

EXCOVER – LOCAL REPUTATION ANALYSIS

MUNICIPALITY OF ČAVLE

PRIMORJE-GORSKI KOTAR COUNTY

OUTLINE

1. Introduction to Reputation Analysis.....	2
2. Google Trends Analysis.....	3
3. Tourist survey analysis.....	27
4. Reputation analysis	49

1. INTRODUCTION TO REPUTATION ANALYSIS

The Municipality of Čavle 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 the Municipality of Čavle 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 the Municipality of Čavle 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 judgements of both potential and actual tourists about the Municipality of Čavle 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 destination¹ (that is conveyed to the general public of potential visitors), the perception of its value and the tourists' loyalty².

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 of the Municipality of Čavle's tourists.

¹Marinao, E., Torres, E., Chasco, C. (2012). Trust in tourist destinations. The role of local inhabitants and institutions. *Acad. Rev. Latinoam. Adm.* 51, 27–47.

²Christou, 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.

2. GOOGLE TRENDS ANALYSIS

In order to assess how much the Municipality of Čavle is actually (un)known at both the national and international level, what it is associated with in the view of the general public and how popular local attractions are, data from Google Trends were analysed. 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:

- Grobnik,
- Čavle,
- Automotodrom Grobnik (Grobnik Circuit - motorsport race track),
- Restoran Aerosteak (Restaurant Aerosteak),
- Zračno pristanište Grobnik (Grobnik Airport),
- Grobničko polje (Grobnik Field),
- ParaWCS Rijeka (Parachute World Cup Series Rijeka),
- Veliki dom Platak – (Great Mountain Lodge Platak),
- Platak,
- Nacionalni park Risnjak (National Park Risnjak),
- Bellringers,
- Zvončari (Bellringers),
- Grobnički dondolaši (Bellringers from Grobnik)
- Kaštel Grobnik (Grobnik Castle),
- Kaštel Frankopan (Frankopan Castle),
- Stari Grad Grobnik (Old Town Grobnik),
- Castrum Grobnik,
- Putovima Frankopana (The Routes of the Frankopans),
- Grobnička skala (popular music festival),
- Festival palente (Festival of Polenta),
- Bartoja (patron saint festival),
- Kobasica open (sausage open - gastro manifestation),
- Filipja (patron saint festival),
- Vela Peša,
- Kamenjak,
- PD (Hiking Society) Kamenjak,

- PD (Hiking Society) Duga,
- Sport Bike Bicikli Čavle Rijeka (Sport Bike Bicycles Čavle, Rijeka),
- Frankopani (The Frankopans),
- Mlikarice (Milkmaids),
- Tatarska bitka (The Tatar Battle),
- Narodnooslobodilačka borba (The National Liberation War),
- Lujzijana (The Louisiana Road).

Google Trends distinguish the terms and topics. Search terms display results for all terms queried for in a given language. Topics are groups of terms that have the same concept in all languages. Since potential visitors use different languages, topics were searched in Croatian when possible and when not, as in the case of the term "zvončari", the English version of the word was searched (e.g. bellringers).

For each word, together with the global search range, the following categories were taken in consideration:

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

The search terms were divided by common characteristics in groups in which they were observed and compared:

- 1) Location - names related to the analysed geographical area and adjacent areas of similar characteristics and a larger and smaller range of content

Searched topics: Grobnik, Čavle, Jelenje, Kastav, Hreljin

- 2) Grobnik Field - contents geographically located at the Grobnik Field

Searched topics: Automotodrom Grobnik (Grobnik circuit), Restaurant Aerosteak, Grobnik Airport, Grobnik Field

Searched term: ParaWCS Rijeka

- 3) Platak - expressions related to the hill Platak compared to the Risnjak National Park - a tourist destination that is partly located in the monitored area

Searched topics: Great Mountain Lodge Platak, Platak, National Park Risnjak

- 4) Bellringers - expressions related to the tradition of bellringers in general and to the bellringers from Grobnik

Searched topic: Grobnički dondolaši (bellringers originating from Grobnik)

Searched terms: zvončari, bellringers

- 5) Old Town Grobnik - terms related to the castle and the Routes of the Frankopans project

Searched terms: Castle Grobnik, Castle Frankopan, Old Town Grobnik, Castrum Grobnik, the Routes of the Frankopans

- 6) Events - events in the Municipality of Čavle

Searched terms: Grobnička skala, Festival palente, Bartoja, Kobasica Open, Filipja

- 7) Outdoor sport activities - expressions related to climbing and cycling in the municipality area

Searched topic: Sport Bike Bicycles Čavle Rijeka

Searched terms: Vela Peša, Kamenjak, PD Kamenjak, PD Duga

8) Stories – terms related to historical stories and legends in the observed area

Searched topic: Lujzijana

Searched terms: Frankopans, Mlikarice, the Tatar battle, the National liberation war.

Searches run from the following countries were analyzed:

- Croatia,
- All neighbouring countries (Slovenia, Italy, Hungary, Serbia, Bosnia and Herzegovina, Montenegro)
- Worldwide.

2.1. Popularity Dynamics

The attribution of high values in 2004 which decreases by 2007 is attributed to changes in the measurement methodology. In searched terms that have a popularity jump and then have no searches at all for a longer period of time, the time period observed shall be the one when the results start to appear again.

Popularity was first observed at worldwide level, of all categories and in the longest available period of time. The results were then narrowed down to the Republic of Croatia, then to some neighbouring countries, filtered by categories and reduced to a representative period of time. In the chapter below, representative results are shown on a worldwide basis, whilst in chapter 2.2 the proportion of individual countries' search proportion is observed.

To refine data from a word search that has multiple meanings, it is possible to filter results by a specific category to get results for the desired word meaning.

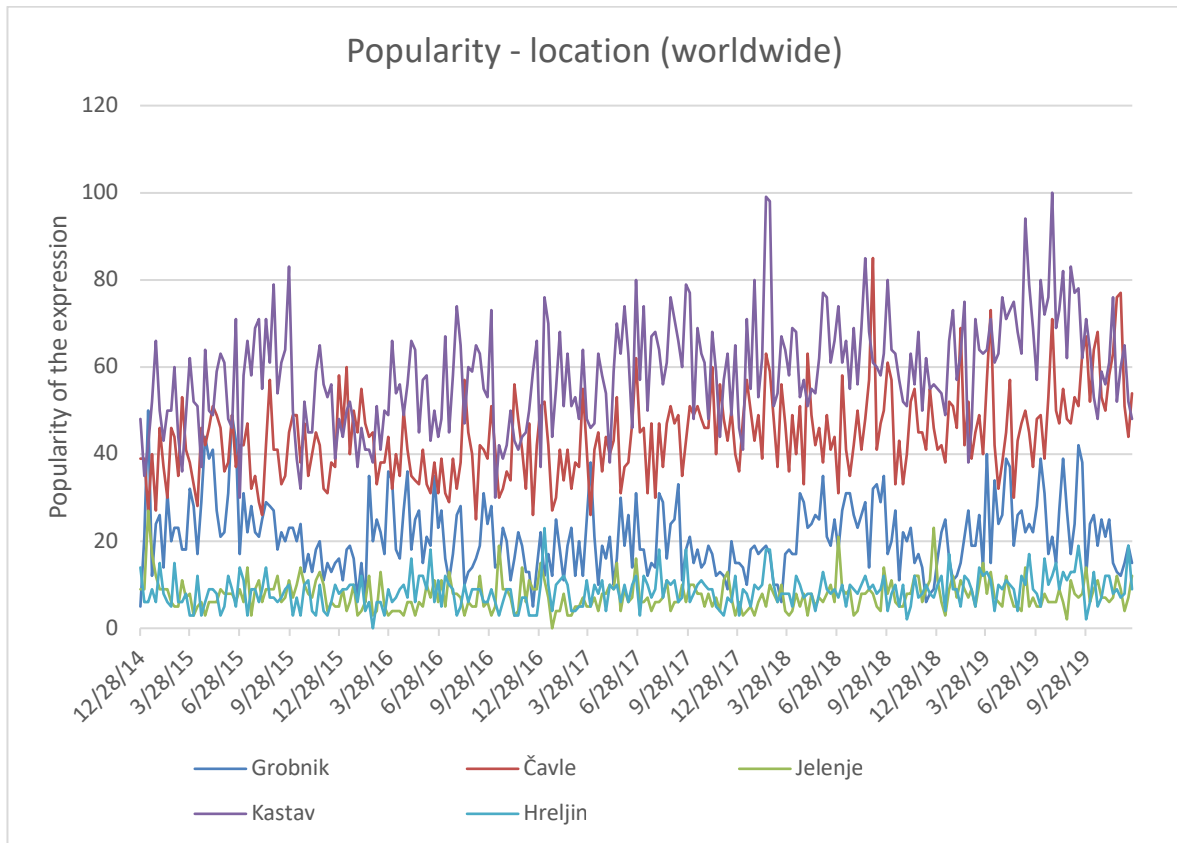
Popularity scales rely on the best technology available to Google to show data about interest for people, places and things from real life. They've been providing trend data since 2004, but it's still impossible to know the true purpose of a search query without directly asking the users.

The numbers represent an interest for searching in relation to the highest point on the graph for a particular region and time. The value 100 represents the highest popularity for expression. The value 50 means that the popularity of the expression is less by half. Zero result means that there was not enough data for that expression.

Google trends normalizes the search data for easier comparison of terms. The search results are normalized considering the time and location of the query. In order to compare relative popularity each data point is divided by the total search range for the geographical area and the time span it represents. Otherwise, places with the highest search range would always be ranked highest. The figures obtained are then expressed on a scale from 0 to 100 based on the proportionality of the topic in relation to all searches on all topics. Different regions showing the same search interest for some term do not always have the same overall search range.

1) Location

Graph 1 Popularity – location (worldwide)

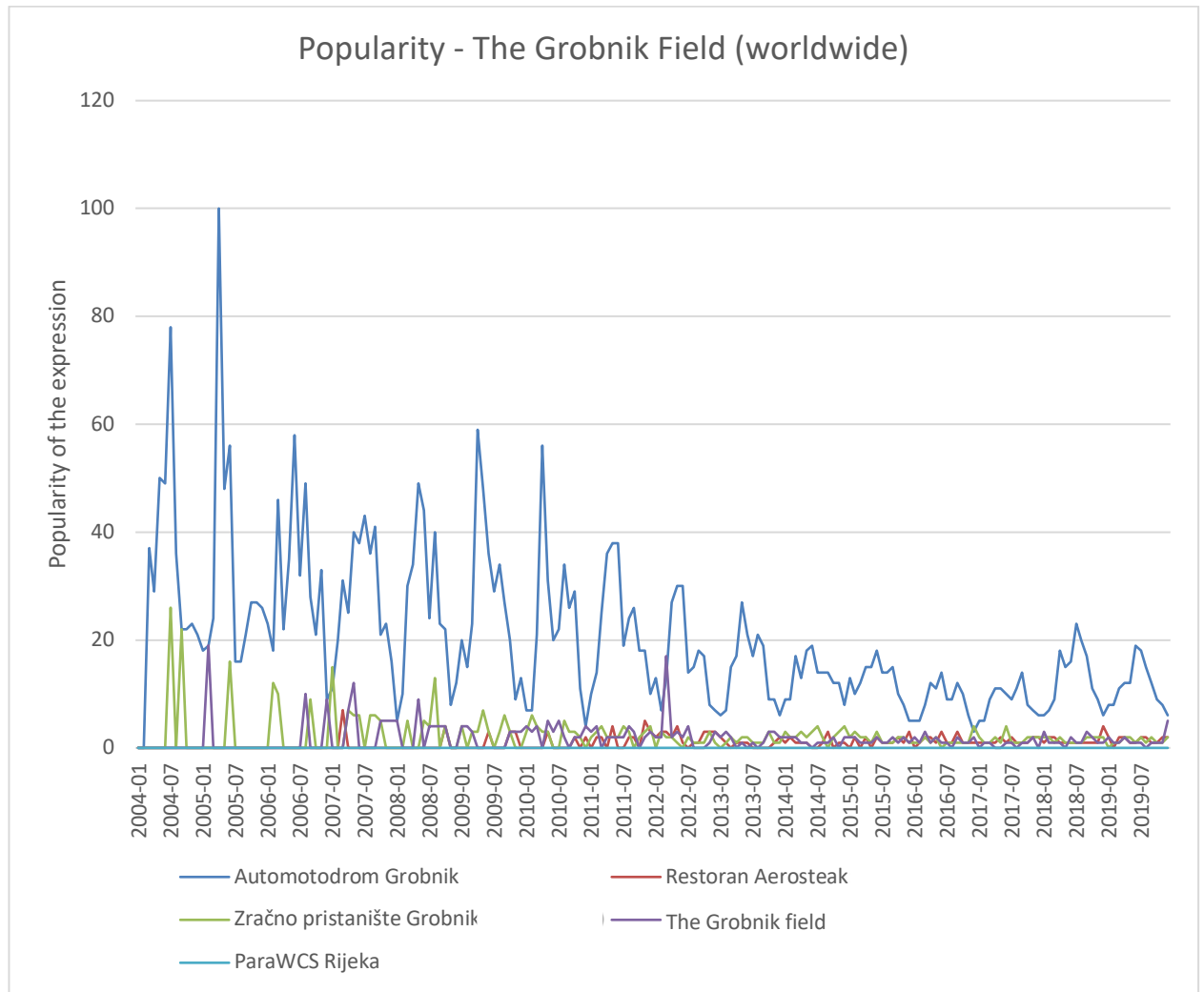


The terms of the Old Town of Kastav near Rijeka, neighbouring Municipality of Jelenje, and the settlement of Hreljin were taken in comparison in order to see the popularity of the Municipality of Čavle in relation to equally big, bigger and/or smaller units. The assumption that the term "Grobnik" will be searched more often than "Čavle", since the whole area is also called "Grobniščina" did not prove to be correct. The term "Čavle" becomes more popular in May, while Grobnik shows a seasonality with most searches in the period from May to September.

The Municipality of Jelenje and the settlement Hreljin have been searched less than the Municipality of Čavle and Grobnik, which is expected as they are smaller in size and have less to offer, and the town of Kastav which has a tourist brand has been searched more than the Municipality of Čavle and Grobnik. All expressions are showing a downfall in search towards the winter period.

