

EXCOVER –LOCAL REPUTATION ANALYSIS

CAMPOBASSO

MUNICIPALITY OF CAMPOBASSO

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1. INTRODUCTION TO REPUTATION ANALYSIS

The City of Campobasso participates in the EXCOVER Project with the aim of developing sustainable tourism as a privileged engine of economic growth, because currently the influx of tourists is scarce, well below the potential level that local resources might be able to attract.

Therefore, in order to develop an effective strategy to make Campobasso a popular tourist destination, it is necessary to understand why many people do not choose it as a destination for their travels and holidays and what changes could improve its tourist attraction. In particular, the focus is on:

- How much (little) popular Campobasso is,
- In what respects he is best known,
- What is associated with the thought of people from different countries,
- How potential visitors perceive it
- What deters them from visiting,
- What is the idea that tourists get by trying the destination.

To investigate the collective judgments of potential and real tourists on Campobasso as a tourist destination, a reputation analysis based on demand is carried out. The object of the survey is the reputation of the area that encloses, to a certain extent, the construction of satisfaction towards real tourists (to be induced to revisit), but is also measurable with reference only to potential visitors (the main objectives to be attracted to develop the local tourism sector). In addition, it has been shown that a favorable reputation can positively influence the image of a destination (which is transmitted to the general public of potential visitors), the perception of its value and the loyalty of tourists.

The current reputation analysis is based on direct (sample-based) and indirect (web-based) approaches.

This report examines various information from multiple sources:

- Google Trends,
- interviews with visitors to popular tourist resorts close to the locality concerned,
- Survey interviews with tourists in Campobasso.

2. GOOGLE TRENDS ANALYSIS

In order to assess how much Campobasso is actually known at both national and international level and how popular its attractions are, Google Trends data have been analyzed for the period from May 2017 to May 2020 (last three years).

Google Trends is a feature of Google (the search engine currently most used by internet users) that allows you to see how often keywords, specific subjects and phrases have been searched over a certain period of time, showing the frequency with which a given term is searched in the Google search engine.

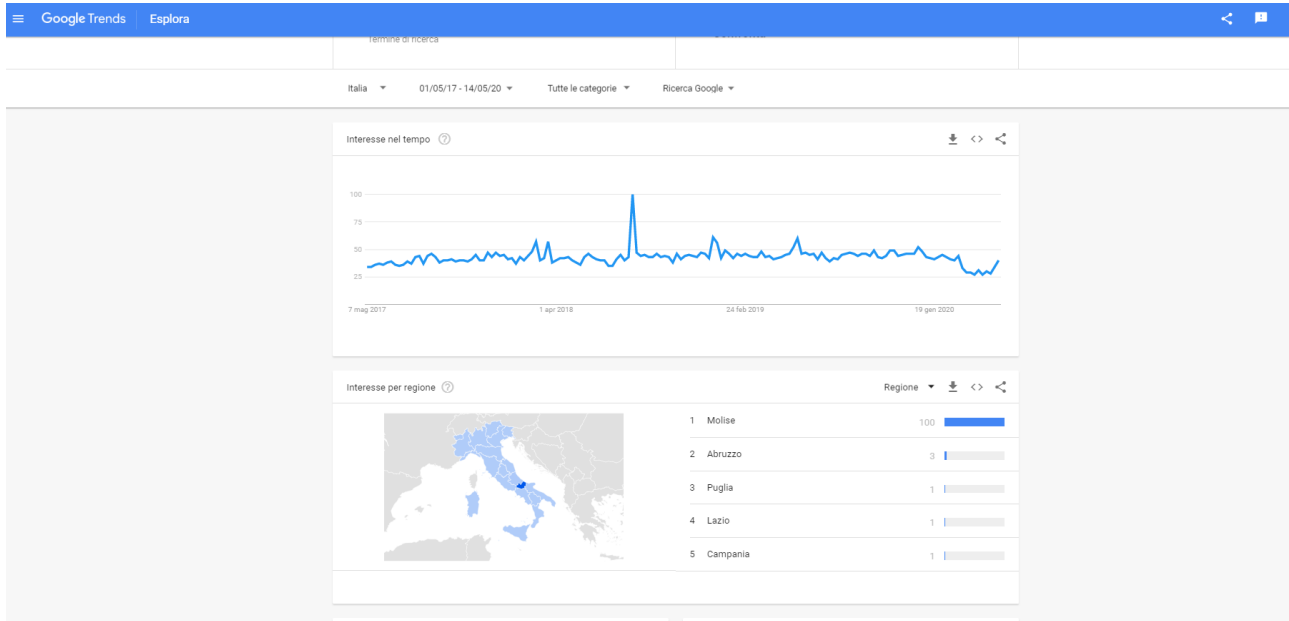
The search terms used in the analysis are the following:

- Campobasso
- Monforte Castle of Campobasso
- Villa de Capoa di Campobasso
- Church of San Bartolomeo di Campobasso
- Church of San Giorgio di Campobasso
- Sannitico Museum
- Historical Centre of Campobasso
- Misteri Campobasso
- Other locations in Molise (Altilia di Sepino, Pietrabbondante, Scapoli, Isernia)
- Other regional and national locations (Termoli, Vasto, Benevento, Chieti).

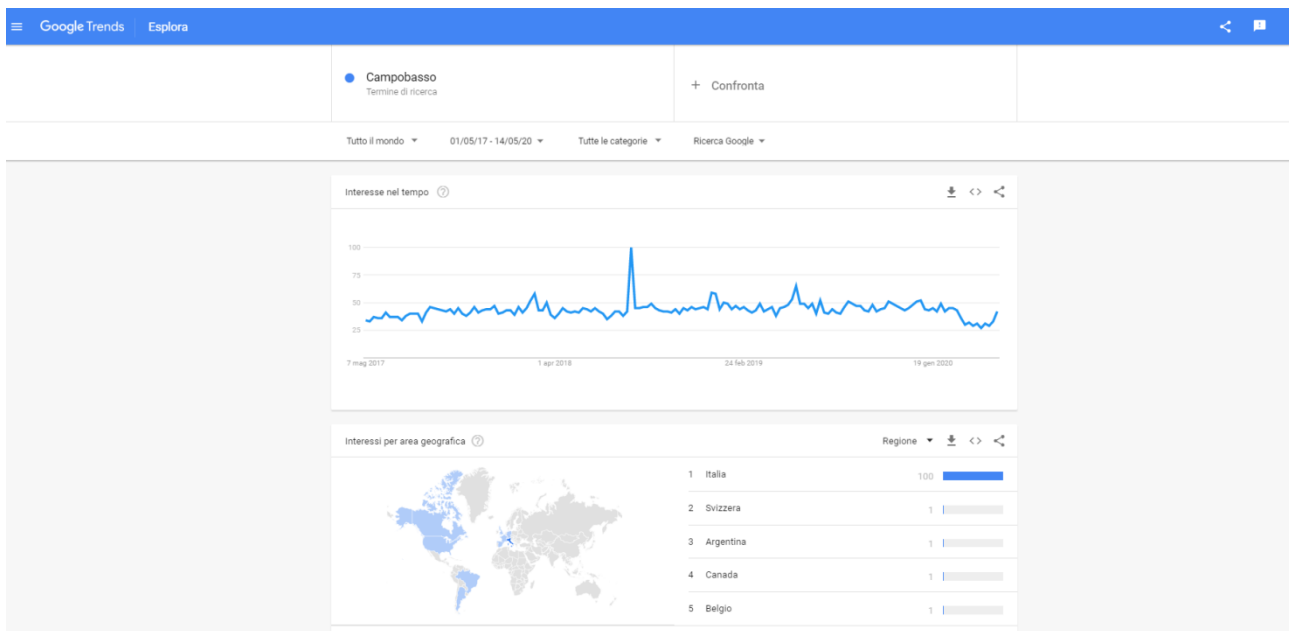
The following categories have been taken into consideration for the research:

- General
- Art and Entertainment
- Travel

Graph 1

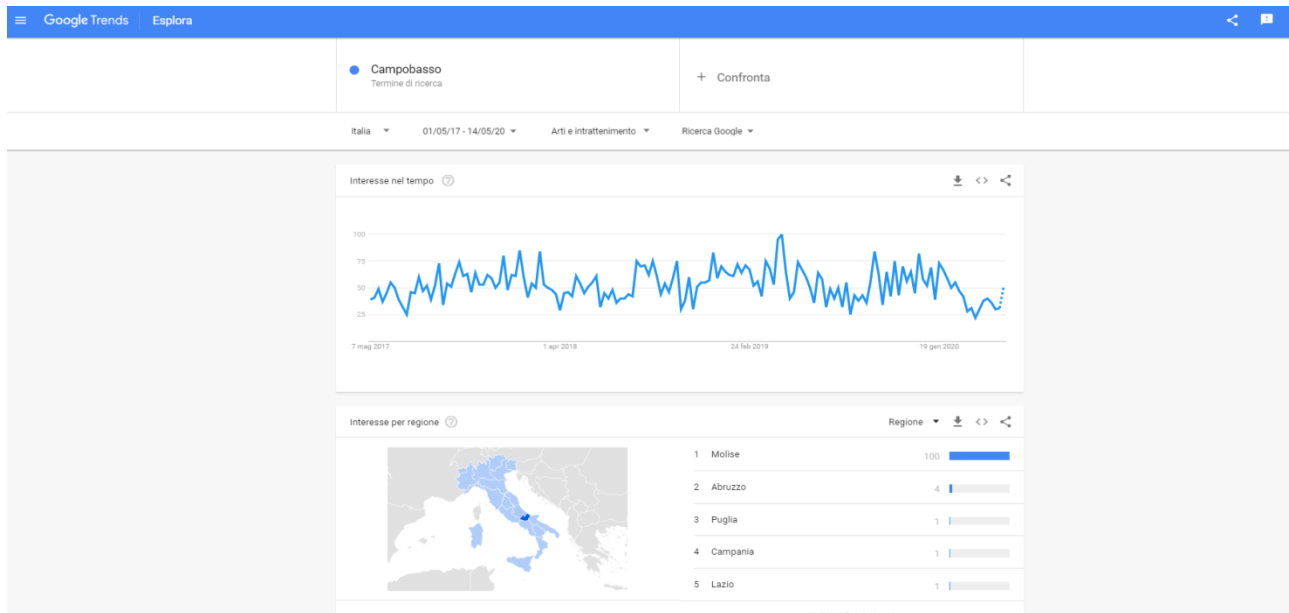


Graph 2

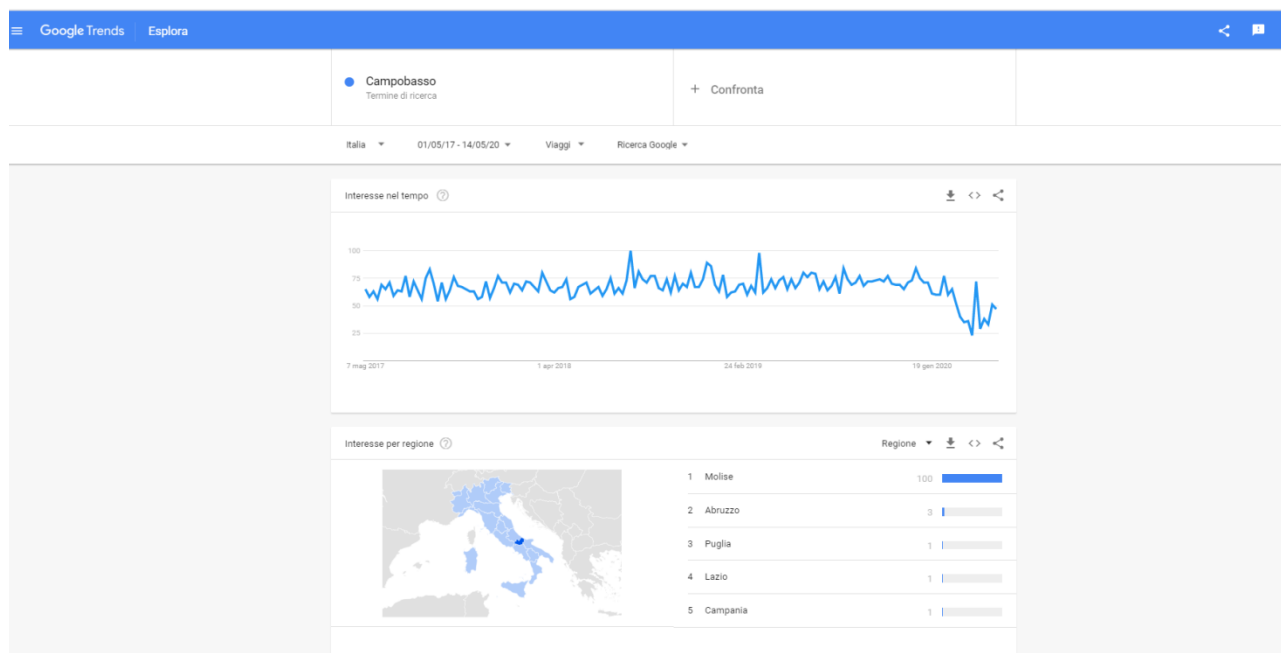


The graphs show the dynamics of the popularity for the locality Campobasso and are related to all categories. In the picture no. 1 you can see a sharp increase in the week 12 - 18 August 2018, while the rest of the line is stationary. It is also clear that the locality was sought mainly within the region, while the very low data of extra-regional research are concentrated in the neighbouring ones with a slight advantage for Abruzzo (Graph 1). As far as international research is concerned, we note that - as well as in Italy - it is carried out with very low numbers, in countries such as Switzerland, Argentina, Canada and Belgium (Graph 2).

