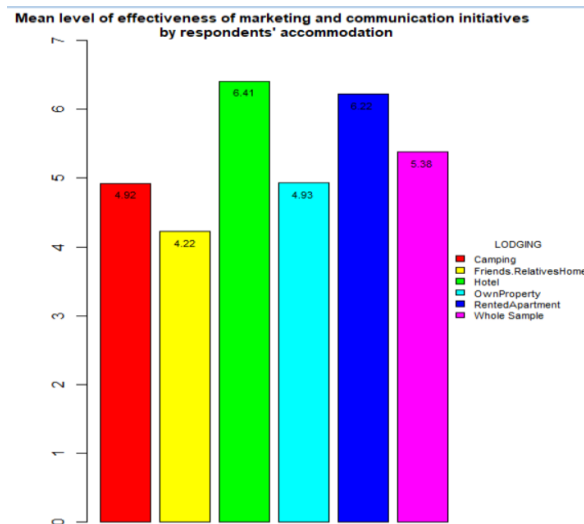
Most of the interviewees, grouped in "other activities", those who substantially influence the global index, are more than satisfied with the image of the place, in fact, their index is at 6.11.

The prevailing weight of pensioners and their opinions is fully manifested in the evaluation of the effectiveness of marketing and communication actions according to the type of occupation. For retired workers, satisfaction reaches the maximum (6.16) followed by employees and self-employed workers who rank just above 5 points.

Very little satisfaction for marketing actions manifest students and unemployed. In conclusion, however, this figure is not particularly relevant since it is very little represented in the tourist demand of the Simone and Simoncello Park.



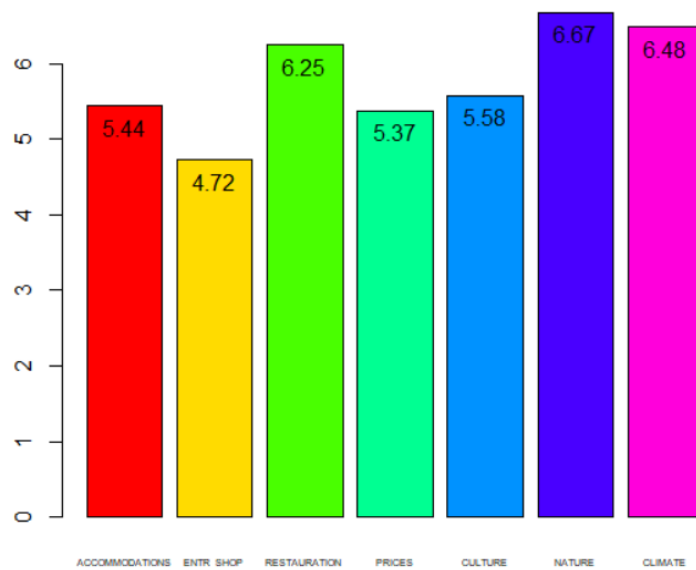
The marketing and communication actions are aimed above all at those staying in hotels (6.41) and private houses for rent (6.22). This group of tourists shows that they like the attention paid to them while for all the others the index has a rather poor value, being below 5 points.



4.3 The quality of products and services, heritage and climate in *Sasso Simone and Simoncello*

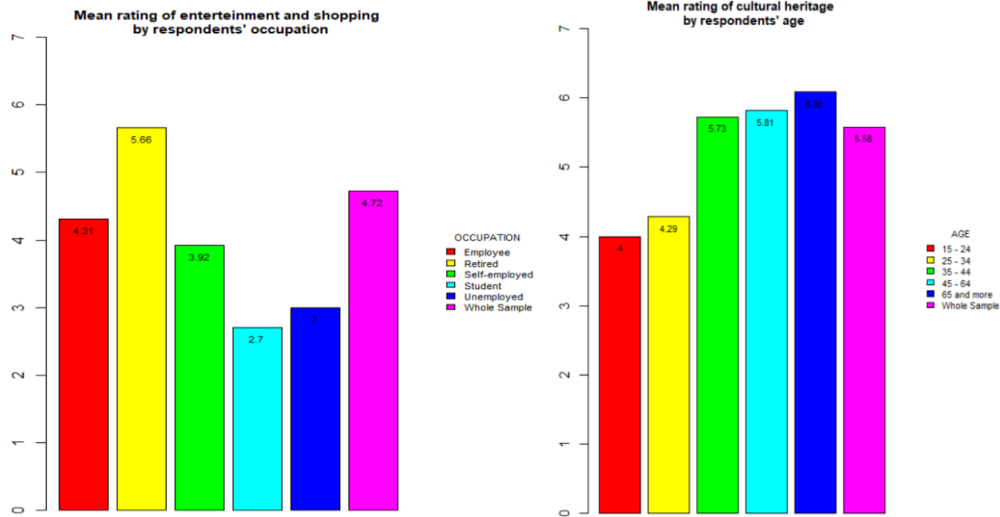
The characteristics that make Simone Simoncello Park appreciated are linked to nature, the environment and food: in fact, nature is at the top of the preferences, reaching almost the maximum of the scale with an index of 6.67 followed by a few hundredths of point (6.48) from the climate and finally from the restaurant (6.25). The absolutely unsatisfactory element is shopping that does not reach 5 points, while accommodation, prices and cultural resources are placed on average levels.

