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

EXCOVER –LOCAL REPUTATION ANALYSIS

ALFONSINE AND OSTELLATO

DELTA 2000

OUTLINE

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

1. INTRODUCTION TO REPUTATION ANALYSIS

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

---

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

[2] Christou, E. (2007).Tourist destinations as brands: the impact of destination image and reputation on visitor loyalty. In:Keller, P., Bieger,T. (Eds.), Productivity in Tourism: Fundamentals and Concepts for Achieving Growth and Competitiveness. Erich Schmidt Verlag, Berlin, pp. 57–67.

The current Reputation Analysis relies on both direct (based on sample surveys) and indirect (web-based) approaches. This report, examines different information from *multiple sources:*

- *Google Trends,*
- *Survey interviews to tourists in Name of the concerned location.*

2. GOOGLE TRENDS ANALYSIS

In order to assess how much *Alfonsine and Ostellato* are actually (un)known at both the national and international level, what it is associated with them in the view of the general public and how popular local attractions are, data from Google Trends were analyzed (period of the execution: *01 September 2019 – 15 October 2019*). 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, 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:

- *Ostellato*
- *Comune di Ostellato*
- *Vallette di Ostellato*
- *Sagra della Zucca*
- *Carpfishing Ostellato*
- *Ostellato pesca*
- *Borgo Tassone*
- *Hotel Ostellato*
- *Villa Belfore*
- *Alfonsine*
- *Comune di Alfonsine*

- *Museo della Battaglia del Senio*
- *Labirinto Effimero*
- *Casa Monti*
- *Riserva Naturale di Alfonsine*
- *Hotel Alfonsine*
- *Agriturismo l'Angelina*
- *Le Spighe – non solo piadina*

- *Comacchio*
- *Comune di Comacchio*
- *Valli di Comacchio*
- *Sagra dell'Anguilla*
- *Comacchio eventi*
- *Argenta*
- *Valli di Campotto*
- *Bagnacavallo*

For each search word, along with the global search volume, the following categories were taken into account:
- Arts & Entertainments,
- Beauty & Fitness,
- Books & Literature,
- Business & Industrial,
- Food & Drinks,
- Games,
- Hobbies & Leisure,
- Jobs & Education,
- Shopping,
- Sport,
- Travel.

Write which terms were searched in combination and why.

The following terms were searched in combinations with the aim to explore the differences and analogies between Alfonsine and Ostellato and neighbor and competitor locations, attractions and events. As Goggle Trends is a tool that uses search queries data to detect the relative popularity of searched terms, the benchmarking is useful to detect different dynamics of keywords and how much each location is actually (un)known.

Ostellato + Comacchio + Argenta + Alfonsine

Comacchio is a popular destination very close to Ostellato that attracts many visitors and tourists throughout the year. It is a small town rich in history that offers plenty of cultural and entertaining activities related to history, traditions and territory. As far as territory, Comacchio is in Po Delta River Regional Park, offering attractions that could be combined with the natural and cultural attractions of Ostellato and Alfonsine, due to vicinity and territorial affinities.
Argenta, on the contrary, is a modern town not too far from Comacchio and Ostellato that is also part of Po Delta River Regional Park that offers visitors and tourists a very suggestive section of the park with lagoons and Ecomuseums. The aim of the research is to analyze the popularity of Alfonsine and Ostellato in comparison with Comacchio, which is a well-known destination with a strong brand reputation and Argenta, also located in Po Delta River Regional Park. The graph reported in figure 1 shows the frequency of searched keywords, the geographical area is set at Italy, the time filter is set over the past 12 months and the category filter will be set to "travels".

The results of the data analysis present Comacchio as the most popular keyword, with a curve of possible seasonality with peaks in April and from July to September, followed by Argenta, Ostellato and Alfonsine, that provides the smallest values.

Figure 1 Comparison between Comacchio, Ostellato, Argenta and Alfonsine
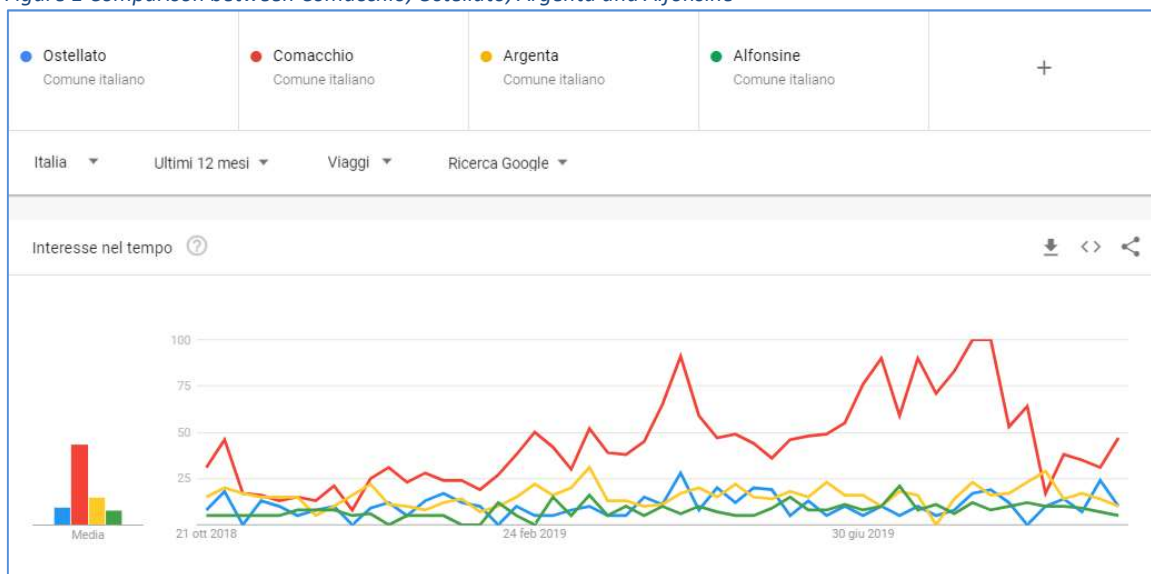
- *Sagra della Zucca + Sagra dell'Anguilla*

The first one, Sagra della Zucca, is a local food festival dedicated to pumpkin that occurs in Ostellato on week-ends throughout October, while Sagra dell'Anguilla is a local food festival dedicated to eel that occurs in Comacchio every September. Both festivals take place during weekends and offer experiences related to local food and cuisine, traditions, history and local handicraft.

As gastronomy has become an important part of tourist' experience and food festivals and tourism can benefit each other's, the analysis was conducted in order to investigate the intensity of interest and popularity of both festivals.

The graph reported in figure 2 shows the frequency of searched keywords, the geographical area is set at Italy, the time filter is set over the past 3 months and no filters for category.

The results of the data analysis present Sagra dell'Anguilla as the most popular keyword, with highest popularity on last week-ends of September and first week-ends of October, while Sagra della Zucca shows no results in all categories and presents a slight interest with the category filter set to "arts and entertainment".

*Figure 2 Comparison between Sagra zucca Ostellato and Sagra anguilla Comacchio*

- ***Vallette di Ostellato + Valli di Comacchio + Valli di Campotto + Riserva Naturale di Alfonsine (Ita/Eng)***

All above mentioned natural and protected areas are part of Po Delta River Regional Park and offer akin experiences related to natural environment, slow tourism, biking and birdwatching. The aim of the research is to detect the intensity of interest for Alfonsine and Ostellato in relation to other nearby destinations.

The graph reported in figure 3 shows the frequency of searched keywords, the geographical area is set at Italy, the time filter is set over the past 12 months and the filter category is "open air activities".

The data present results for Vallette di Ostellato and Valli di Comacchio as searched keyword, with popularity at the end of August and beginning of September, while Alfonsine shows no results.

Figure 3 Comparison between valleys and natural reserves
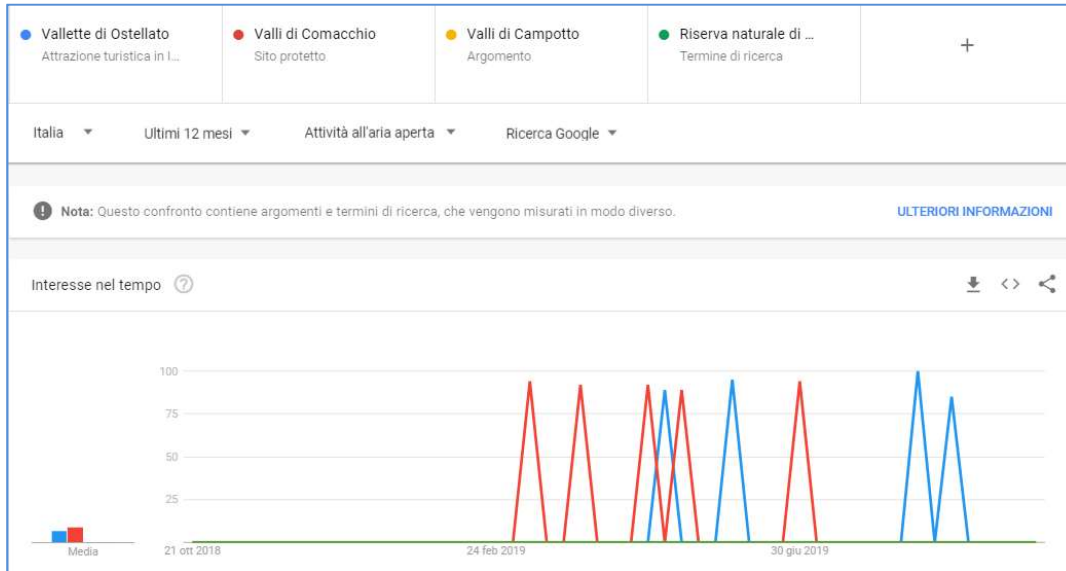
*In a compared search of **Vallette di Ostellato** and **Hotel Villa Belfiore**, there are signs of similarities as both keywords were searched with same intensity as reported in fig. 4. The geographical filter allowed to trace the origin of the researches to Lombardia.*

Figure 4 Vallette di Ostellato and Hotel Villa Belfiore with geographical filter
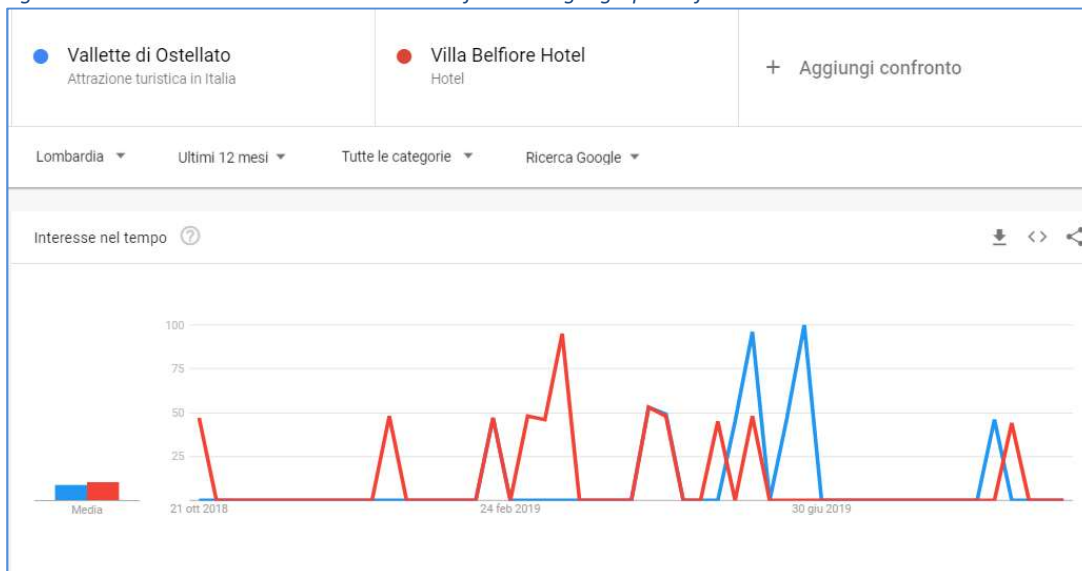
- ***Alfonsine + Bagnacavallo + Massa Lombarda + Lugo***

Alfonsine, Bagnacavallo, Massa Lombarda and Lugo are located on the territory of the Union of the municipalities of Bassa Romagna, in the heart of the province of Ravenna. Historically the area mainly coincides with territories that in the 15th and 16th centuries belonged to the Estense family of Ferrara and later to the Legation of Ferrara within the Papal States. For this reason, it is also called Romagna Estense or Romagna Ferrarese. The research was conducted with the aim to understand the different interest for these cities. The research was conducted under the category travel and the interest for Alfonsine results very low in the dynamic if compared to Lugo. The only peak for Alfonsine corresponds to 12-18 may and the dynamic suggest a correspondence with Sagra delle Alfonsine, a local festival of ancient agricultural vocation, also known as the Scarecrow Festival from the puppet mascot made to resemble a human figure, set up to scare birds away from a field where crops are growing.

Searches run from the following countries were analyzed:

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

Comment the dynamics of the popularity of the searched destinations and attractions (see guideline A1.1)
**Ostellato:** *The dynamics of the term **Ostellato,** illustrated in fig. 5, shows a constant level of popularity of keyword from October 2018 until May 2019 with a slight growth at the end of May – presumably due to Administrative Election and in July – presumably due to fishing competitions, while the highest concentration of popularity is during mid-August (11-17 August).*

*Figure 5- Ostellato Comune italiano last 12 months*
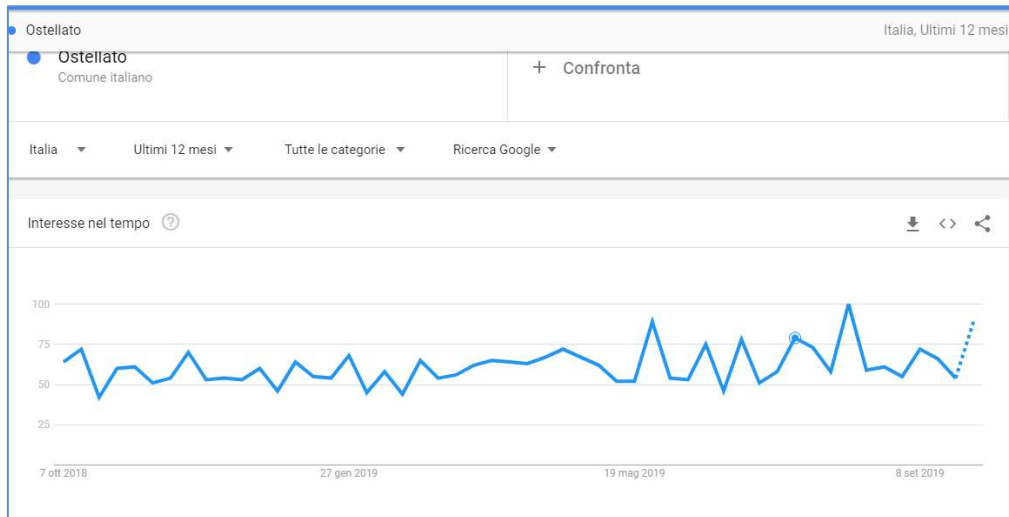
A desk research, validated by interviews to visitors and tourists conducted for the Excover survey, confirm a high number of national fishing contests related to different disciplines, such as carp fishing, feeder fishing, coarse fishing addressed to diverse targets in terms of age, gender, experience etc. All fishing contests take place at Vallette di Ostellato during the months of June, July, September and October; all competitions are held at weekends and last 2 or 3 days.

The above-mentioned tendencies are presented in fig. 6 where it is shown a high popularity for the terms "Political Elections" and Carp Fishing" related to the keyword Ostellato.