Graph 3



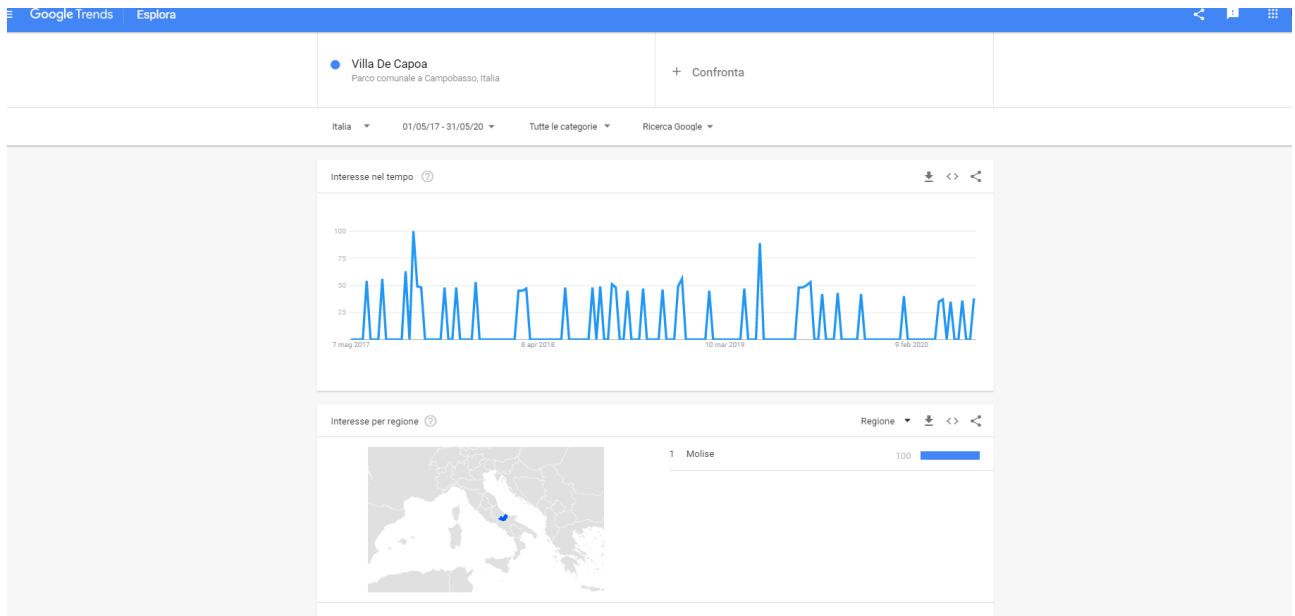
Graph 4



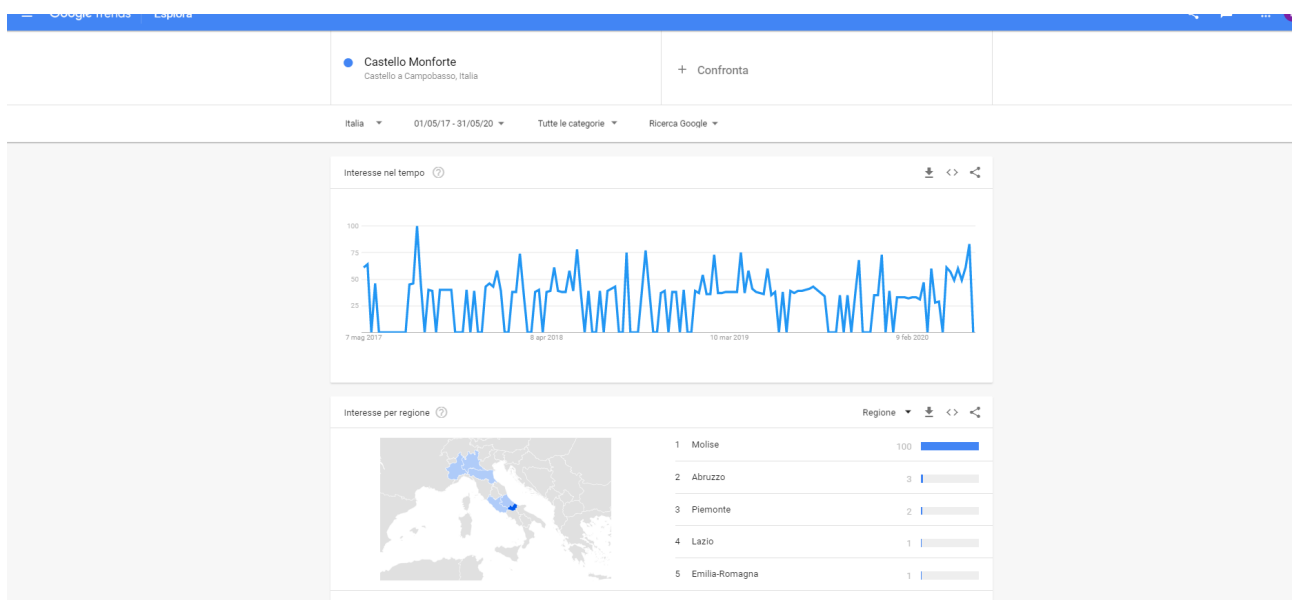
The graphs n. 3 and n. 4 are always related to the analysis of the Google trends of the locality Campobasso, but are specific to the categories "art and entertainment" (n. 3) and "travels" (n. 4). As for "art and entertainment" we note a regular line with peaks related to particular periods (12 - 18 August 2018, 24 - 30 March 2019 and 29 December 2019 - 04 January 2020), while for the category "travel" the graph is always very regular with the peak reached in the week 05 - 11 August 2018 and a natural decrease after that of 09 - 15 February 2020, the beginning of the emergency period related to the pandemic from Covid 19.

Even in these two graphs the research is mainly carried out within the regional territory, while those carried out outside are limited to neighbouring regions.

