



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

EXCOVER –LOCAL REPUTATION ANALYSIS

MUNICIPALITY OF RIVE D’ARCANO

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1. INTRODUCTION TO REPUTATION ANALYSIS

The municipality of Rive d'Arcano 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 Rive d'Arcano 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 Rive d'Arcano 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 the municipality of Rive d'Arcano 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.

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.

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:

- Survey interviews to residents in the municipality of Rive d’Arcano;
- Survey interviews to visitors and tourists in the Municipality of Rive d’Arcano;
- Google Trends;
- Social networks like Facebook and Instagram;
- Rive d’Arcano municipality’s internet page;
- Worldwide internet.

2. GOOGLE TRENDS ANALYSIS

In order to assess how much the municipality of Rive d’Arcano 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: 1st May – 30th June). 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:

- Municipality of Rive d’Arcano;
- Arcano Castle;
- Col Roncone Fort;
- Castelliere of Rive d’Arcano;
- “Pinocchio’s Festival”;
- “Cereal Festival”;
- Chasseley twinning town;
- “Da Bic” tavern;
- “Duca d’Arcano” alehouse;
- “Arcania Srl” biological wine;
- “Antica Bettola da Marisa” restaurant;
- “Bidoli Vini”;

- “Alle Rose” farmhouse;
- “Al Gnotul” tavern;
- “Nel cuore del Friuli” guest-house.

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

- Arts & Entertainments,
- Beauty & Fitness,
- Food & Drinks,
- Hobbies & Leisure,
- Jobs & Education,
- Shopping,
- Sport,
- Travel.

The terms searched in combination are:

- Municipality of San Daniele del Friuli;
- Municipality of Ragogna;
- Town of Rodeano;
- Castello di Villalta;
- Weddings;
- Holidays;
- Celebrations;
- Cultural events;
- Restaurants;
- Wine;
- Wineries;
- Guest-houses.

Searches run from the following countries were analyzed:

- Italy;
- Austria, Slovenia, Croazia;
- Worldwide.

Comment the dynamics of the popularity of the searched destinations and attractions (see guideline A1.1)

The municipality of Rive d'Arcano is well known quite only within the borders of Friuli Venezia Giulia and it is really little known in the other Italian Regions, as the searched terms are rarely searched in the near Veneto.

For example, the "municipality of Rive d'Arcano", in the last 5 years, has got a quite high level of research but the major part of them come from Friuli and the few others from Veneto, Lombardia, Emilia Romagna and Lazio. There is a peak in the end of May 2019 corresponding with the municipality's political administrative elections.

The other words searched are: Arcano Superiore Castle, "Arcania Srl" biological wine production, "Antica Bettola da Marisa" restaurant, "Bidoli Vini", "Alle Rose" farmhouse, "Al Gnotul" tavern, "Nel cuore del Friuli" guest-house.

Arcano Superiore Castle was searched, during the last 5 years, most in spring and in autumn, probably because it is a beautiful wedding location; there is a peak in September 2016 and 2017, probably cause of the "Castelli aperti" ("Open Castles") event.

"Antica Bettola da Marisa" restaurant was searched most in summer and winter, in line with holidays. "Arcania Srl", which is a local lab for wine production, was searched during all the year in 2015 and all the spring time in 2016, then had a deep decrease during the second part of 2016 to rise up again during the first part of 2017 and maintain high levels till 2020.

"Bidoli vini" is a big winery in Rive d'Arcano; in 2015, 2017 and in 2019 it was searched most in summer and winter. In 2016 and in 2018, instead, the search was constant during all the seasons and this trend is being maintained also in the first six months of 2020.

"Al Gnotul" tavern is the most searched restaurant in Rive d'Arcano, as its data are quite high and constant during the last 5 years; let's say it is a landmark not only for local people but for visitors too. The Col Roncone Fort, Castelliere of Rive d'Arcano, Pinocchio's Festival, Cereal Festival, "Da Bic" tavern, "Duca d'Arcano" alehouse, "Nel cuore del Friuli" guest-house and "Alle Rose" farmhouse, instead, are not known, as they were never searched on the web.