2) Grobničko polje - The Grobnik Field

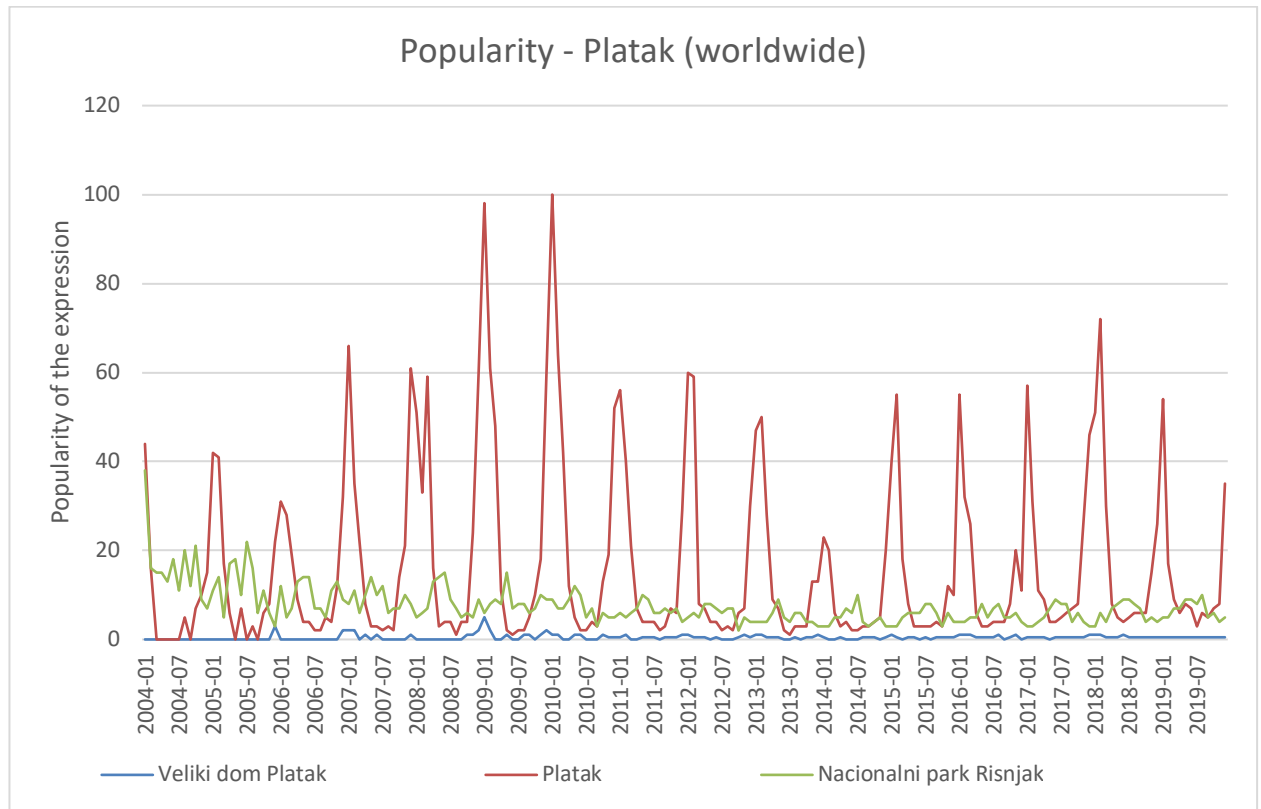
Graph 2 Popularity – The Grobnik Field (worldwide)



Regarding the area in near proximity of the Grobnik Field, the highest popularity is achieved by the Automotodrom Grobnik, followed closely by the Grobnik Airport, the Grobnik Field itself, as well as the Aerosteak restaurant which is located there. Although ParaWCS Rijeka, a worldwide skydiving gathering is held at the Grobnik Field, the term did not gain popularity in any of the categories observed. The trends of the popularity of Automotodrom as the most searched term show high seasonality with a fall in December and highest values in spring and summer.

3) Platak

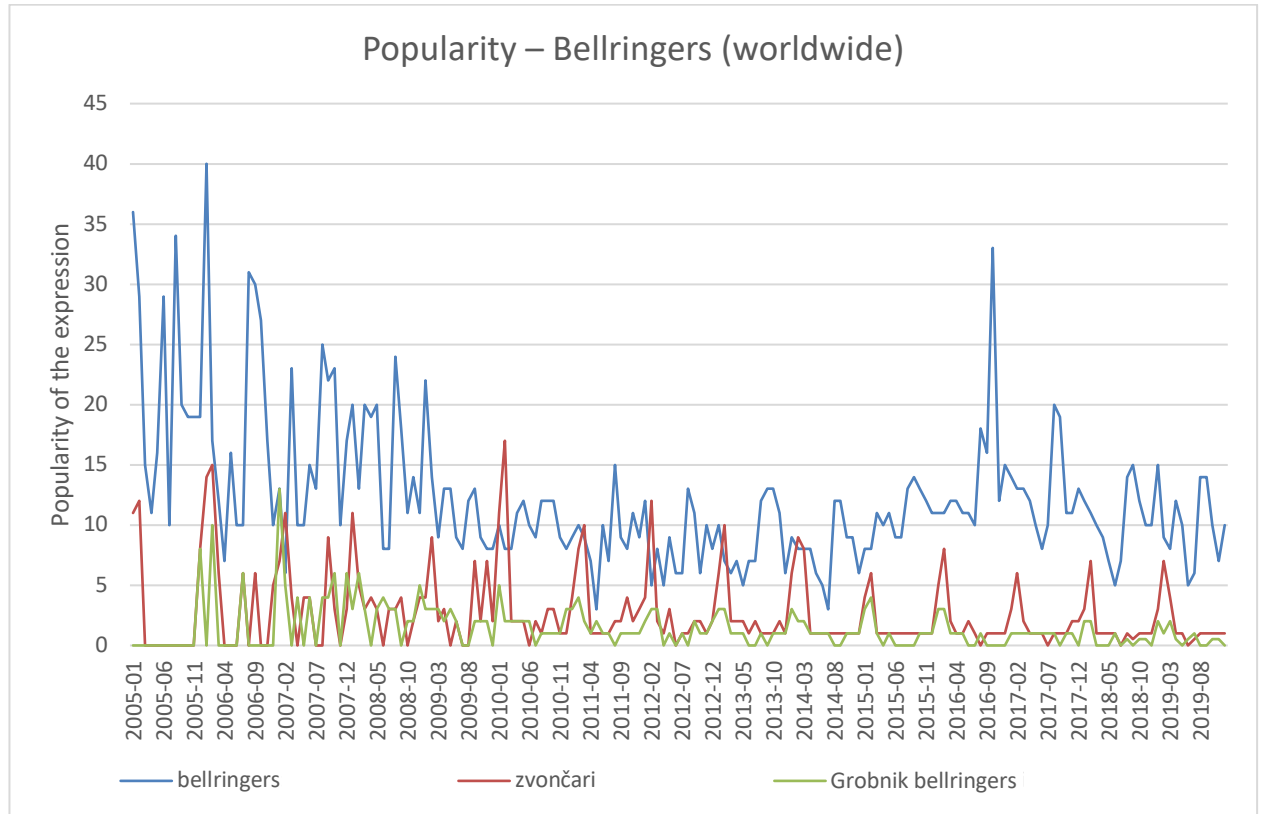
Graph 3 Popularity – Platak (worldwide)



The Platak ski resort expectedly shows high results in the winter period. The popularity growth in 2008 is noticeable, which may be the result of a recession because of which local inhabitants opted for a closer, and therefore cheaper option instead of heading for popular ski resorts in Italy and Austria. The decline in popularity was seen in 2014. A year after that, the Great Mountain Lodge Platak got a new tenant. In May 2019, Platak recorded a small jump in search during the summer period. With the event Ljetno lice Plataka (The Summer Face of Platak), Platak is returning its image of a holiday destination with a newly renovated area for outdoor activities.

4) Zvončari - Bellringers

Graph 4 Popularity – Bellringers (worldwide)



The term "bellringer" is searched for as written in the English language primarily in the UK, but it also appears in the Netherlands where there is an interest for this type of cultural heritage.

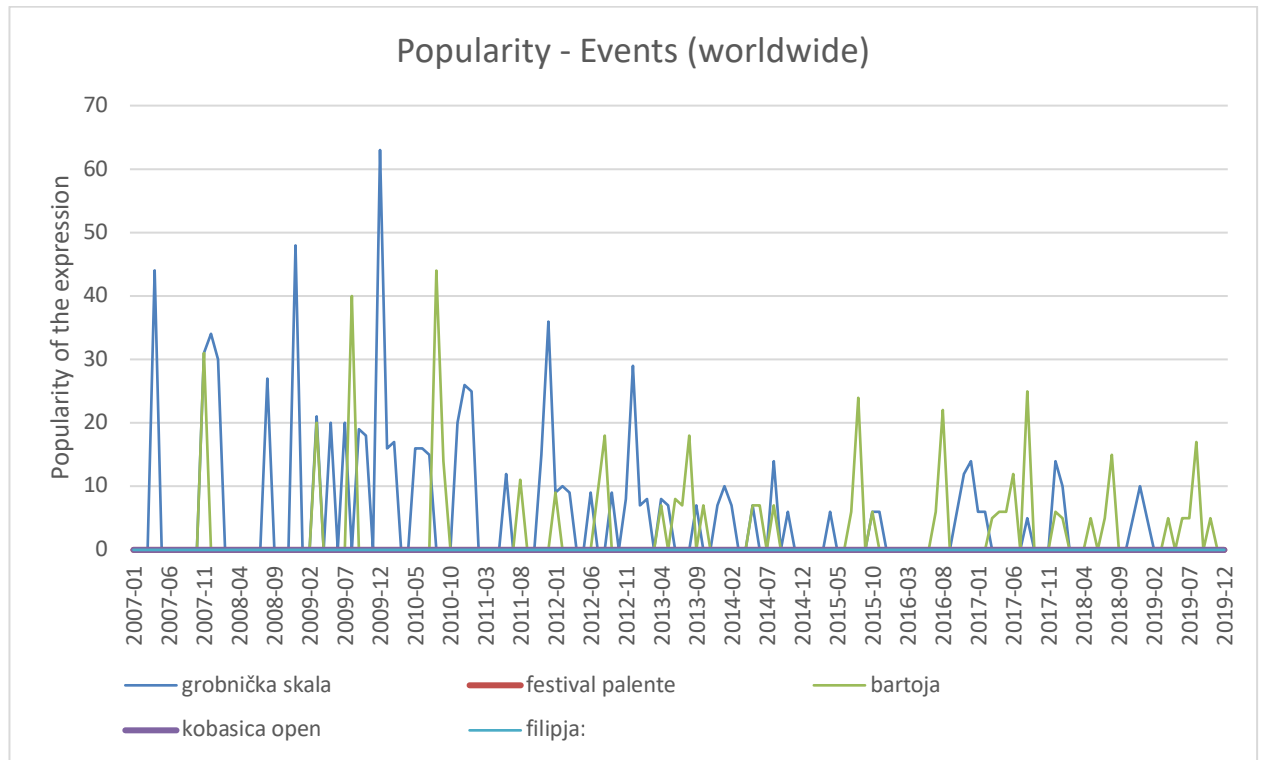
Observing the expressions "bellringers" and "Grobnik bellringers" (Grobnički dondolaši) it is obvious that the peak search occurs in February, when the "fifth season" i.e. the carnival begins. There is some mention of bellringers also in summer, when summer carnivals take place along the coast of the Kvarner Bay.

5) Old Town Grobnik

For search terms within the "Old Town Grobnik" group, there are no results available in the widest available preview settings.

6) Events

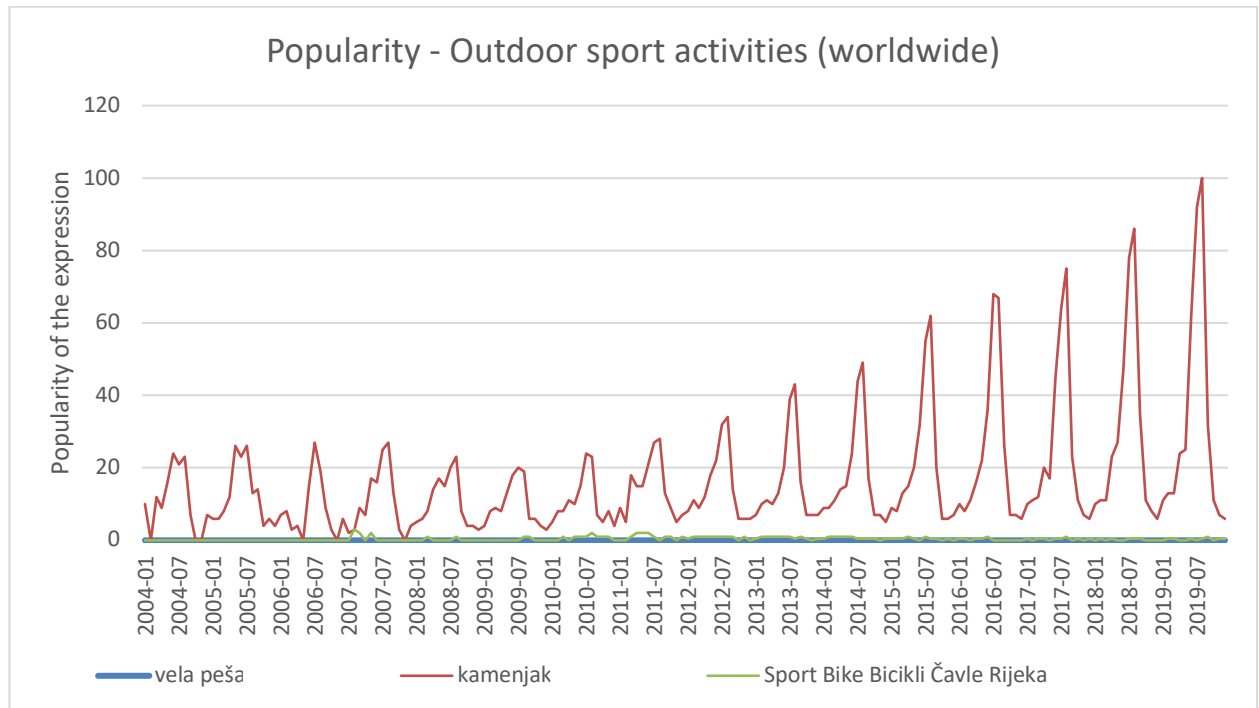
Graph 5 Popularity – Events (worldwide)



In the event category, popular events in the area of the Municipality of Čavle have been searched, but results are only available for “Grobnička skala” and “Bartoja”. No data are available for searches of the “Festival of Polenta”, “Kobasica Open” and “Filipja”. The popularity of “Grobnička skala” is highest from October to December, corresponding with the three-month duration of the event “Grobnička jesen” (“Grobnik Autumn”). Among other celebrations, “Bartoja” is popular in the month of August, when it is traditionally taking place.

7) Outdoor sport activities

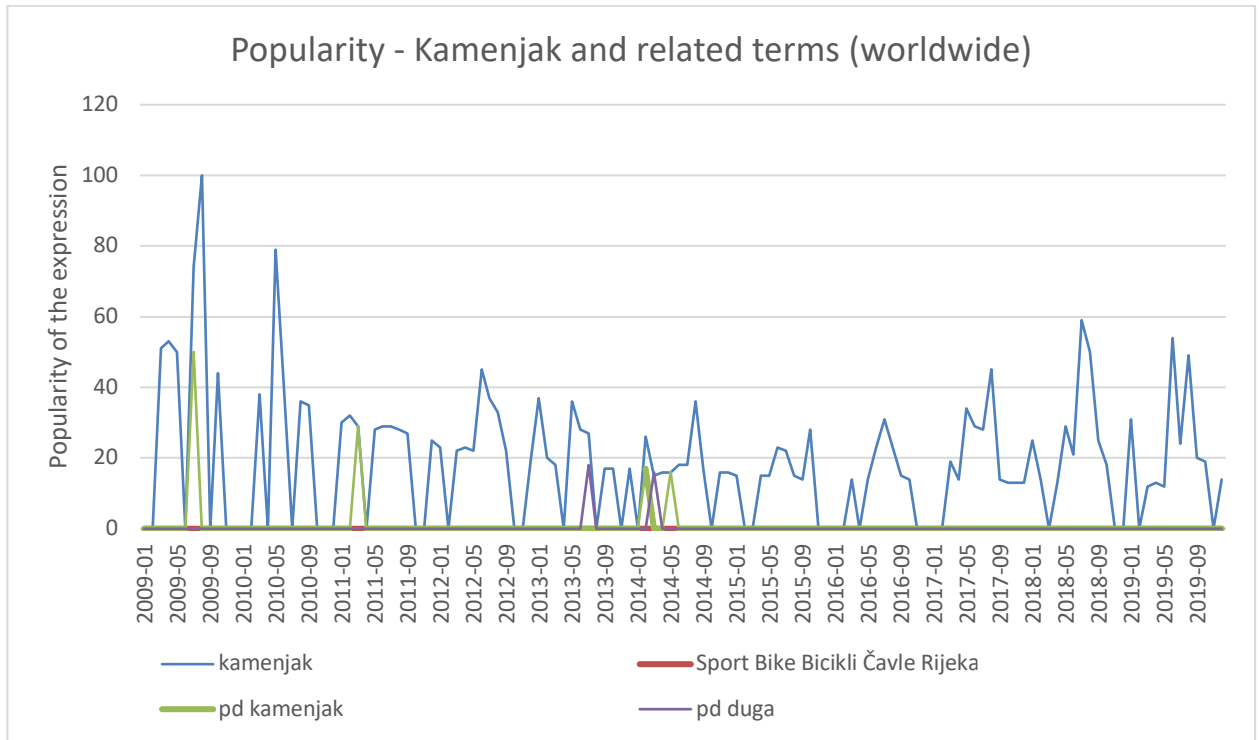
Graph 6 Popularity - Outdoor sport activities (worldwide)



Cycling and climbing are primarily observed in the "Outdoor sport activities" group, since the winter sports are the theme of Platak. "Sport Bike Bicycles Čavle Rijeka" topic loses its popularity in winter. When filtered to the "Cycling" category, the results are of equal importance.