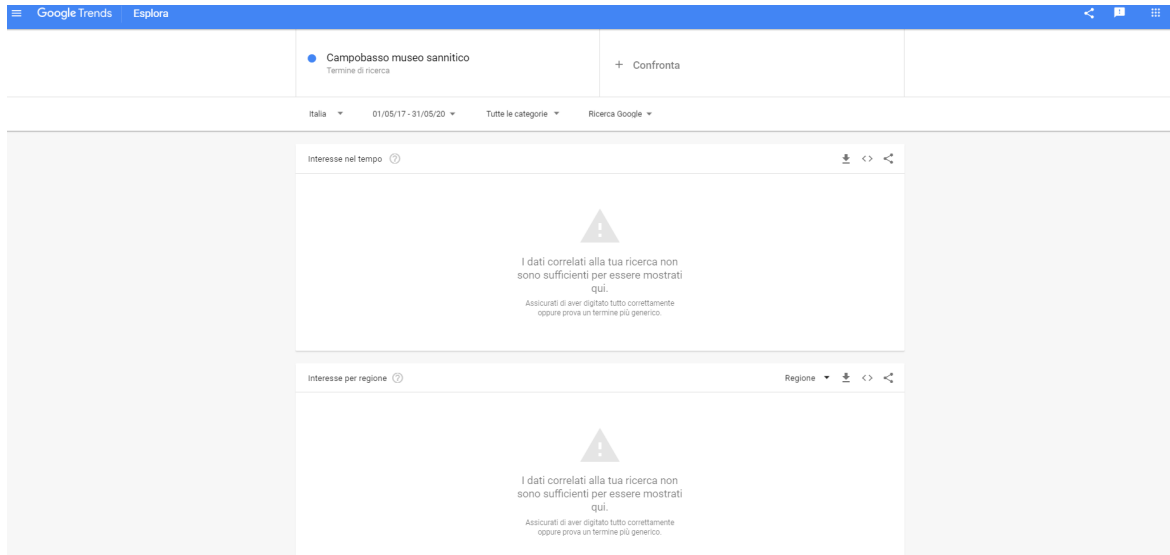
Graph 5



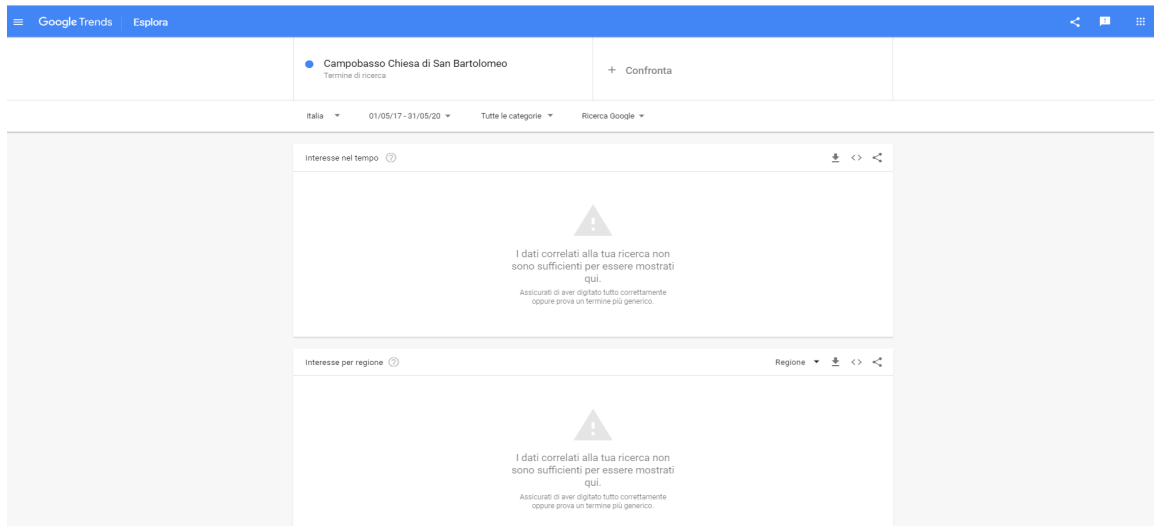
Graph 6



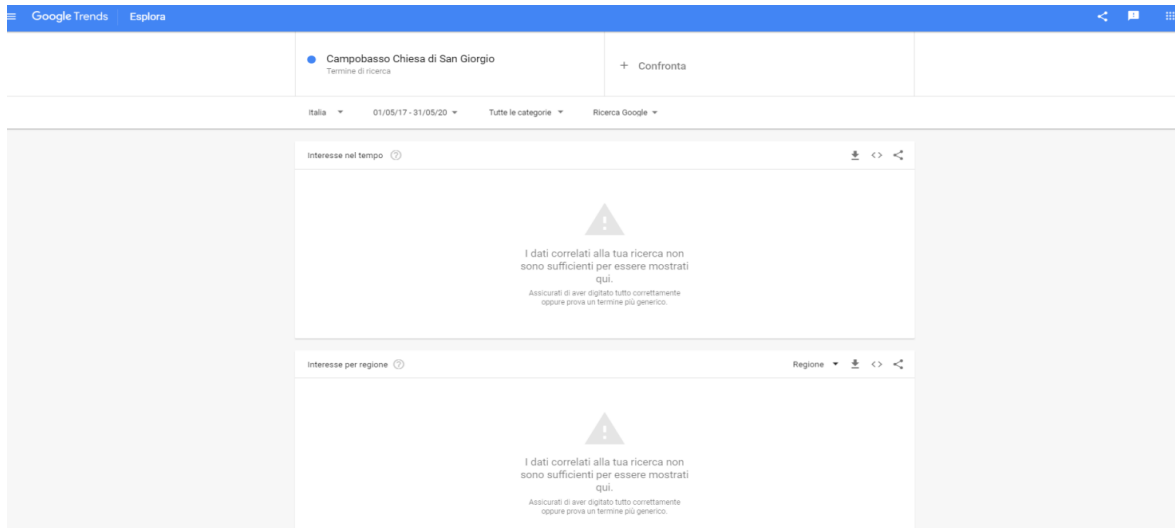
Graph 7



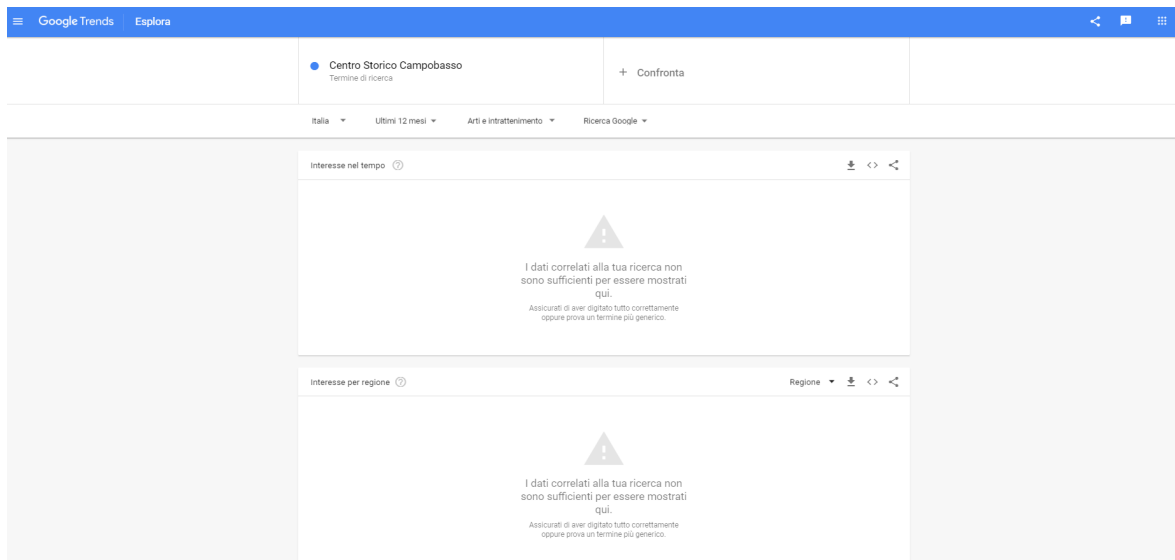
Graph 8



Graph 9



Graph 10



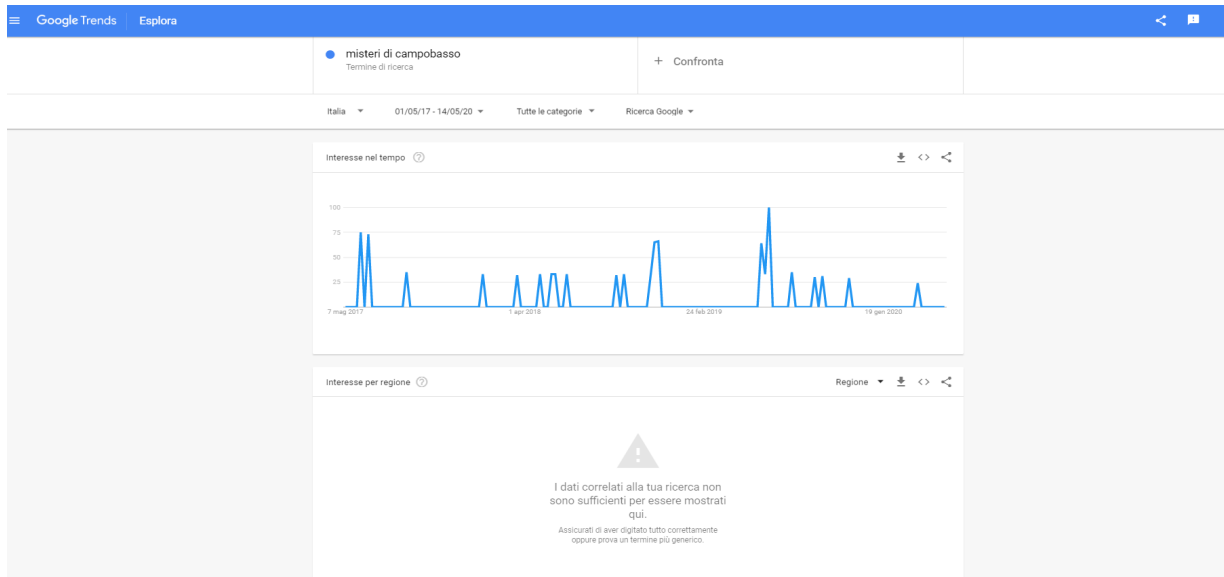
The graphs n. 5, n. 6, n. 7, n. 8, n.9 and n.10 were carried out by inserting in the search terms places of particular historical and artistic interest for Campobasso, the first two, precisely the Monforte Castle and Villa De Capoa, they have such popularity on Google that they can be analyzed. The two places were mostly searched within the regional territory and with a pattern in time regular enough not to allow us to identify peaks in the vicinity of particular periods.

As for graphics n. 7, n. 8, n. 9 and n.10 (the Sannitico Museum, the Church of San Bartolomeo, the Church of San Giorgio and the historic center of Campobasso) do not, however, have a "sufficient popularity", that is, their search has been carried out so rarely that the data are not such that they can be included in the Google trends rankings.

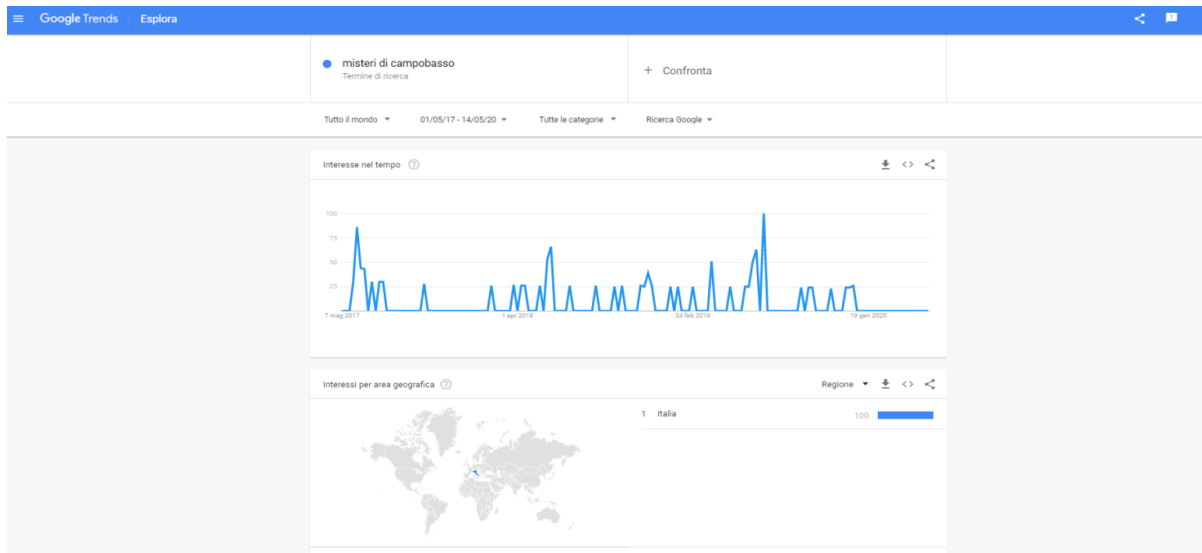
Below the table of terms sought, the category and the area in which it was carried out that returned a research volume lower than the so-called "sufficient popularity".

Term Searched	Category	Country/Around the world
Historical Centre of Campobasso	General	Italy - All over the world
Church of San Bartolomeo	General	Italy - All over the world
Church of San Giorgio	General	Italy - All over the world
Historical Centre of Campobasso	General	Italy - All over the world

Graph 11

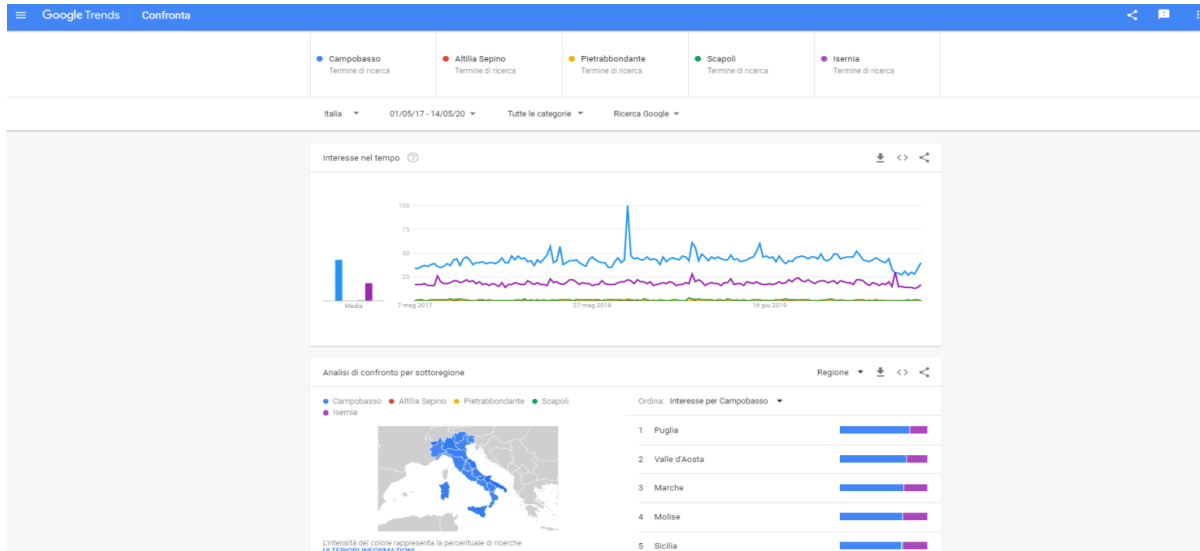


Graph 12

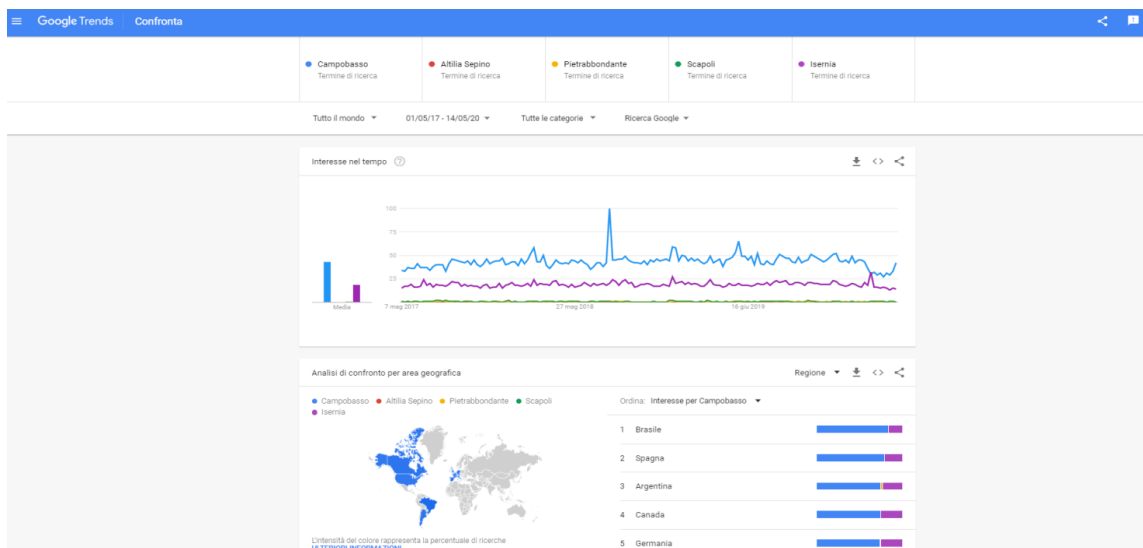


If instead the search is carried out on one of the most important identity events of the city of Campobasso, that is the traditional procession of the "Mysteries" the data available are such as to fall into the trending topics and the peaks are relative to the month of June, the month in which the event usually takes place. However, we note that the data useful for the survey on a regional basis are not available (Graph 11) while, if the analysis is carried out on an international basis, it is found that all the research takes place in Italy (Graph 12).

