

EXCOVER –LOCAL REPUTATION ANALYSIS

OVARO, PAULARO AND PRATO CARNICO

OUTLINE

4. Visitors survey analysis p. *number*

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4. VISITORS SURVEY ANALYSIS

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

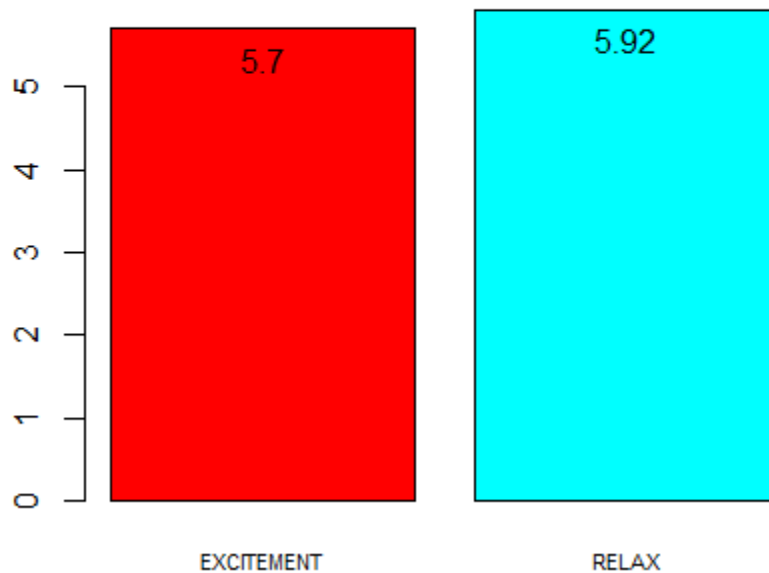
The structured survey questionnaires were submitted to 241 tourists visiting *Zoncolan ski area*, through face-to-face interviews carried out from December 2019 to January 2020. Results offer helpful insights and provide important suggestions about destination management strategies and tourism development actions.

Given the period in which the survey was carried out, the tourists present in the area were only those who frequented the ski slopes of the Zoncolan. The interviews therefore do not refer specifically to the three municipalities of Carnia but to the whole area that gravitates on this mountain, of which Ovaro, Paularo and Prato Carnico are part.

4.1 The Emotional Appeal of *Comprensorio sciistico dello Zoncolan*

Despite the ski slopes, the ski area does not trigger adrenaline in the tourists who frequent it. Indeed, relaxation prevails over excitement. In other words, sport seems more a good reason to rest than a moment of activity and challenge with your limits. This figure stimulates a series of reflections on the offer of "after ski" services that we will find in the following data.

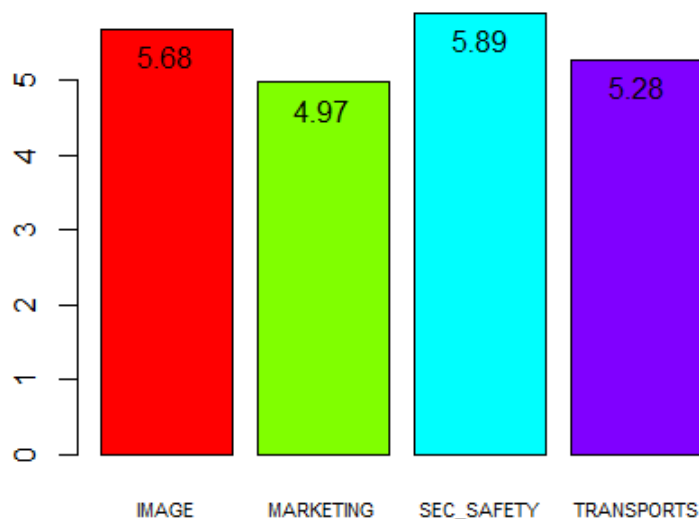
Mean ratings



4.2 *Il comprensorio sciistico dello Zoncolan's* Image and destination Management

The overall image of the Carnic area in the winter season is substantially good: the most perceptible components of the territory such as safety, transport, accessibility and image have values above 5 points. Just below this threshold is marketing, which among the four variables, indicated in the graph below, is certainly the most elusive to define for the interviewees.