The datas collected suggest that:

- people is high interested in local and typical food production such as wine and traditional cooking and "Al Gnotul" restaurant is more popular than a bigger restaurant in San Daniele called "Al Cantinon" and is quite as popular as the Relais Picaron, which is the biggest restaurant in San Daniele del Friuli;
- Rive d'Arcano is a less known location than bigger neighbour destinations such as San Daniele del Friuli, Fagagna and Majano but it has the same trend of towns like Ragogna and Dignano,

which have quite the same number of inhabitants of Rive d'Arcano and is more known than a smaller center like Colloredo di Monte Albano.

- Arcano Superiore Castle is as popular as the near Ragogna Castel but less than Villalta Castle and Susans Castle;
- Castelliere of Rive d'Arcano and Col Roncone Fort, which are two of the main attractions in Rive d'Arcano, are not popular on the web.

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

Most of the search terms are popular only in Friuli Venezia Giulia Region, except the term "municipality of Rive d'Arcano" which was only few searched also in the near Veneto and in Emilia Romagna, Lombardia and Lazio. Arcano Superiore Castle also appears in Veneto as a searched word as it is a great location for weddings.

This means that Rive d'Arcano is quite known in Friuli Venezia Giulia but not outside the Region.

The categories with reference to which the words are most frequently searched are:

- Food & Drinks;
- Hobbies & Leisure;
- Sport;
- Shopping;
- Travel.

The words with respect to which the word is least frequently searched are:

- Arts & Entertainments;
- Beauty & Fitness;
- Books & Literature;
- Business & Industrial;
- Games;
- Jobs & Education.

Probably the geographic distribution of searched terms reflects that the current visitors come most from Friuli and only few from Veneto and this is because Rive d'Arcano has not visibility outside the Region.

The geographic distribution of search terms also relates to the diffusion of promotion, marketing and communication initiatives that are closed to the territory near Rive d'Arcano and are not extended outside the Region.

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

Below a summary of the most frequently associated words with the searched word:

Time lapse: 30/06/2015 - 30/06/2020			
Search word	Top related words	Frequer	Rising related words
Rive d'Arcano Municipality	Rive D'Arcano Municipality	100	Rive D'Arcano Municipality
	Friuli-Venezia Giulia Region	59	Friuli-Venezia Giulia Region
	Udine Province	59	Al Gnotul tavern
	Al Gnotul tavern	50	Postal code
	Udine	50	Messaggero Veneto - Friuli's newspaper
	San Daniele del Friuli	44	Ragogna
	Postal code	37	Arcano Castle
	Castle	37	Villalta
	Messaggero Veneto - Friuli's newspaper	34	Rodeano
	Fagagna	31	Coseano
	Ragogna	22	Tavern (locanda)
	Arcano Castle	19	Villalta Castle
	Villalta	19	Rete Italiana Villaggi Ecologici
	Rodeano	19	Martignacco
	Coseano	18	Majano
	Tavern (locanda)	18	Mayor
	Villalta Castle	13	San Vito di Fagagna
	Rete Italiana Villaggi Ecologici	13	Car bodywork
	Martignacco	13	Doghouse
	Majano	12	Italian administrative elections
	Mayor	12	Soc. coop.
	San Vito di Fagagna	12	Idealservice Soc. Coop.
	Car bodywork	12	
	Doghouse	9	
	Italian administrative elections	6	
Al Gnotul tavern	Rive D'arcano	100	Rive D'arcano
	Restaurant	46	Restaurant
	Friuli-Venezia Giulia Region	45	Friuli-Venezia Giulia Region
	Udine Province	38	Udine Province
	Fagagna	23	Fagagna
	San Daniele del Friuli	16	San Daniele del Friuli
	Tavern (osteria)	15	Tavern (osteria)
	Rodeano	15	Udine
	Udine	15	Tavern (locanda)
	Tavern (locanda)	15	
Bidoli Vini	Wine	100	Wine
	Rive D'arcano	89	Rive D'arcano
Antica Bettola da Marisa restaurant	Rodeano	100	
Arcania S.r.l. biological wine	Arcania: Gothic	4,1	Wine
	Wine	50	
Arcano Castle	Castle	100	Rive D'arcano
	Friuli-Venezia Giulia Region	86	Castle
	Udine Province	52	
	Rive D'arcano	36	