Graph 13

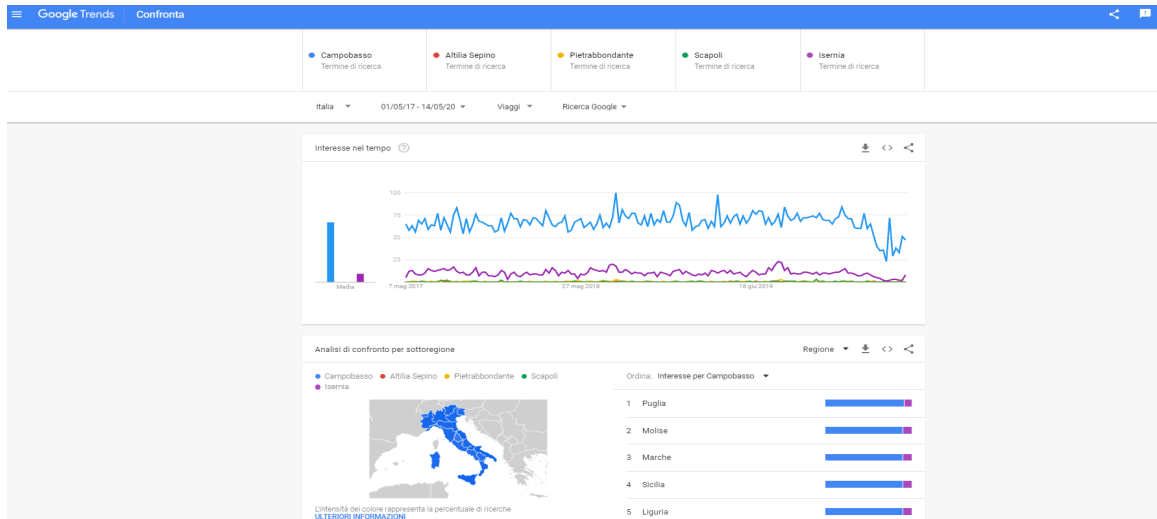


Graph 14

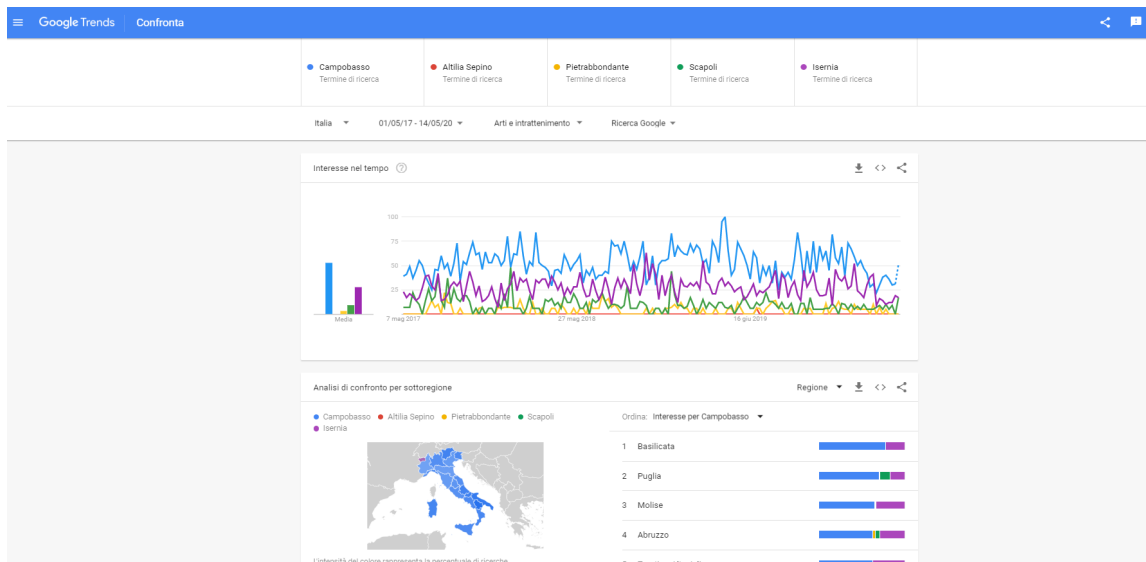


In graphs 13 and 14 we made a comparison between our locality of reference (Campobasso) and four other Molise localities of particular historical and artistic interest, precisely Altilia di Sepino and Pietrabbondante for their archaeological sites, Scapoli for the particular identity event of the Festival of Zampogna and Isernia as a city that houses the Paleolithic museum. From the analysis it emerges that it is however Campobasso the city with more searches carried out, followed by Isernia and paired the other three. These data are the same both if the analysis is carried out at national level (Graph 13) and if it is carried out at international level (Graph 14).

Graph 15

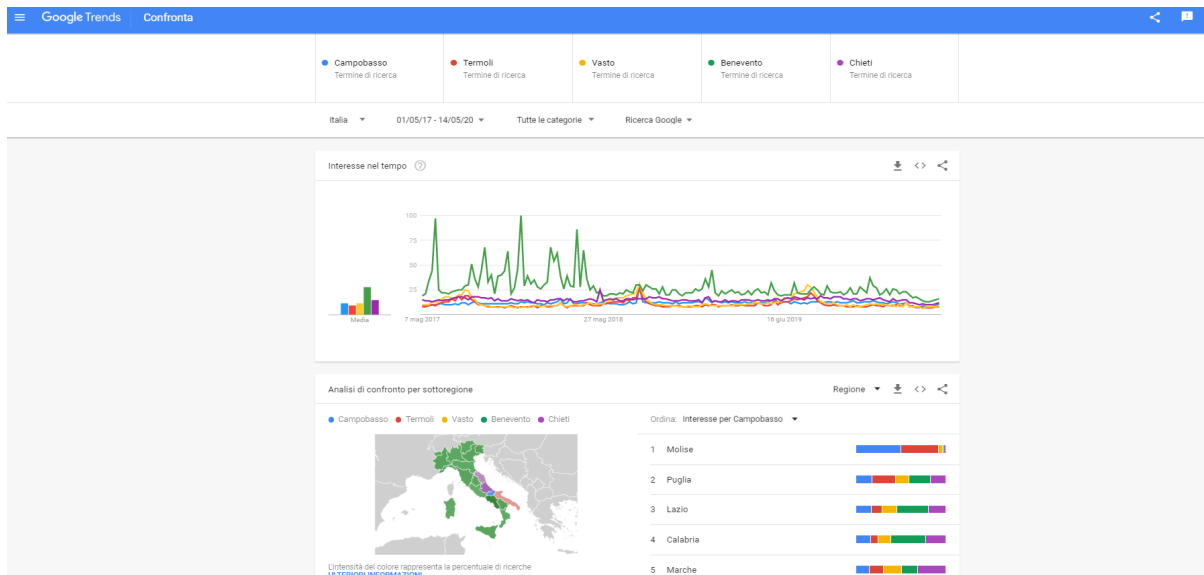


Graph 16

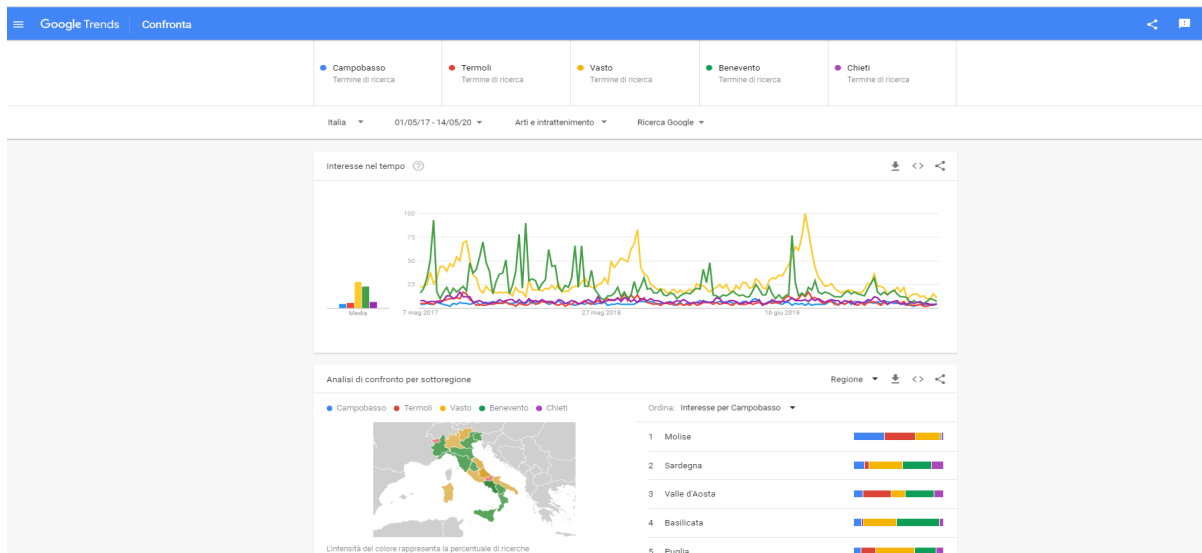


The comparison data are almost identical whether the search is performed in the specific category of "travels" (Graph 15) or whether it is performed in the category "art and entertainment" (Graph 16).

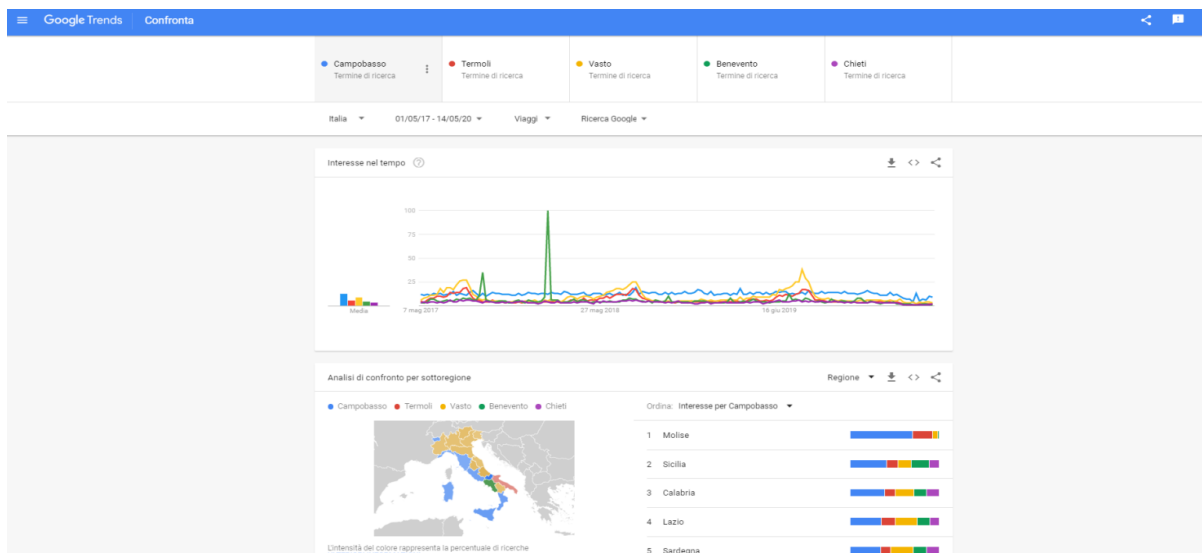
Graph 17



Graph 18



Graph 19



In the last part of this analysis we wanted to compare the trend of research relating to the city of Campobasso with cities that could be considered its possible competitors, such as Termoli (CB), Vasto (CH), Benevento and Chieti. The general analysis sees a prevalence of Benevento to show its best positioning on the web, while the other four locations examined travel more or less on similar data (Graph 17). The evaluation changes when the comparison takes place in the specific category of "art and entertainment" where Campobasso, Termoli and Chieti always remain at the bottom of the ranking more or less on the same levels, while Vasto - at certain times of the year - also surpasses Benevento (Graph 18). Finally, with regard to the surveys carried out in the category "travels", Campobasso ranks second in the searches carried out on the national territory being preceded only by Vasto (Graph 19).

2.1 Conclusions

The conclusions that we can draw from the analysis of the Google trends described above return a photograph of the tourist destination examined with chiaroscuro of difficult interpretation. Specifically, the dynamics of popularity for the locality of Campobasso shows increases in the periods of August and December that do not correspond to particular events that take place in the locality concerned. Therefore, we can imagine that such peaks of popularity on Google are due to those Campobassani who work outside and return home for summer or Christmas holidays.

As far as the very low figures for extra-regional research are concerned, we can see that they are concentrated in neighbouring regions, while for international research we see that they are carried out, albeit with very low numbers, in countries such as Switzerland, Argentina, Canada and Belgium, which are countries of considerable immigration from Molise and which confirm what was previously envisaged.

With regard to the analysis carried out on the places of particular historical and artistic interest in Campobasso, we realize that only the Monforte Castle and Villa De Capoa, have such popularity on Google that they can be analyzed. But they have been searched mainly within the regional territory and with a trend in time regular enough not to allow us to identify particular peaks. In addition, the analysis of Google trends returns only numerical results and not qualitative and this does not allow us to identify the mood with which we talked about such topics on the net.

Other places of interest, however, such as the historic center, the Sannitico Museum, the Church of San Bartolomeo and the Church of San Giorgio do not return a "sufficient popularity", that is, their search has

been carried out so rarely that the data are not such that they can be included in the Google trends rankings.

The most important identity event of the city of Campobasso, that is the traditional procession of the "Mysteries", deserves different treatment. In this case, the available data are such as to fall into the trend topics and the peaks are related to the month of June, the month in which the event usually takes place. However, we note that the data useful for the survey on a national basis are not available, while, if the analysis is carried out on an international basis, it is found that all the research takes place in Italy.

Subsequently we tried to compare the popularity of the destination concerned with four other Molise localities of particular historical and artistic interest, namely Altilia di Sepino and Pietrabbondante for their archaeological sites, Scapoli for the particular identity event of the Festival of Zampogna and Isernia as a city that houses the Paleolithic museum. From this comparison it is noted that Campobasso is still the city with more research carried out, followed by Isernia and paired the other three. These data are the same at both national and international level. In practice, from the internal comparison to the regional territory, however, Campobasso is the lion's share. This, however, should not lead us to think that the web positioning of the city of Campobasso is at sufficient levels, but rather should lead us to reflect on the weakness of digital positioning of all the locations in Molise examined.

Finally, we wanted to compare the trend of research related to the city of Campobasso with cities that could be considered its possible competitors, such as Termoli (CB), Vasto (CH), Benevento and Chieti. The general analysis sees a prevalence of research for Benevento to show its best positioning on the web, while the other four locations examined travel more or less on similar data. The evaluation changes when the comparison takes place in the specific category of "art and entertainment" where Campobasso, Termoli and Chieti always remain at the bottom of the ranking more or less on the same levels, while Vasto - at certain times of the year - also surpasses Benevento. This is due to the fact that the seaside town is a very popular destination in the summer and in this period its program of artistic and entertainment events is very dense.

3. 'NON-TOURIST' SURVEY ANALYSIS

In order to transform the town of CAMPOBASSO into a tourist destination, the opinions of tourists who have arrived in MOLISE but have not visited and who will not visit Campobasso are of particular interest, since if they are able and willing to travel the distance from their home city to MOLISE, including the affected location, they could find the region altogether attractive, but first of all they could include CAMPOBASSO in their travel itineraries in Molise. In this analysis of reputation, such tourists (who visit most popular destinations near CAMPOBASSO) are called "non-visitors" to highlight that they can "easily" visit Campobasso, but they do not.