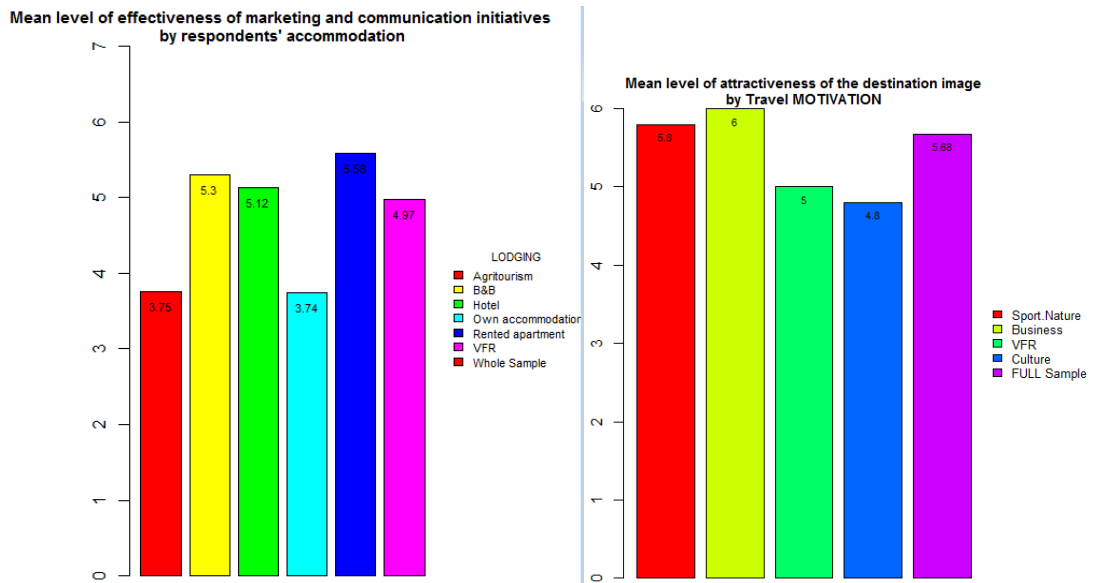
Mean ratings



The promotion and marketing action seems to demonstrate greater effectiveness with tourists residing in apartments, hotels and B & Bs.

In general, these are the main targets of communication initiatives when promoting a "snow" destination and seen. The results of these initiatives seem to achieve their purpose, also because the ratings are quite high.

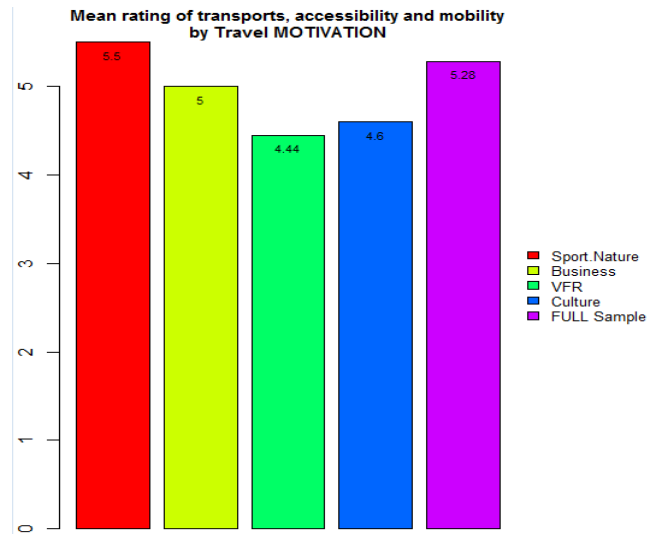
Neglected are the farmhouses, whose satisfaction index is very low. Perhaps it would be worth reevaluating them also in a perspective of diversification with respect to the extremely standardized accommodation offer of the Alpine ski resorts.



Also in the graph that connects the attractiveness of the destination with the travel motivation, a similar consideration can be made to the previous one: marketing does its job well, it is appreciated by the main target, that is, those who frequent the location for skiing and nature. On the other hand, those who are on the spot for culture do not appreciate the same.

In this case, assumed that Zoncolan skiers are not ski fanatics, but tourists who use this sport to relax should perhaps be re-evaluated a communication that gives more space to "collateral" activities rather than to sports in and of itself.

The same approach should be carried out with regard to transport and accessibility all focused on snow, which leaves those who love culture and those in the area to visit friends and relatives not very satisfied.