Figure 6 Ostellato related arguments 12 months
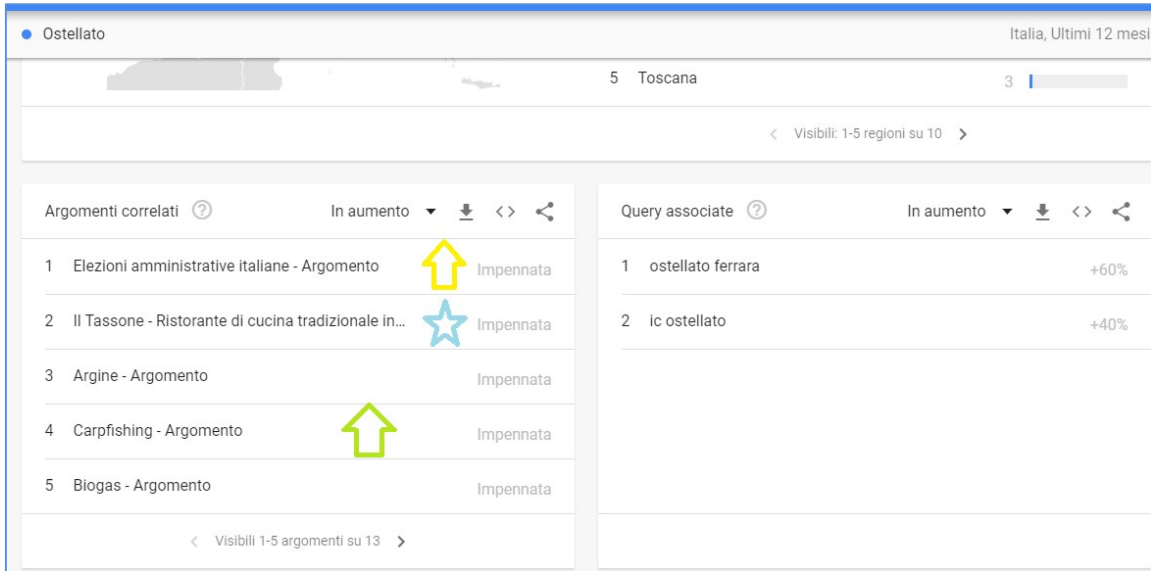
The keyword Ostellato was filtered with filters as **Travels** and **Hotels** as illustrated in figure 7. The research under the category **Hotel** shows a very low demand, with no interest in July and a peak of interest during week-ends in August and September; the category **Travel** is below 75% from Mid-October until the end of May, while it shows a peak 21-27 July, 11-17 August and 29 sep-5 Oct 2019. The dynamic suggests that the interest, as far as travel is concerned, tends to concentrate in high season and it might suggest the need to differentiate the market segment i.e. students, seniors in order to raise interest in other periods.

Figure 7 Ostellato for Hotels and Travels
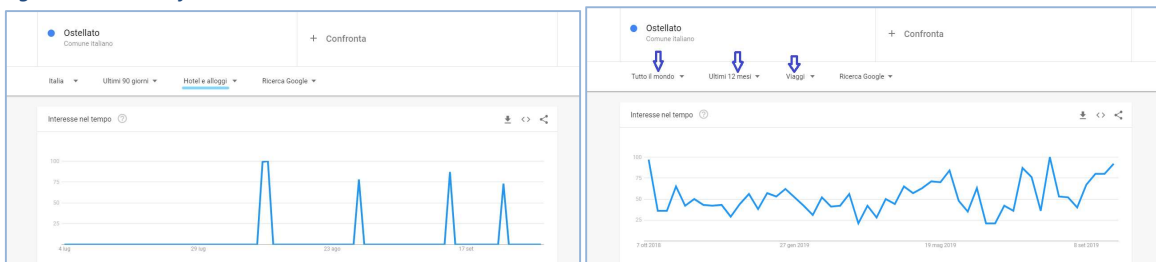
Vallette di Ostellato is the most popular attraction in Ostellato, well-known for beautiful marshes and valleys, walking trails, barbecue stands and a renowned location for national and international fishing competitions. The graph reported in fig. 8 shows the frequency of searched keyword, the geographical area is set at Italy, the time filter is set over the past 12 months and there is no filter category. The graph shows low popularity during winter months, as location is closed, and a popularity peak during Eastern Holidays (20-27 April), while the popularity during summer months is steady, but does not reach the 100%, not even in august. Same research for the category worldwide presents a different and higher level of popularity, with a peak in March and August, while sub-categories that have dynamics are Food and Drink, Hobbies and Leisure, Sport and Travel.

*Figure 8 Vallette di Ostellato Italy last 12 months*
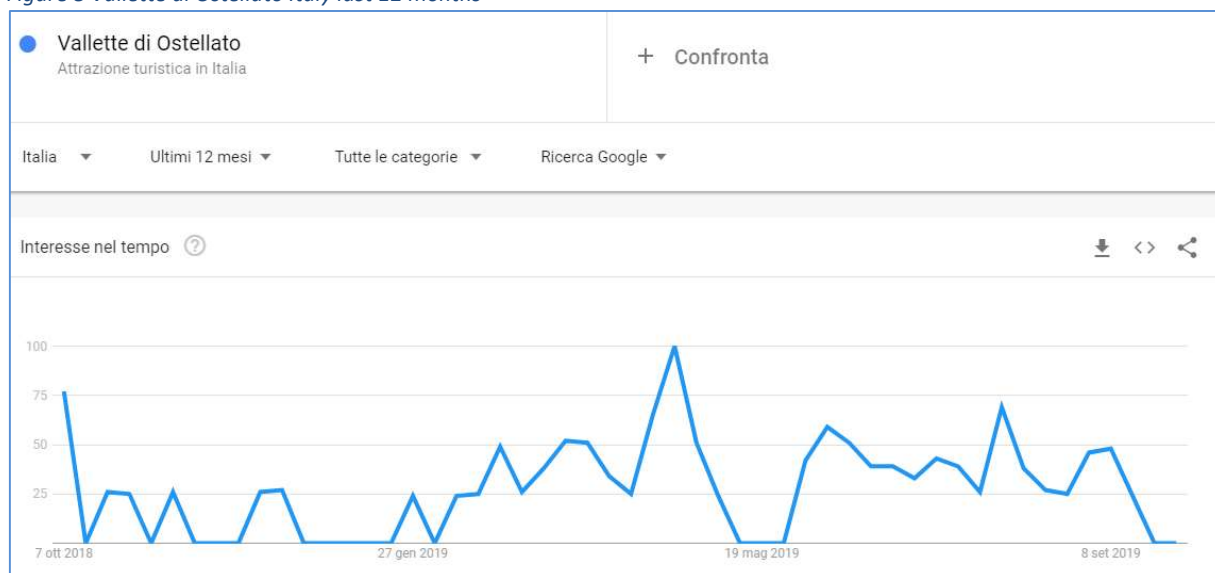
The terms **Ostellato Carp fishing** and **Ostellato fishing** did not return any relevant information. With reference to fishing contests and fishing competitions the only term that reveals popularity is **Ostellato pesca** in April, May, July and September.

Hotel Ostellato, both Italy and worldwide, detects popularity with peak in August for Italy and March, June, July and August worldwide, while **Agriturismo Ostellato** did not give back any information as shown in figure 9.

As far as individual accommodation facilities, the terms **Villa Belfiore** and **Borgo Tassone** show popularity in December, March, May and September. The data are interesting as they reveal an interest in low season, probably due to individual promotion activities (e.g. birdwatching, fishing). A comparison among Ostellato pesca, Borgo Tassone and Villa Befiore presents analogies in dynamics,

for example peaks of interest for Ostellato pesca followed by peaks of interest for both Villa Belfiore and Borgo Tassone in March, April, May, August and September.

Figure 9 Ostellato lodging research
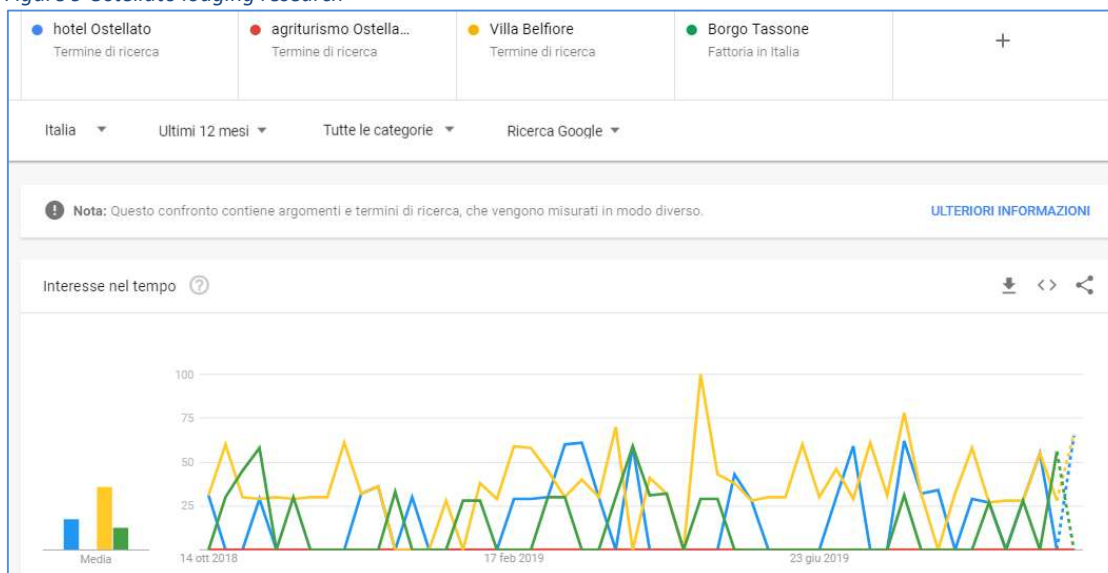
*The term **Sagra della Zucca** was searched only in October, the month of the festival, both in 2018 and 2019 and the popularity is not very high.*

__Alfonsine:__ The graph reported in fig. 10 shows the frequency of searched keyword, the geographical area is set at Italy, the time filter is set over the past 12 months and no category filter.
The graph registers a higher interest and popularity during administrative elections (end of May-beginning of June) and during summer months. The increasing popularity in July and August could be connected to the local event "Pensiero, Narrazione e Voce" and also to queries made by tourists staying on the Adriatic Coast, as suggested by related queries filtered with the subcategory "Travel" as shown in fig. 11.
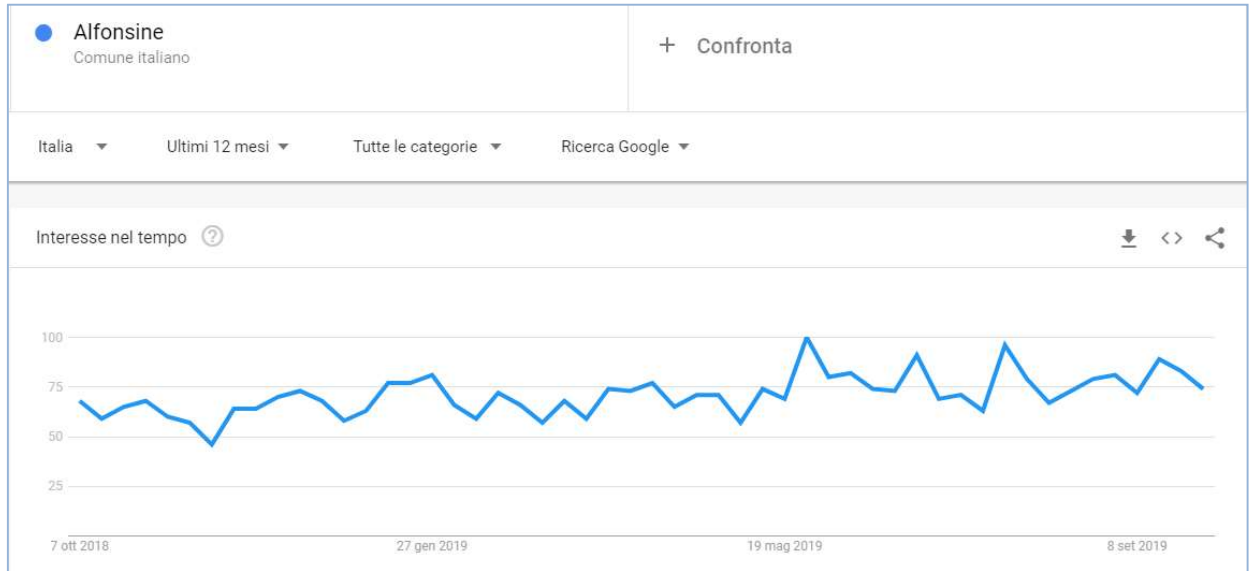
Figure 10 Alfonsine last 12 months

Figure 11 Alfonsine subcategory Travel - related queries
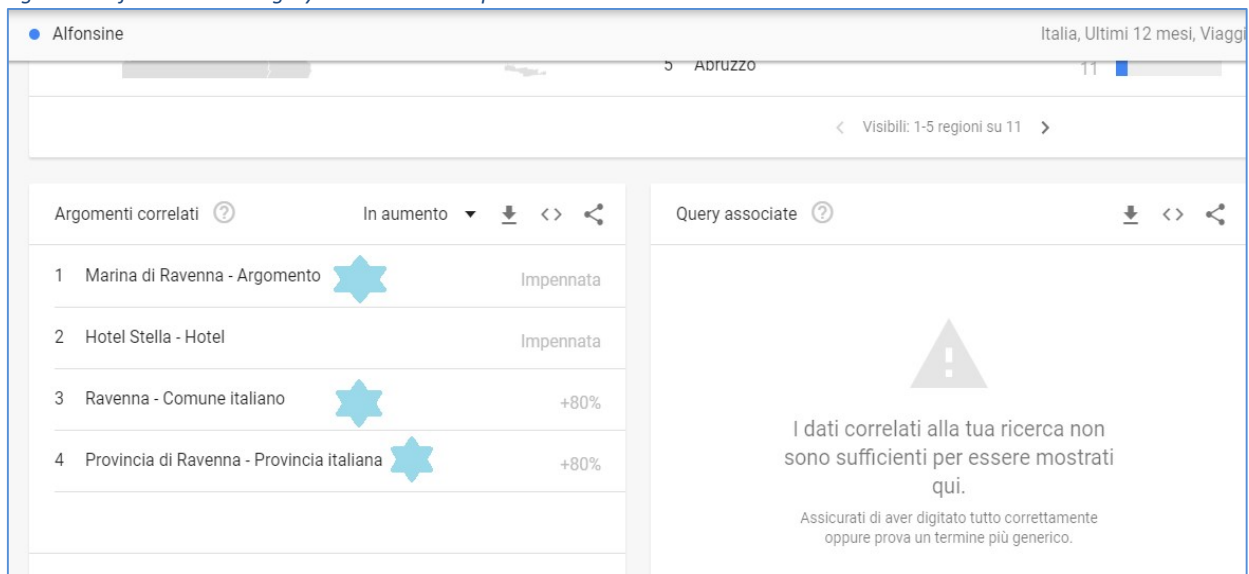
The keyword Alfonsine compared with neighbour and competitor locations and filtered with the category "Hotel and lodging" shows interesting results and Alfonsine is the second popular keyword after Comacchio, with an upward trend in April, July and August. It would be advisable to examine monthly tourist arrivals and overnight stays and compare them with Goggle Trends information.