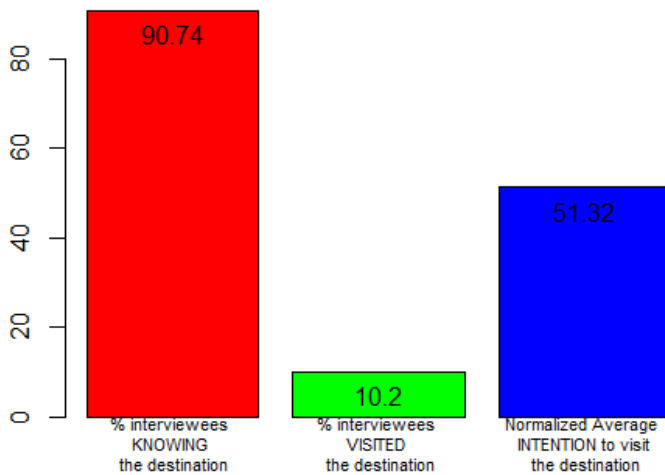
The reputation of CAMPOBASSO from the point of view of "non tourists" was examined through a semi-structured survey on the opinions of FORTY people interviewed who visited the following sites: *archaeological area of SAEPINUM/ ALTILIA, Isernia, Gambatesa, Termoli, Campomarino, Cercemaggiore, Colle d'Anchise, Trivento, Jelsi, Riccia, Gildone, all places in the region frequented by tourists from out of the region. The face-to-face interviews of the survey were conducted in about four months.*

3.1 POPULARITY "NOT VISITOR"

The first fact that is interesting and of immediate reading and evaluation that can be drawn from the interviews is the popularity of the city of Campobasso among those who have come to Molise to visit other places. Most respondents replied that they know the city (90.74%), which should not be surprising as it is also the capital of one of the 20 regions of Italy. Of those interviewed, however, 10% had already visited the city, while only half (51.32%) on average intend to return to Molise to visit it.

The objective of the project is to understand the lack of interest of the other half and to identify and propose an appropriate territorial marketing strategy.

Popularity



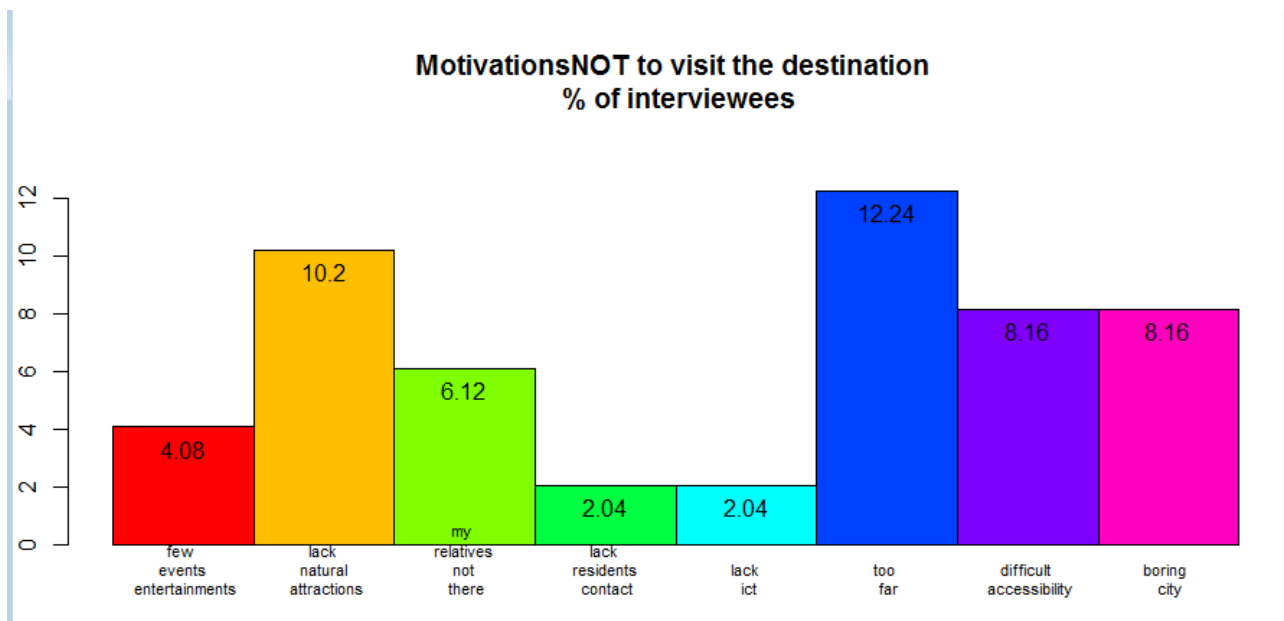
Starting from the evaluation of the answers to the questions related to the reasons for NOT visiting Campobasso, it emerges that the distance of the city, probably from the most important urban centers and road junctions in the surrounding area, is considered an element that makes the visit unlikely (12.34%). The figure for distance should be read in conjunction with the figure for accessibility difficulties (8.16%). Accessibility should be read in particular with regard to mobility and transport infrastructure: the city is not located near highway routes and is not well connected through public mobility due to a low frequency of trains and buses that connect it with the main cities nearby, such as Naples, Rome, Pescara and Foggia. Finally, on the regional territory there are no airport facilities, the closest are those of Pescara, Rome and Naples.

The deterrent of the difficulty of reaching the city is exacerbated by the impression that it is a small and boring provincial town (8.16%) that has little to offer in terms of events (4.08%) and especially of natural attractions (10.2%).

The latter data is indicative of the target of respondents and sites they choose: people interested in visiting places characterized by low human impact and high environmental quality, with attention to archaeological sites little known but of high interest, so they choose from Molise destinations more relevant to their motivations that do not correspond to those they consider stronger for the city of Campobasso.

Interesting is the indication of relatives or contacts present in the city as motivation to visit it: obviously it is not considered a tourist destination to visit for what it offers but rather as a destination for a trip addressed for relational reasons.

The data on the absence of ICT, very low, refers to a group of respondents evidently young, if not in the age of certain in the approach to new ways of travelling and reach their goals.



From the data that emerged, it is clear that in the opinion of the respondents there is a lack of an attractive offer for dynamic travelers looking for events and opportunities for fun during the visit and that it is such as to overcome the difficulties related to accessibility and absence of ICT and of personal relationships that justify the visit. But above all it is the absence of natural and environmental attractors to be prevalent: parks, cycle paths, nature areas nearby.

Interesting, for the project, is the figure according to which 2% of respondents believe that there is no contact with residents, a particular figure for a small town and prepared, by type of size and culture of membership, to a facilitated contact with its inhabitants.

In fact, Campobasso brings with it the definition of the early twentieth century of "City - Garden", based on the quantity and quality of places and spaces intended for greenery and tree species within the urban fabric.

Spaces still present today and in good part cared for and accessible to the public but on which, obviously, the city does not point as an element of attraction to the outside.

The rich and beautiful Villa De Capoa, a true lung of green, elegant and welcoming, located between the point of entry to the city for those coming from the western side and the center of the town, in the place where once stood a Franciscan monastery for the care of the sick, with adjoining garden of medicinal plants. A site that brings together history, nature and spaces suitable for outdoor events that could meet the needs of the target.

A path completely surrounded by greenery, the Via Matris that, stretching around the hill Monforte (SIC area), from the heart of the medieval old town reaches the summit, near the Castle symbol of the city. A perfect path for walking and outdoor sports.

The territorial area of competence of the municipality includes the Nature Park of Bosco Faiete on Mount Vairano, a park equipped with camper area, tents and bungalows, of great naturalistic value because characterized by high biodiversity, but also archaeological, as a place of discovery of a settlement of Samnite origin of great importance and historical value. The area unfortunately does not have adequate management and is therefore not used to the maximum of its potential.

There are also many parks run by associations of neighborhoods, with open spaces, and even indoors in some cases, large enough for sports activities and to host events.

The strongest element that seems to push possible tourists to visit Campobasso is the "curiosity" to know a city of which nothing is known (28.57%). A negative fact therefore, the lack of communication and promotion of the place, which becomes a positive fact because it acts on a specific characteristic of the traveller: the curiosity to know places little frequented and known.

To this first reason they are joined, with a difference of 10 percentage points, other two elements that report the same percentage and that evidently have been read always in pair from who has answered to the interviews: the typical enogastronomical (18.37%) and the local traditions (18.37%). These are two attractors that represent strengths for the territory of Molise in general and that therefore the interviewees expect to find also in the capital of the Region.

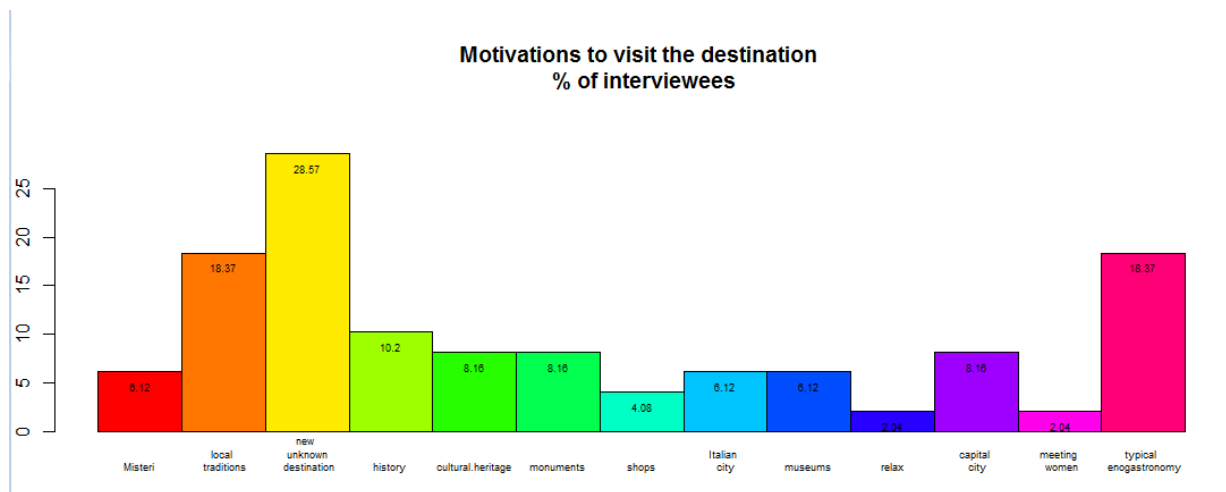
The history (10.2%) and in general the presence of a cultural heritage and monuments that are the expression of it (8.16%) are positioned in the middle part of the statistics, together with the consideration

of the fact that it is in any case the capital city of the region (8.16%) and that therefore, visiting the second, you must also visit the first to get an overall and complete idea of the destination of your trip.

The traditional “Procession of the Mysteries” is an element of attraction not yet so strong to visit Campobasso, amounting to 6.12%, although it has always been perceived by residents as a strength of the tourist/ cultural proposal of the city. The same percentage of the reasons for visiting concerns the presence of museums and the fact that it is in any case an Italian city, given this relative, obviously, to an audience of foreign tourists.

In the last places as attractive elements there are the possibility of shopping (4.08%) and relaxation (2.04%).

The fact that there is such a low percentage of people who can come to Campobasso to seek relaxation among those interviewed is indicative of the fact that the tourist who visits Molise is not interested in the idea of rest but rather that of knowing (28.57%) and "taste" the destination of their journey (18.37%).



The reason why, in general, Campobasso is better known in the regional and national context can certainly be identified in the fact of being the Regional Capital, although a small region, so far little known and little present in the national tourist scenario.

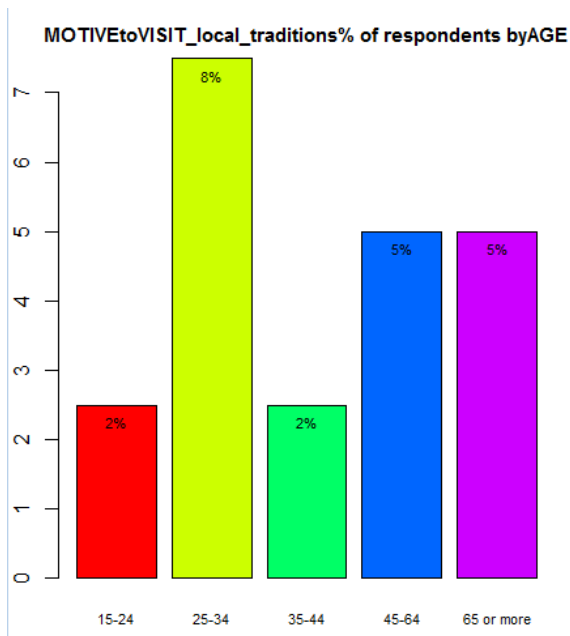
In recent years the increasingly widespread use of social networks to share experiences and places of the heart (no small element, considering the large number of Molisani, especially young people, who live and

work in Italy and abroad and who return during the holidays)the dissemination of the slogan of the "Region that does not exist" and some presentations of the regional cultural heritage on important national and international newspapers, contributed to raising awareness of the regional territory and its tangible and intangible cultural heritage.