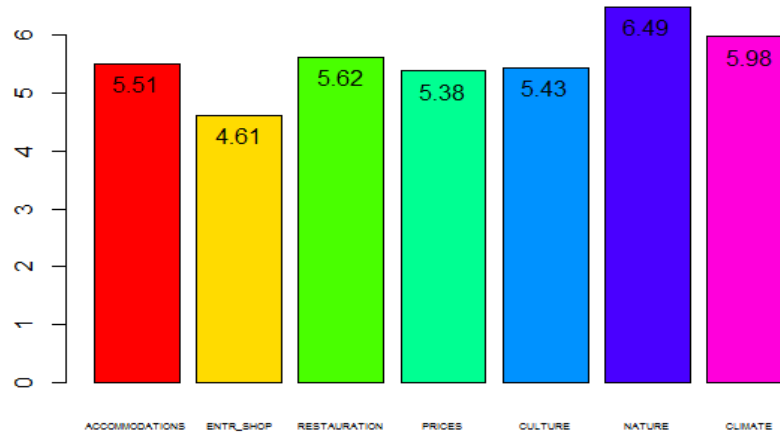


4.3 The quality of products and services, heritage and climate nel comprensorio sciistico dello Zoncolan

The survey also analyzed tourists' satisfaction with some key services: accommodation, local food, prices, shopping and entertainment, cultural heritage, natural heritage and climate.

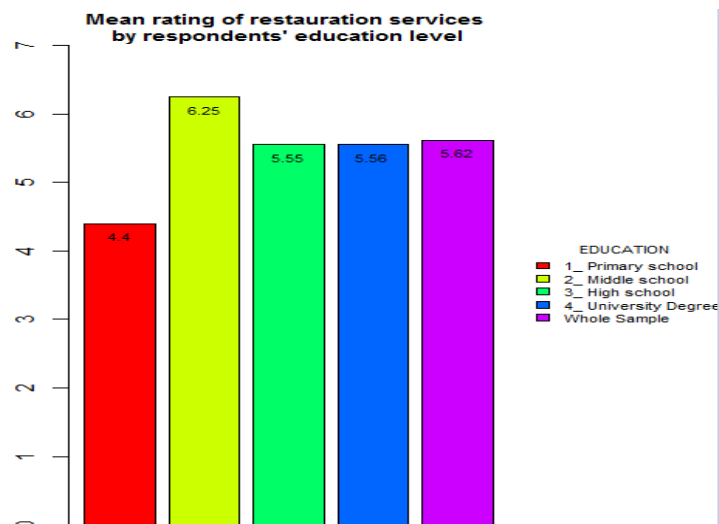
Overall, the degree of satisfaction is good, most of the services are around 5.5 with the exception of natural heritage which goes almost to the maximum with 6.49 while the lowest value is shopping with 4, 61 which reaffirms one of the elements of the area, the complementary activity to skiing.

Mean ratings



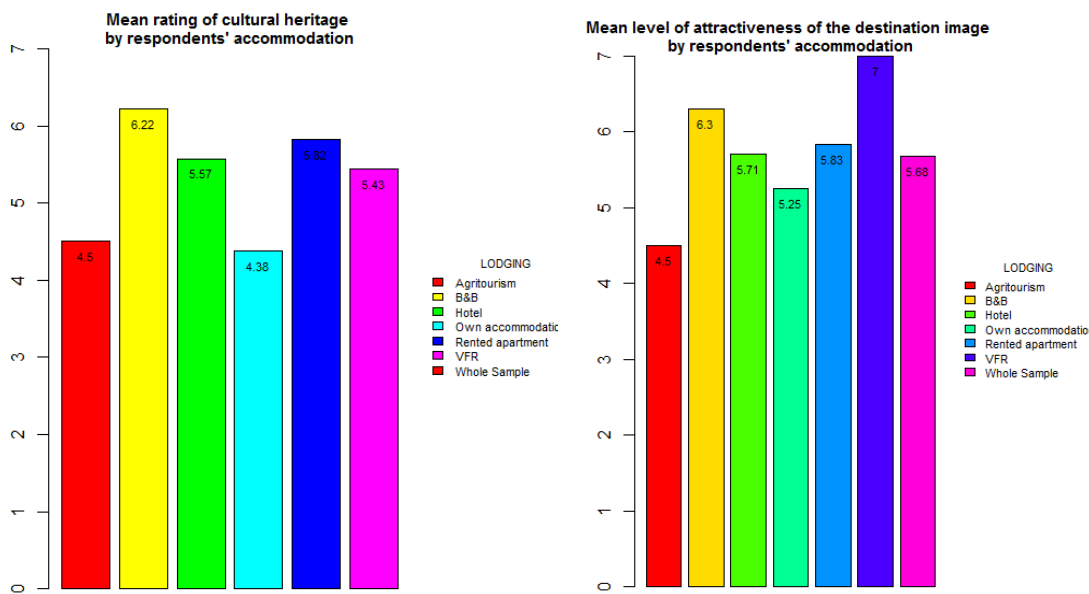
The average ratings of the various services highlighted in the graph above are rather stable with respect to the different parameters (gender, age, education level, etc.), only some significant discriminants emerge, such as:

- The qualification for what concerns restaurant services:



Where there are fluctuations compared to the average of 5.62 in the case of tourists with elementary education qualification (4.4) and the lower average (6.25). In skiing practice these are two rather underrepresented categories, so the data collected is more likely to derive from a statistical fluctuation than from a real phenomenon to be analyzed carefully.

Type of Accommodation



The type of accommodation chosen by tourists has a discriminating capacity as regards the cultural resources of the area and the attractiveness of the destination which evidently influence each other as the similarity of the profiles of the two graphs also shows. Those staying in hotels, B & Bs and rental apartments, the core of the ski demand, appreciate the cultural resources and therefore the attractiveness of the area.

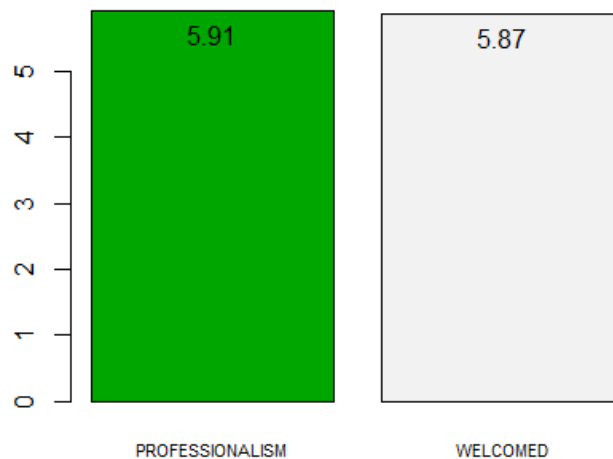
Apart from those who use farms, which however represent an absolutely minority portion of the demand, the most critical group is that of tourists who own the house. This raises some doubts about cultural resources, they are probably based more on monuments and works of art rather than on events capable of renewing themselves every year by stimulating constant curiosity.

4.4 The tourism workers attitude in *Comprensorio Sciistico dello Zoncolan*

The relationship that binds tourists and staff working in the hospitality industry certainly contributes to the high satisfaction shown by tourists in the area highlighted in the previous pages.

As can be seen in the graph below, guests assign tourism workers an excellent score (very close to 6) both in terms of professionalism and hospitality.