Figure 12 Alfonsine compared with neighbour locations filtered with Hotel and Lodging
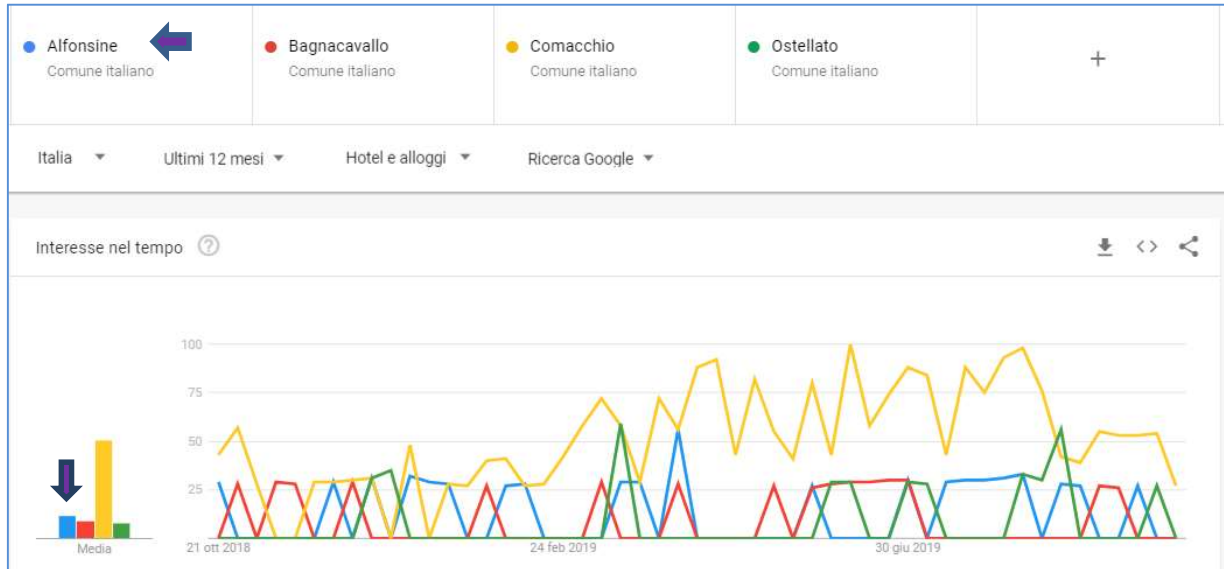
*It can be assumed that the queries of keyword Alfonsine, with filters set at hotel and lodging, has no relation with Alfonsine' cultural heritage as demonstrated in the research related to **Casa Monti** e **Museo della Battaglia del Senio**, conducted for last 12 months and last 3 months which shows low interest for both museums (fig. 13). Museo Battaglia del Senio shows no interest from March 2019 until first week of July 2019, then again from mid-July until the end of August. It is unusual to detect no researches for a museum which has been recently renewed and that hosted all summer events of" Pensiero Parole Voce".*

The lack of dynamic and interest for both museums could suggest the need to strengthen the promotion and marketing activities addressed to schools and teachers in order to enhance Museums field trips.

Making a popularity comparison with other small and medium museums located close to Alfonsine, it may be noted that interest is not very high for all searched museums where the lower interest is for Battaglia del Senio and the only peak is for nearby Museo delle Erbe Palustri in September, probably due to specific events. As you can detect from fig. 14, the interest for Battaglia del Senio is 0.

Figure 13 Alfonsine Museums comparison last 3 months
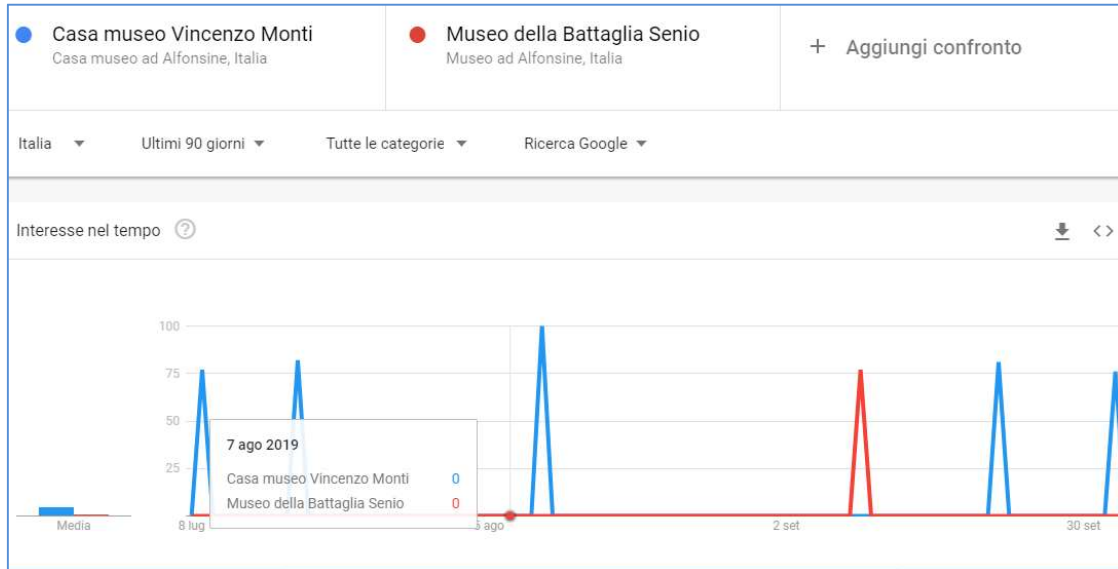
Figure 14 Alfonsine nearby museums comparison last 12 months
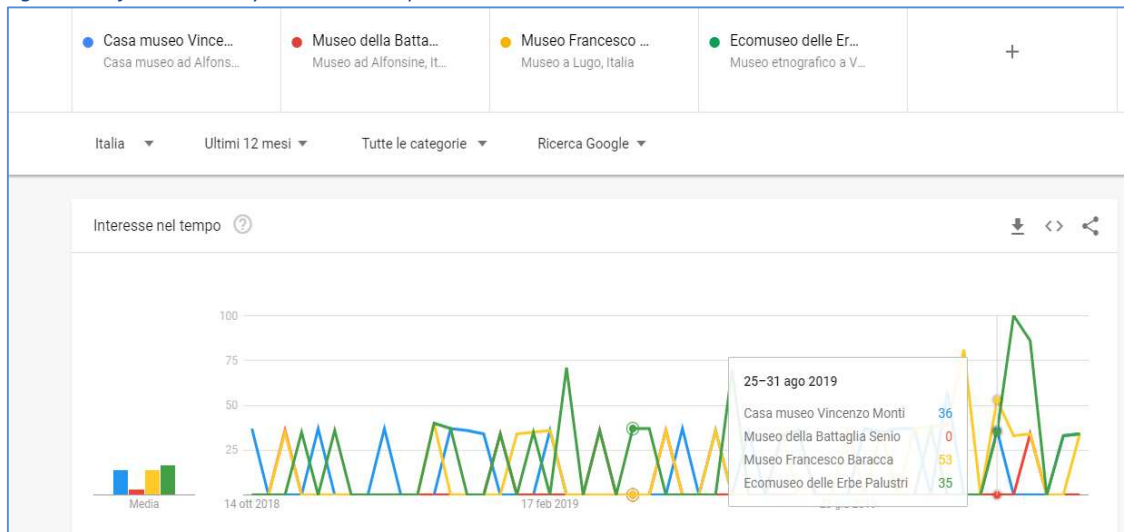
*It is also interesting to observe that queries related to restaurants and amusing locations are more popular than cultural resources. Figure 15 illustrates high interest for **Le Spighe – Non solo piadine**, a very simple and informal restaurant with excellent cuisine, owned by former chef of Queen Elisabeth, Mr. Gianprimo Ricci Maccarini. The restaurant, very well-known beyond local boundaries, attracts many tourists and visitors throughout the year. It is also very active on social networks, has an excellent on-line reputation on review sites and has been mentioned several times in magazines and*

blogs. The graph shows the comparing popularity of different local attractions: Le Spighe, Museo della Battaglia del Senio, Ephemeral Labyrinth.

Figure 15 Alfonsine comparing popularity of different local attractions

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

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

As far as Ostellato, the most searched term for "all categories" is **Ostellato Comune Italiano** (with an average of 55%), followed by **Vallette di Ostellato** (5%), Hotel Villa Belfiore (4%) and Borgo Tassone and hotel Ostellato (2%). The same research under sub category "Travels" reveals a higher popularity of Villa Belfiore (7%) and a very low popularity for Vallette (1%). The queries were made mainly in Italy, followed by Austria.

In fig. 16 it is illustrated the interest for Ostellato worldwide; Austria seems to be the only country where queries have been made. In specific the sub categories "travel" and "outdoor activities" reports a peak of interest from Austria during first week of June and last week of August, probably connected to Vallette outdoor activities and/or fishing competitions

Figure 16 Ostellato geographic distribution of popularity
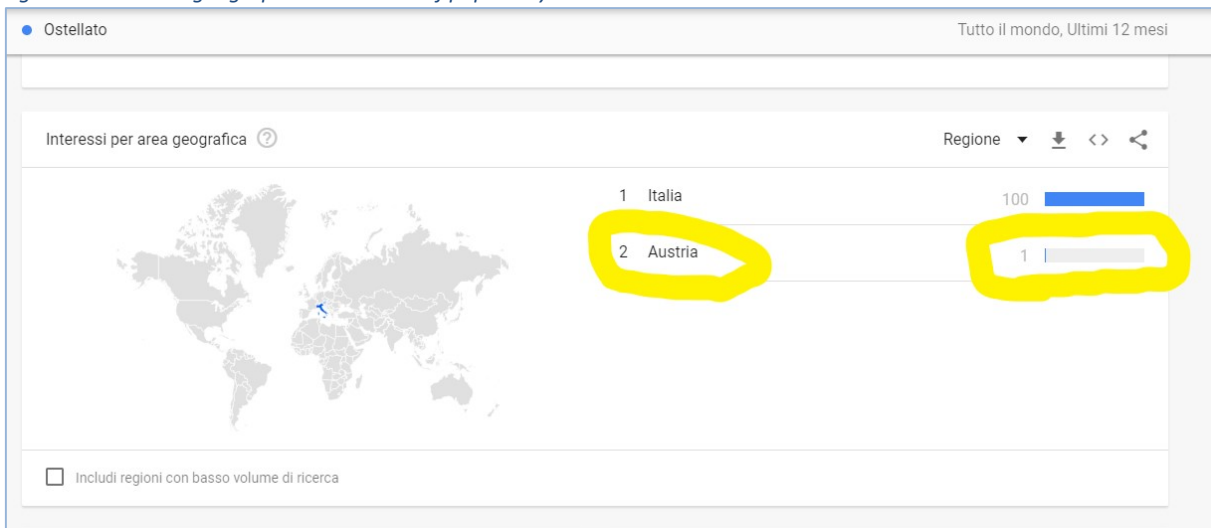
The worldwide interest for Ostellato and Alfonsine, in comparison with neighbor location Comacchio is reported in fig. 17, where the graph shows a wider popularity for Comacchio in terms of searches and geographic distribution.

Figure 17 Worldwide interest for Ostellato, Alfonsine and Comacchio
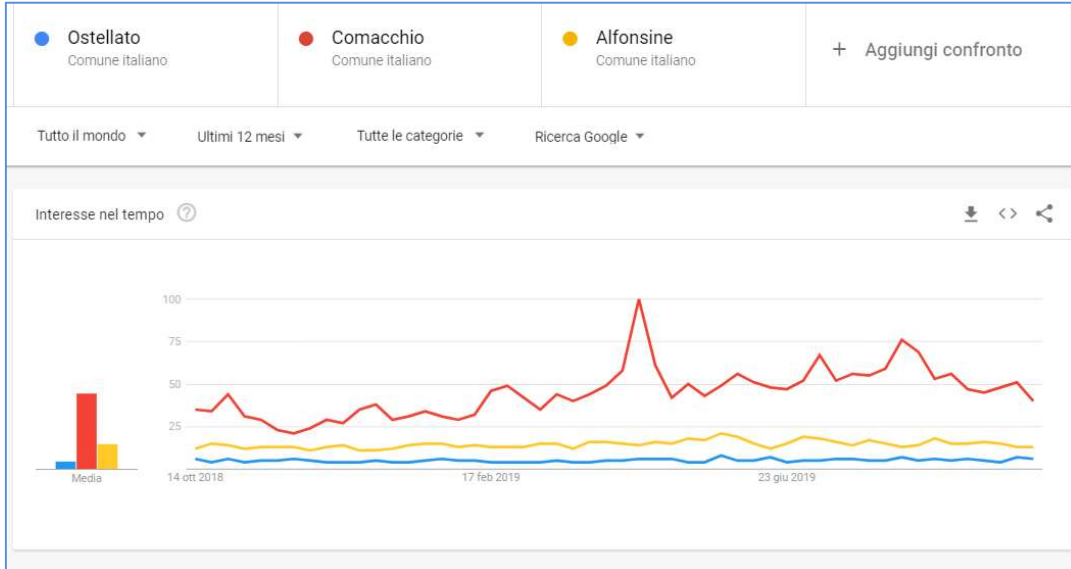
Ostellato, as reported above, is mainly searched in Italy, followed by few researches in Austria and United States, while Alfonsine' popularity worldwide is more representative and the researches generate from countries as Hungary, Belgium, Spain, as presented in figure 20. In general, Comacchio has been searched in 28 countries in the last 12 months, Alfonsine in 7 countries and Ostellato only in 2 countries.

Comacchio is a recognized touristic destination with a strong brand identity at national and international level. The destination hosts important national and international events including concerts, festivals and other forms of entertainment and offers to tourists and visitors beaches and seaside activities. Comacchio was mainly searched under the category's "restaurants", "arts and entertainment", "hobbies and leisure" and "travel" with searches originating from nearby and far away nations, as Vietnam and Argentina, while Alfonsine demonstrates a high popularity for the sub-category "industrial materials and equipment" with queries from Uk, Usa, South Africa and Croatia.