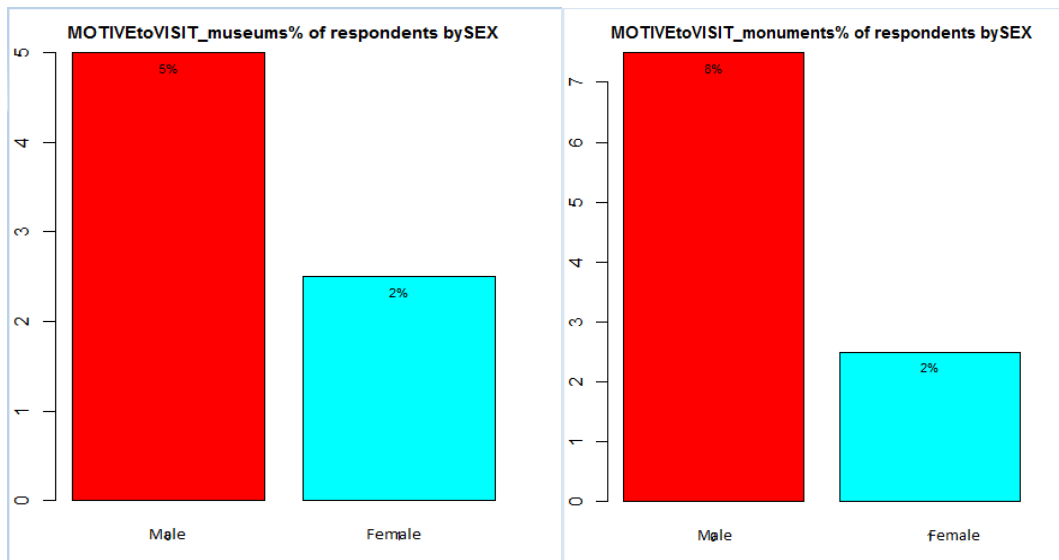
It is not by chance that among the most important elements to visit the city there are in general the local traditions, stronger as motivation of the Mysteries, specific tradition of Campobasso, and food and wine, two elements on which the formal and informal communication of Molise outside the Molise is very important.

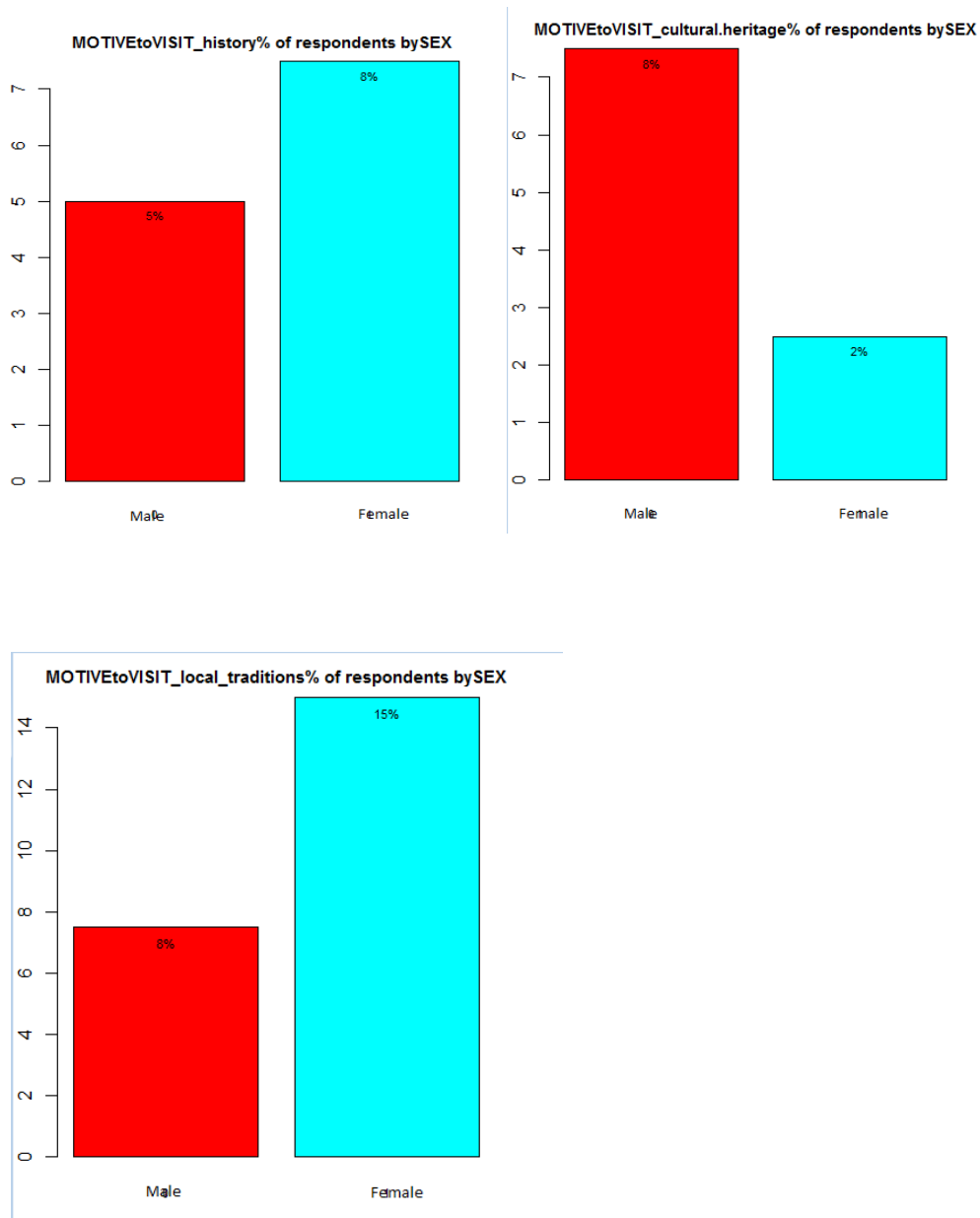
3.2 Segmentation of the market

3.2.1 Market segmentation by socio-demographic characteristics



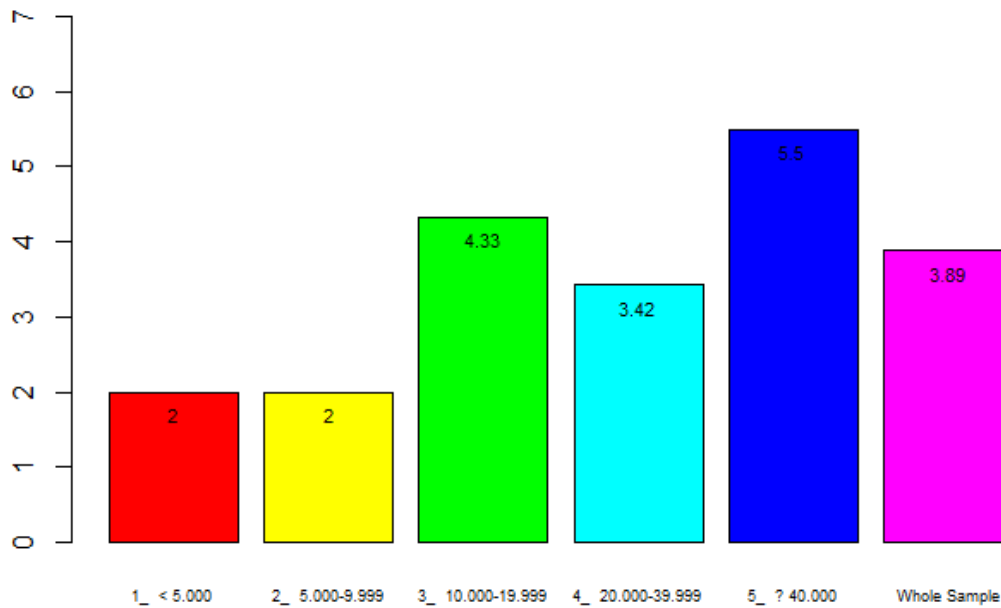
From the interviews carried out emerges a very interesting data to define the target of the possible visitors of the city of Campobasso: Those who gave a higher rating to local traditions as a reason to visit Campobasso were interviewed who belong to the age group between 25 and 34 years. This is the age group of the so-called “millennials” or “generation Y”, a very interesting target from the point of view of tourism and territorial strategies especially in view of the great wealth of intangible heritage of Molise, in general, and that of Campobasso specifically.





Another very significant figure with respect to intangible heritage is related to the fact that most of the women interviewed chose it as a reason to visit the city together with the discovery of its history, while men are more interested in visiting museums and monuments and the cultural heritage as a whole.

Average rating of WoMby interviewees' INCOME



From the intersection of family income data with the average assessment of availability and the idea that respondents have of the city, it emerges that those who belong to the highest income group (5.5%) are more likely to visit it. The data refers to two types of tourists currently present in Molise: on the one hand that of people who are familiar with travel, who have already visited a large part of Italy and are prepared to learn about new destinations not discounted and original as the Molise and Campobasso. This type of visitors have a high expectation in terms of services offered, precisely because, having already travelled a lot, they have greater ability to assess the quality of facilities and operators. The second type is that of people born in Molise, where they still have family ties and properties, moved to other national and international locations for study and/ or work, who have reached a good income position and return to Molise for the holidays, repopulating the villages and visiting the places of youth. In this case the approach to the land of origin is more affective and in many cases we expect to find everything as it was, not only in the physiognomy of the places, but especially in the type of relationships with people, based on spontaneity and affability.

3.2.2 Market segmentation for travel-related factors

The interviews highlight that most of the tourists present in Molise, if it is not welcomed by relatives or friends, prefer to sleep in farms and campsites. This is in the first case (farmhouses) a type of accommodation infrastructure very present and widespread throughout the territory of Molise, mirror of a historically agro-pastoral economy that has managed to redevelop in a new guise structures and activities.

The second type, that of camping, is especially present near the stretch of the Molise coast and mountain resorts.

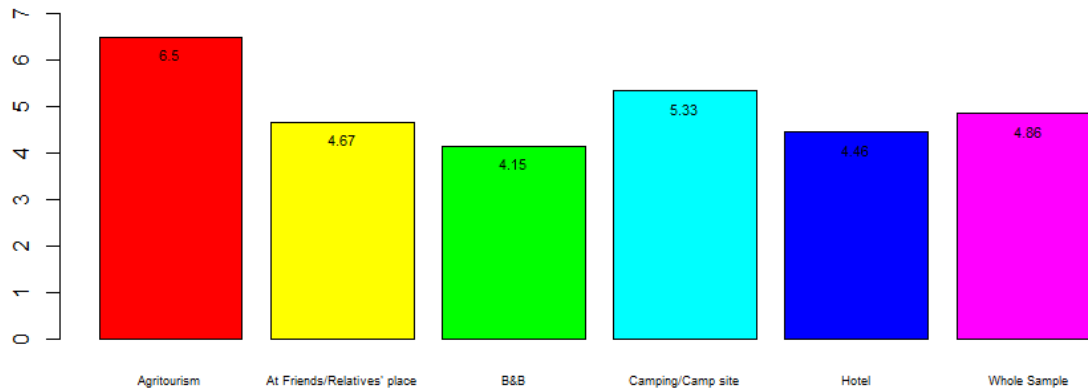
In both cases it is a type of accommodation offer rare or almost absent in the city of Campobasso currently: in the districts of the city there are some farms but known more for the catering offer than for the accommodation, while the only possibility of camping could be given by the Nature Park of Bosco Faiete, unfortunately not currently managed.

Of the four forms of accommodation evaluated by the respondents, the most present are the hotels and B&B. In recent years in the city have multiplied the offers of B & B, spread throughout the municipal area, but especially in the historic center, with a diversified proposal both in terms of prices and types of facilities.

The hotels, being the capital of the region, offer an interesting and varied offer with some quality facilities and well distributed within the municipality.

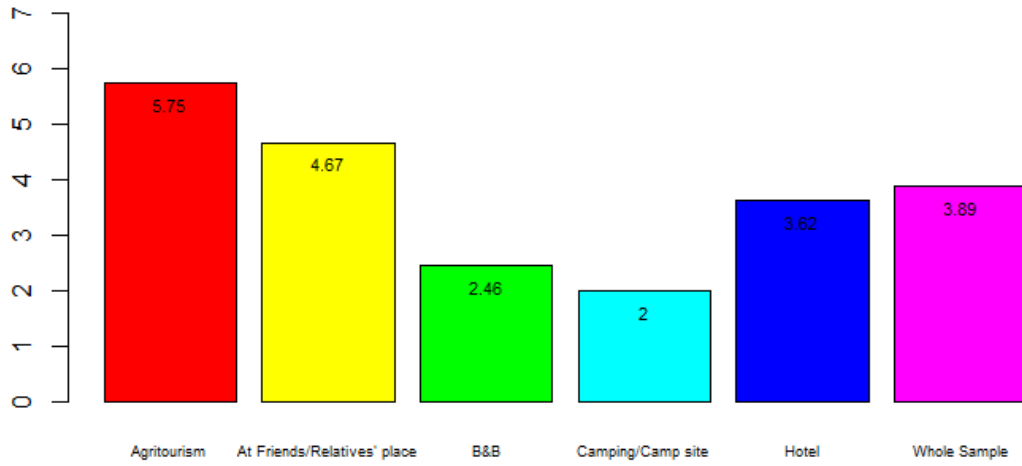
Based on the choices of the target involved it is clear that Campobasso does not currently offer types of accommodation that are instead privileged by tourists who frequent the region. The creation and provision of areas for campers and the promotion of an offer of hospitality that manages to mediate between rural and urban style, using the many districts that belong to the Municipality concerned, it could be a way to intercept an audience previously outside the city.