Mean ratings



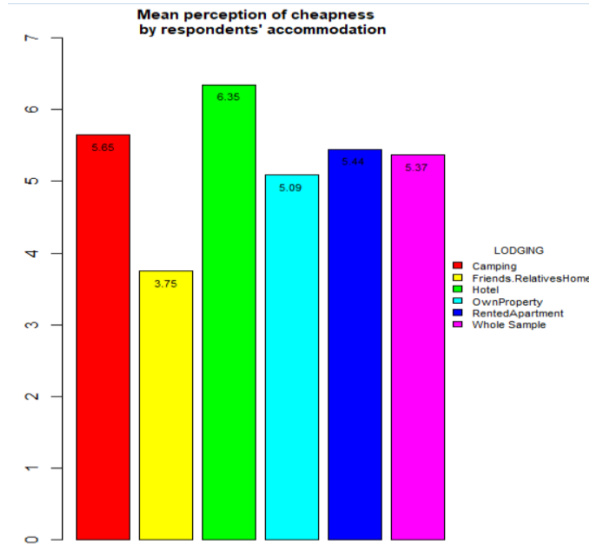
It is interesting to note that shopping and entertainment opportunities continue to be appreciated by pensioners who give them a rather high rating (5,66) while other tourists unanimously reject this type of service. The highest grade among them is 4.31.

There is a direct relationship between the age of the interviewee and interest in cultural aspects that from an index of 4 for tourists aged up to 24 go up to 6 for over 65.



The last aspect on which it is worth dwelling is related to the evaluation of the convenience of the prices of tourist services in the park area. On this aspect the evaluations are very different and depend on the type of accommodation. Cheap prices for those staying in the hotel (6.35) substantially the opposite opinion by those who are guests of friends and relatives (just 3.75), substantially favorable, without enthusiasm all the others.

In practice, the type of accommodation becomes a sort of proxies of spending capacity, so it is no wonder the results described.

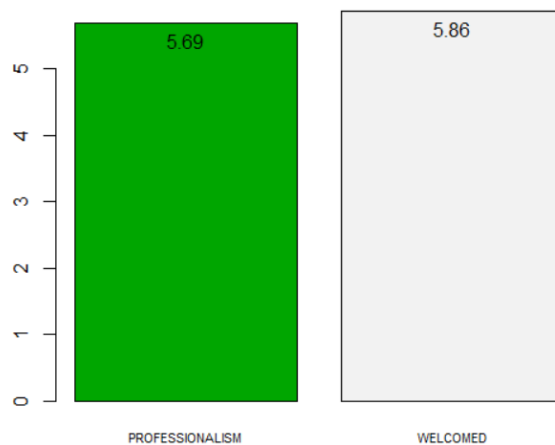


4.4 The tourism workers attitude in *Sasso Simone and Simoncello*

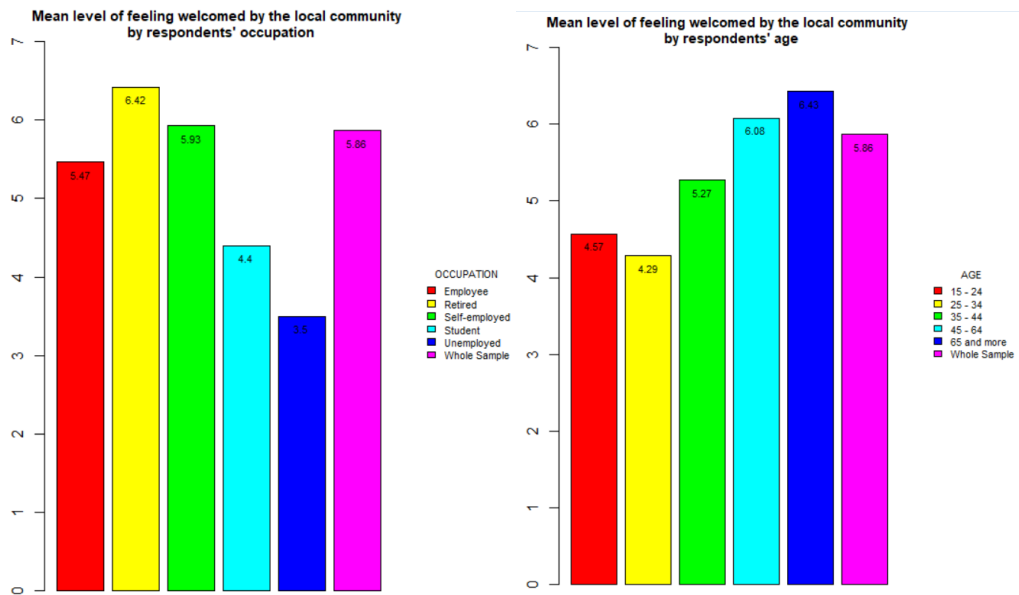
The relationships that bind tourists with staff working in the hospitality industry contribute to the satisfaction shown by the former for the reception services in the park area.