Figure 18 Alfonsine and Ostellato worldwide popularity in comparison with Comacchio
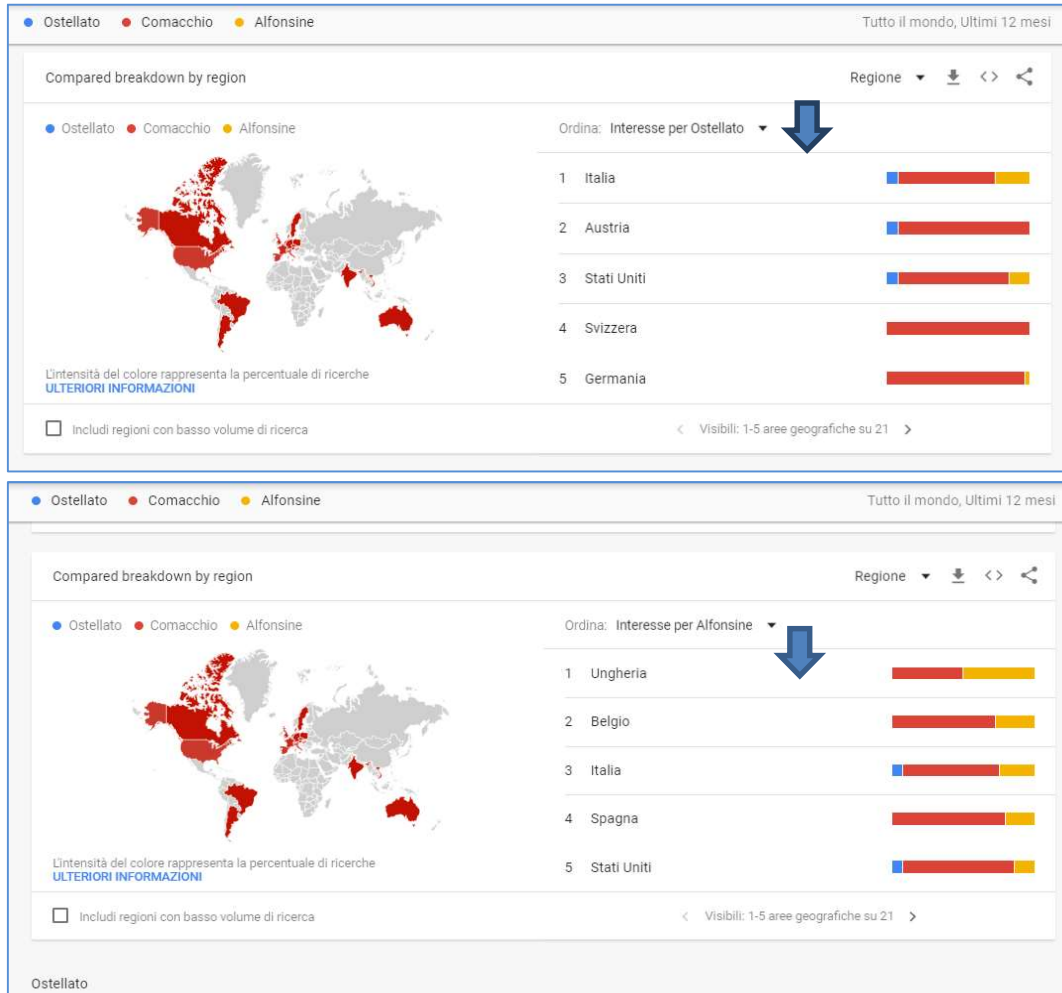
*The graph reported in fig. 19 shows the frequency of the keyword **Hotel Alfonsine**, the geographical area is set at worldwide, the time filter is set over the past 12 months and no filters for category are applied. The dynamic and positive trend for the **category worldwide** is probably due to business travellers visiting local companies as Fruttagel (Cooperative Society that specializes in the industrial transformation of fresh fruits and vegetables, cereals and legumes) and Marini spa (provider of cement, aggregates, ready-mixed concrete and concrete products world-wide). The comparison of these variables in fig. 20 shows a similar pattern for keywords Hotel Alfonsine, Marini Spa and Fruttagel.*

*Same keyword **Hotel Alfonsine** with geographical area set at Italy shows no results that means the searched term was below "sufficient popularity".*

Figure 19 Queries for Hotel Alfonsine
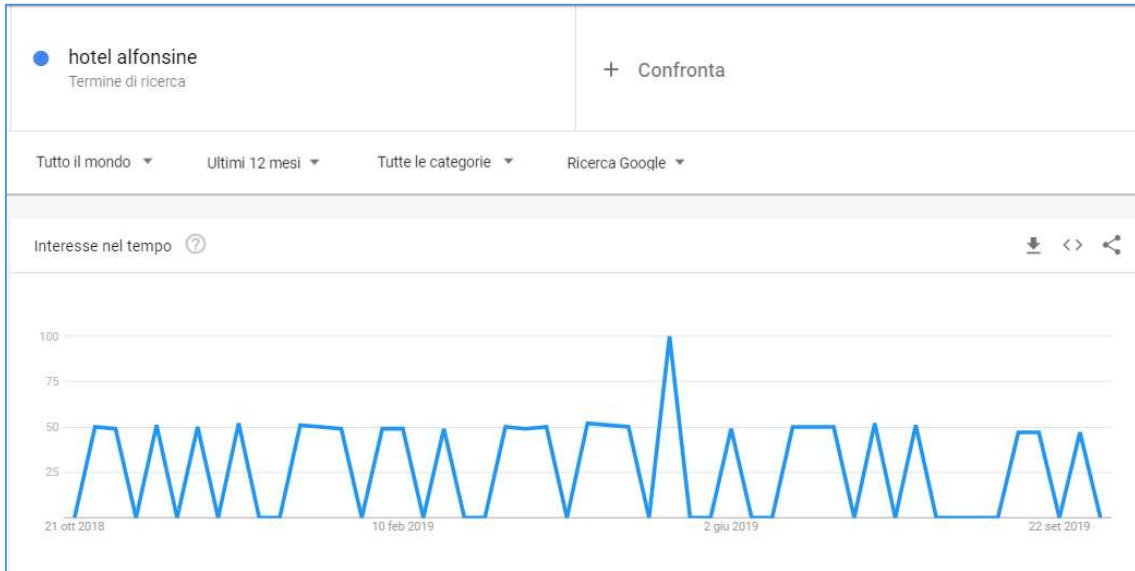
These data suggest that Alfonsine is mainly an international business traveller's destination, while researches related to monuments, festivals, cultural events and natural sites have a very low popularity in Italy and worldwide, as discussed previously.

In general, the most popular term is Alfonsine (average 98%), both nationally and internationally, while Museo della Battaglia del Senio, Museo di Casa Monti, Ephemeral Labyrinth and Le Spighe Restaurant have a lower popularity (1%).

Figure 20 Hotel Alfonsine worldwide search
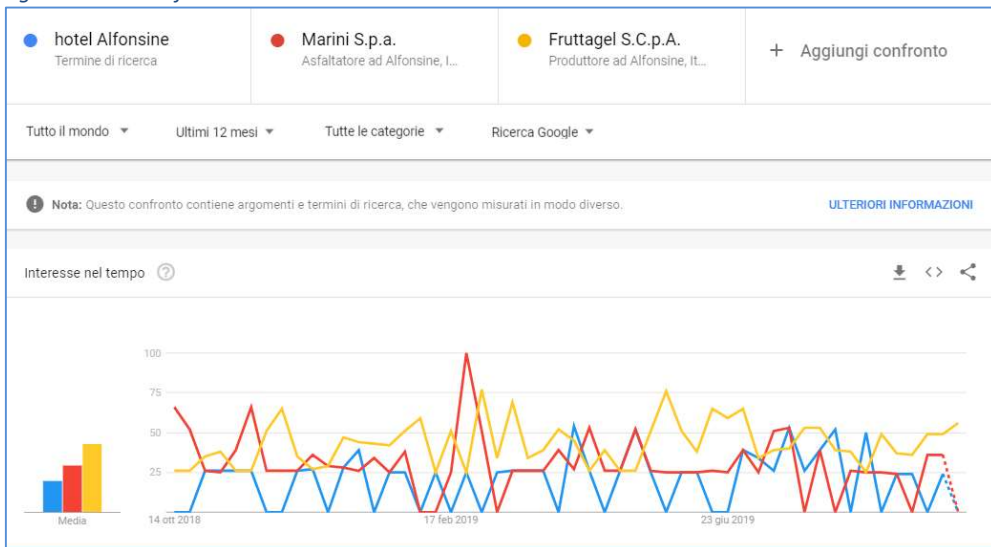
Where are the search terms most popular? Where are them the least popular? What could explain these data?

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

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

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

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

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

*The rising queries related to **Alfonsine** are the following, as shown in fig. 21:*

- Cicognani Srl, based in Alfonsine, leading company in Italy in the production of rubber seals and mats for the automotive sector and the only one in activity for vintage cars supplies;

- Nero gomme Alfonsine, tyres sales;

- Alfonsine soccer team;

- Marini Alfonsine

Figure 21 Alfonsine rising queries
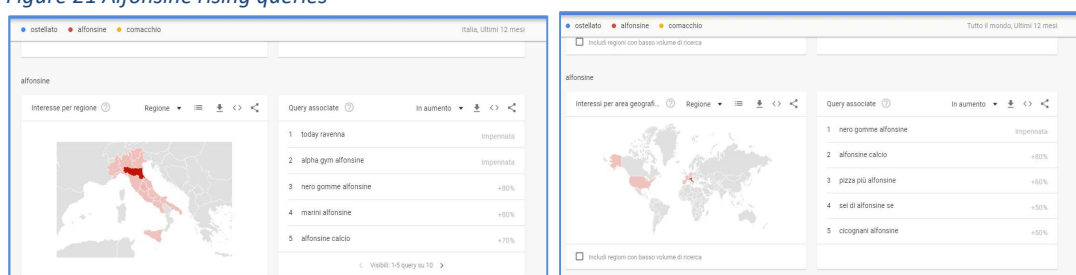
Rising queries refer to local commercial companies and sport activities and many searches are conducted in Alfonsine and nearby locations, as Fusignano, Longastrino and Sant'Alberto, while consumers in other sub-regions are very few. Therefore, the data denote a lack of queries linked to local attractions, traditions, events or cultural heritage probably due to weak territorial promotion.

The related rising queries linked to Ostellato are:

- *San Giovanni di Ostellato, industrial area;*
- *Lte Truck equipment, masts and equipment for lift truck;*
- *Toyota;*
- *Le Vallette di Ostellato*

The data presented in fig. 22 illustrate rising and most searched queries: "San Giovanni di Ostellato" is a rising related query in worldwide category, probably due to presence of international companies and local companies trading with foreign markets, while "Vallette di Ostellato" is a rising query in category worldwide and most searched query in category Italy.

The keyword "weather Ostellato" is a most searched query related to national researches and might be correlated to Le Vallette di Ostellato where all outdoor activities, such as fishing, biking, walking, take place depending on weather conditions.

Figure 22 Ostellato rising and most searched queries
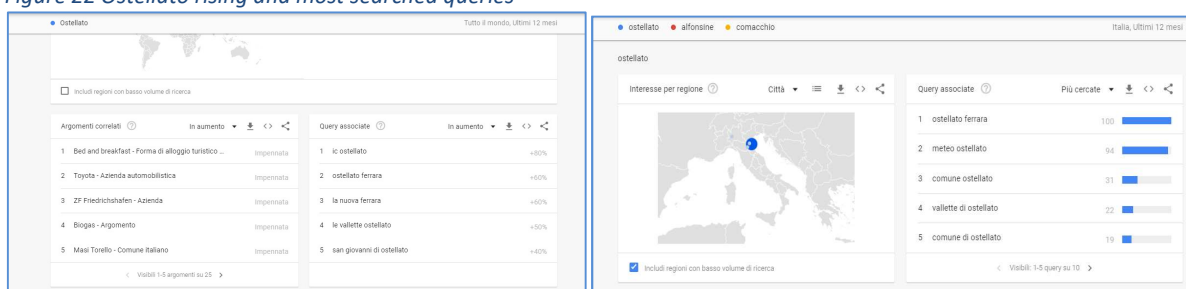
The comparative analysis with Comacchio' rising and most searched queries highlights the destination images differences, as reported in fig. 23.

Figure 23 Comacchio rising queries
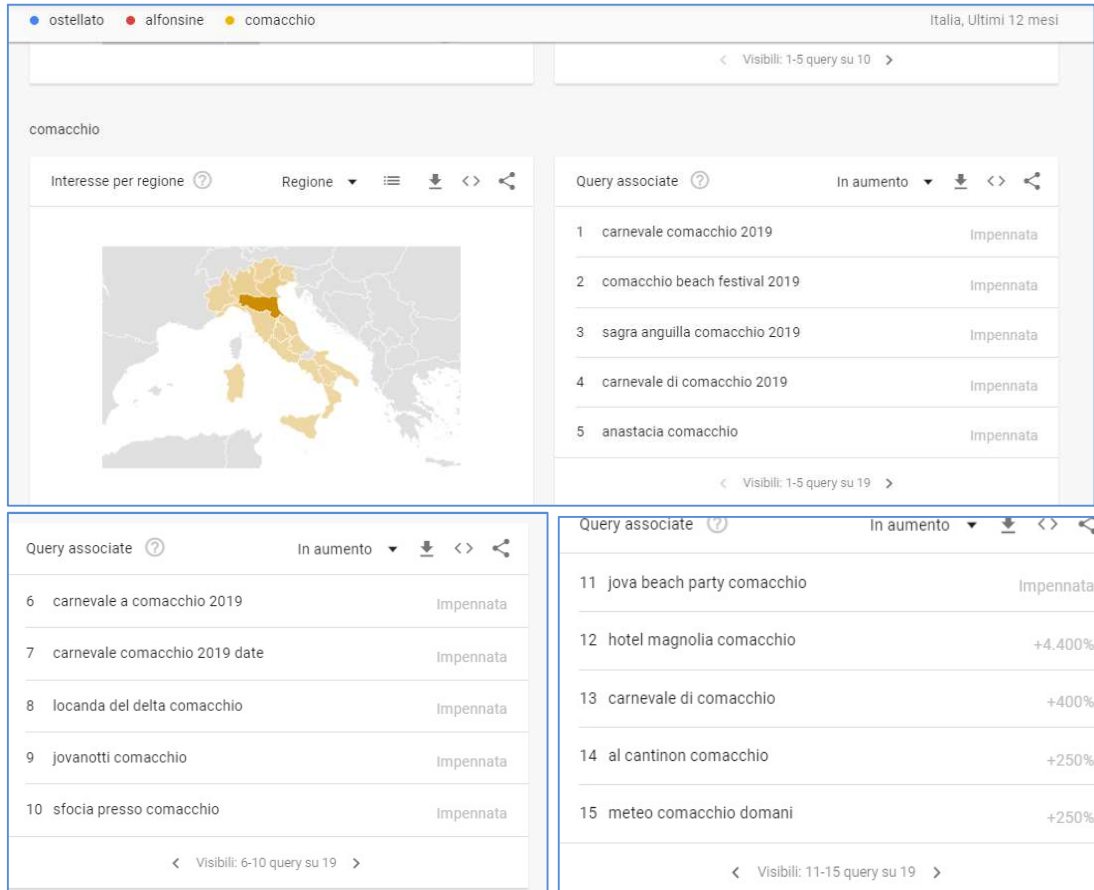
All rising queries refer to Comacchio events, restaurants and lodging, and, unlike Alfonsine, which might be considered a business destination, the popularity of Comacchio is closely linked to culture, traditions and entertainments, while the interest for Alfonsine is principally and mainly focused on trading companies and local information. As far as Ostellato, rising and most searched queries confirm the popularity and interest for Le Vallette.di Ostellato, the keyword Ostellato pesca and local lodging activities as Hotel Villa Belfiore and Borgo Tassone.

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

How the associations with the search terms are changing in the view of the general public on the web? Which may be the causes of this switch? What does it suggest with reference to tourism? What does it imply in terms of destination image?
How do related queries reflect the effects of the current marketing strategies?
Are there unexpected associations? How could they be explained? Can they affect tourism?

Comment non searched queries

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

Search Term	Categories	Country/Worldwide
Ostellato Museum/Museo	Arts and entertainment	Italy/Worldwide
Ostellato agriturismo	Travel	Italy
Ostellato bed and breakfast	Travel	Italy/Worldwide
Alfonsine Museum/Museo	Arts and entertainment	Italy/Worldwide
Museo del territorio Ostellato	Travel	Italy
La casa dell'Agnese Alfonsine	Travel	Italy
Hotel Alfonsine	All	Italy

The lack of searches for the terms Museo/Museum might be related to a weak marketing and communication strategy that needs to be improved. Museums and activities related to cultural and natural heritage could improve their popularity with the development of services and products addressed to school educational trips.

Museo di Casa Monti has already developed packages and products for school trips available online, while Museo della Battaglia del Senio and Museo del Territorio (http://www.ostellatomuseo.it/) do not have an updated website.

The lack of searches for keyword Hotel Alfonsine with geographical filter set at Italy might suggest a lack of interest for the destination, probably to be attributed to weak touristic promotion.

Which may be the reason why these terms in these countries are not searched for (nor supposedly known, or at least not popular), with reference to these categories?
What may this suggest in terms of location image?
Are the entities denoted by the non-searched terms object of promotion, marketing and communication initiatives? If this is the case, how should these initiatives be modified/extended?

Draw conclusions from the analysis you carried out above:

Many online researches of terms and keywords related to Alfonsine reflect a concentration of popularity for medium and big local companies as Marini, Fruttagel, Cigognani, while researches of terms or phrases related to tourism are insignificant.

*The searches of keywords for lodging in Alfonsine are supposedly related to business travelers, as it can be detected from the term **Hotel Alfonsine** that shows popularity worldwide but turns out to be below "sufficient popularity" in Italy.*

Even if Alfonsine offers various historical places related to World War II - Museo della Battaglia del Senio, Casa Monti, Casa dell' Agnese - cultural and culinary events – Pensiero, Narrazione e Voce, Chiacchiere di Gusto – and natural reserves, none of the above-mentioned keywords have sufficient popularity on the web. Consequently, Alfonsine is not viewed as a touristic destination and the location image is mainly associated to business.