Kamenjak is very popular when it comes to cycling. However, this name is common, and other than the climbing site it can also refer to the cape in Istria. That is why the term was also observed as part of the hiking category, where it peaks in July and August. To make sure that this actually applies to the climbing site located in the Municipality of Čavle, we compare it with the popularity of related terms, PD (Hiking Society) Duga and PD (Hiking Society) Kamenjak.

Graph 7 Popularity - Kamenjak and hiking societies (worldwide)



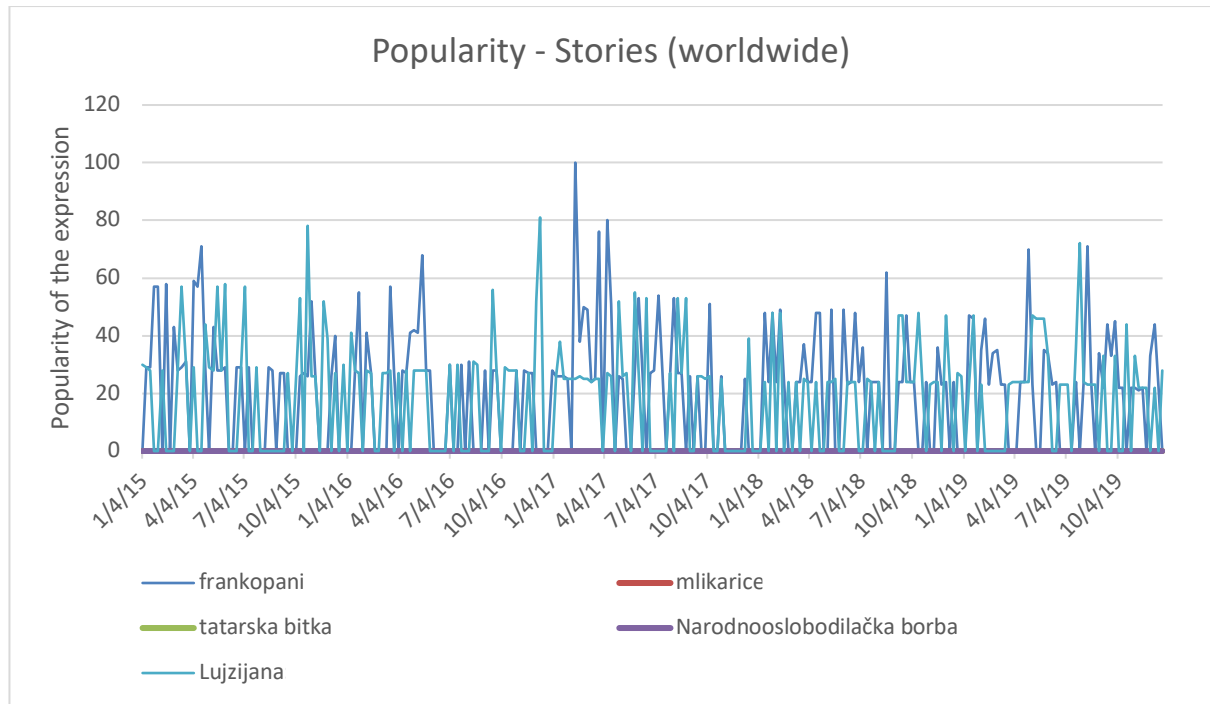
From the comparison shown in Graph 7 based on available results, it is not possible to conclude unequivocally what the search for Kamenjak refers to.

Nevertheless, it can be concluded that climbing has a higher number of searches than cycling. The reason for this may lie in unknown variables which are factors in the „Sport Bike Bicycles Čavle Rijeka“ topic.

8) Stories

When reviewing the popularity of the terms deriving from the group “Stories”, the results are only available for “the Frankopans” and “the Louisiana Road”.

Graph 8 Popularity – Stories (worldwide)



The Louisiana road has almost constant search results, while the Frankopans are becoming more frequent as of 2018 and are occurring in leaps. The leaps are also assumed to be the results of "The Routes of the Frankopans" project, which includes numerous informative and entertainment activities.

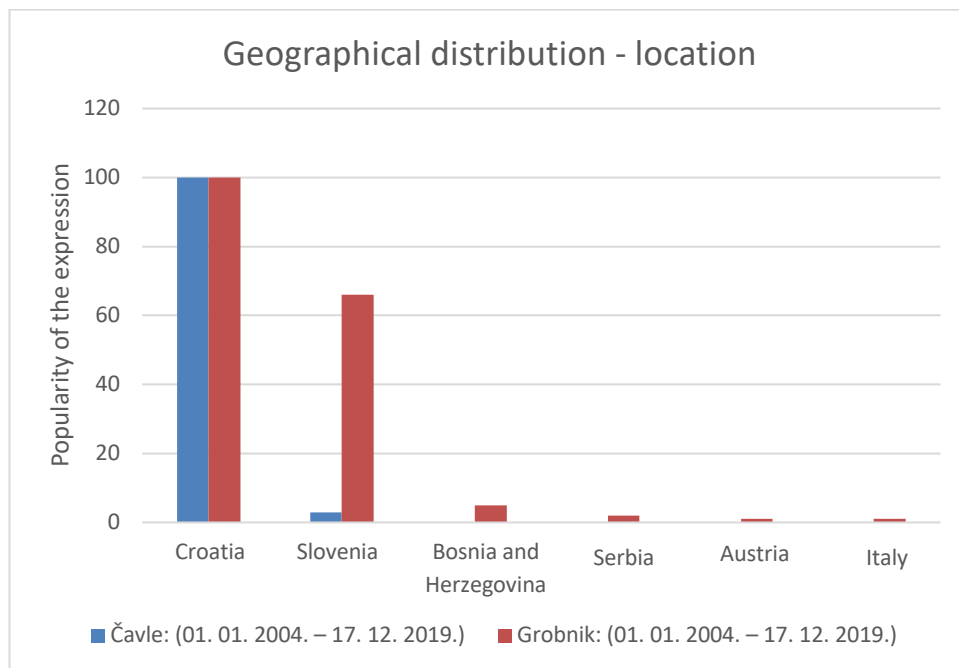
2.2. Geographical Distribution of Popularity

The geographical distribution of popularity indicates at which location the term was most popular during a specified period. Values are calculated on a scale from 0 to 100, with 100 being the most popular location among all searches in that location while the value 50 indicates the location which is less popular by half. A zero value indicates a location where there was insufficient data for that expression.

1) Location

Observing the geographical distribution of the popularity of expressions “Grobnik” and “Čavle”, it is clear that they are equally popular in Croatia, while “Grobnik” prevails in the surrounding states. This may be due to the fact that the name "Grobnik" is used in the names of contents on the Grobnik Field and in the Old Town, which attracts visitors, and also it must not be neglected that the word "Čavle" contains a letter which is not used in the foreign languages and may thus repel potential searches.

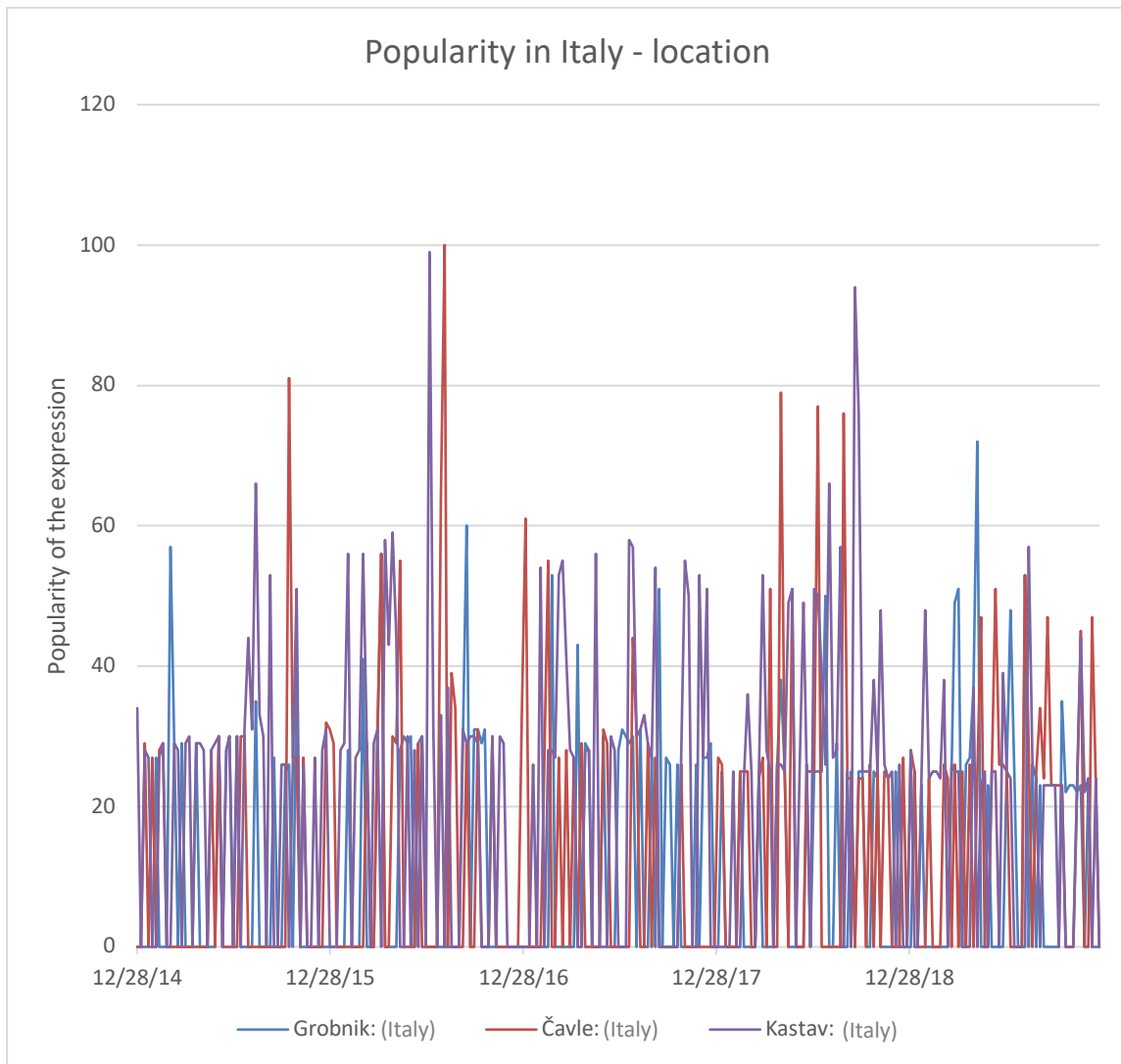
Graph 9 Geographical distribution - location



Observing the search of expressions listed above, it is interesting to observe that in Italy in May, "Čavle" presents a more popular term than "Grobnik".

The Italian market also shows that in certain periods Čavle and Grobnik are more popular in Italy than Kastav, which is a city and has a very elaborate tourist strategy.

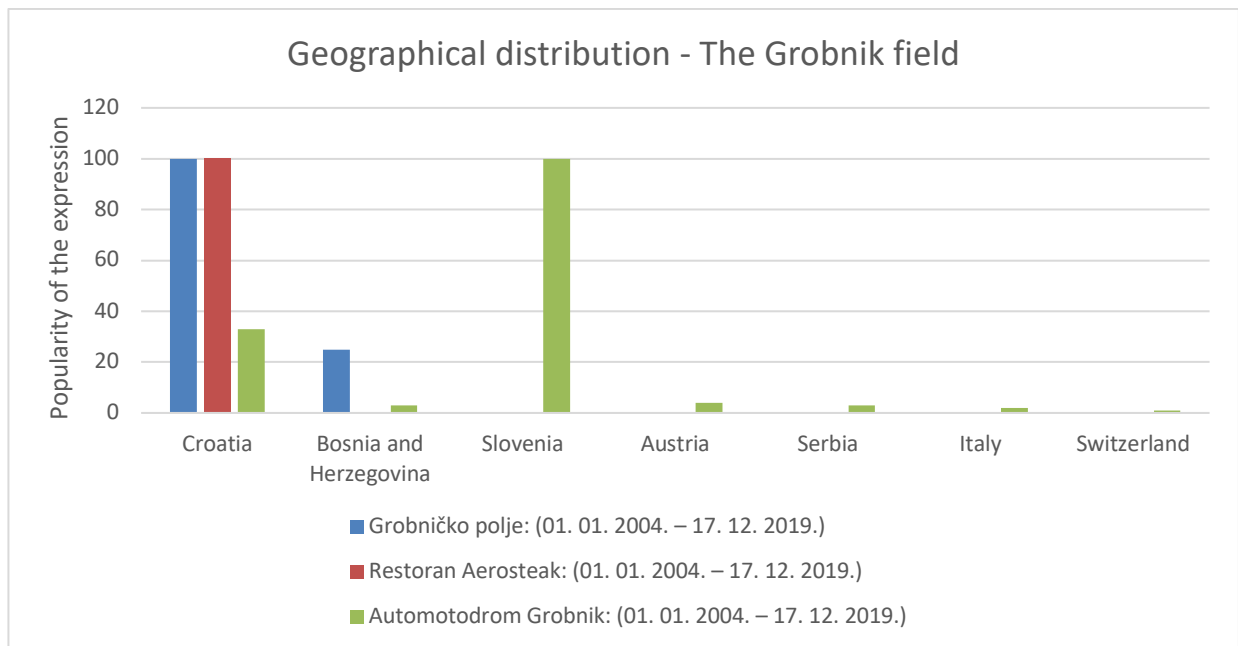
Graph 10 Popularity in Italy - location



2) Grobničko polje – The Grobnik Field

Although the majority of people searching items in regards to the Grobnik Field originate from Italy and Slovenia, a significant popularity of the Automotodrom (circuit) is observed in Bosnia and Herzegovina was observed.

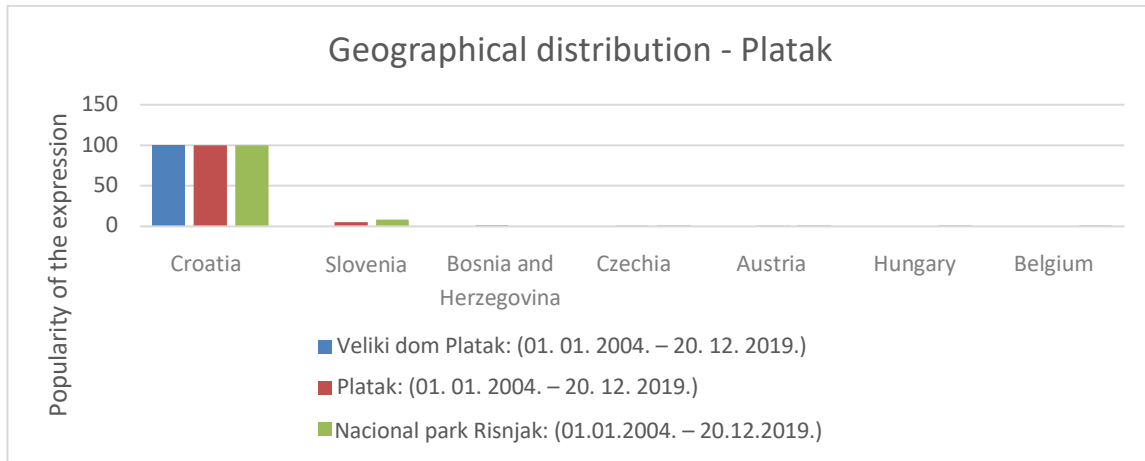
Graph 11 Geographical distribution - The Grobnik field



3) Platak

The geographical distribution of popularity of Platak and Risnjak as natural resources and locations for winter sports shows that besides the inhabitants of the Republic of Croatia, there is also an interest in the other countries, especially in Slovenia.