The most frequently associated terms to the word search are relate to local neighbouring cities, places to visit in Rive d'Arcano (such as the Castle) and in the near towns, restaurants/taverns and wine/wineries.

This probably means that visitors like to have a tour to take a look all around a certain area, visiting also the near towns during a trip, because each one of them has something attractive. Moving from one town to another is probably the best way to develop a network to valorize the heritage of every center; the associated terms also say that people like traditional food and drink, in fact local labs and products like wine and wineries are often searched in combination with the key word.

The terms which are increasingly more often associated to the key word confirm this trend, in fact they are also related to the near towns, attractions in the neighbours such as the Villalta's Castle near Fagagna and taverns and wineries.

There are then other words probably searched by residents or by local people and are related to every day life, or work, or free time, such as political elections and the Mayor, work activities and the municipal kennel.

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
Col Roncone Fort	All categories	Italy
Castelliere of Rive d’Arcano	All categories	Italy
Pinocchio’s Festival	All categories	Italy
Cereal Festival	All categories	Italy
“Da Bic” tavern	All categories	Italy
“Duca d’Arcano” alehouse	All categories	Italy
“Nel cuore del Friuli” guest-house	All categories	Italy
“Alle Rose” farmhouse	All categories	Italy

These terms are not searched probably because they are known only by local people, so they are not popular outside and not enough publicized.

Sure, Rive d’Arcano has to invest a lot in communication and promotion not only on the completely unknown terms but also on the general municipality’s image, which is not enough developed.

One of the most important causes of the local tourism system weaknesses can be found in a lack of information and promotion also creating integrated territory maps which could certainly attract the tourists to the municipality and direct them to the most interesting places to visit or activities to do. In fact, the main cultural and entertainment events purposed in the area are often known only by the people who live near the municipality, whereas the news should be extended outside the Friuli Venezia Giulia Region to be known by the major number of people.

Draw conclusions from the analysis you carried out above:

The analysis on Google Trends confirms that the municipality of Rive d’Arcano is not known and has to invest in marketing and communication development to let know the cultural and natural heritage it disposes to the largest number of people not only in Friuli Venezia Giulia but also outside.

By the moment, in fact, the datas collected only come from Friuli and a little bit from the near Veneto.

The municipality of Rive d’Arcano is a smaller town than others in the neighborhood, which can attract more tourists and visitors thanks not only to the cultural and natural heritage they dispone but also



for the cultural and entertainment events they purpose and the bigger accommodation structures. It would be useful to create a network with these near municipalities to induce people to visit also little centers like Rive d’Arcano by creating a local map of the many places to visit; sharing opportunities would be a good occasion for every town to be a part of something bigger than a municipality taking advantage, by this way, of the benefits that everyone could make available.

For example, as Rive d’Arcano disposes of beautiful natural territory, it could be created a synergic cooperation with the neighboring towns to build paths in the country that connect the many municipalities and create points of bike sharing, involve horse riding centers and other sport associations with whom to organize explorative walks and rides all around the territory.

The difference between the municipalities is a real point of strength because everyone can offer something different to the other and purpose a variegate number of attractions for visitors who can move from a place to another during a trip of many days with evident benefits for all the attractive centers. The municipality of Rive d’Arcano could be seen not like a final destination but as a stage of a longer trip made of more stages that takes place in the neighbouring destinations that become not rival but allies.