***Ostellato**' reputation is strongly related to business, but also to natural environment, open air activities and lodging facilities as terms as Vallette di Ostellato, Ostellato Pesca and Hotel Villa Belfiore suggest. The searches of keywords connected with local events, museums and agritourism do not show rising data and it wold be advisable to put in place communication and marketing strategies aimed at promoting all territory 'resources.*

The dynamic suggests that the interest, as far as travel is concerned, tends to concentrate in high season and it would be advisable to differentiate the market segment i.e. students, seniors in order to raise interest in other periods.

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

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

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

3. 'NON-VISITOR' SURVEY ANALYSIS

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

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

3.1 Popularity with "non-visitor"

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

3.2 Market Segmentation

3.2.1 Market Segmentation by socio-demographic characteristics

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

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

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

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

3.2.2 Market Segmentation by trip-related factors

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

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

3.2.3 Implications for marketing and strategy

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

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

4. VISITORS SURVEY ANALYSIS

While Google Trends provide information about the reputation of Alfonsine and Ostellato with the general public of internet users, only tourists can form a reputation based on the actual experience of the destination. Interviewing tourists in *Alfonsine and Ostellato* is also crucial to understand how the reputation of *Alfonsine and Ostellato* 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 *75* tourists visiting *Alfonsine and 93 visiting Ostellato*, through face-to-face interviews carried out *from 4th of May to 16th of September.* Results offer helpful insights and provide important suggestions about destination management strategies and tourism development actions.

4.1 The Emotional Appeal of *Alfonsine and Ostellato*

The bar chart reported in fig. 24 shows the emotional dimension experienced by tourists and visitors involved in the interview process. For both destinations the relax dimension is the most praised one, followed by the entertainment dimension. The higher preference to relax is probably due to the quietness and tranquility of both locations; Alfonsine and Ostellato lie on Po Delta River Natural Park, far and away from the bustling of the city life, from traffic and pollution. The

rural landscape that characterize both destinations can create a strong emotional link between tourists and territory as well as human interaction and emotions with the surrounding space.

Alfonsine and Ostellato offer landscape and natural environment as primary source of touristic offer and it can be assumed that one of the main motivations for visiting rural villages is relaxing and being close to nature and authenticy.

Analyzing the mean ratings by destination, as shown in fig. 24, Ostellato has a higher relax ranking, presumably due to Vallette di Ostellato, a natural oasis of peace and silence, where tourists can fish, run, walk, bike or just enjoy the silence. The area is equipped with bar, restaurant, information point, hotel and barbecue stand, and it is a popular week-end gateway for families, groups of friends, fishermen, nature lover, bikers and runners.

The Alfonsine' natural oasis, on the contrary, are not equipped with basic services and open only on request and this could represent the main reason for the lower score referred to the dimension "relax". The dimension "entertainment" referred to Alfonsine could be related to visits to museums and other local attraction – Ephemeral Labyrinth - but also to the rich program of cultural and musical events held during the summer 2019.

Commenting the collected data, describe the emotional appeal of Alfonsine and Ostellato, based on how the respondents feel, on average, in the destination.

*Figure 24 Alfonsine and Ostellato– the emotional appeal*
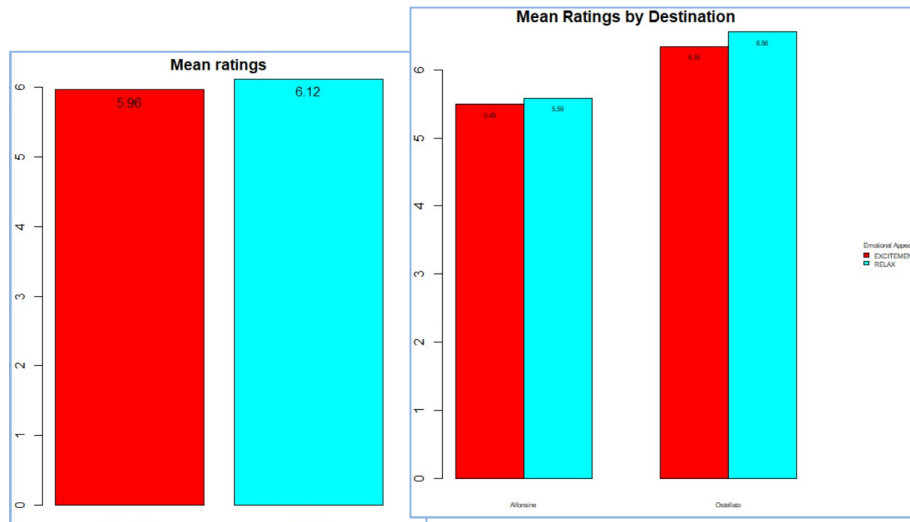
Tourists and visitors visiting Alfonsine and Ostellato for sports motivations represent the category with higher score referred to relax and excitement, followed by visit to friends and relatives and nature, while business and beach travelers represent the lower score, as reported in fig. 25. The ratio relax dimension/ sport tourists might be related to the well-equipped locations where sports are practices, e.g. the ancillary services at the Vallette di Ostellato for fishing competitions. Tourists visiting the destinations for nature could be emotionally influenced by the quiet and pleasant atmosphere and experiences in rural areas in both contests., but also by the people who live and work there. Sport tourists represent also the category with highest result referred to excitement, with a score of 6.24, a very positive evaluation if compared with all other categories. Tourists with beach motivations do not seem to appraise the excitement, probably because their travel motivation are more related to different activities.

The excitement high rate (6.5) of visitors staying 6 days (probably visiting friends and relatives or tourists lodging on nearby seaside resorts) suggests that both locations offer a fair range of activities and initiatives that are determinant in the length of stay. As the overall impact of tourism hinges on length of stay, uncovering the determinants of length of stay is critical to the creation of marketing policies that promote longer stays, associated with higher occupancy rates and revenue stream.

This is Does the emotional appeal change, based on the accommodation type, the tourist's motivation, the length of stay? How? How can you explain this? What does it suggest in terms of tourism development?
(ONLY GRAPHS SHOWING CONSIDERABLE DIFFERENCES ARE REPORTED: IF NOT IN GRAPH, NO CONSIDERABLE DIFFERENCE IS FOUND.)

Figure 25 Alfonsine and Ostellato- level of relax/excitement and travel motivation
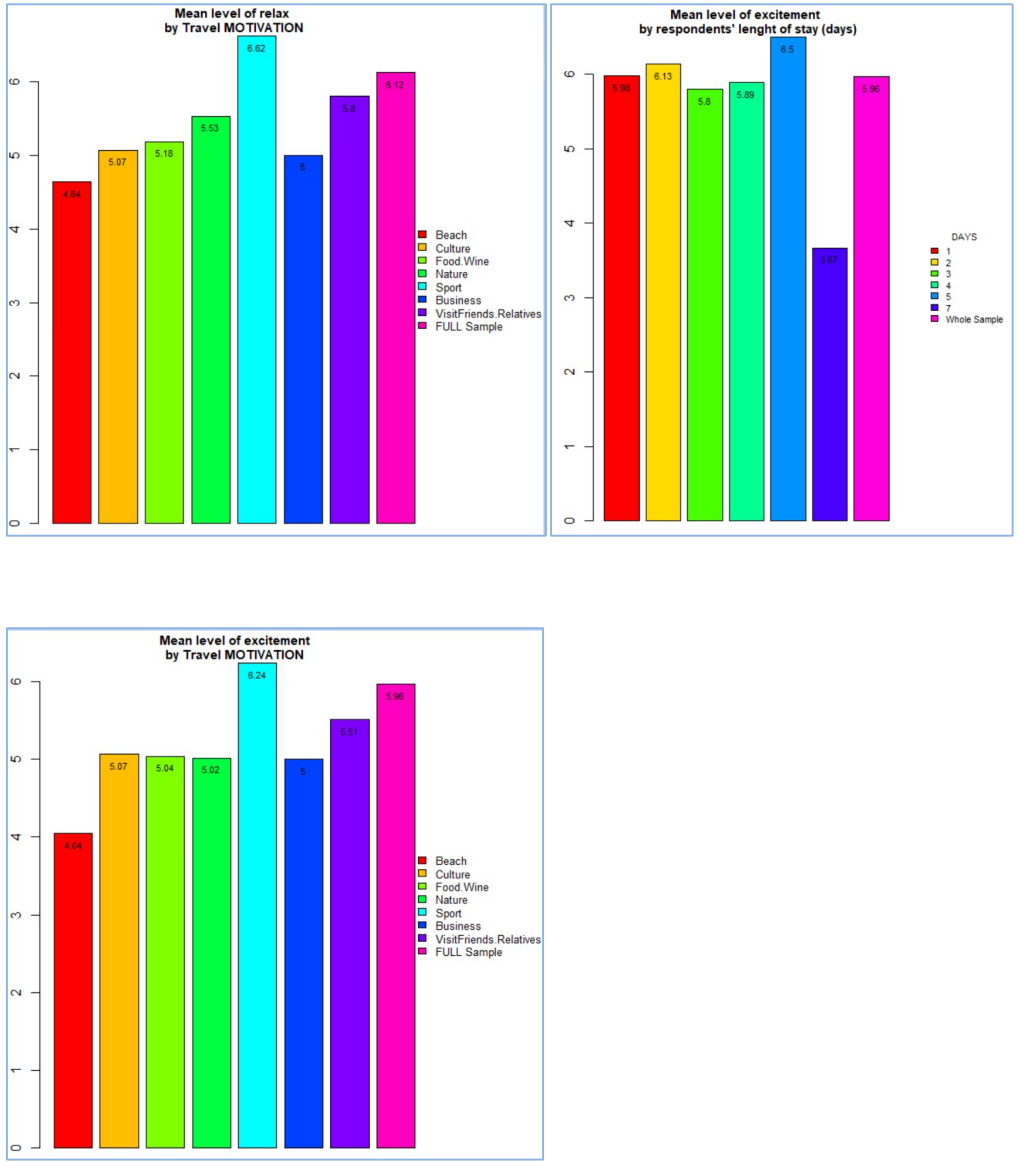
4.2 *Alfonsine and Ostellato* Image and destination Management

Alfonsine and Ostellato perception of image, marketing, security and transports is reported in fig. 26. Transport and accessibility are the data with higher rate for both destinations (5,71), probably because Alfonsine and Ostellato are situated on main roads linking major cities as highway junction Ferrara-Porto Garibaldi and SS 16 Adriatica Ferrara - Ravenna. Transports relative high rate might also be attributed to clear road signs and to the presence of railway stations in both destinations.

Safety and security follow transports, with a rate of 5,29, which could suggest that visitors and tourists do not fell perfectly safe on both locations. Some interviewed tourists revealed that they had been informed of robberies and theft at the expense of fishermen and other visitors.

Mean ratings related to image and marketing activities are the lowest, with image at 4.8, followed by marketing at 4.3. The low effectiveness of marketing and communication initiatives might be related to the absence of a destination marketing strategy that should provide a common point of reference for all local activities and organizations and ensure a disciplined approach to marketing.

Ostellato' image mean rating is higher probably due to Vallette di Ostellato, a tourism industry player that contribute to the destination image.

Commenting the collected data, describe the destination image and management, based on how, on average, respondents assessed the attractiveness of the destination image, the effectiveness of the marketing and communication initiatives, their feeling of safety and security, how easy it was for them to reach Alfonsine and Ostellato and to move around (transports, accessibility and mobility).

Figure 26 Alfonsine and Ostellato- perception of image, marketing, safety and transports
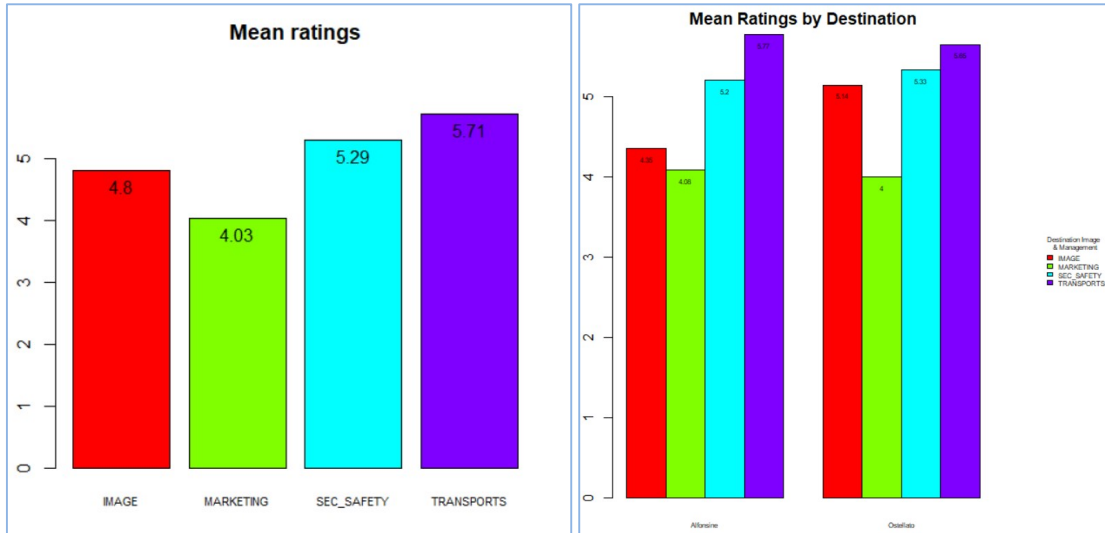
People with primary and middle school education consider marketing and communication activities more effective than visitors with higher education level, but in general the mean rating is very low, probably due to the lack of a systematic and integrated marketing, as reported in fig. 27.

The little knowledge about marketing amongst suppliers, coupled with the diverse interests of different stakeholders, and the association of marketing with only advertising, all seem to compete equally towards a poor effectiveness of marketing strategies.

People employed in tourism (2,00) interviewed in both destinations provide the lowest rate with reference to marketing and communication activities probably because some of them believe that the local tourism industry is fragmented and composed primarily of local individualistic small businesses which have no collective strategy. Typically, in tourism destinations, collective strategy is coordinated by the formation of a destination marketing organizations (DMOs), which should provide the basis for collective marketing strategy, and progressively for destination management strategy.

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

(ONLY GRAPHS SHOWING CONSIDERABLE DIFFERENCES ARE REPORTED: IF NOT IN GRAPH, NO CONSIDERABLE DIFFERENCE IS FOUND.)

Figure 27 Alfonsine and Ostellato- Effectiveness of marketing initiatives by education level and occupation
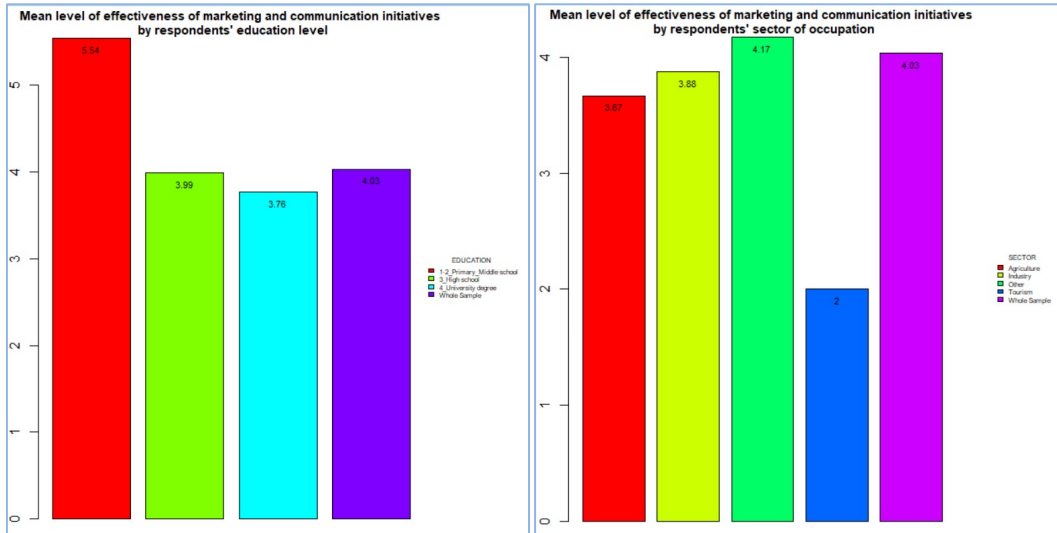
The data reported in figure 29 show the respondents' perception of marketing initiatives and destination image.