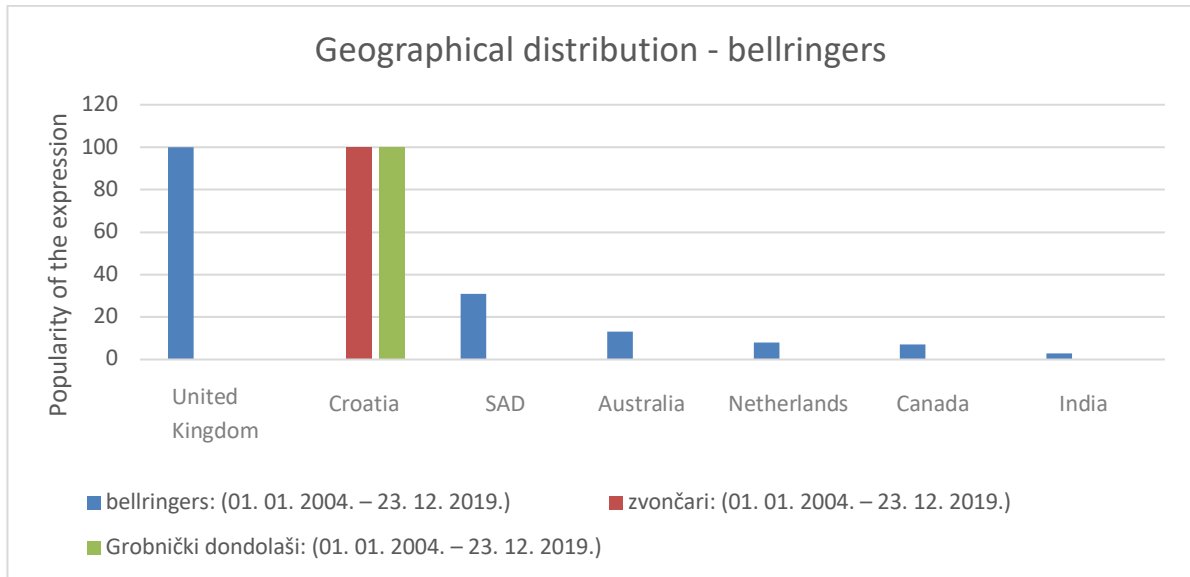
Graph 12 Geographical distribution - Platak



4) Zvončari - Bellringers

Search terms related to “bellringers” show interest primarily in the English-speaking countries, while the Croatian expressions, "zvončari" and "Grobnički dondolaši," are almost exclusively searched in Croatia. However, the popularity of a foreign expression in the European countries where the English is not an official language, such is the Netherlands, indicates an interest in the subject, and with the proper placement of the "ringing" tradition, it could also be possible to create a tourist interest.

Graph 13 Geographical distribution - bellringers



Within the Republic of Croatia, “the bellringers” are searched most in the Primorje-Gorski Kotar County, followed by the Istrian County, the City of Zagreb and the County Splitsko-dalmatinska. The topic “Grobnički dondolaši” is searched almost exclusively in the Primorje-Gorski Kotar County. It is evident from the stated above that this tradition is unknown at the national level, so it is not surprising that it has not yet found its audience at the international level.

5) Stari Grad Grobnik - Old Town Grobnik

For search terms within the group "Old town Grobnik" there are no results available in the widest available preview settings.

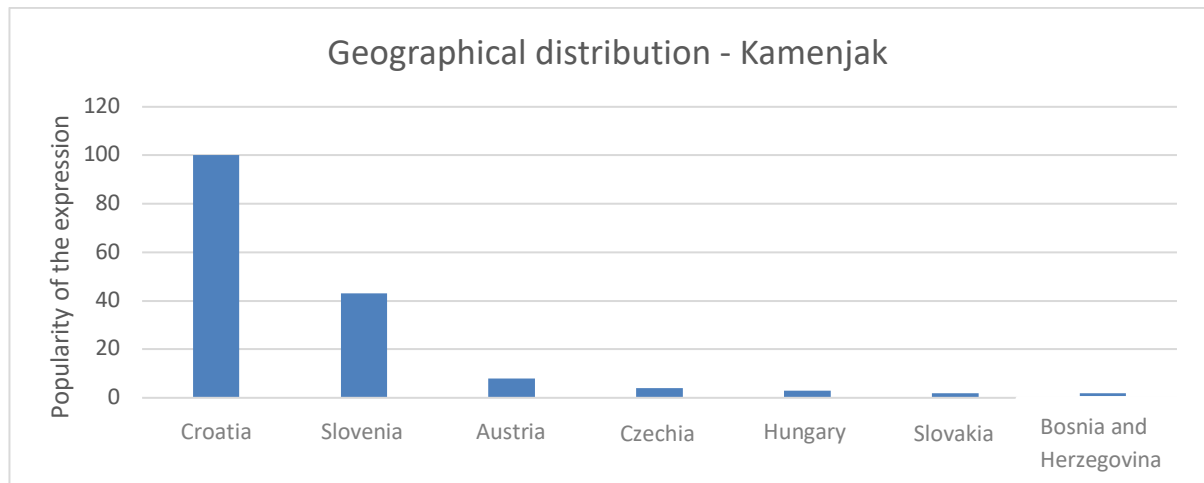
6) Events

For the searched terms "Grobnička skala" and "Bartoja" all the searches come from Croatia and there are no data available for other countries, nor a more detailed view of cities and regions from which they were searched.

7) Outdoor Sport Activities

The topic "Sport Bike Bicycles Čavle Rijeka" was fully searched by Croats. Similar terms (for example „bike platak“ and „bike grobnik“) have no results at all.

Graph 14 Geographical distribution - Kamenjak



Although it is questionable how many of the searches for the term "Kamenjak" refer to Čavle and how many to Istria, it is evident that the term is interesting to the search engine users from other countries - predominantly Slovenia. Sports tourism is a common reason of the arrival of Slovenes, and good traffic connections direct them to Kvarner and the surrounding area.

8) Stories

Almost all searches of the terms "Frankopani" and "Lujzijana" were carried out from Croatia. It is not known whether there is an interest for the terms in other countries, but it is possible to create them because these are historically and internationally relevant stories.

2.3. Related Searches

When searching for a term on Google Trends, the searches that are related to the observed term can be seen in the “Related searches” section at the bottom of the page. When comparing multiple search terms, locations, or time ranges, the most common associated searches can be seen by selecting the term tab.

“The most common searches” are terms that are most frequently searched with the term entered in the same session, selected category, country or region. If no search term has been entered, the most frequent general searches appear.

“The increase in searches” are terms that users searched together with the observed keyword (or general searches if no keyword was entered), and which had the largest increase in search volume over the required period. For each search term in growth, the percentage of the search growth of this term is displayed compared to the previous period.

1) Location

The terms related to Grobnik that are rising are the searches of the format "Grobnik /year/", i.e. "Grobnik 2018", which shows that there is an interest in a specific event on a yearly basis. The search for "Truck show Grobnik" as an event is also highly ranked.

Among permanent content identified through “the related terms” the Restaurant “Putnik” Grobnik stands out. The restaurant is a popular resting point of numerous passengers on relation Zagreb-Rijeka and features domestic dishes and warm atmosphere. Nevertheless, when performing an independent search, the term "Putnik Grobnik" did not have enough available data.

The term "Čavle" is linked to weather forecast searches, a recently renovated elementary school, and the term "das ist walter" is constantly repeated, which is also the title of the song of the Yugoslav band Zabranjeno pušenje, but in this case it refers to the "Das ist Walter", a catering facility which offers grill and daily meals, and is located in the wider centre of the Municipality of Čavle.

2) Grobničko polje - The Grobnik Field

When reviewing the related searches the term "24" appears, however its connection to the circuit remains unclear. The Automotodrom (circuit) is also associated with the Slovenian version of the name, "dirkališče Grobnik", which additionally indicates the interest of visitors from Slovenia for this site.

3) Platak

The terms "platak", "platak lodge" (platak dom), "platak mountain lodge" (veliki dom platak), are connected to the topic "Great Mountain Lodge Platak" (Veliki dom Platak), and these are actually only different versions of the search for the Great Mountain Lodge Platak.

In addition to the topic "Platak" itself, the searches for "platak camera", "platak web", "platak webcam", are on the rise. The same terms are also among the most popular. These results indicate that the weather conditions on Platak, which change on a daily basis, condition the visitor's decision on arrival. Providing quality and timely information about the state of the ski resort can encourage these visitors to come.

4) Zvončari - Bellringers

When searching for the term "bellringers", the most popular terms include "halubajski zvončari" and "zametski zvončari" (bellringers from different suburban neighbourhoods). They're also the most popular of many bellringer groups. Although "Grobnički dondolaši" (the bellringers from Grobnik) by definition are bellringers, it is possible that the name "dondolaši" has a limiting effect in searches. The fact that "dondolaši" have become a synonym for bellringers from Grobnik can also be implied by the information that during searches for "Grobnički dondolaši" the term "dondolaši" itself is shown to be on the rise.

5) Stari grad Grobnik - Old Town Grobnik

For search terms within the "Old Town Grobnik" group there are no results available in the widest available preview settings.

6) Events

For search terms within the "Events" group, no results are available in the widest available preview settings.

7) Outdoor sport activities

As mentioned above in section 2.1, "PD Kamenjak" and "PD Duga" hiking societies have emerged in research as related searches in rise. However, the term "glas Istre" (News magazine Voice of Istria) is also a related term which suggests that some of the results refer to the searches related to Rt (cape) Kamenjak, which is located in region Istria.

8) Stories

For search terms within the “Stories” group, no results are available in the widest available preview settings.

2.4. Insufficient data

No results are available for the following terms of observation:

Search Term	Categories	Country/Worldwide
ParaWCS Rijeka	All	Worldwide
Grobnik Castle	All	Worldwide
Frankopan Castle	All	Worldwide
Old Town Grobnik	All	Worldwide
Castrum Grobnik	All	Worldwide
The Routes of the Frankopans	All	Worldwide
Festival of Polenta	All	Worldwide
Kobasica Open (Sausage Open)	All	Worldwide
Filipja	All	Worldwide
Vela Peša	All	Worldwide
Mlikarice (Milkmaids)	All	Worldwide
The Tatar Battle	All	Worldwide
The National Liberation War	All	Worldwide

The lack of results on searching the above mentioned terms in the widest possible categories indicates that they lack of popularity in all observed geographical areas in Croatia, neighbouring countries and globally.

In the carried out SWOT analysis, the Old Town Grobnik and local food were recognized as the strength of the tourist potential of the Municipality of Čavle. The above mentioned results indicate that although these contents may be attractive to visitors, they are not attractive enough to generate additional research through search engines or additional interest about the offer.

Whereas the Municipality of Čavle partly builds its tourist offer on legends and gastronomic offer, potential visitors need to be further informed and their interest additionally evoked for the before mentioned topics.

2.5. The Conclusion of Google Trends Analysis

Google Trends Analysis made it possible to conclude which topics are popular among potential visitors, which is their geographic distribution and what they are related to.

When exploring the popularity of location-related expressions such as the “Grobnik field”, “Platak”, “bellringers”, “Old Town Grobnik”, “events”, “outdoor sports activities” and “stories”, numerous insights were gained on the reputation and tourist potential of the Municipality of Čavle.

The peculiarities of cultural and historical heritage that were seen as a major strength of tourism offer, according to Google Trends Analysis, were not seen in the same way by potential visitors. No interest was seen in searching the terms related to the “Old Town Grobnik”, “bellringers” and “stories and legends”. Moreover, it was found that some terms are not popular even outside of the Primorje-Gorski Kotar County, which is why there are no results on an international level for them.

When exploring the terms from the groups “Platak”, “Grobnik Field”, and “outdoor sport activities”, seasonality was observed. It suggests that the various sports activities that can be performed in the area of the Municipality of Čavle largely depend on the weather conditions. The positive factor is that they complement each other - as cycling and hiking decline in winter, the popularity of the Platak Ski Resort increases with the first snow. Thanks to the optimal geographic position, the locations are available to amateur athletes year round and attract guests not only from the surrounding area but also from the neighbouring countries, primarily Slovenia.

Nevertheless, the destination of the Municipality of Čavle is still best known among potential domestic guests. This is caused by the lack of a unified offer and promotional efforts, which, especially in foreign languages, could also attract many foreign guests with interest in both sports and cultural as well as historical content.

3. TOURIST SURVEY ANALYSIS

While Google Trends provide information about the reputation of the Municipality of Čavle with the general public of internet users, only tourists can form a reputation based on the actual experience of the destination. Interviewing tourists in the Municipality of Čavle is also crucial to understand how the reputation of the Municipality of Čavle 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, specially developed for the aims of the EXCOVER project. The model considers the reputation of a destination with tourists as composed by five 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 they got from observing hospitals, schools, public services etc. Besides indicators, the questionnaire contains questions about the socio-demographic and trip-related characteristics of the tourists, their overall satisfaction and extent to which their expectations about the destination were fulfilled.

The structured survey questionnaires were submitted to 97 interviewed tourists visiting the Municipality of Čavle. Results offer helpful insights and provide important suggestions about destination management strategies and tourism development actions.

3.1. The Emotional Appeal of the Municipality of Čavle

The emotional appeal of the Municipality of Čavle was observed in this section, in the same manner as perceived by the respondents who participated in this research. In particular, overall satisfaction assessments were observed and how much of the respondents consider staying at this location relaxing and exciting.

Respondents expressed their agreement with claims from 1 to 7, where 1 means they fully disagree and 7 that they fully agree. The claims observed in this chapter are:

- To be in this destination makes me feel relaxed.
- To be in this destination makes me feel excited.
- Rate your overall satisfaction with this destination.

Graph 15 Average consensus with the claims

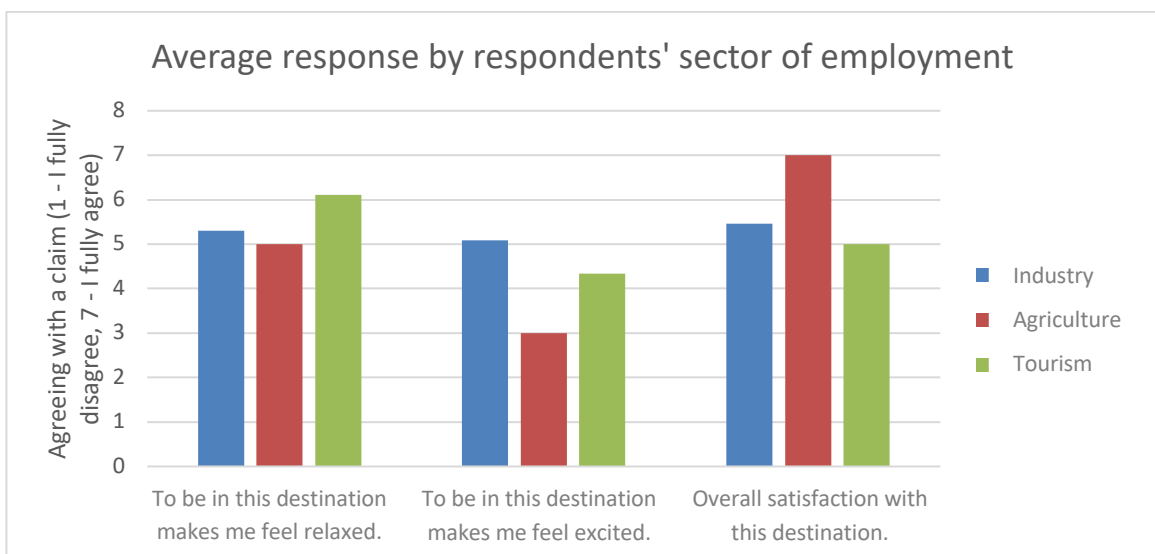


At the Municipality of Čavle level, the average mark of all respondents regarding overall satisfaction with the location is higher than 5, indicating that subjects were generally satisfied with the Municipality of Čavle as a location. In average, respondents feel relaxed, but do not consider staying in this location exciting to a high degree.