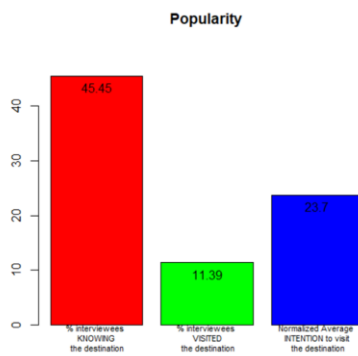
3. 'NON-TOURIST' SURVEY ANALYSIS

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

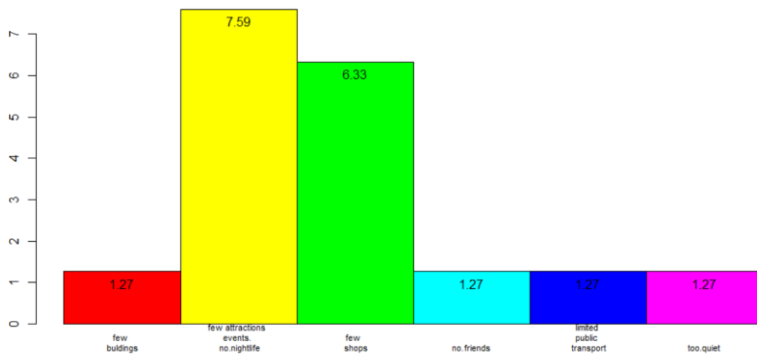
The Reputation of Rive d’Arcano in the view of ‘non tourists’ was investigated through a semi-structured survey on the opinions of 57 people visiting Codroipo, Colloredo di Montalbano, Fagagna, Gorizia, Majano, Martignacco, Pasian di Prato, Pordenone, San Daniele del Friuli, Spilimbergo, Tarvisio and Udine. The face to face survey interviews were carried out from December 2019 to January 2020.

3.1 Popularity with “non-tourist”

As you can see in the graph, quite half of the people interviewed (45,45%) knows the municipality of Rive d’Arcano; the 11,39% of them visited the destination and the 23,7% had the intention to visit it.



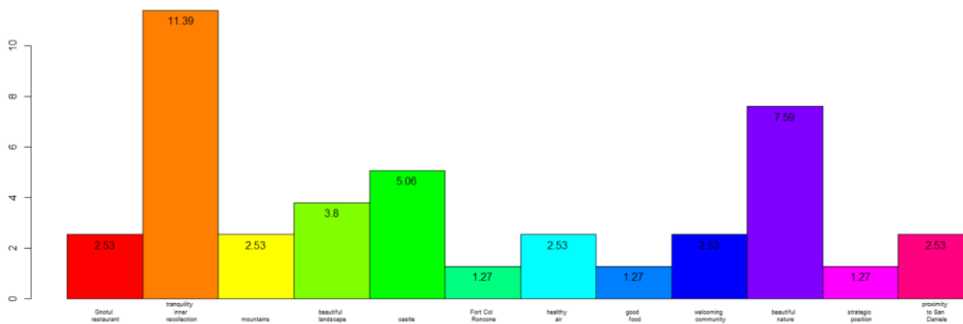
Motivations NOT to visit the destination
% of interviewees



The motivations not to visit the municipality of Rive d'Arcano are most related to the few attractions and entertainment events organized and, for young people, the scarce nightlife (7,59 points) and the few shops in the area (6,33 points).

In minor part, other people complain the few buildings (1,27 points), the limited public transport (1,27 points), the excessive quite of the place (1,27 points) and the lack of friends (1,27 points).

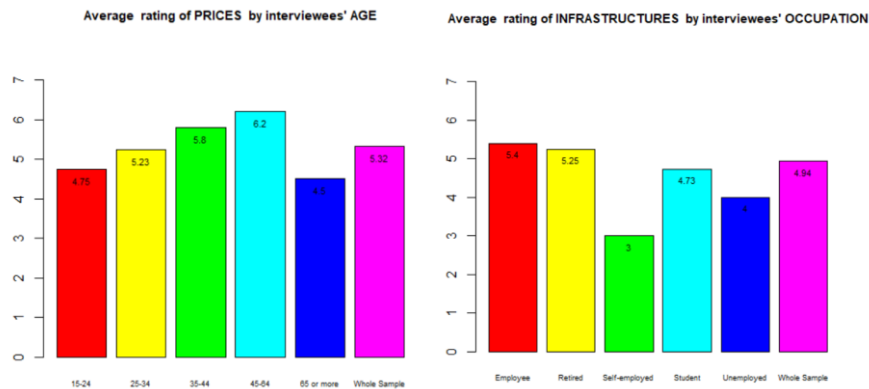
Motivations to visit the destination
% of interviewees