The respondents' perception of effectiveness of marketing initiatives is mostly negative (1,33) for tourists spending 7 days and negative for tourists spending 6 days (3,5) and 2 days (3,8). The respondents' perception of the level of attractiveness of destination image is also very low for tourists spending longer periods (2,67), while tourists staying 2 and 3 days have a better perception of destination image attractiveness (5,13).

As image affects all phases related to consumers behavior, not only before, but also during and after the trip, it can be assumed that image can influence tourists' intention to visit/revisit tourist destinations and has an impact on intentions to recommend destinations to family and friends. If the level of attractiveness of image is low, it could be assumed that tourist's loyalty to destination and consequent intention to revisit and recommend Alfonsine and Ostellato is improbable.

The respondents' perception of transports, accessibility and mobility and of safety and security related to travel motivations is homogeneous with average level of 5,71 related to transports and 5,29 related to safety, as shown in fig.29. Both destinations are perceived as reasonably safe and secure, mostly by tourists travelling for sports with 5,71, while tourists with beach and culture motivations give a lower rate (4,66 and 4,67).

Transport and accessibility system are not considered efficient by one day visitors (3,5), where the low satisfaction could be presumably connected to the limited number of trains from and to both destinations.

Does the perception of image and management change, based on the accommodation type, the tourist's motivation, the length of stay? How? How can you explain this? What does it suggest in terms of tourism development?
(ONLY GRAPHS SHOWING CONSIDERABLE DIFFERENCES ARE REPORTED: IF NOT IN GRAPH, NO CONSIDERABLE DIFFERENCE IS FOUND.)

Figure 28 Alfonsine and Ostellato- marketing initiatives and image by length of stay
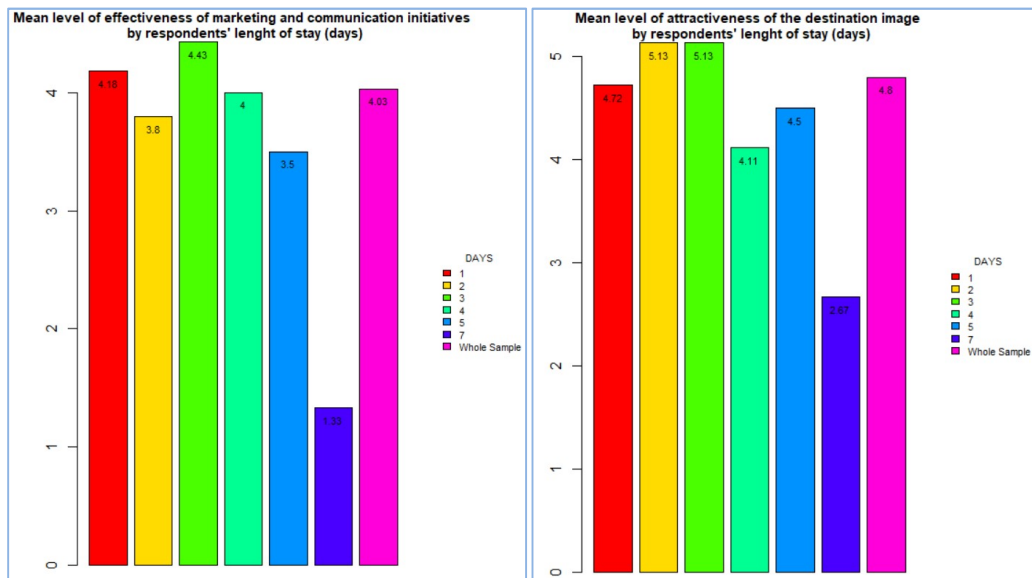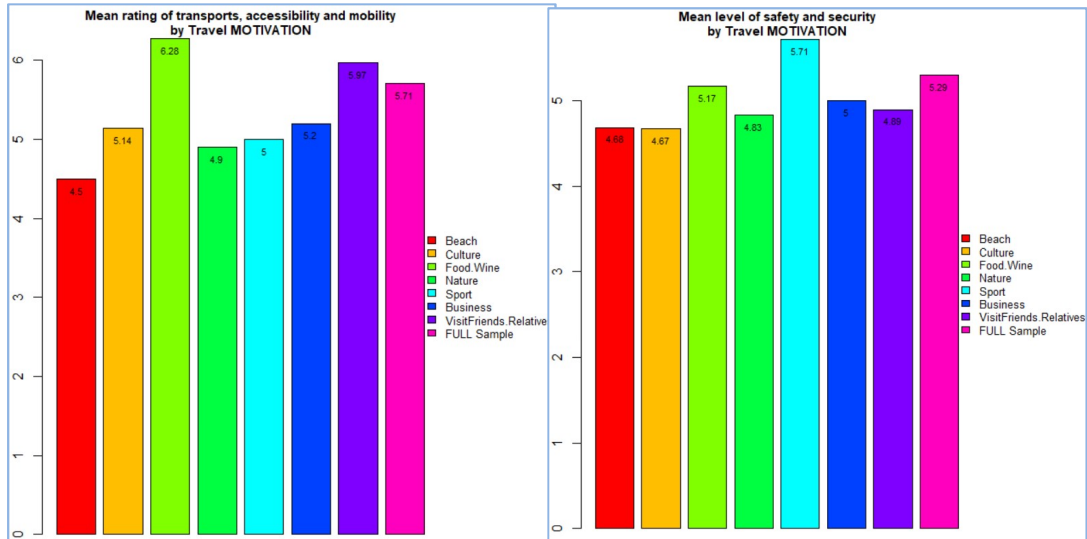
Figure 29 Alfonsine and Ostellato- Transports and safety by travel motivation

4.3 The quality of products and services, heritage and climate in *Alfonsine and Ostellato*

The following graph reports the general evaluation of products, services, heritage and climate in Ostellato and Alfonsine. Natural heritage is the most praised element with a very high rating (6,23), followed by restauration (5,64), prices (5,34), cultural heritage (4,72), accommodation and lodging (4,54) and entertainment and shopping (2,95).

Both destinations are mostly appreciated for natural heritage, especially Ostellato, with a rating at 6,76, close to the maximum rate. The fact that natural heritage is the most praised element in Ostellato has probably to be related with Vallette di Ostellato, a natural and protected oasis of wildlife that attracts different visitors and tourists for recreation, education, excursions and sports. Open from 7am to 7pm, equipped with info point, bar, restaurant, education center, Vallette is accessible by car, camper, bike or bus and it is home for a significant number of unique species of birds, insects, fishes, amphibians and other wildlife representatives.

Therefore, it can be assumed that Vallette di Ostellato represents the perfect gateway to spend a comfortable day in nature not only for tourists, but also for one day visitors who want to escape the dynamic and intense rhythm of city life and the pollution of the urban environment. The appreciation of natural heritage in Ostellato could also be connected to small and intimate rural bed and breakfast, hotel and farmhouses surrounded by the countryside.

Natural heritage in Alfonsine has a lower rate compared to Ostellato (5,5), possibly due to the organization of the natural reserves, which are opened only on demand and do not offer ancillary services to visitors and tourists, as toilets and refreshment stands. On the contrary Alfonsine was praised for cultural heritage with a score of 5,6, while Ostellato' rate is 3,95. The rich cultural and historic heritage of Alfonsine - 2 museums, Museo della Battaglia del Senio and Museum Casa Monti, combined with the rich program of summer events dedicated to music, poetry, dance and local gastronomy are the key elements that have contributed to the high evaluation.

The graph reports the evaluation for restauration in Alfonsine (5,53) and Ostellato (5,74), which are quite similar for both destinations and could probably be improved in order to enhance overall customers' satisfaction. Being the rates very similar and the number and quality of restaurants very different for both destinations, it would be interesting to analyze which factors influence the dining experience: e.g. quality of food, quality of service, a pleasant environment. The evaluation for accommodations and lodging facilities is higher for Ostellato with a rate of 4,63, while Alfonsine has a rate of 4,46. On average the evaluation for accommodations is not very high, but the similarity of the evaluation data should be analyzed in depth as lodging facilities are very different in selected destinations. Ostellato, with a 4stars hotel and a 2stars hotel, farmhouses, bed and breakfast and home rentals, offers a wide range of lodging possibilities in terms of service, experience, amenities, price and quality. Alfonsine, on the contrary, has very limited accommodation facilities.

The respondents' evaluation of shopping and entertainment presents a low rate both for Alfonsine and Ostellato. The two rural villages, deeply tied to the countryside around them, are suffering as technologies and economies change, rendering the industries and the commercial activities, that once sustained them obsolete, forcing their populations to relocate to urban centers. The centers, once full of shops, bars and activities, have seen many local activities closing, especially in Ostellato where the main square is surrounded by a succession of closed shops.

As far as entertainment, Alfonsine, with more than 100 cultural and voluntary associations, offers a wide range of activities, that involve mostly local inhabitants. Consequently, it would be worth to promote and advertise all local events to a wider public to increase attendance in terms of number and attract visitors and out-of-towners.

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

Figure 30 Alfonsine and Ostellato- perception of accommodations, natural environment, cultural heritage and entertainment
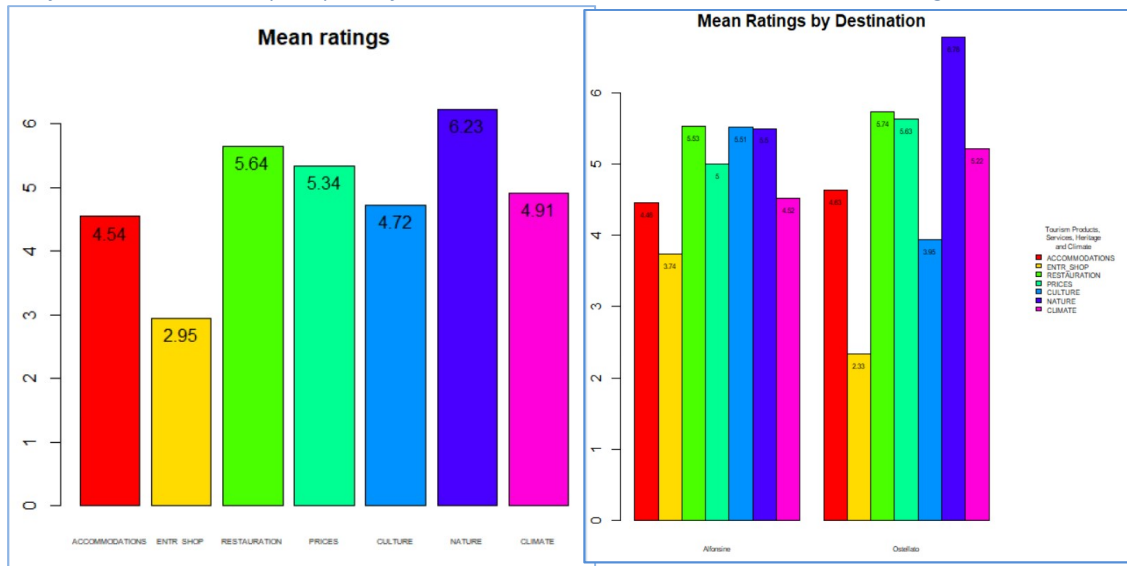

Mean rating of restauration services, as reported in fig.31, illustrate different ratings between people with different occupations. Housewife' perception of restauration services is very low while unemployed consider the same service close to excellence.

Are there considerable differences in answers between male and female, age classes, people with different occupations, education level or family income? How can you explain them? What does it suggest in terms of products and services development?
(ONLY GRAPHS SHOWING CONSIDERABLE DIFFERENCES ARE REPORTED: IF NOT IN GRAPH, NO CONSIDERABLE DIFFERENCE IS FOUND.)

Figure 31 Restauration service by respondents 'occupation
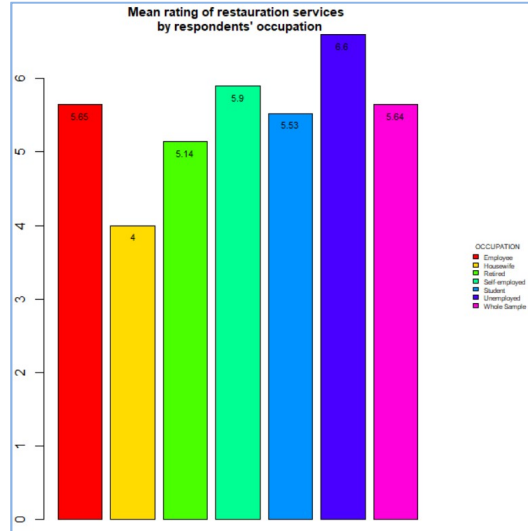
The following graphs illustrate evaluation' differences according to diverse variables.

The natural environment -length of stay ratio is positive with an average rate of 6,23, which means that all interviewed visitors and tourists, spending from1 to 5 days, place high value on nature of selected destinations. Tourists spending 7 days reveal low sensibility and appreciation towards natural environment and climate probably because many of them were based on beach towns and were on day trip to Ostellato and Alfonsine.

The appreciation of nature and landscape by tourists who spend different periods of time in both destinations is an extremely positive element that allows us to affirm that nature and environment are key elements of attractiveness on which the touristic offer should be developed and improved.

The travel motivation – perception of cheapness ratio shows a good and above the average perception for visitors and tourists travelling for sport motivations, followed by natural and cultural motivations. Business travelers and tourists with beach motivation, on the contrary, consider prices of selected destinations not competitive with a rate respectively of 4,00 and 3,72.

People travelling for nature, sport and culture motivations are presumably less affected by prices because their price sensitivity is moderated by their interest in such a way that the effect of price diminishes. It can be assumed that cultural, nature and spots interest moderate price sensitivity regarding destination choice, so that the tourist is prepared to pay higher prices. As far as

business travelers it can be affirmed that they are usually less sensitive to prices, but more concerned on efficiency, quality and flexibility. Negative perception of prices by business travelers might be related to poor quality services or to inefficiencies in relation to the paid price and should be further investigated.