The following graph shows the emotional appeal of the Municipality of Čavle on the respondents according to their employment sector.

The employment sectors observed are industry, agriculture and tourism, while other responses are unstructured. Among the employment sectors, tourism employees consider the location most relaxing, people employed in agriculture do not consider it exciting to stay in this location, but their overall satisfaction with the location is the highest in comparison with respondents employed in the industry and tourism sector. When observing these responses, it is important to bear in mind the low representativeness of the sample, as there were 11 respondents employed in industry, 9 in tourism and only 1 subject employed in the agricultural sector.

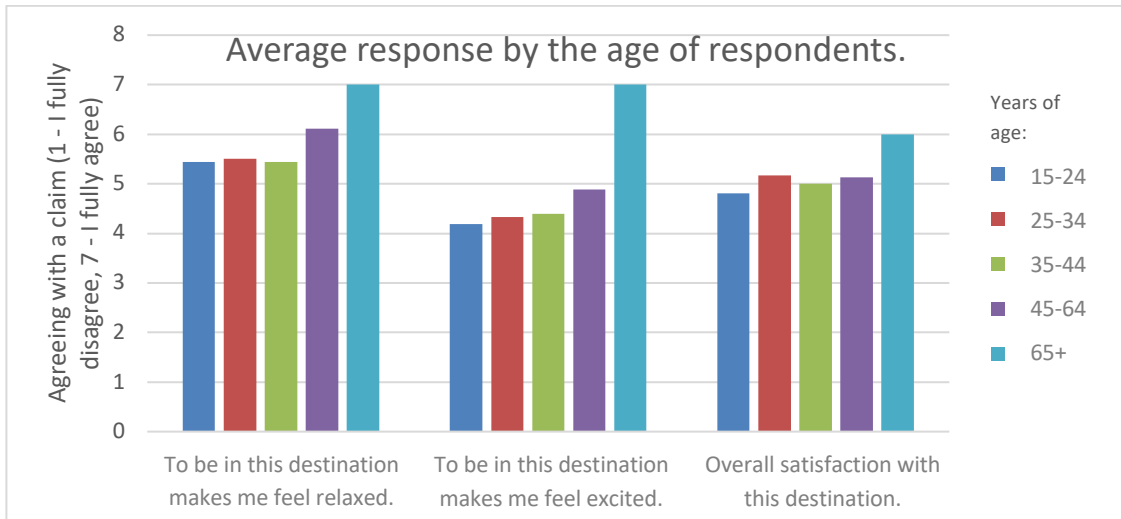
Graph 16 Average response by respondents' sector of employment



There is no significant difference in responses when it comes to genders.

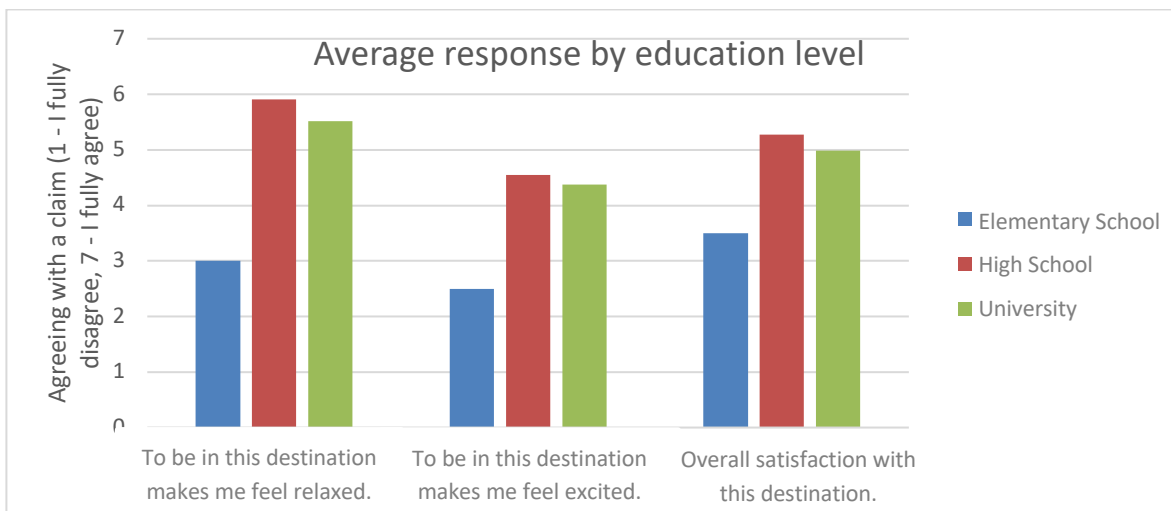
The following graph shows respondents' answers to the observed questions sorted by age groups. Observing the emotional appeal of the Municipality of Čavle on respondents through the prism of age groups, it is possible to notice that people over 45 years of age consider the location more exciting and relaxing than younger respondents. Although responses from individuals over the age of 65 suggest a higher response value, it is important to note that their sample is not representative.

Graph 17 Average response by the age of respondents.



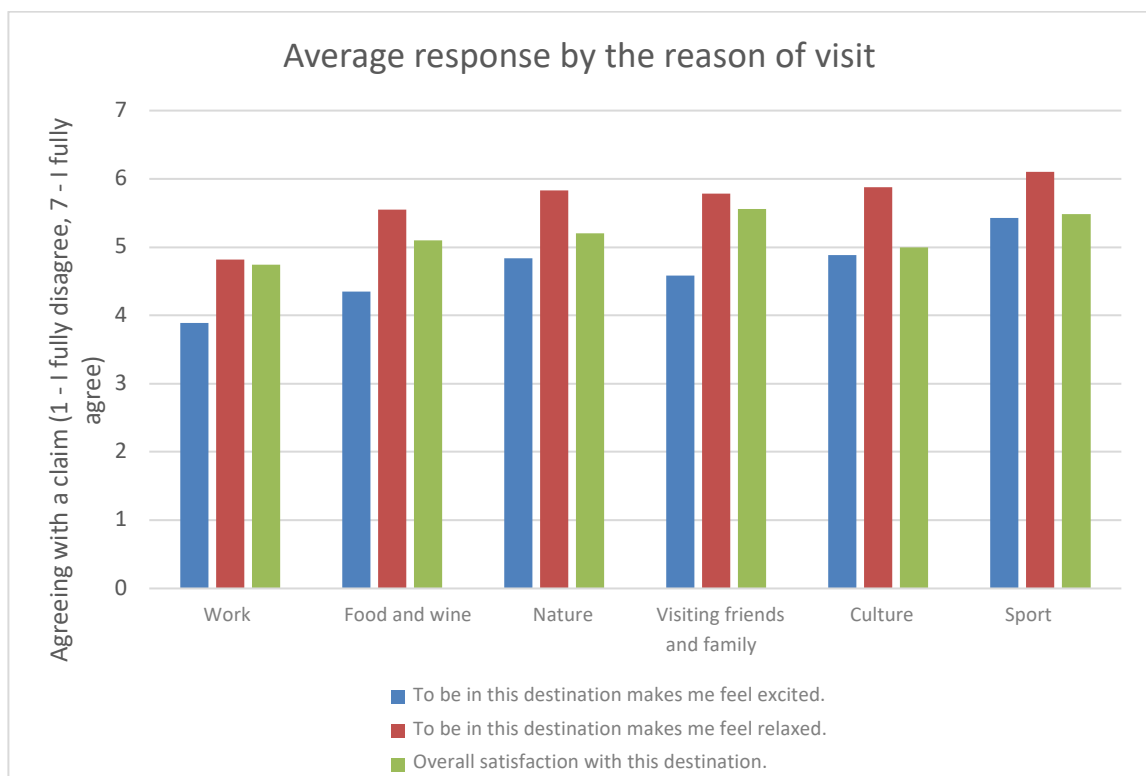
Observing the emotional appeal of the Municipality of Čavle on respondents according to their formal education, it was noted that respondents with a completed secondary school gave the highest marks on the questions observed, while highly educated respondents gave lower marks on average. Respondents with completed elementary school gave the lowest marks on the observed questions. The chart below shows the difference in responses to the questions observed by the respondents with completed elementary, secondary and higher education institution.

Graph 18 Average response by education level



Looking at the average responses according to the purpose of visit, the highest level of overall satisfaction is in case of visitors who came for practicing sports or to visit relatives and friends. Sport inclined visits are both most exciting and most relaxing. It is not surprising that, on the other hand, visits due to work related reasons are perceived as the least exciting and relaxing, thus bearing the lowest value of overall satisfaction.

Graph 19 Average response by the reason of visit



The most satisfied visitors are also among the most relaxed ones, while least satisfied visitors are also least relaxed.

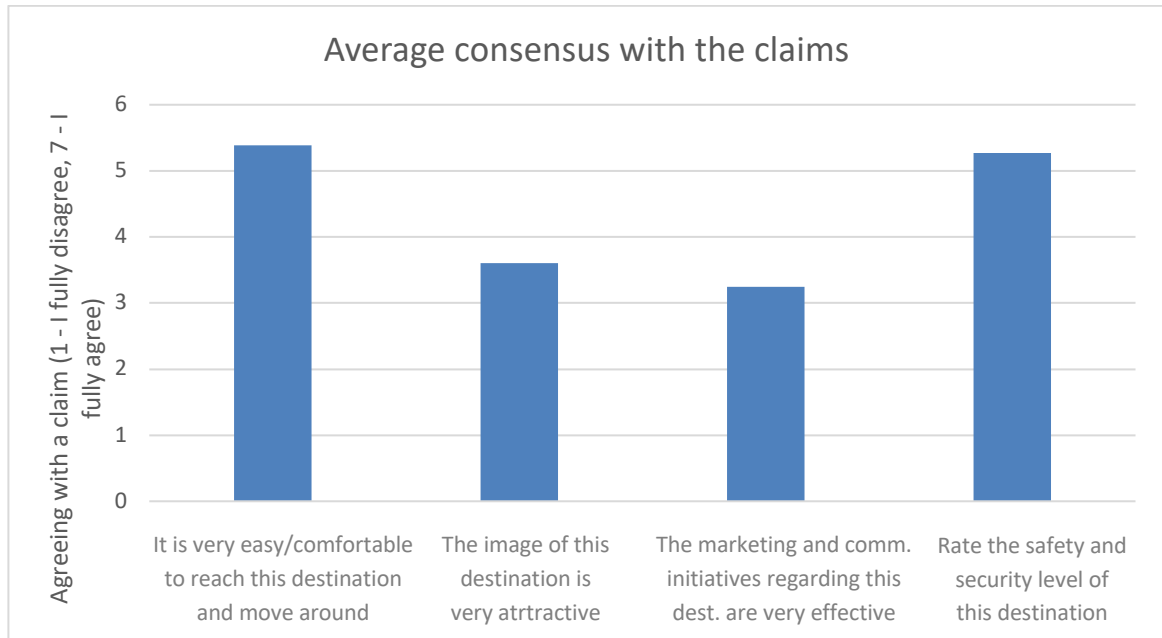
3.2. Image and Destination Management of the Municipality of Čavle

This part of the document focuses on the image and destination management of the Municipality of Čavle. Image and management were observed at the level of the whole sample, by employment sector, age groups and by the level of personal income. Respondents' evaluations were observed, that is, their approval of statements from the questionnaire. Respondents gave their opinion on the simplicity of arriving to and getting around the Municipality of Čavle, the image of the Municipality of Čavle, the quality of the marketing communication of the Municipality of Čavle and on the safety level.

The following graph shows the average marks of all respondents to the statements observed. Respondents consider it is very easy to get to and move around the Municipality of Čavle, giving an average mark of 5,39. Although this average mark is high, some respondents said it was easy to move around the location solely by a personal car due to the wide area the Municipality of Čavle comprehends.

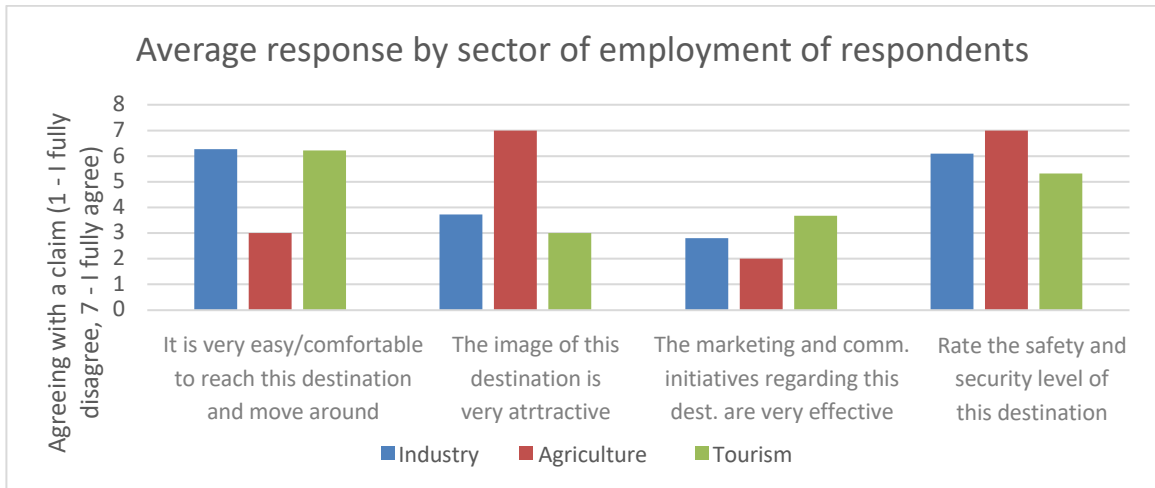
The attractiveness of the image of the Municipality of Čavle was rated with an average mark of 3,6, which leads to the conclusion that the respondents find the image of the location not attractive. In addition, respondents consider that the Municipality of Čavle is not well communicated using marketing channels, giving an average mark of 3,24. They rated the level of safety with an average mark of 5,27, which means that respondents consider the Municipality of Čavle a safe location.

Graph 20 Average consensus with the claims



There are some differences of opinion among respondents observed according to their employment sector. The sample of respondents from the agricultural sector is not representative. Observing the answers of the respondents employed in industry and tourism, there are no significant differences. It is interesting that tourism employees consider that the image of the Municipality of Čavle is not attractive, nor is the marketing communication of the location effective, and tourism is their profession.