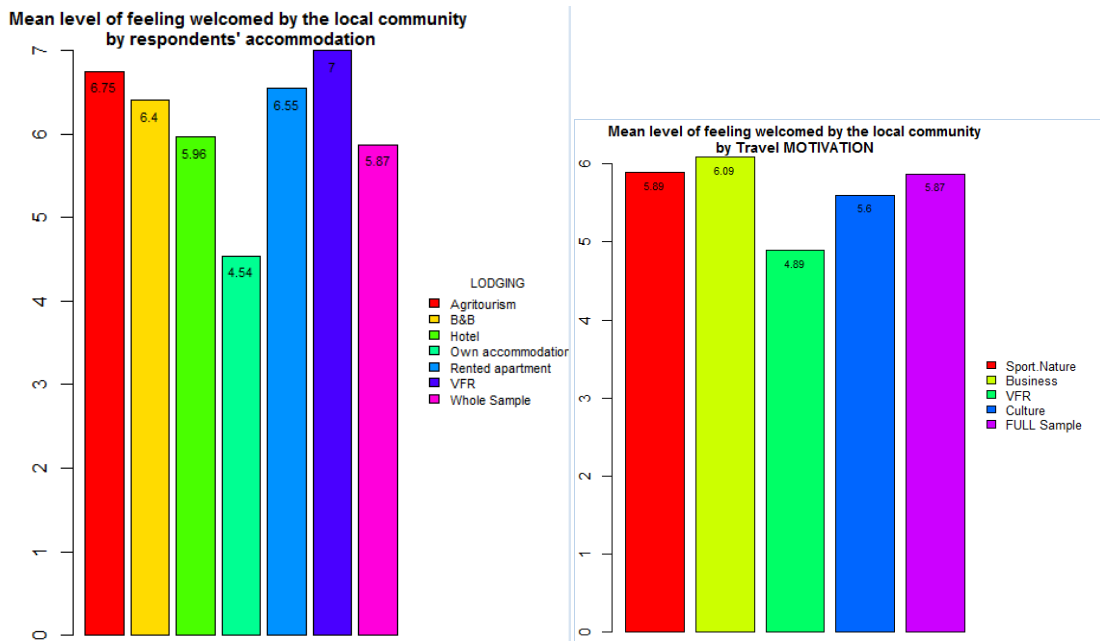
Mean ratings



The positive and also very positive evaluation of those who use certain categories of accommodation (B&B, houses for rent) is lowered by those who use their own homes.

On this judgment hypotheses and inferences can be made but their thinking does not have a particularly significant impact as they do not constitute the main target of the ski demand of the area based mainly on hotels, b & b and houses for rent.

A specular information to that just described can be found by analyzing the evaluation of the hospitality shown by the tourism workers on the basis of the different motivations that underlie the presence in the Zoncolan. In this case, the low assessment made by those who are in the area to visit friends and relatives must obviously be compared to those who use their home.



4.5 The perceived social responsibility in *Comprensorio Sciistico dello Zoncolan*

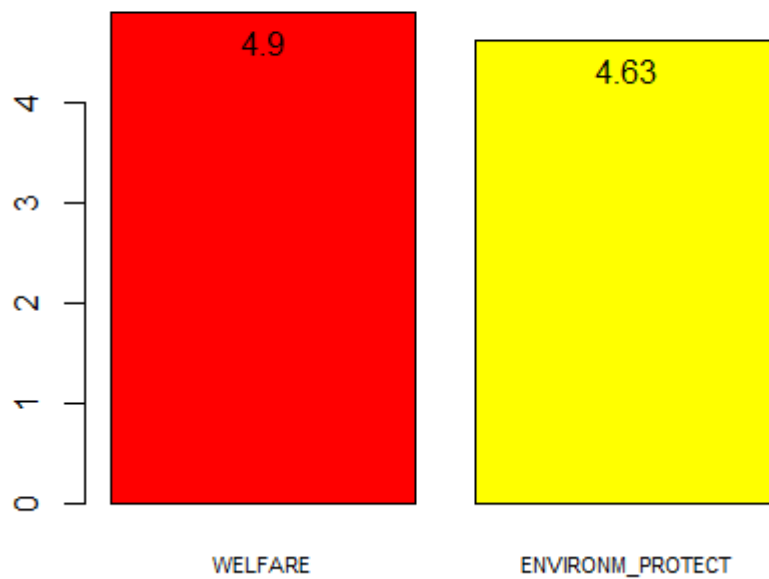
The last two data to pay attention to concern the social responsibility of tourism and refer to welfare in the area and environmental protection.

While the first variable is placed on acceptable values very close to 5, the second with 4.63 represents one of the minimum values recorded by the reputation analysis.

This seems to contrast with the enthusiasm for the natural heritage of the location, which had received an exciting 6.49, the highest value among the services of the area.

Clearly tourists find elements that can threaten the environment and react with particular vigor to these threats.

Mean ratings



4.6 The reputation of *Comprensorio Sciistico dello Zoncolan*

The reputation of the Zoncolan ski area as a whole is positively assessed. There are no real negative peaks, while there are some positive points, especially for Natural Heritage.

The tourists in the area do not belong to the category of fanatics, they are mostly people who use the white week to relax and keep fit.

They are therefore open to the after-ski offers, including culture and shopping. Ovaro, Paularo and Prato Carnico could be inserted in this space to create a winter season that certainly will not be mass, which nobody wants, but which could interact synergistically with the skiing one.

The key lies in mixing differently from the more strictly ski resorts: nature, skiing and culture so as to attract that segment of skiers more oriented to cultural and natural values, an example to explore could be to create a season of winter events.

But these aspects will be taken into account in phase 4 of Excover, when we will search for attractive resources present in the various locations and the tourist products that could be offered will be outlined.