The variable price is a central element in the tourist market, since it is a flexible tool that permits rapid changes (in response to a rival's action) and a powerful competitive element (as individuals can make direct comparisons among different alternatives). Consequently, knowing the impact of prices on individuals' choices is central for tourism economics and management.
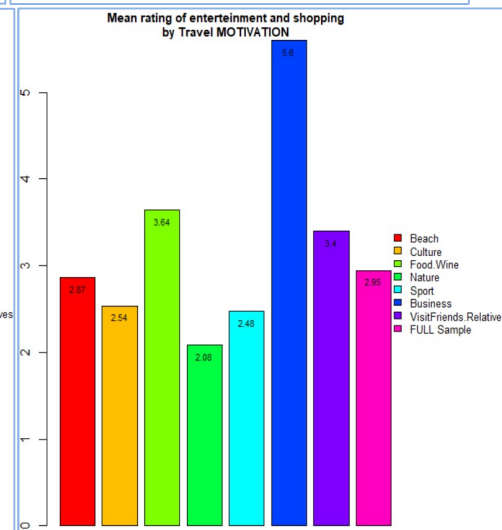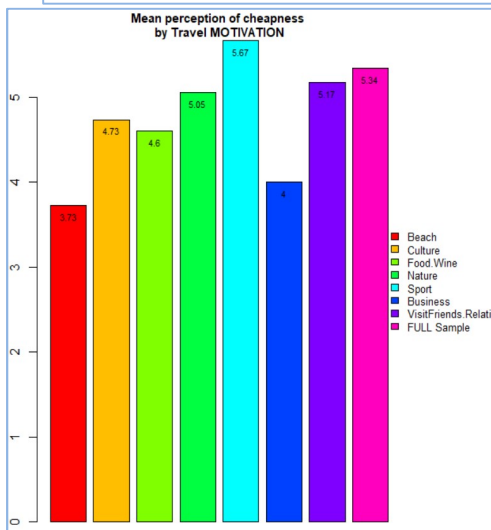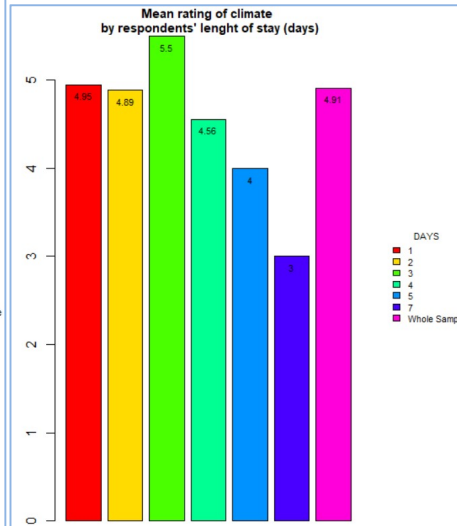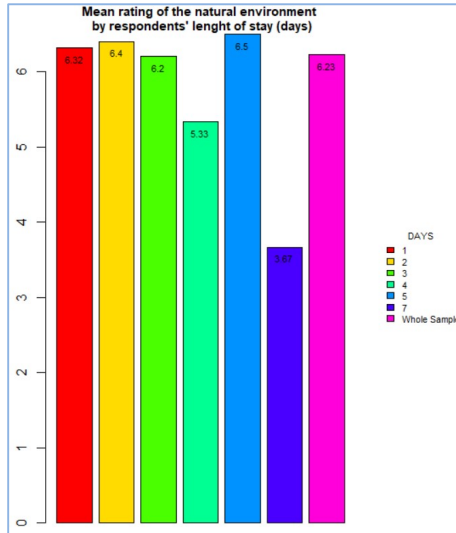
The entertainment and shopping - travel motivation ratio shows, on average, a negative opinion expressed by all visitors, except for business travelers, with a very high rate of 6,4.
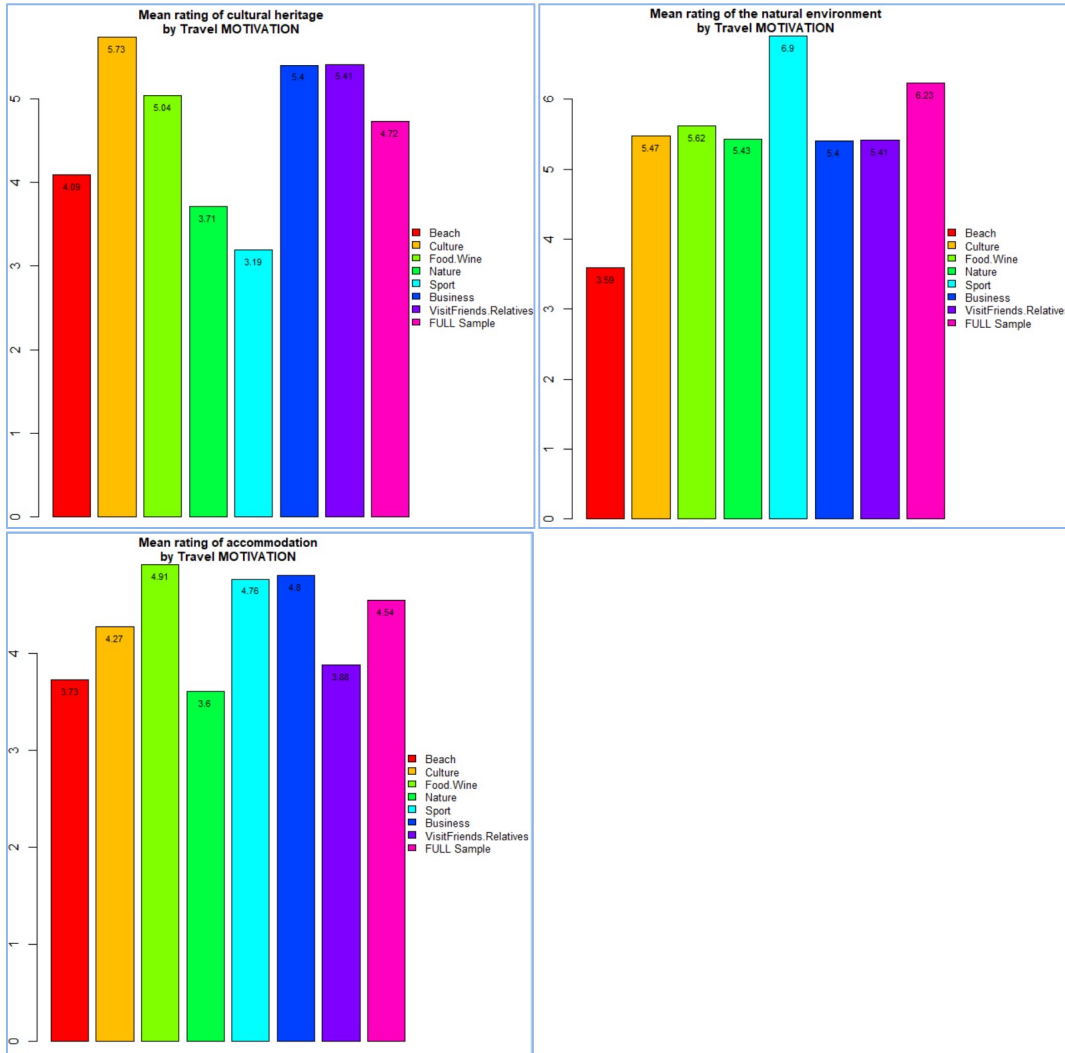
Cultural heritage perception by travel motivation reports a good rate for cultural travelers, which means that the cultural offer of selected destinations meets tourists and visitors' expectations. Business travelers and people visiting parents and friends appraise the cultural heritage of Alfonsine and Ostellato; the positive evaluation of both corporate travelers and people visiting friends could be attributed to appropriate promotional activities conducted by local municipality and individual institutions, such as the advertising campaign for the event Pensiero, Narrazione e Voce, promoted by Alfonsine municipality. The event, held during the summer, has been advertised on social networks and through the distribution of postcards and brochures.

Tourists related to beach motivations seems to not appreciate natural environment, probably because main motivation of the trip is related to beach activities and respondents have different interests and expectations.

Do the assessments change, based on the accommodation type, the tourist's motivation, the length of stay? How? How can you explain this? What does it suggest in terms of tourism destination development strategy, sustainability and heritage preservation?
(ONLY GRAPHS SHOWING CONSIDERABLE DIFFERENCES ARE REPORTED: IF NOT IN GRAPH, NO CONSIDERABLE DIFFERENCE IS FOUND.)

Mean rating of the natural environment by respondents' lenght of stay (days)

Mean rating of climate by respondents' lenght of stay (days)

Mean perception of cheapness by Travel MOTIVATION

Mean rating of enterteinment and shopping by Travel MOTIVATION

Mean rating of cultural heritage by Travel MOTIVATION

Mean rating of the natural environment by Travel MOTIVATION

**Mean rating of accommodation by Travel MOTIVATION**

4.4 The tourism workers attitude in *Alfonsine and Ostellato*

The average perception of local workers' professionalism and sense of hospitality felt by tourists and visitors is represented in fig. 32.

In general, respondents consider Alfonsine and Ostellato places where they fell welcomed, with a higher rate for Ostellato. The data related to Ostellato could by explained by the fact that the destination is the competition venue where international and national fishing contests are held, with tourists and visitors coming from all over the world. Ostellato has accommodations that offers physical features and services that attract nature-based tourists and rural tourists from different regions and countries and both hotel owners and residents are used to welcome tourists of different backgrounds and nationalities. Alfonsine is home of various international companies, as Fruttagel and Marini Spa, and it is predominantly frequented by business travelers Professionalism shows a very low rate for both destinations, probably due to the lack of soft skills, such as customers service and management skills as well as some identified 'hard skills' such as

technical competencies. Moreover, the attractiveness of the industry to workers is poor due to low wages and unclear career paths are a hindrance to attracting and retaining the best people.

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

Figure 32 Perception of professionalism and hospitality
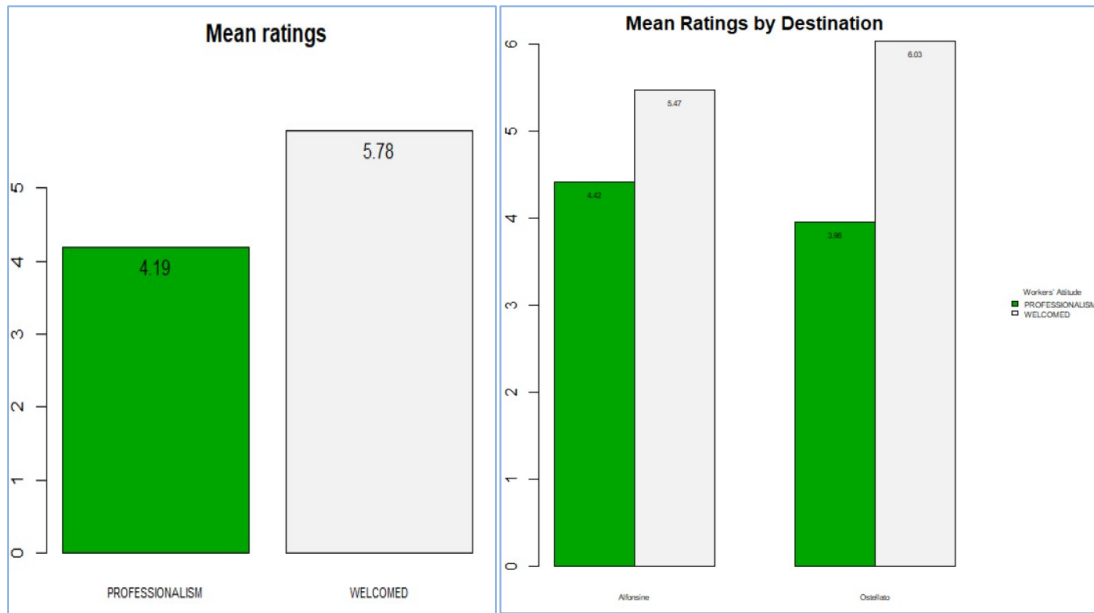
The graph presents a huge gap between housewives and other working categories of respondents, while unemployed have a positive perception of tourism' workers professionalism.
Are there considerable differences in answers between male and female, age classes, people with different occupations, education level or family income? How can you explain them? What does it suggest in terms of tourism destination image and development?
(ONLY GRAPHS SHOWING CONSIDERABLE DIFFERENCES ARE REPORTED: IF NOT IN GRAPH, NO CONSIDERABLE DIFFERENCE IS FOUND.)

Mean rating of tourism workers' professionalism by respondents' occupation
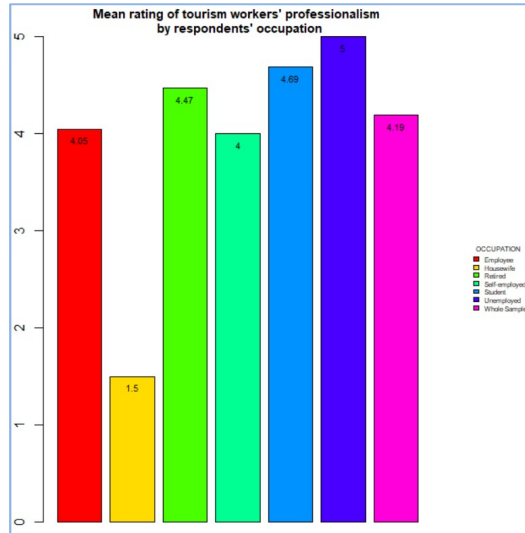
The graphs illustrated in fig.33 show the results stemmed from the relation of different elements. Tourists and visitors travelling for sports fell a deeper spirit of hospitality on selected destinations probably because, especially in Ostellato, they are not first-time visitors. For example, fishing competitions take place all years in the same locations all over Italy and many respondents confirmed that they had been to Ostellato many times.

Visitors with beach motivation do not experience a positive welcome feeling on selected destinations, probably because residents living on coastal towns are more used to have connections and exchange relationships with visitors and tourists.

As far as tourism workers' professionalism, it seems like the less visitors stay, the more they appreciate the professionalism of employees working in tourism. On the contrary visitors spending from 2 to 7 days in selected locations, attribute an unfavorable value to professionalism and the rate decreases with the increase of days spent on locations. The more critical evaluation of tourists spending longer periods could result from visits and excursions to less frequented places, natural areas or cultural buildings which, most of the time, are closed or unattended or attended by unskilled workers.

Ratings of worker professionalism by travel motivations report a negative trend for tourists with beach motivations which could be attributed to a comparison between employees' skill of selected destinations and employees' skills of costal towns, where the latest are probably more
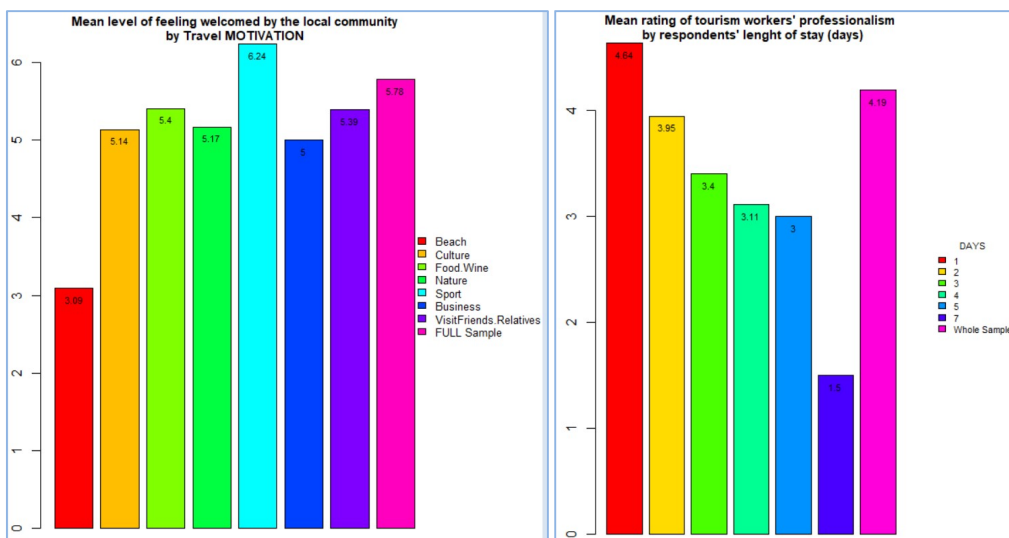
trained and used to deal with visitors and tourists. Business travelers give a good evaluation to professionalism, probably due to speed and efficiency (e.g. at the restaurant).

Visitors travelling for nature and sport motivations have the most negative judgements; since they represent the highest number of tourists in selected locations, the reasons and the cause should be further investigated.

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

(ONLY GRAPHS SHOWING CONSIDERABLE DIFFERENCES ARE REPORTED: IF NOT IN GRAPH, NO CONSIDERABLE DIFFERENCE IS FOUND.)