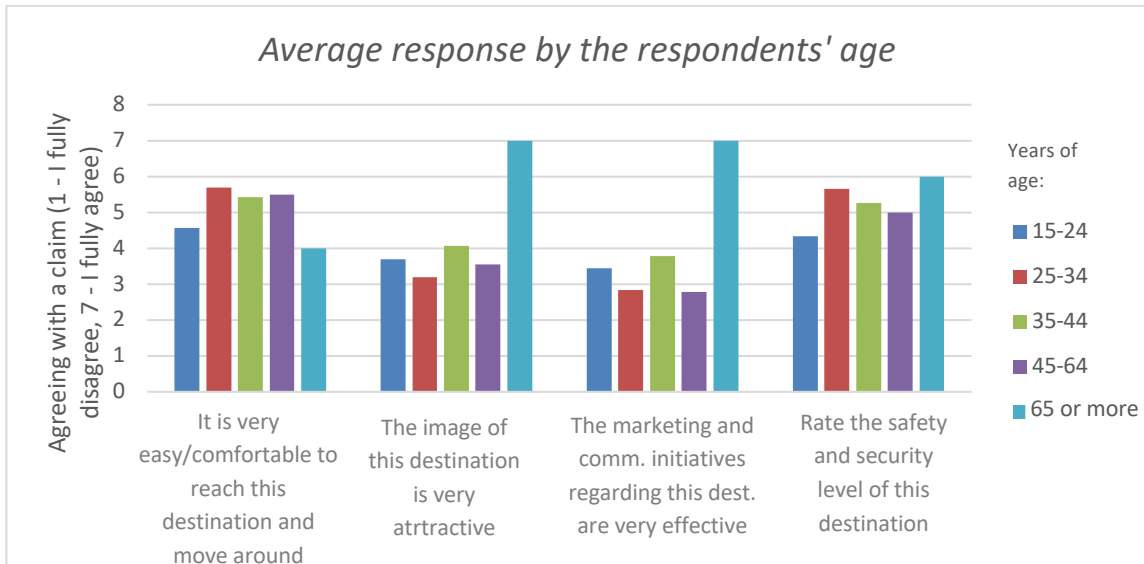
Graph 21 Average response by sector of employment of respondents



Observing the age of the respondents, it is evident that the level of safety of the Municipality of Čavle is highest rated by respondents above 65 years of age (mark 6) and lowest by the respondents between 15 and 24 years of age (mark 4,33). Although responses from individuals over the age of 65 suggest a higher response value, it is important to note that their sample is not representative.

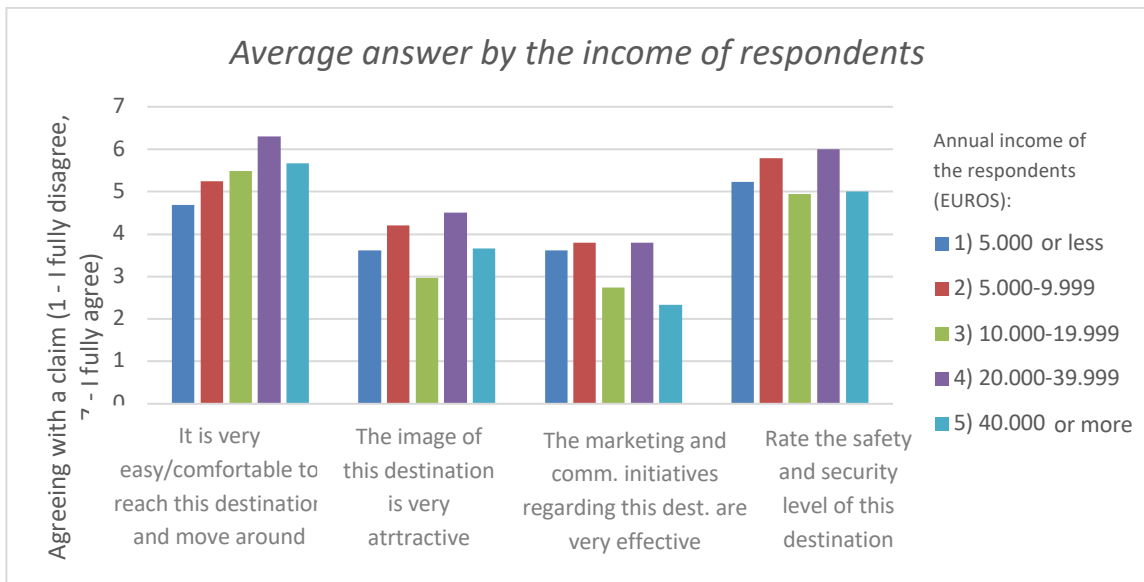
Visitors aged 25 to 34 are noticeable as a second group. They consider the location safe and easy to get around, but unattractive in marketing sense and insufficiently well communicated. As this age group comprehends a number of potential visitors, especially in the segment of sport and potential family tourism, it is necessary to create a marketing strategy which will present the Municipality of Čavle as an attractive destination.

Graph 22 Average response by the age of respondents



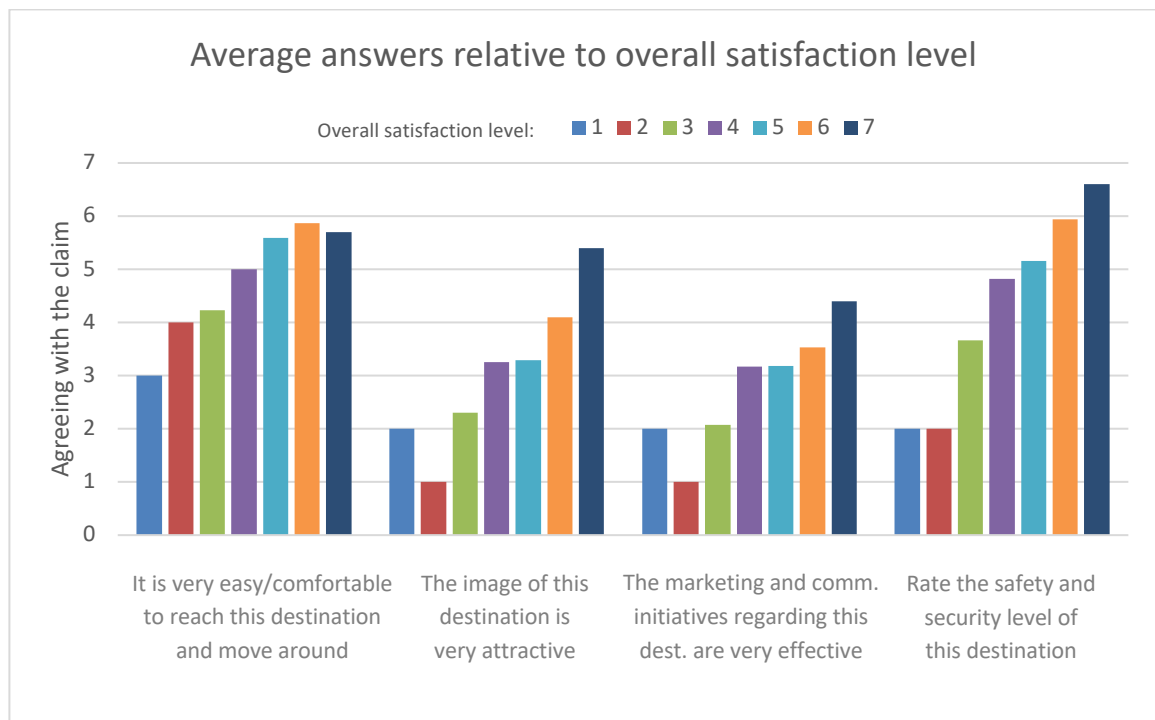
The following graph shows the average marks for the observed statements according to the personal income of the respondents. Differences in responses of respondents, sorted according to personal income do not give relevant conclusions for this research.

Graph 23 Average response by the age of respondents



To determine how much the emotional appeal affects overall satisfaction, the average responses relative to the overall level of satisfaction are shown below. The column values show how respondents rated the overall satisfaction level per category (mark 1 to 7). From this it is possible to conclude that subjects who are very pleased with the location (overall satisfaction was assessed by value of 7) show greater satisfaction with image, marketing and level of safety. On the other hand, respondents who are dissatisfied with the location (overall satisfaction was assessed by value 1) show dissatisfaction with image, marketing communication and level of safety.

Graph 24 Average answers relative to overall satisfaction level

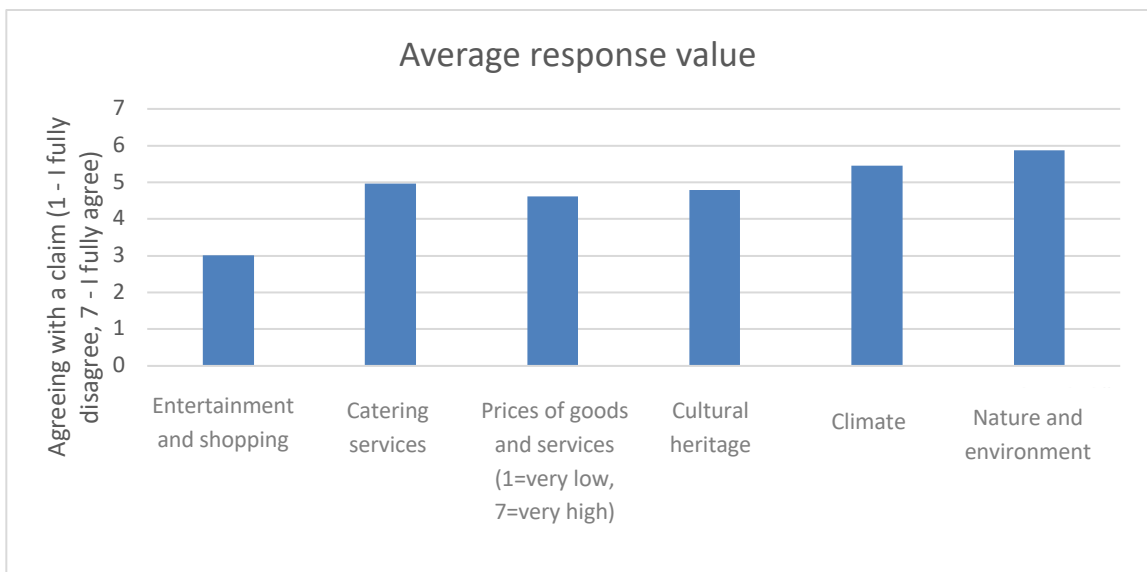


3.3. The Quality of Products and Services, Heritage and Climate in the Municipality of Čavle

In this section we observed the respondents' ratings of certain factors asked in the survey questionnaire. In particular, data were analysed on the respondents' opinion on the entertainment and shopping content offer, catering services, prices of goods and services, cultural heritage, climate, nature and environment. The graph below shows the average marks given by respondents to the factors observed.

The satisfaction with the accommodation was not taken into consideration since most respondents were situated outside of the Municipality of Čavle and from the available data it could not be concluded to which accommodation, i.e. its locations, the satisfaction is referred. This is directly linked to the lack of housing capacity in the Municipality, which is indicated in the SWOT analysis as a weakness.

Graph 25 Average response value



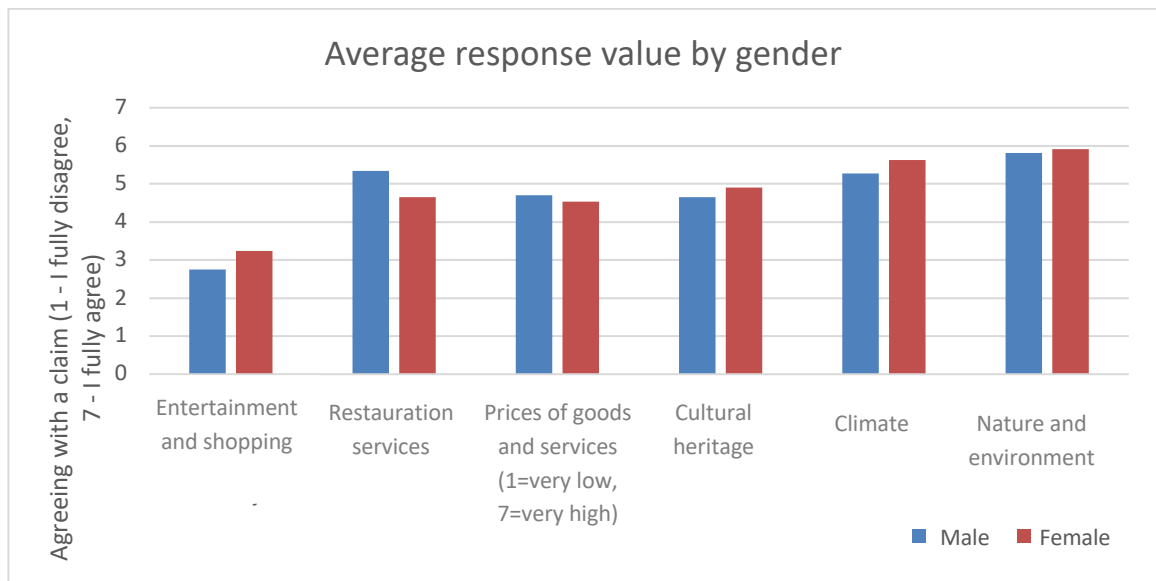
The offer of entertainment and shopping content was rated on average by the mark 3. Catering services were rated on average with 4,97. The prices of goods and services bear an average mark of 4,62, which means that respondents believe that prices of goods and services are moving toward high.

The average mark of cultural heritage is 4,79. The climate was assessed by an average mark of 5,46. Nature and environment received the highest average mark among the factors observed here and it amounts 5,87.

It is concluded that respondents are satisfied with the catering service, the prices of goods and services, cultural heritage, climate, nature and environment, and that they are generally dissatisfied with the offer of entertainment and shopping content.

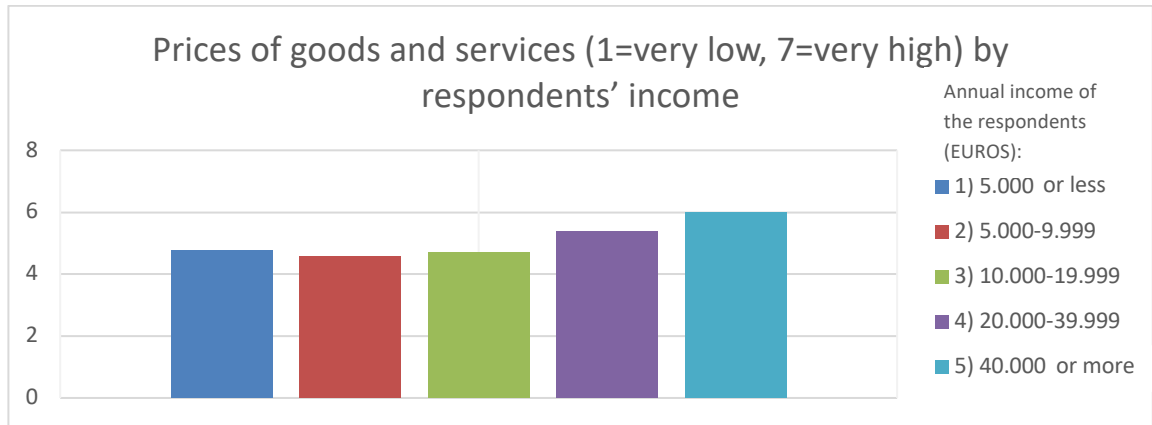
Looking at the average marks of the observed factors by gender, it can be seen that women are generally more satisfied than men, apart from the difference visible in catering services, with which the male respondents were more satisfied than female.