The motivations to visit the municipality of Rive d’Arcano are mainly related to the tranquility inner recollection (11,39%), the beautiful nature (7,59%), Arcano’s Castle (5,06) and the beautiful landscapes (3,8%). Other people appreciates also other factors like the mountains of the Pre-Alpine Arch (2,53%), the healty air (2,53%), the welcoming community (2,53%), the proximity to San Daniele (2,53%), the availability of a good restaurant like “Il Gnotul” (2,53%), the good food (1,27%) and last Fort Col Roncone (1,27%) and the strategic position (1,27%).

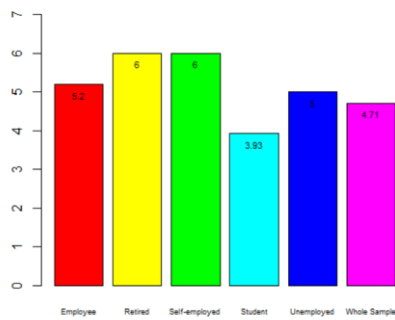
3.2 Market Segmentation

3.2.1 Market Segmentation by socio-demographic characteristics



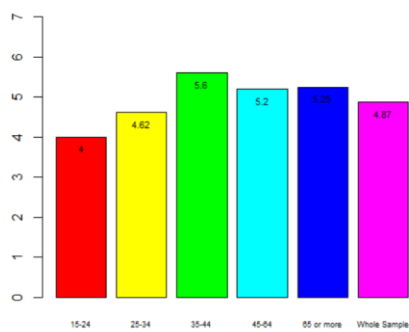
The major part of the of the interviewed people (overall 25-64 years old) find the prices cheap. Employees and retired people think that the infrastructures level is quite fine while students and unemployed people expressed a lower rating and the lowest consideration comes from self employed people.

Average INTENTION to VISIT destination by interviewees' OCCUPATION

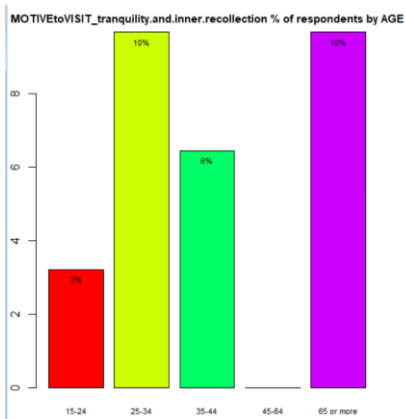


The intention to visit the municipality of Rive d'Arcano is higher to retired and self employed people, who are followed by employees and unemployed people. Students, instead, expressed a lower intention to visit the area, probably because they are younger and need a livelier place to visit, with a higher number of shops, pubs and places for meetings and entertainment.

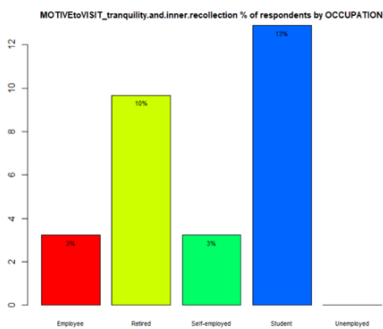
Average rating of WoM by interviewees' AGE