Average rating of INFRASTRUCTURES by interviewees' LODGING

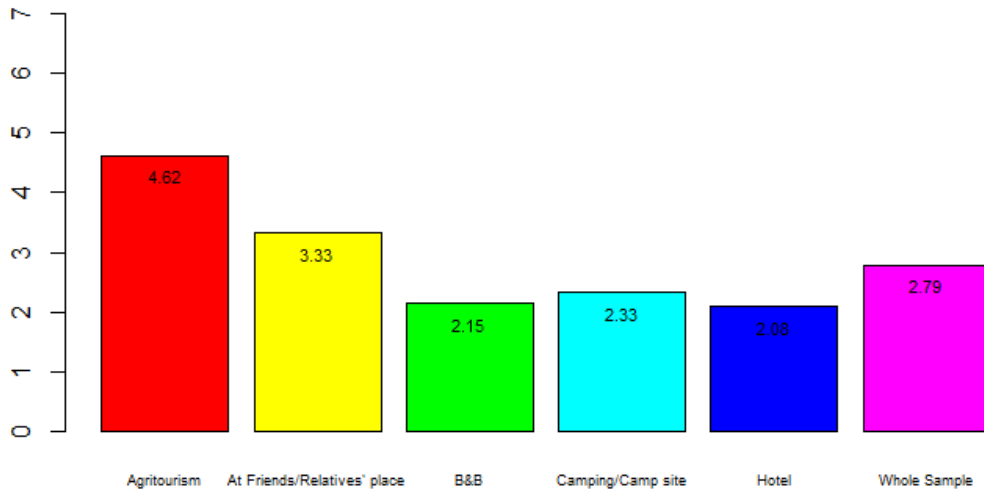


The average assessment of infrastructure by those who have already taken advantage of accommodation services is good and this predisposes those who have already come to Molise to return to visit even Campobasso. Those who have slept in the farmhouses, in particular, gave high average votes (6.5), followed by those relating to campsites (5.33). This suggests that the tourist who visited Molise has found in these places services that meet the standards. If, however, those who have slept in the farm express a positive idea of the visit to Campobasso, those who have slept in the campsite consider it uninteresting precisely because they are probably already aware that it is not a destination suitable for their holiday style.

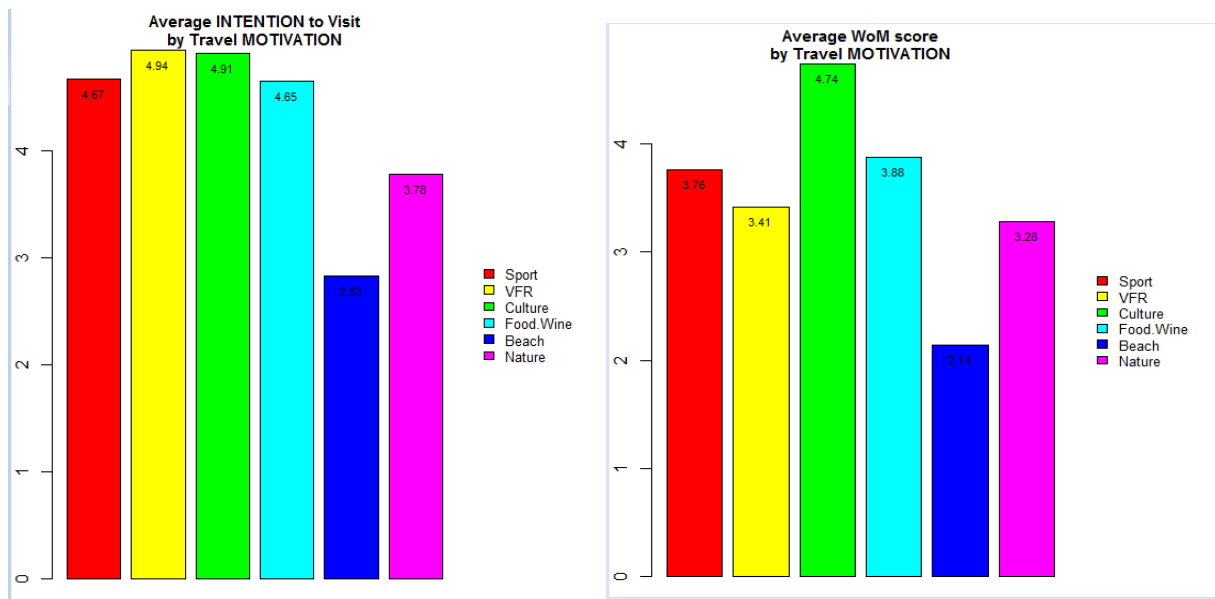
Average rating of WoMby interviewees' LODGING



Average rating of MARKETINGby interviewees' LODGING



The assessment of the ability to promote the territory by those who have slept in Molise does not find great differences on the basis of the type of accommodation chosen, with an average of just under 3 points. Exceptions are those who have chosen the farm, whose vote is always higher than the average (4.62) probably because the communication of this kind of structures and their positioning on the web is better.



Who came to Molise to visit and discover the regional cultural heritage but has never visited Campobasso shows that he appreciated and had a positive idea of the city, probably because visiting places of culture or attending events of the Molise tradition has formed a positive idea of the cultural proposal Campobassana.

Not far from the value of those who have frequented Molise to do sports (3.76/4) or to try the food and wine (3.88/4).

The least interested is those who have frequented the beaches of Molise, this is because in large part, being only looking for seaside vacation places, not interested in searching for news, but probably also because it was not reached by an effective promotion campaign.

Those who already knew Campobasso and was in Molise for the different reasons proposed by the survey show a high willingness to return to visit the city. Given this interesting because it offers a good base to promote the regional capital in the sites of major tourist attraction surrounding.

3.2.3 Implications for marketing and strategy

Based on the choices of the target involved it is clear that Campobasso does not currently offer types of accommodation that are instead privileged by tourists who frequent the region. The creation and provision of areas for campers and the promotion of an offer of hospitality that manages to mediate between rural and urban style, using the many districts that belong to the Municipality concerned, It could be a way to intercept an audience previously outside the city.

The survey reveals a series of very significant data for the study of a strategy for positioning the city of Campobasso within the national and international tourism proposal.

Starting from the definition of the target of tourists who visit other places more known and frequented of the Molise territory and their availability or not to visit Campobasso it is possible to understand what is missing and what is interesting and/or to improve.

In general there are three types of visitors to Molise emerged from the survey:

- travellers interested in visiting places characterized by low human impact and high environmental quality: nature areas, small villages, archaeological sites immersed in nature;
- tourists who have already travelled throughout Italy, for which Molise remains the last destination to discover;
- people who have family or friendship with Molisians and take the opportunity to spend a few days in the company of loved ones visiting the region.

The three targets identified do not visit Campobasso because they do not meet their travel expectations: Most are looking for places surrounded by nature where to stay and visit and see in Campobasso an urban center with little naturalistic offer and at the same time a boring city and without great cultural attractions.

Many of the tourists interviewed are interested in discovering the rich intangible cultural heritage of Campobasso, including the vision of the Procession of the Mysteries and the gastronomic tradition.

In reality the city could be much more interesting in the eyes of its "non-visitors" if it focused on promoting its historical image of "City - Garden":

- promoting the many green places, including Villa de Capua, which are included in its urban fabric with guided tours to discover the important tree species that still decorate it;
- rearranging and curating the hill Monforte, SIC area in the heart of the historic center, and the path of the Via Matris, where history and nature meet;
- resetting and managing the equipped area of Bosco Faiete/Montevairano
- organizing cultural and food and wine events in different areas, with choices that may affect different age groups.

In view of the targets identified during the survey among tourists present in Molise, the city of Campobasso should also:

- promote the street art path that in recent years has Campobasso protagonist in this field at national and international level;
- ensure quality in the services offered to tourists who have travelled extensively by training operators on the territory;
- implement a promotion campaign aimed at raising awareness of the tourist offer in the first regional, in the points of greatest attraction for tourists, and then national;
- create a territorial network of popular info points that offer directions and proposals to the tourist;
- position on the web and on social networks with a nice proposal and young cut.

Particular attention should be paid to the target of millenials which, as the survey showed, are more likely to visit the city and learn about its traditions. It is, as already mentioned, a particularly interesting target from the point of view of tourism.

They are the travellers born in the last twenty years of the last century (1980/2000), characterized, from the tourist point of view, from a series of elements that could find confirmation in the tourist offer of Campobasso if well studied and proposed. It is in fact a generation:

- which looks at the quality and sustainability of products, willing to spend more but interested in being informed about what they eat;
- very attentive to the consumption of zero km products, on the go no longer tends to seek its own culinary tradition, but the local one,
- which is seeking authenticity in the journey and gives importance not only to the journey itself but also to what comes after with sharing on social networks;

- is looking for a travel experience rather than a holiday;
- uses the network to know the places before leaving, but on the spot prefer a personalized experience and meeting with locals;
- uses and prefers sharing economy.

To attract this target the positioning on the network and social networks with a well-designed and structured promotion campaign is essential.

But it is equally important to act on the place through the construction of different stories that the city can offer, integrating services and people, places and experiences.

The tourist, intrigued by a little-known destination and out of the classic routes, must find on the place corresponds to their expectations.

You should build the image of a quiet province city poised between looking to the past and pushing towards the future, between urban and natural, between tradition and street art. A place where authenticity becomes a future.

4. TOURIST SURVEY ANALYSIS

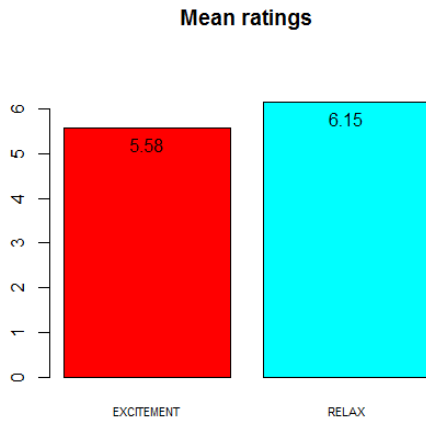
4. Visitors survey analysis

While Google Trends provides information on the reputation of Campobasso with the general public of internet users and the non tourist survey portrays the reputation of Campobasso in the imagination and expectations of people who do not know directly Campobasso, only tourists can build a reputation based on the actual experience of the destination. Interviewing tourists in Campobasso is also essential to understand how the reputation of the tourist destination of Campobasso is shaped, which aspects of local supply positively affect the overall reputation and which have a negative impact.

The reputation measurement model used for this survey is a version of the Reputation Quotient adapted to tourist destinations, developed for EXCOVER objectives. The model considers the reputation of a destination with tourists as composed of 5 main dimensions: emotional appeal; image of destination and management; heritage, climate, products and services (quality); employee attitude, social responsibility. These are theoretical constructs, measured through indicators (survey questions) able to grasp their constituent factors from the eyes of a tourist. For example, tourists do not directly experience local well-being, but may have an idea of its level from the impressions it has obtained from hospitals, schools, public services, etc. In addition to the indicators, the questionnaire contains questions on the demographic and travel characteristics of tourists, their overall satisfaction and the extent to which its expectations on the destination have been met.

The structured questionnaires were sent to the number of tourists interviewed visiting Campobasso, through face-to-face interviews carried out over the period of time during which the interviews were carried out. The results provide useful insights and important suggestions on destination management strategies and tourism development actions.

4.1 The Emotional Appeal of *Campobasso*



There is no doubt that in the collective imagination, outside but also within the borders of Molise, the city of Campobasso is struggling to associate an idea other than that of small and peripheral capital of a region and a province of the Central South, sparsely inhabited and predominantly rural.

It is a deep-rooted and widespread perception. So for the most part we tend to ignore completely how long, rich and interesting the history of Campobasso is. In some ways unique. It often forgets how many traces of human events, ancient even millennia, are present on its territory; how intense was the involvement of the city and its people in all the decisive junctions of the modern and contemporary era, from the political, social, artistic and cultural point of view. Here cultures, ways of life and traditions that have not been able to come into contact have been able to meet and merge.

Because of its particular position, in the center between the Tyrrhenian Sea and the Adriatic - between the peaks of Matese and the plain of Biferno, between Campania, Lazio and Puglia - Campobasso has always been a strategic crossroads, centre and reference point of a vast area rich in agricultural and water resources, located at the gates of two large and ancient European capitals such as Naples and Rome. A city, therefore, that has lived fully, albeit from a hidden view, all the most significant processes of change, sometimes dramatic, that have affected Italy and Europe.

Campobasso is therefore a destination of unexpected charm. A city in which, far from the chaos of metropolitan areas, you can still feel, almost physically, an atmosphere of suspension of time, the breath of a long past, noble and discreet, which re-emerges forcefully in some public ceremonies.

Campobasso is the capital of Molise (the youngest Italian region, established only in 1963), today Campobasso has about 50,000 residents and a far greater number of inhabitants; in opposite trend compared to many towns and urban centers of inland areas, which have seen and are seeing their population progressively decline.

Not only that: in recent decades the city has experienced a new cultural impulse, thanks to the presence of a university. Many students from other regions choose to enrol at the University of Molise, a man-made university like the city that hosts it.

Also Campobasso has its recognizability in the production of interesting gastronomic products, many of which continue to be made according to ancient traditions.

At the base of the Molise diet there is a natural environment still largely preserved by degeneration and pollution processes, able to guarantee purity, integrity, authentic flavors.