Graph 26 Average response value by gender



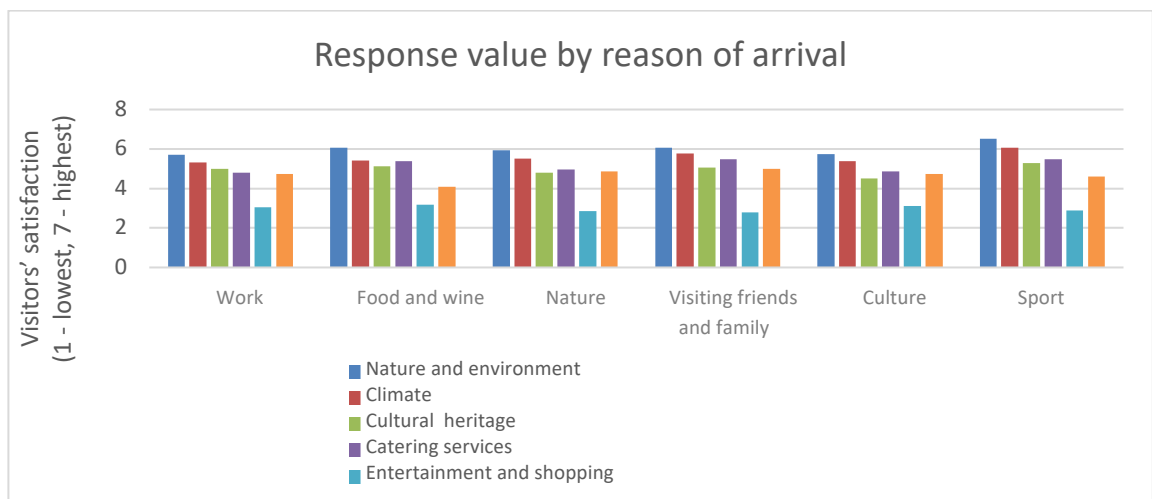
The perception of the price of goods and services shows that price perception does not have a significant difference. The following graph shows the perception of prices according to the respondents' income. According to available data, respondents with the highest income also have a perception of prices as higher than those with lower income. However, the sample of respondents with income of 40.000 euro per year or more is no longer representative and it is impossible to draw a conclusion based on this division.

Graph 27 Prices of goods and services (1=very low, 7=very high) by respondents' income



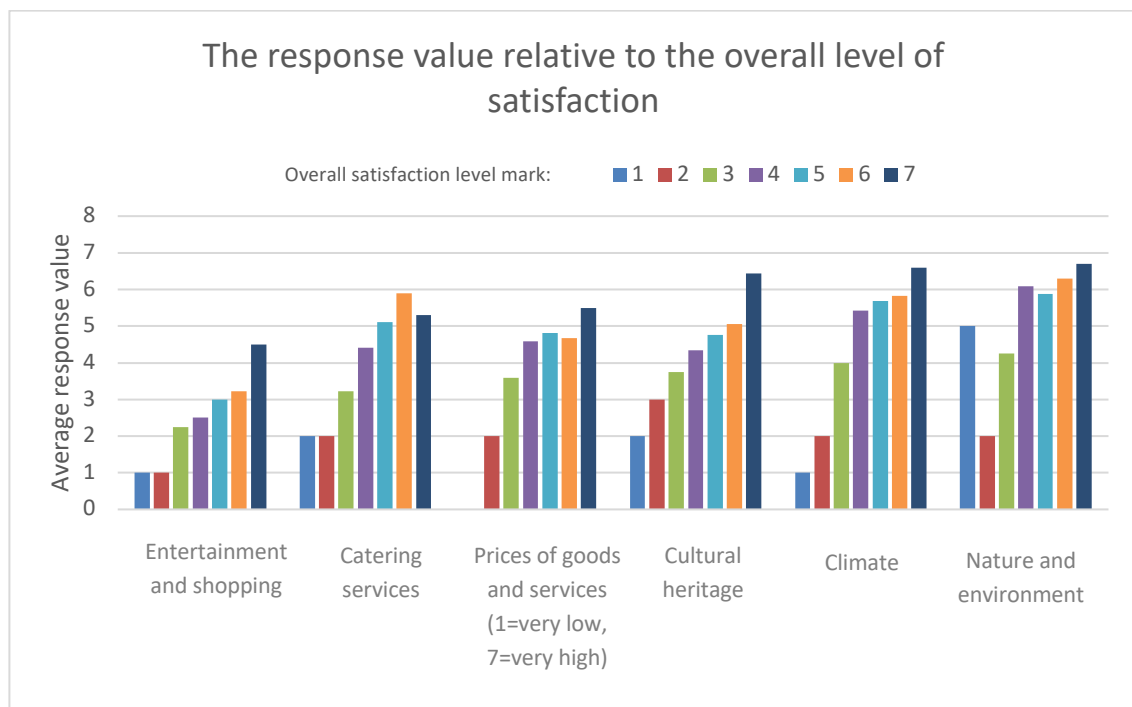
The graph below shows satisfaction by reason of arrival. The observed reasons for arrival are the answers given in the survey questionnaire, and are the following: business, food and wine, nature, visits to relatives and friends, culture and sport. Observing the satisfaction of the reason for arrival, a uniformity of response can be seen for all reasons of arrival. From the collected data it is possible to conclude that the satisfaction with the observed factors is of uniform distribution for all observed reasons of arrival and that there are no major deviations thereof that would lead to an implicit conclusion. However, overall satisfaction with the observed factors is again the highest in case of visitors who came for sport, and the lowest in case of those who came for work.

Graph 28 Response value by reason of arrival



In order to determine how much the quality of products and services, heritage and climate in the Municipality of Čavle affects reputation, the average responses compared to the overall level of satisfaction are shown below. The column values show how respondents who gave a mark from 1 to 7 to the overall satisfaction level rated the mentioned statement. From this it can be read that respondents who are very satisfied with the location (overall satisfaction is rated with value 7) show greater satisfaction with the offer of entertainment and shopping content, cultural heritage, climate and nature and environment. On the other hand, respondents who are dissatisfied with the location (overall satisfaction is rated with value 1) show dissatisfaction with the offer of entertainment and shopping content, catering services, cultural heritage and climate. The unexpected result is that the most satisfied visitors perceive the prices of goods and services to be higher than those perceived by less satisfied visitors.

Graph 29 Average answers relative to the overall level of satisfaction

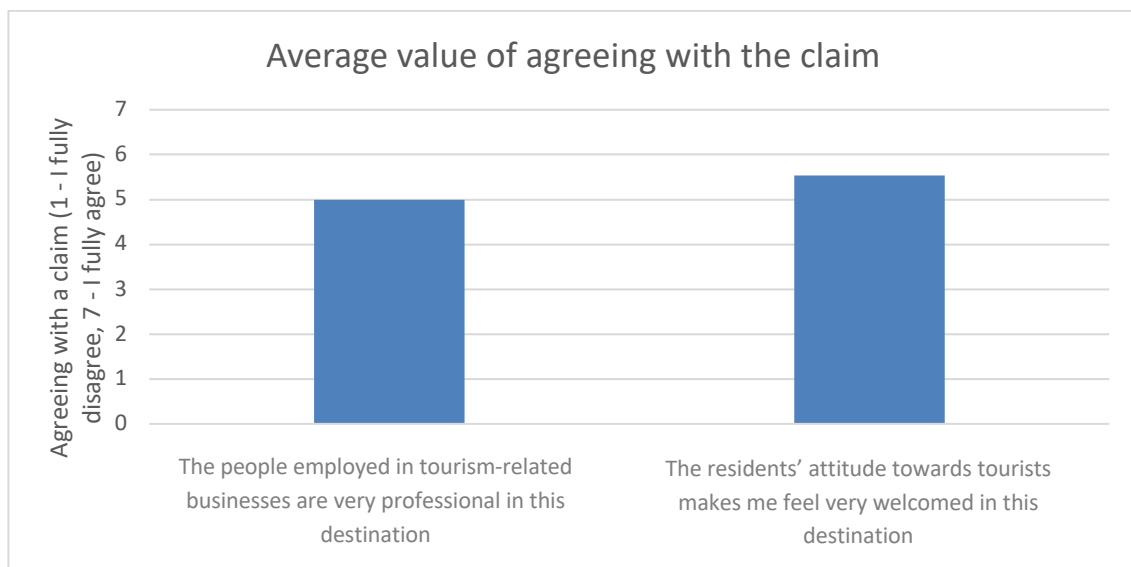


3.4. The Attitude of Tourist Workers in the Municipality of Čavle

In this section we analysed the attitude of tourist workers in the Municipality of Čavle. We observed the average ratings of the respondents on professionalism of employees in the tourism sector and their sense of welcome due to the behaviour and attitude of the local population. The graph below shows the average marks given by all respondents to the observed statements.

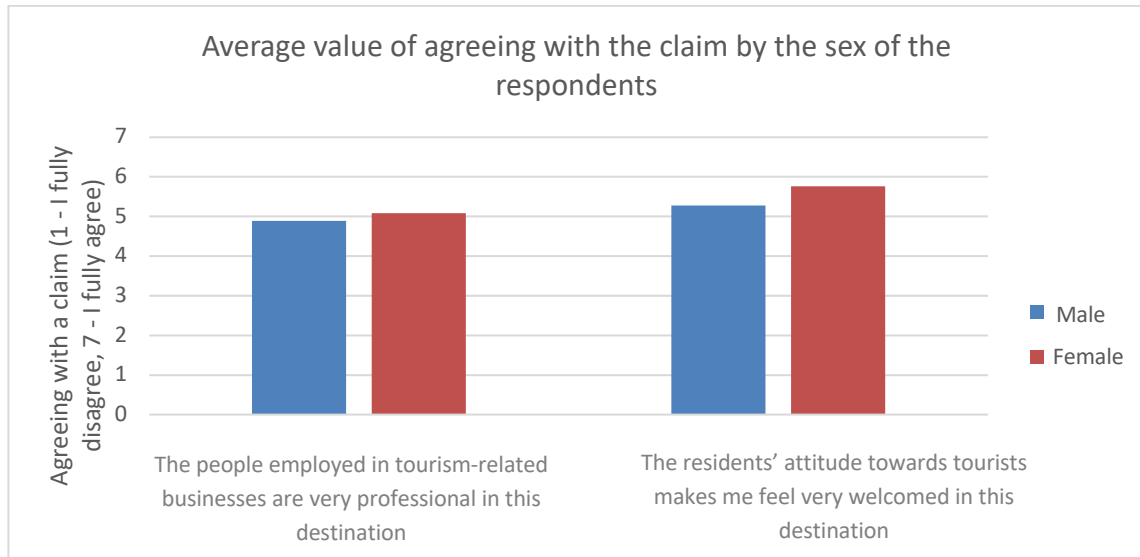
The chart shows that the average rating of the respondents on the professionalism of employees is slightly lower than 5 and on the sense of welcome is slightly higher than 5,5. According to the collected data, it is concluded that the respondents have a positive opinion on the professionalism of the employees in the tourism sector in the Municipality of Čavle and that they feel welcome because of the behaviour and attitude of the local population.

Graph 30 Average value of agreeing with the claim



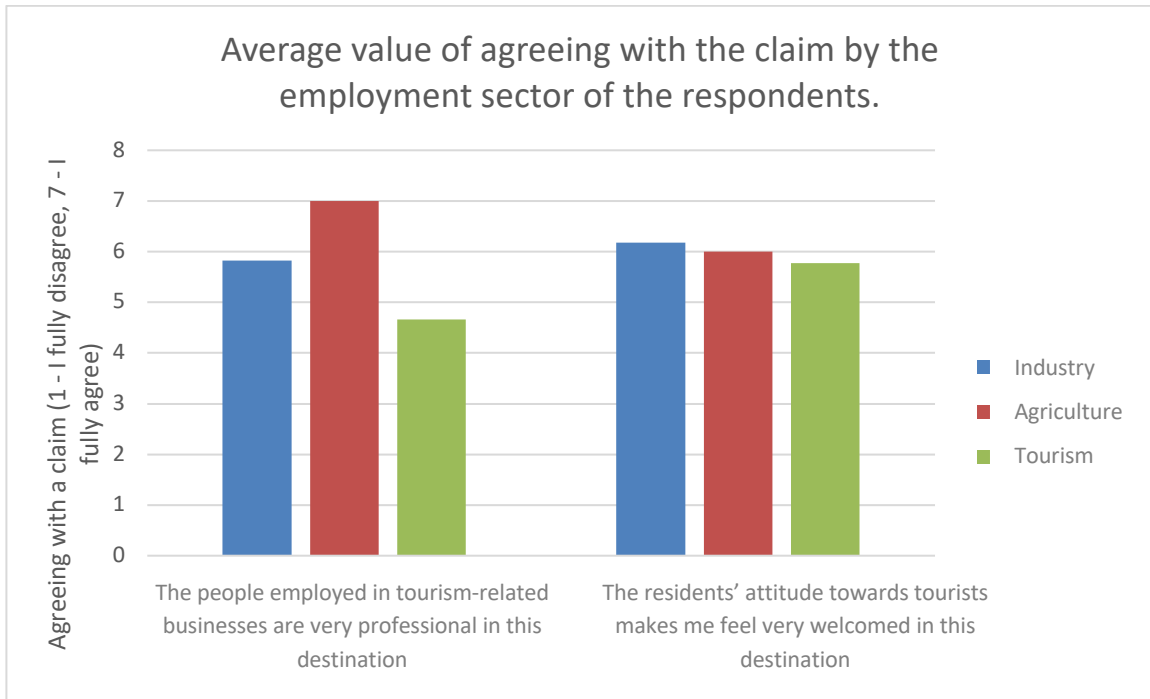
The following graph shows the same marks as the previous, only distributed by sex of the respondents. The chart shows that, on average, women gave higher marks than men to the observed statements, which leads to the conclusion that women have a higher opinion of the professionalism of tourism employees in the Municipality of Čavle and feel more welcome than men.

Graph 31 Average value of agreeing with the claim by the sex of the respondents



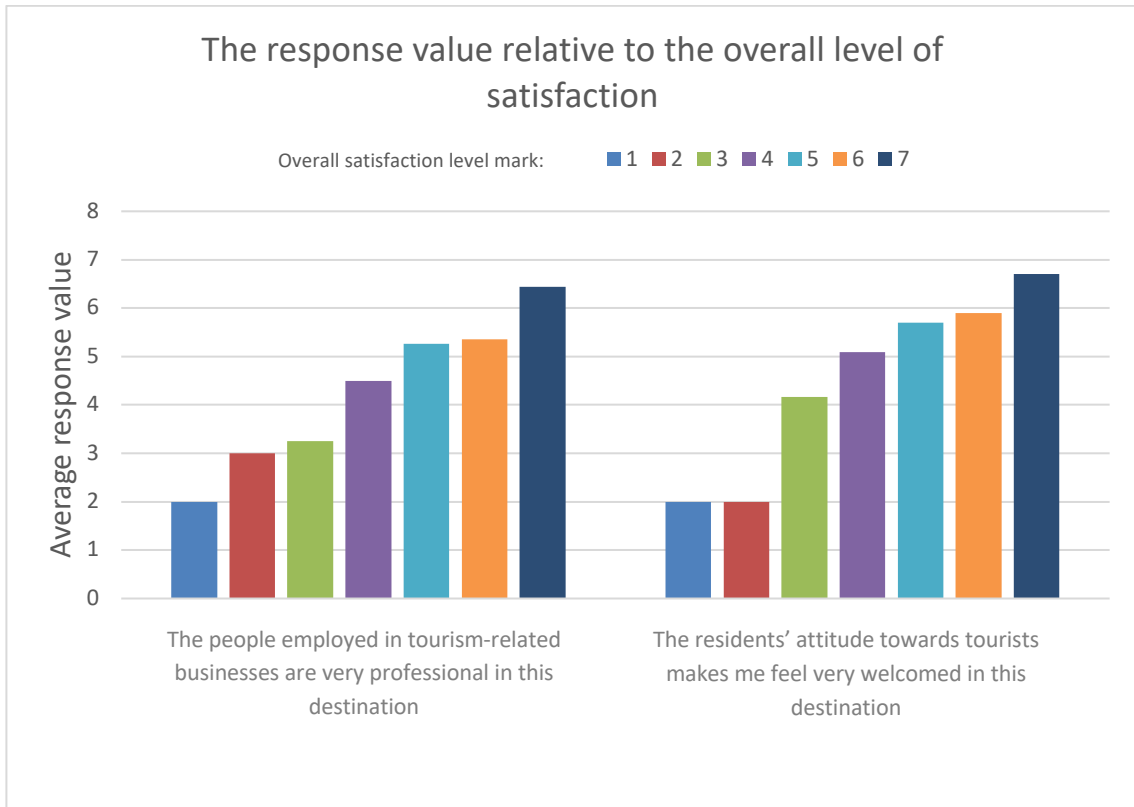
Observing the same marks, but through the prism of the employment sector, there is a difference in the rating of the professionalism of employees in the tourism sector. The respondents employed in the agricultural sector gave the highest possible mark 7, industry employees gave the mark of 5,82 and tourism employees 4,67. The sample of respondents employed in the agricultural sector is not representative. It is possible to conclude that tourism employees are in average giving a lower mark because they have a better understanding of the industry's situation and know better about business and local shortcomings and human resources problems.