As can be seen in the graph below, guests assign tourism workers a good score (very close to 6) for hospitality and something less for professionalism.

Mean ratings



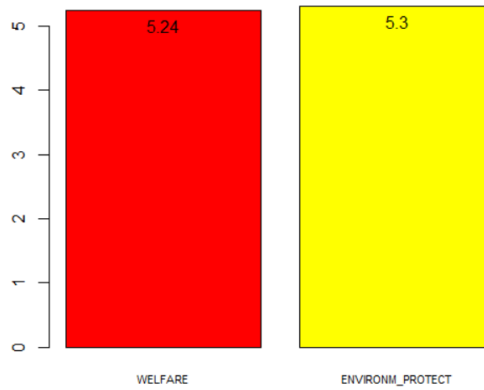
The assessment of hospitality is far from unanimous. In fact, the elderly and those staying in hotels are enthusiastic, while young people and the unemployed are of opposite opinion. All other categories are placed in intermediate positions.



4.5 The perceived social responsibility in *Sasso Simone and Simoncello*

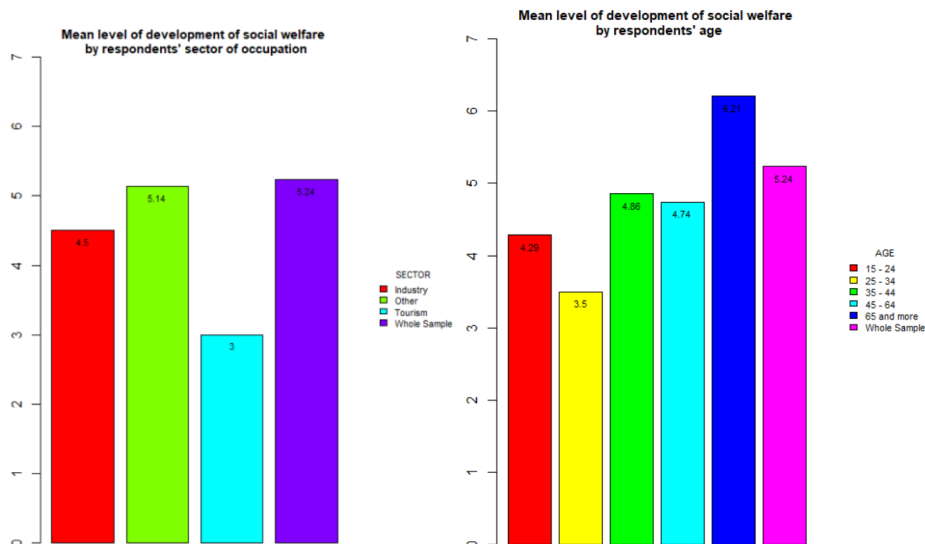
The assessments about the protection of the environment is good, on the other hand, the area under analysis is a regional park whose main mission is the protection of the environment. It would have been paradoxical to find different data and perhaps something more could be expected in the assigned scores.

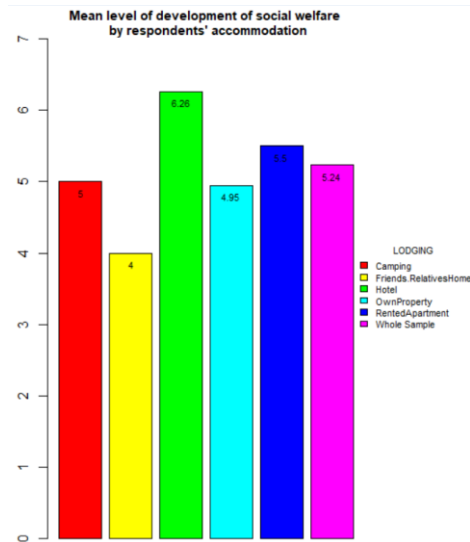
Mean ratings



The assessment of the environmental quality of the area is substantially unanimous among all categories of tourists and does not show significant variations between the various groups. The perception of the level of welfare that characterizes the area in relation to the different types of tourists is different.

The most critical are young people, those engaged in tourist activities, while the enthusiasts of the quality of life in the area are the elderly who are then the customers of the hotels in the park.





4.6 The reputation of *Sasso Simone and Simoncello*

The Sasso Simone and Simoncello Park is a place for rest and as such it is frequented by a large majority of elderly and therefore retired people who find here a pleasant nature and a climate suitable for their needs. All the other categories of tourists are a little sacrificed in their needs.

Everything is fine but nothing is excellent, starting with animation and shopping. The only exception is the environment that receives a very high rating, close to the maximum, but its protection has a good rating but certainly not an excellent one.

On the whole, the main problems consist in the scarce connections with the main centers of the coast, so if you don't have your own means of transport it is difficult to get to the park and then move inside it independently.