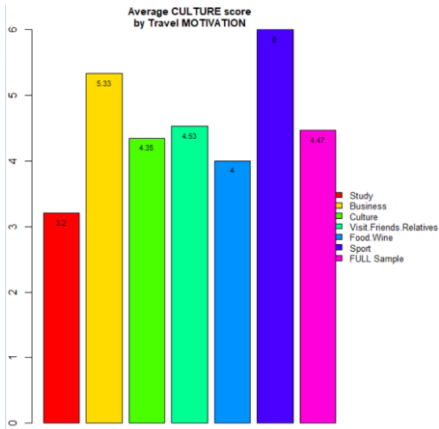
Referring to the appreciation of the municipality of Rive d'Arcano about the Word of Mouth, people whose age is between 35 and 44 believe that it is a good place to visit, followed by 65 aged people and 45-64 aged people. Younger people, instead, expressed a lower consideration of appreciation about Rive d'Arcano: 4,62 points from 25 to 34 aged people and 4 points from teenagers from 15 to 24 years old.



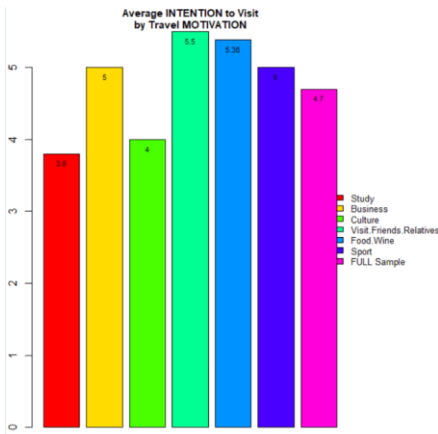
People from 25 to 34 years old and older than 65 are motivated to visit the municipality of Rive d'Arcano because of the quiet and peacefulness of the place, that permits to relax; 35 to 44 aged people is less attracted by quietness and young people from 15 to 24 years old do prefer less quiet and more crowded places to visit, having more chances to enjoy holidays or trips with fun and other activities.



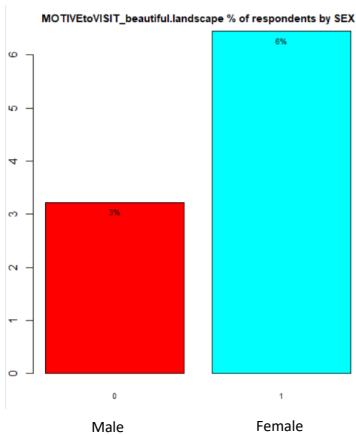
Referring to the occupation, instead, the intention to visit Rive d'Arcano seems higher in students (13%), who are followed by retired people; self employed and employees seem to be instead not attracted by quietness for holidays and trips.



The graph on the left side is related to the culture score and shows that people would be motivated to travel in Rive d’Arcano mainly for sport, than for business, to visit friends and relatives, for culture, for food and wine and, at least, for study.



What attracts people more in Rive d’Arcano is related to the excellent food and wine available in the municipality of Rive d’Arcano together with visiting friends and relatives. People would come also for business and sport and, at least, for culture and study.



The beauty of landscapes and the natural heritage are a more attractive element of Rive d’Arcano for female (6%) than for male (3%).

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)?

This analysis suggests that mid age people is more attracted to a quiet place like Rive d’Arcano than younger people, who certainly prefer the availability of pubs and places where to meet for the night life. The motivations that would push the interviewees to visit the municipality are also different and are most related with sport, meeting friends and relatives, for culture and for the good food and wine. The municipality should improve the infrastructures level, which is medium at the moment but it is considered not enough good by unemployed and self-employed who demonstrated the higher intention, together with retired people, to visit this destination. To attract young people it would be useful to create evening events and make available meeting points.

3.2.2 Market Segmentation by trip-related factors

Analyzing the interviewed people's data, released during the winter period, when accommodation structures were closed or not enough requested, it was not possible to catch enough informations about it.

3.2.3 Implications for marketing and strategy

By the moment, the municipality of Rive d'Arcano is only known into a Regional level; the main marketing strategy at a professional level is related to the Arcano's Castle for weddings, which overcomes the Region borders.