Figure 33

Mean rating of tourism workers' professionalism by Travel MOTIVATION / Mean rating of tourism workers' professionalism by respondents' accommodation
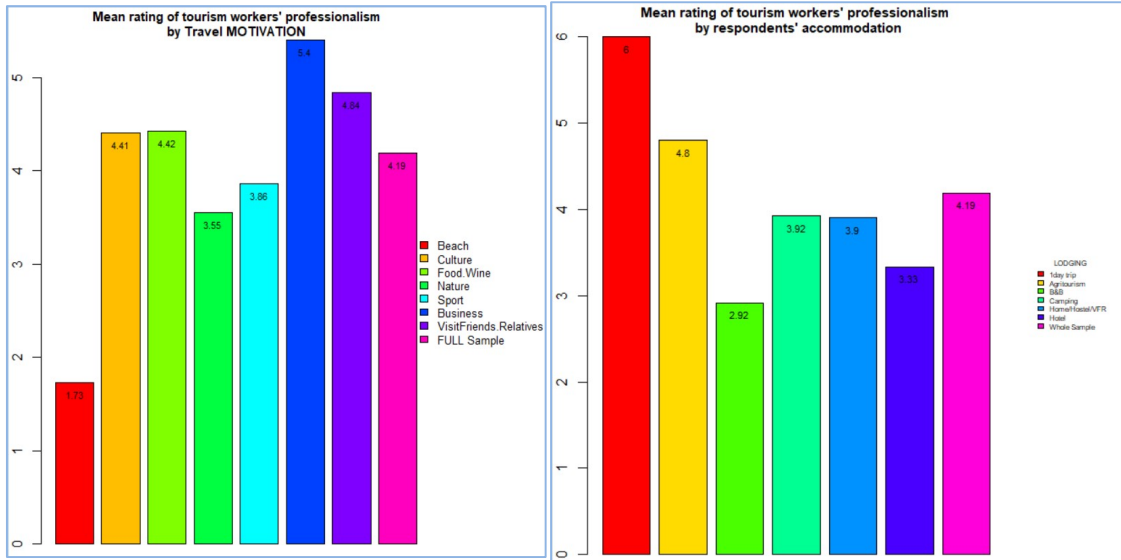
4.5 The perceived social responsibility in *Alfonsine and Ostellato*

As far as local social welfare and environment protection, respondents value welfare 4.07 and environment protection 4,45, as reported in fig. 37. The perception, in general, is not very high when we consider that the maximum value is 7.00.

Local social welfare is perceived as particularly poor in Ostellato, with a score below 4.00 and could be attributed to different factors such as the presence of many abandoned and empty rural houses and buildings both in the countryside and in village center, the lack of services, facilities and local transports and rural depopulation.

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

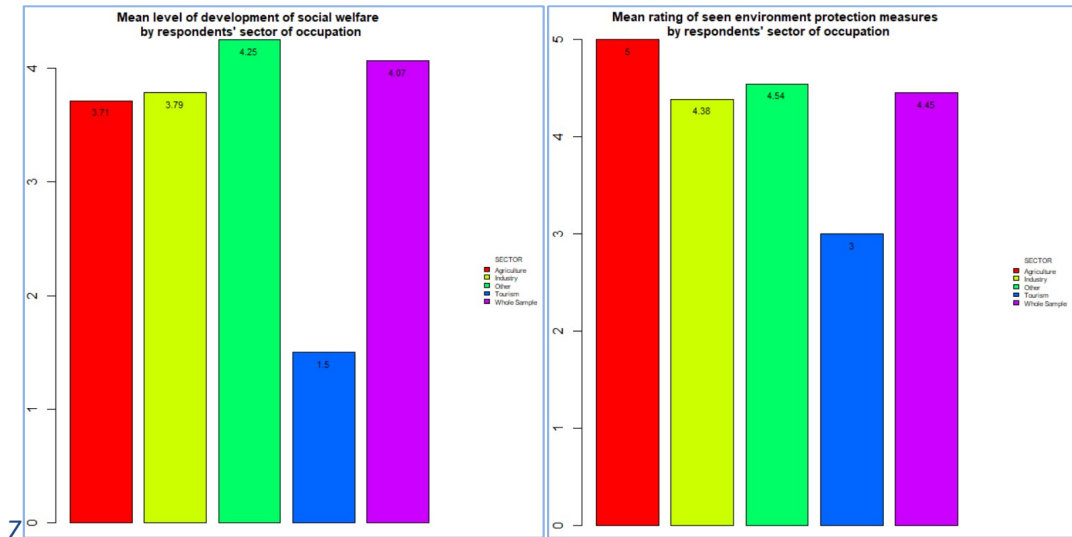*Figure 34 Perception of welfare and environment protection*

Respondents employed in tourism sector have the most negative perception of social welfare with a rate of 1,5. The reason might be related to the idea that touristic destinations should provide more richness to its inhabitants and the consequent flowering and development of commercial activities and services for tourists and residents. Ostellato and Alfonsine, on the contrary, do not offer a wide choice and variety of options and there is a shortage of arts and entertainment facilities, poor train and bus connections with cities, limited access to youth employment and low wages that encourage young people to leave the community.

Again, respondents employed in tourism perceive environment protection generally as not very good with xxx score, while other categories have a higher evaluation. Tourists active in the agricultural sector seem to appreciate the measures in use to protect the environment, which is probably related to low environmental impact farming techniques related to crop rotation, fertilizer applications, soil management techniques etc...

Are there considerable differences in answers between male and female, age classes, people with different occupations, education level or family income? How can you explain them? What does it suggest in terms of tourism destination image and sustainability?
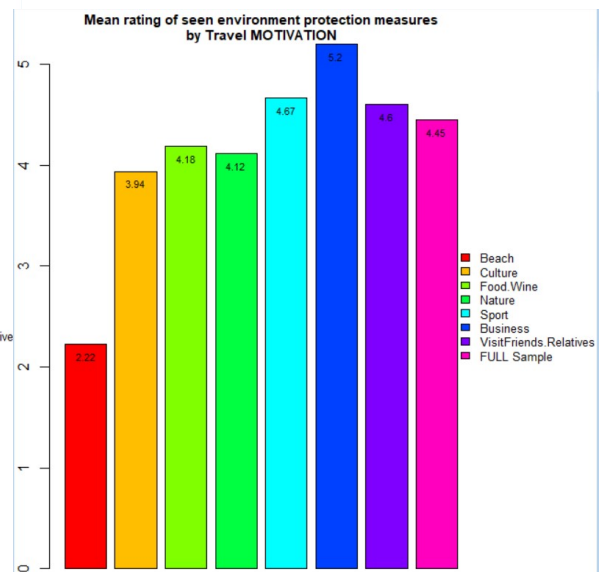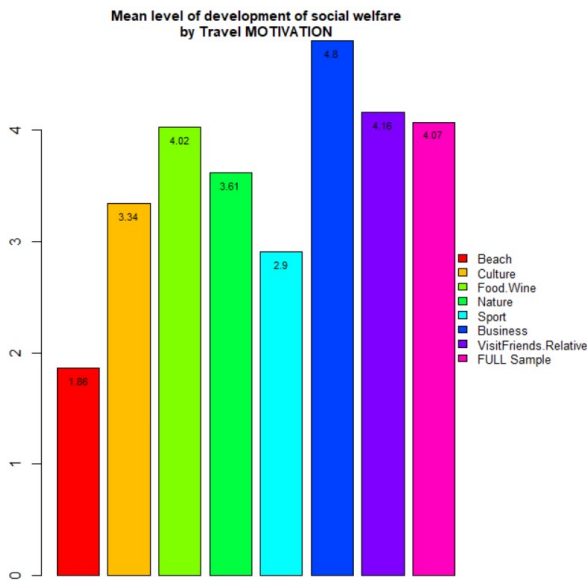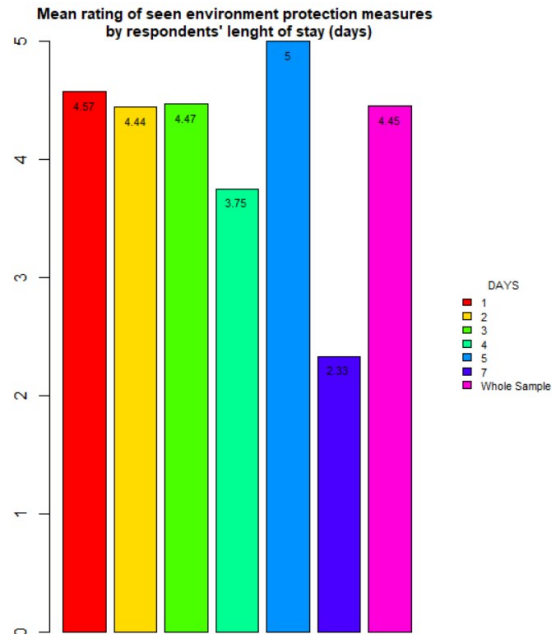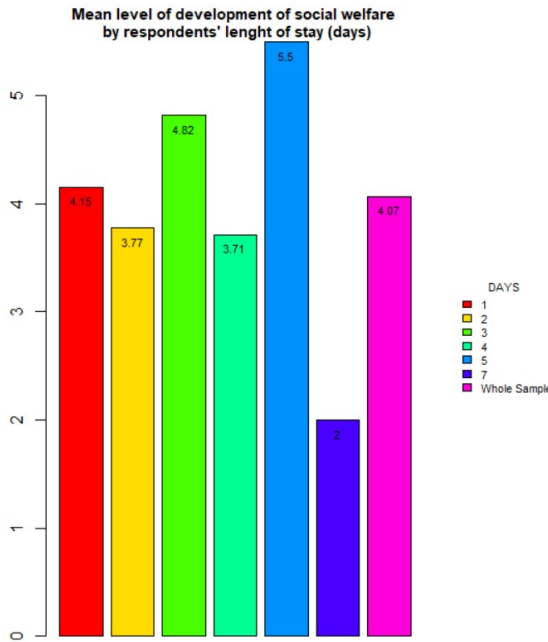
(ONLY GRAPHS SHOWING CONSIDERABLE DIFFERENCES ARE REPORTED: IF NOT IN GRAPH, NO CONSIDERABLE DIFFERENCE IS FOUND.)

Mean level of development of social welfare by respondents' sector of occupation — **Mean rating of seen environment protection measures by respondents' sector of occupation**

With reference to the ratio between development of social welfare/tourists' length of stay and environment protection/tourists' length of stay, it is evident that respondents staying 7 days have a very low perception of both variables, probably because the longer time span give tourists more time to explore the territories and discover both hidden treasures and severe weaknesses.

The ratio development of social welfare/travel motivation and environment protection measures/ travel motivation reveals a score above average for business travels and a score below average for tourists with beach motivations. Probably business travelers, commonly accustomed to large cities with social inequalities and poor air quality, have a positive perception of selected destinations.

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

==(ONLY GRAPHS SHOWING CONSIDERABLE DIFFERENCES ARE REPORTED: IF NOT IN GRAPH, NO CONSIDERABLE DIFFERENCE IS FOUND.)==

Mean level of development of social welfare by respondents' lenght of stay (days)

Mean rating of seen environment protection measures by respondents' lenght of stay (days)

Mean level of development of social welfare by Travel MOTIVATION

Mean rating of seen environment protection measures by Travel MOTIVATION

5. THE REPUTATION OF ALFONSINE AND OSTELLATO

The reputation analysis of Alfonsine and Ostellato was conducted with Google Trend analysis and with interviews to 168 visitors and tourists, 93 in Ostellato and 75 in Alfonsine.

The Google Trend analysis revealed that the keyword Ostellato is mainly searched in Italy, followed by few researches in Austria and United States, while Alfonsine' popularity worldwide is more representative, and the researches generate from countries as Hungary, Belgium and Spain.

These data suggest that Alfonsine is mainly an international business traveler's destination, as rising queries refer mainly to local commercial and trading companies while researches related to monuments, festivals, cultural events and natural sites have a very low popularity in Italy and worldwide.

As far as Ostellato, rising and most searched queries confirm the popularity and interest for Le Vallette di Ostellato, the keyword "Ostellato pesca" and local lodging activities as Hotel Villa Belfiore and Borgo Tassone. Based on Google trend analysis data, Ostellato has a fair good reputation related to natural environment and fishing activities

For both destinations the relax dimension is the most praised one, followed by the entertainment dimension. The higher preference to relax is probably due to the quietness and tranquility of both locations; Alfonsine and Ostellato offer landscape and natural environment as primary source of touristic offer and it can be assumed that one of the main motivations for visiting rural villages is relaxing and being close to nature and authenticy.

While transports and security have a fair good rate, mean ratings related to image and marketing activities are below the average. Transport and accessibility system are not considered efficient by one day visitors (3,5), where the low satisfaction could be presumably connected to the limited number of trains from and to both destinations while low perception of marketing and communication initiatives might be related to the absence of a destination marketing strategy that should provide a common point of reference for all local activities and organizations and ensure a disciplined approach to marketing.

The little knowledge about marketing amongst suppliers, coupled with the diverse interests of different stakeholders, and the narrow association of marketing with only advertising, all seem to compete equally towards a poor effectiveness of marketing strategies. the local tourism industry is fragmented and composed primarily of local individualistic small businesses which have no collective strategy. Typically, in tourism destinations, collective strategy is coordinated

by the formation of a destination marketing organizations (DMOs), which should provide the basis for collective marketing strategy, and progressively for destination management strategy.

The respondents' perception of the level of attractiveness of destination image is also very low for and, as image affects all phases related to consumers behaviour, not only before, but also during and after the trip, it can be assumed that image can influence tourists' intention to visit/revisit tourist destinations and has an impact on intentions to recommend destinations to family and friends.

Both destinations are mostly appreciated for natural heritage, especially Ostellato. The appreciation of nature and landscape by tourists in both destinations is an extremely positive element that allows us to affirm that nature and environment are key elements of attractiveness on which the touristic offer should be developed and improved.

Natural heritage in Alfonsine has a lower rate compared to Ostellato (5,5), possibly due to the organization of the natural reserves, which are opened only on demand and do not offer ancillary services to visitors and tourists, as toilets and refreshment stands. On the contrary Alfonsine was praised for cultural heritage by different type of visitors, which means that the cultural offer meets tourists and visitors' expectations; the positive evaluation of different type of tourists and visitors could be attributed to appropriate promotional activities conducted by local municipality and individual institutions, in Alfonsine.

The evaluation for restauration and lodging activities in both destinations is not very high and could probably be improved in order to enhance overall customers' satisfaction. Being the rates very similar and the number and quality of restaurants and hotels very different for both destinations, it would be interesting to analyse which factors influence the dining experience: e.g. quality of food, quality of service, a pleasant environment.

The respondents' evaluation of shopping and entertainment presents a low rate both for Alfonsine and Ostellato. The two rural villages, deeply tied to the countryside around them, are suffering as technologies and economies change, rendering the industries and the commercial activities, that once sustained them obsolete, forcing their populations to relocate to urban centres. The centres, once full of shops, bars and activities, have seen many local activities closing, especially in Ostellato where the main square is surrounded by a succession of closed shops.

As far as entertainment, Alfonsine, with more than 100 cultural and voluntary associations, offers a wide range of activities, that involve mostly local inhabitants. Consequently, it would be worth to promote and advertise all local events to a wider public to increase attendance in terms of number and attract visitors and out-of-towners.

In general, respondents consider Alfonsine and Ostellato places where they fell welcomed, while

tourism workers' professionalism shows a very low rate for both destinations. This might be attributed to hospitality and tourism businesses that are owned and managed by micro and small-sized enterprises. Business organisations and policy makers should identify the training and skills needs of the hospitality and tourism employees and invest in them so that they can perform better.

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

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