Graph 32 Average value of agreeing with the claim by the employment sector of the respondents.



In order to determine how much the attitude of tourism employees affects the reputation, the average responses compared to the overall level of satisfaction are given below. The column values show how respondents who gave a mark from 1 to 7 to the overall satisfaction level rated the mentioned statement. It is also possible to read from this that respondents who are very pleased with the location (overall satisfaction was marked by a value of 7) consider the employees in the tourism sector more professional and feel more welcome. On the other hand, respondents who are dissatisfied with the location (overall satisfaction marked with value 1) also consider employees in the tourism sector less professional and feel less welcome.

Graph 33 Response value relative to the overall level of satisfaction

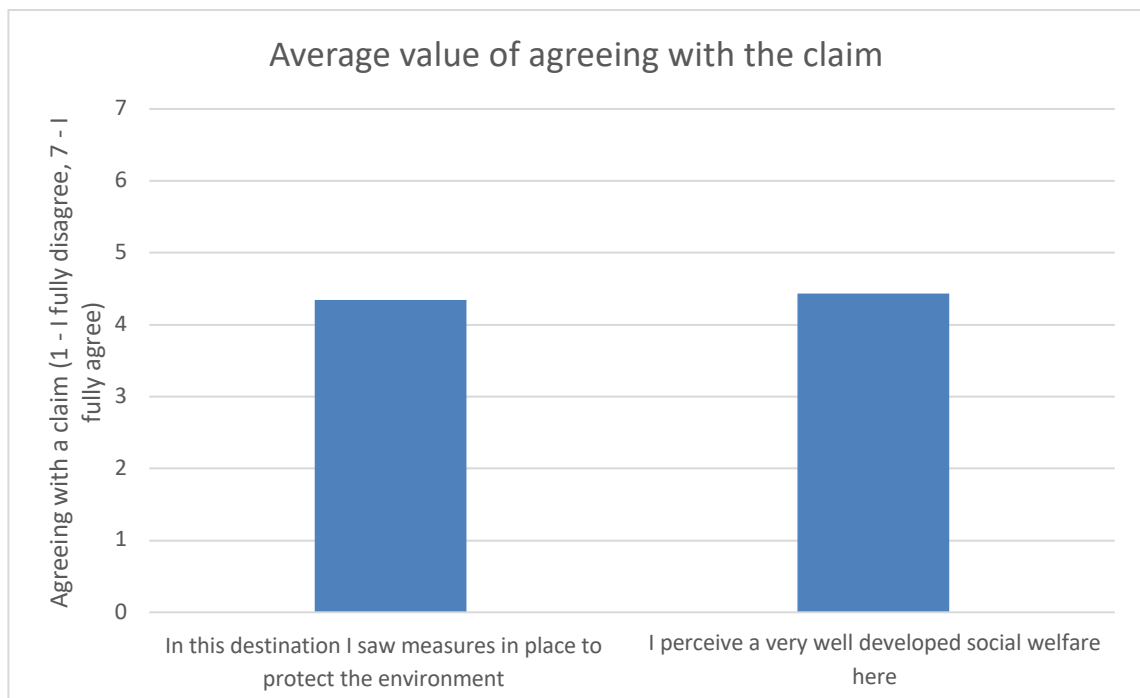


3.5. Perceived Social Responsibility in the Municipality of Čavle

In this section we analysed the perceived social responsibility in the Municipality of Čavle. In particular, we observed the average marks of the respondents given to certain statements in the questionnaire. Respondents assessed their agreement with the claim that it is possible to see examples of environmental protection measures in the Municipality of Čavle and to what extent they consider that social welfare in the Municipality of Čavle is well developed.

The graph below shows the average marks of respondents given to the above mentioned claims. The graph shows that respondents see to a lesser extent the examples of environmental protection measures in the Municipality of Čavle as the average agreement with the claim is 4,35. Respondents believe that social welfare at the location is well developed, i.e. strives to a good development, and this is concluded from the average mark of 4,43.

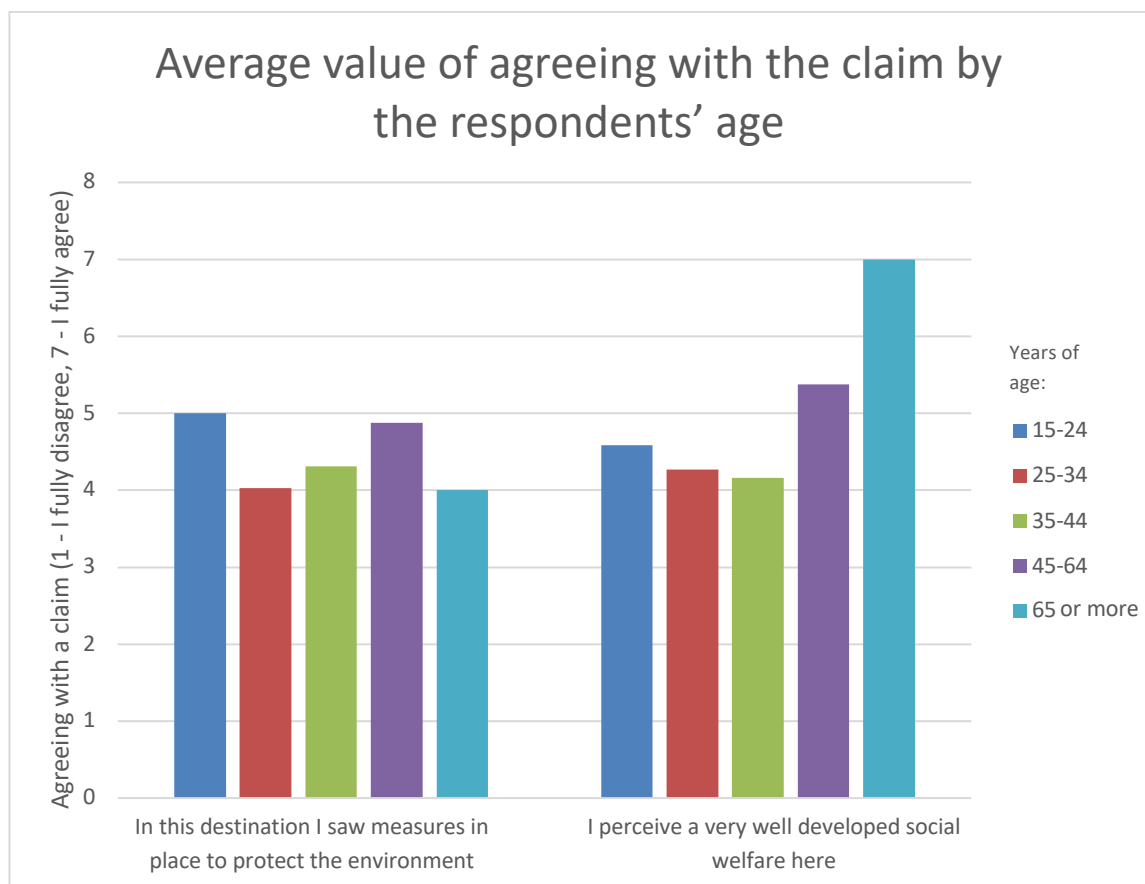
Graph 34 Average value of agreeing with the claim



When observing perceived social responsibility in the Municipality of Čavle no significant difference was observed between genders.

When observing the perceived social responsibility in the Municipality of Čavle by age groups, it is possible to see that the respondents between the ages of 15 and 24 as well as 45 and 64 agree more with the claim that they see the environmental protection examples than respondents between the ages of 25 and 44. It is also evident from the graph below that respondents between 45 and 64 years of age feel that social welfare in the Municipality of Čavle is well developed to a greater extent than other age groups. Although responses from individuals over the age of 65 suggest a higher response value, it is important to note that their sample is not representative.

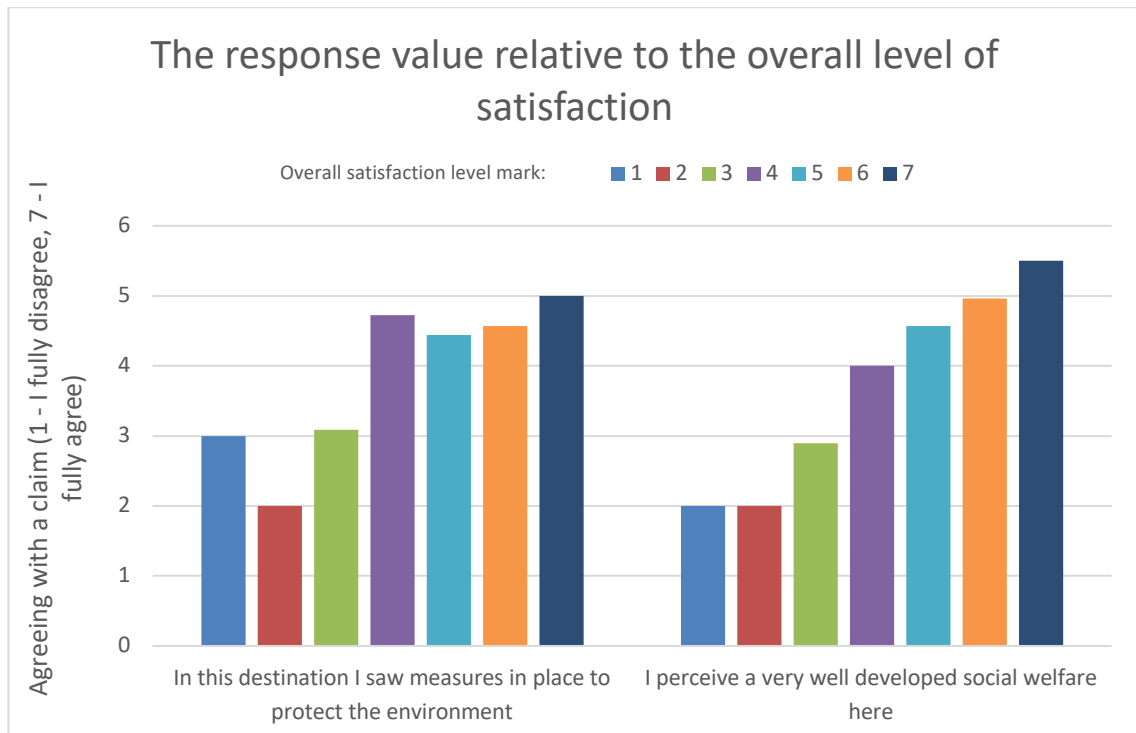
Graph 35 Average value of agreeing with the claim by the respondents' age



To determine how much social responsibility perceptions affect reputation, the average responses compared to overall satisfaction level are given below. The column values show how respondents who gave a mark from 1 to 7 to the overall satisfaction level rated the mentioned statement.

From this, it is possible to read that respondents who are very satisfied with the location (overall satisfaction is marked by value 7), perceive a higher level of social welfare. On the other hand, respondents who are dissatisfied with the location (overall satisfaction was marked by a value of 1) perceive a lower level of social welfare development.

Graph 36 Response value relative to the overall level of satisfaction



3.6. The Reputation of the Municipality of Čavle According to the Visitors' Surveys

Respondents consider it relaxing and exciting to stay in the Municipality of Čavle and are overall satisfied with the location. Observing the emotional appeal of the Municipality of Čavle to respondents according to their formal education, it was noted that respondents with a completed secondary school gave the highest marks on the questions observed, while highly educated respondents gave lower marks on average as well as respondents with an completed elementary school who gave the lowest marks on the observed questions.

Respondents find that it is very easy to arrive and move around the Municipality of Čavle and feel that the level of safety is high. They also consider the location image to be unattractive and that the marketing communication of the Municipality of Čavle is poor.

The results of the surveys suggest that respondents are satisfied with the hospitality services, cultural heritage, climate, nature and environment and consider the prices of goods and services to be slightly high. They are dissatisfied with the offer of entertainment and shopping content.

Visitors feel welcome because of the behaviour and attitude of the local population, and the professionalism of tourism workers which is rated as very good. Women feel more welcome and are on average more satisfied with the offer of the Municipality of Čavle than men.

In the Municipality of Čavle the environmental protection measures are visible and the social welfare is considered well-developed.

Of all indicators, the ones rated with the lowest (average marks below 4), are the offer of entertainment and shopping content, marketing communications and location image. The highest marks (average marks above 5) were given to the safety level, simplicity of getting around the location, climate, sense of welcome by the local population, a sense of relaxation at the location, nature and environment.

In order to raise overall reputation, it is necessary to increase the offer of entertainment and shopping content, and to boost marketing communication of the destination content, while focusing on the highest rated factors which are already providing value to visitors.

4. REPUTATION ANALYSIS

The Municipality of Čavle's reputation analysis was carried out using Google Trends and visitors' surveys. The results presented indicate the popularity of the tourism offer, as well as the real impression of its consumers.

While Google Trends analysis primarily addresses the theme of the tourist offer, and visitors' survey reviews the impressions referring to wider categories, the key determinations of the Municipality of Čavle's reputation can be read from their touch points. In the previous analyses sports, historical and cultural sites were identified as the main factors of the tourist offer, and they were as well observed through the reputation analysis.

Sport was confirmed as an essential part of the tourism offer of the Municipality of Čavle in both analyses. Google Trends Analysis shows that visitors explore, depending on the season, the possibility of climbing, cycling, skiing, automotive sports, air sports and recreational stay in the nature throughout the year. The satisfaction of visitors with the offer was demonstrated using a visitor survey, which shows that the visitors whose overall satisfaction with the destination is the highest state that the reason of their arrival is sport.

Although the Municipality of Čavle can be proud of its unique historical and cultural heritage, both analyses have shown that the offer resulting from it needs more development. Google Trends analysis shows that tourist attractions are not even known in the country, and the satisfaction of visitors who came for cultural content does not vary significantly from those who came for other reasons.

It has also been noted that the Municipality of Čavle is not yet perceived as a multi-day destination. Lack of entertainment and sports content as well as accommodation facilities are imposed as a cause. Therefore, through the sharing economy and additional investments in tourism, there is a potential to exploit existing capacity and build a unique offer, which can then be communicated to existing visitors.

In terms of orientation to targeted tourism groups, the groups that appear in the survey are domestic visitors on one-day trips and foreign visitors, primarily from Italy and Slovenia, on several-day stays. At the moment, both groups are attracted by nature and sport, and domestic visitors are also attracted to entertainment events, which are interesting, but a larger number of potential visitors is not enough informed about them.

Custom made programs can be created for visitors through the sharing economy, such as guided nature tours, sport tours, and supporting content such as tasting of the local food which residents are interested in sharing.

The visitors' financial capacity did not appear to be a crucial factor, as there are tourist facilities already available to attract visitors with different financial capacities.

Based on the carried out analysis it can be concluded that even though numerous tourism potentials were identified in the Municipality of Čavle, they were not yet realized to the extent that they affect the reputation. It is possible to increase the number of potential visitors and their satisfaction with the visit by strengthening the system which provides information about content and creating structured tourist offer.