It's important to define a strategy to promote the tourism destination outside the Friuli Venezia Giulia Region by traditional channels (printed materials, distributed by the main tourist offices of the Region in Grado, Lignano, Bibione and so on) and a coordinated online promotion (Google, Facebook, Tripadvisor, and so on).

4. TOURIST SURVEY ANALYSIS

Commentato [AG1]:
Gabriella rivedi la sezione?

While Google Trends provide information about the reputation of Rive d'Arcano with the general public of internet users and the 'non tourist' survey portrays the reputation of the municipality of Rive d'Arcano in the imagination and expectations of people who do not know Rive d'Arcano directly, only tourists can form a reputation based on the actual experience of the destination. Thus, interviewing tourists in the municipality of Rive d'Arcano is also crucial to understand how the reputation of Rive d'Arcano 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, products and services (quality), workplace environment, social responsibility. These are theoretical constructs, measured through indicators (survey questions) able to catch ~~the~~ their constitutive factors from the eyes of a tourist. For example, tourists do not experience the workplace environment directly, but can get an idea

out of the attitudes shown by people employed in the tourism businesses he run into. 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 9 tourists visiting [Rive d’Arcano](#), 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.

4.1 The Emotional Appeal of the municipality of Rive d’Arcano

The tourists interviewed expressed a high level of general liking about the destination visited. Most of them came to visit friends and relatives and only a little percentage for business and for food and drink.

They all showed a good emotional appeal based on good levels of appreciation about culture, climate, nature, environment protection, image, relax and welcoming residents.

They felt safe, as they expressed the maximum rate for this aspect; the professionalism of local structures also had a high rate, together with restauration and accommodations.

The level of satisfaction is generally high and tourists interviewed would recommend other people to come and visit Rive d’Arcano however, females expressed higher levels of satisfaction than males in all the elements of evaluation considered but you have to keep in consideration that the females interviewed were older than males and females spent more days in Rive d’Arcano than males.

4.2 Rive d’Arcano’s Image and destination Management

Basing on the responding’s people data, we don’t have enough informations to describe how much people were positively or negatively impressed and how much easy was for them to reach and visit the other local attractions in the neighbouring towns.

4.3 The quality of products and services in Rive d’Arcano

Visitors expressed a high liking level about local food, prices, cultural and natural heritage and restaurants.

The level of satisfaction is generally high, females expressed higher levels of satisfaction than males in all the elements of evaluation considered but you have to keep in consideration that the females interviewed were older than males and females spent more days in Rive d’Arcano than males.

4.4 The perceived workplace environment in Rive d’Arcano

Visitors expressed a high level about the professionalism of people employed in tourism-related business; the level of satisfaction is generally high, females expressed higher levels of satisfaction than males in all the elements of evaluation considered but consider that the females interviewed were older than males and females spent more days in Rive d’Arcano than males.

The major part of interviewed people came to visit relatives and lodged by own apartments or by friends’ and relatives’ place, so we can exclude that the accommodation may be a change factor about the perception of the workplace environment; however, we can say that the longer they stayed, the more comfortable they perceived the accommodation and the other environment factors.

4.5 The perceived social responsibility in Rive d’Arcano

Visitors expressed a high level of rate about pollution, protection of the environment and social welfare, females expressed higher levels of satisfaction than males in all the elements of evaluation in this case too.

4.6 The reputation of Rive d’Arcano

The overall reputation of Rive d’Arcano is generally positive.

Local aspects that were most appreciated by people are the preserved natural environment, the cultural heritage, the local gastronomy, the quietness and the possibility to play outdoor sports like biking, walking, riding and so on.



5. CONCLUDING REMARKS

The municipality of Rive d'Arcano is a smaller town than others in the neighborhood, which can attract more tourists and visitors thanks not only to the cultural and natural heritage they dispose but also for the cultural and entertainment events they propose and the bigger accommodation structures. Starting from the current data it is necessary, in the frame of Excover Project, to create a marketing strategy aimed to promote the touristic destination outside the Friuli Venezia Giulia Region's borders and to coordinate the online data, specially by correcting and integrating the on-line informations.