The geographical position of the city allows you to easily go out and find yourself in the next countryside, or get away from the new city to immerse yourself in the medieval village, with the gray houses, the winding alleys, its endless steps towards the Castle, in a silence interrupted only by some voice or by noises of ancient activities. The charm of the city and at the same time its intrinsic nourishment lies in this combination of nature and culture, history and modernity,

All this is found in the reading of the graph that shows a greater propensity of the visitor to prefer a holiday of relaxation, rest and the desire to find a slow dimension and on a human scale.

The analysis of the questionnaires does not reveal significant differences in the emotional choice made by the visitor and influenced by the type of accommodation or the duration of the stay.

It seems therefore quite defined the idea and the choice of the destination given by an attraction of slow type. As seen from the previous chart the tourist prefers a stay dedicated to relaxation.

This suggests a development strategy that caters to an attentive audience, that needs to stop and observe, to have experiences that do not need particular speed.

4.2 Campobasso's Image and destination Management

The sensation of the visitor to be in a place with a high perception of security, both individual and control of the territory emerges considerably in the evaluation of the collected data, with a level equal to 6.05 / 6 in the scale of the graph. The resulting image is of a safe and peaceful place to stay, without considerable problems related to crime.

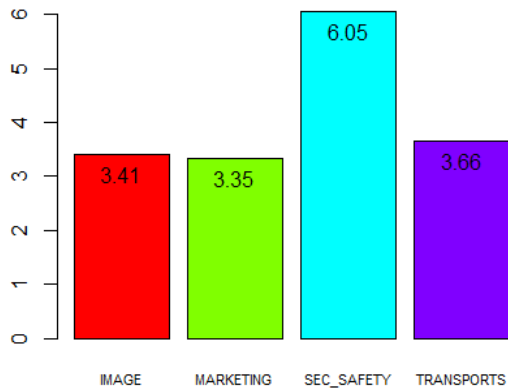
The perceived scarcity of the system of transport and accessibility to the city emerges a much lower level of 3.66 /6 it.

In fact, the public transport system is very poor, very few bus rides that reach Campobasso from the most important cities of the neighboring regions such as Naples and Rome. No train will reach the city because of works, on the railway network, which will affect, according to planning forecasts, the next year and a half.

In fact, the only means, easier to reach the city, the villages and the surrounding areas is the car and/ or the bike. There are no cycle paths and the orography of the landscape and the climate limits the use of the bicycle to experienced users.

The analysis of the graph shows a substantial equivalence in the evaluation of the Communication and Marketing initiatives of the city, both at a very low value (image 3.41 - marketing 3.35), probably due to a few organized communication or marketing campaigns, poorly supported and not continuous over time, not addressed to a recognized target and entrusted to volunteerism and spontaneity of citizens.

Mean ratings



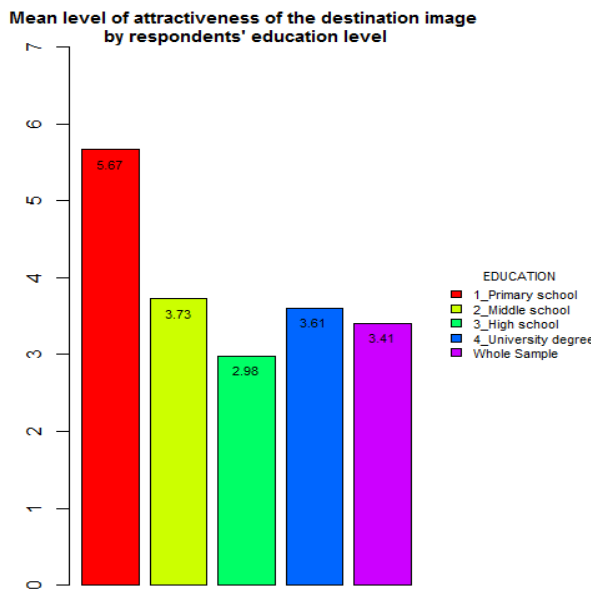
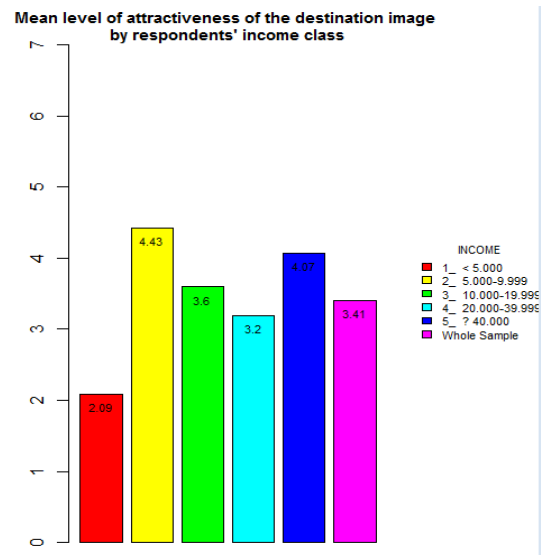
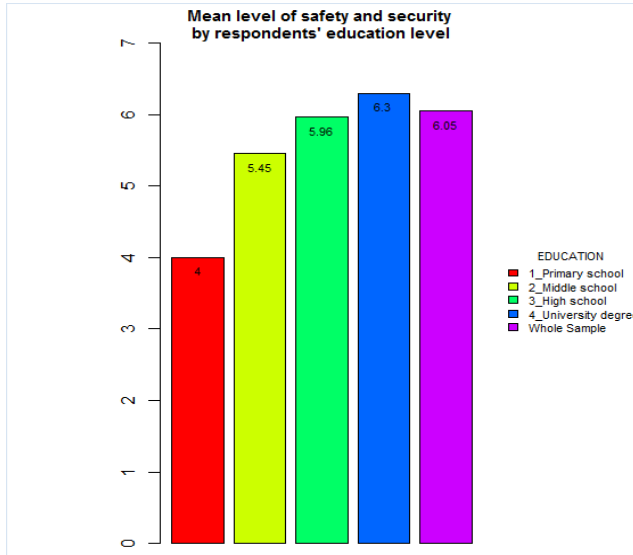
The survey and analysis of the responses did not reveal any particular differences in the responses given by men or women, nor any significant differences between age groups.

On the other hand, there is a substantial difference in the perception of the level of protection and safety in the most educated groups of visitors. Respondents with a university level of education (6.3 /7) perceived greater security as opposed to individuals with elementary education (4 /7) probably due to a more critical analysis of the aspects arising from the security system of the population and visitors.

It is interesting to note that the image of the city is perceived positively in two distinct economic classes: that of the economic range ranging from 5,000 to 10,000 € per year (4,43 / 5) that most of the time coincides with young type, not employees, but freelance professionals in the third sector, as it seems to emerge in fact in the next graph respondents with university education are present in third position with a level of 3.61 / 7 .

The image of the city is further positively perceived by individuals who fall into a high income range exceeding 40,000 € per year (4.07 / 5) presumably returning immigrants and retired entrepreneurs looking for a peaceful stay and return to the roots and places of the soul, Perhaps the same as in the graph on the level of education are represented in the first two positions respectively with a level of primary education (5.67/7) and secondary (3.73/7).

This suggests to pay attention to those places and activities most recognized by these types of visitors such as cultural, experiential and food and wine.



A considerable number of respondents said they chose the city of Campobasso for the presence of the sea as can be read from the graph in the highest position with a level of 4.12 / 4. The explanation of the data, Given that the town of Campobasso is in a geographical position distant from the beaches, it must

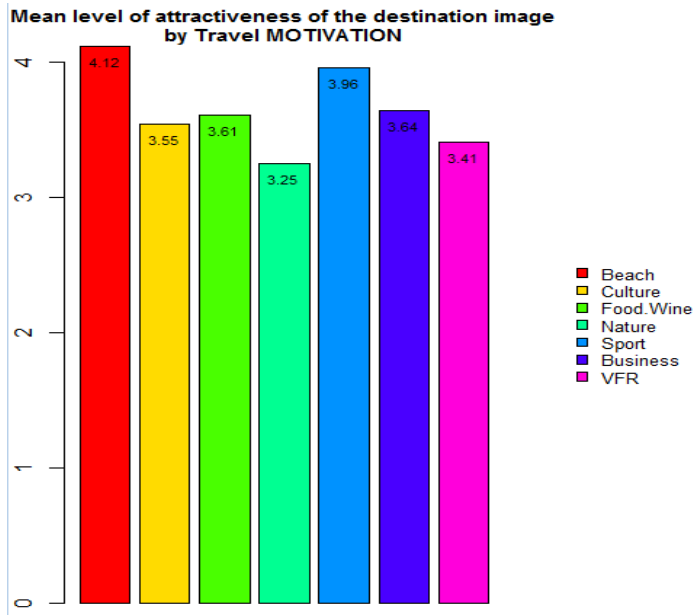
be sought in other aspects which concern the wider regional dimension. The city of Campobasso is located at an equivalent distance between the sea and the high mountains and is the city -considered the regional dimension- the largest and most important in the region, as well as the capital. The visitor staying in the city has the possibility with about 40 minutes of travel by car (or by bus in the case of the sea) to reach the beaches or the high mountain (in graph: nature 3.96/4) and at the same time to stay in a city that can provide cultural and traditional attractions. In fact, many emigrants returning (who have a high income as seen above) choose to stay in Campobasso with their families, where they have the opportunity to:

- Accommodation in medium-high quality facilities;
- Easily reach by car the towns and families of origin;
- Let young children move safely and for the day with public transport to the beaches of the Molise coast.

On the other hand, it should be pointed out that some of the visitors interviewed in Campobasso replied to the questionnaires on occasions of special traditional interest or on the occasion of travel to the city from coastal areas of the region as the main destination of journey.

It should be remembered that the questionnaire gave the interviewee the possibility to choose more attractors among those on the list, which is why in the graph all attractors at a level higher than the "3/4" are present.

Precisely this characteristic of the city of being at the centre of a geographical, cultural and natural region, provides it with an attractive quality on which to reflect and propose an organized tourist development.

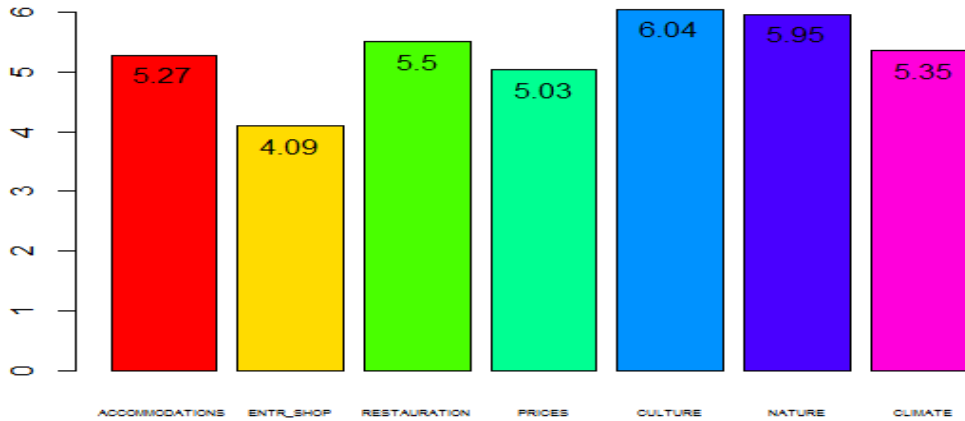


4.3 The quality of products and services, heritage and climate in *Campobasso*

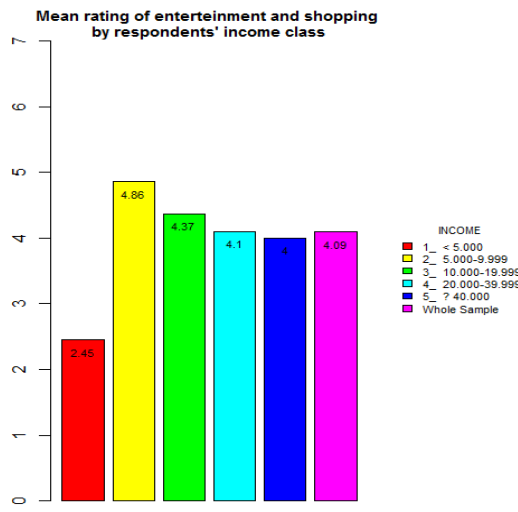
From the analysis of the results it emerges clearly, seen all the levels, a fairly high average appraisal of all the fields of investigation, all in fact exceed the indicator of 4/6. These include the preference of visitors for cultural heritage (6.04/6) and natural heritage (5.95/6), both very high values. In the first case it is presumable that all aspects of the material and immaterial culture of the city are summarized, then museums, places of art, historical and archaeological sites, but also all the heritage of ritual festivals, of the traditional ones, among which the procession of the "Mysteries" of Corpus Christi certainly stands out. It is also likely that the natural heritage, as already mentioned, covers both marine and mountain environments not far from the city, but also the landscape and farming heritage that surrounds Campobasso and welcomes the many small villages that represent the most important housing and relational system of the province.

Climate (5.35/6) and the type of accommodation (5.27/6) are two other important reasons for choosing a destination. The high altitude and the geographical position mean that the Campobassane temperatures are always considerably lower than the big cities such as Naples, Rome or Foggia from which the greatest number of visitors of the city come. If in winter this creates problems, in summer it becomes an important attraction to escape the summer heat of the hottest cities.

Mean ratings



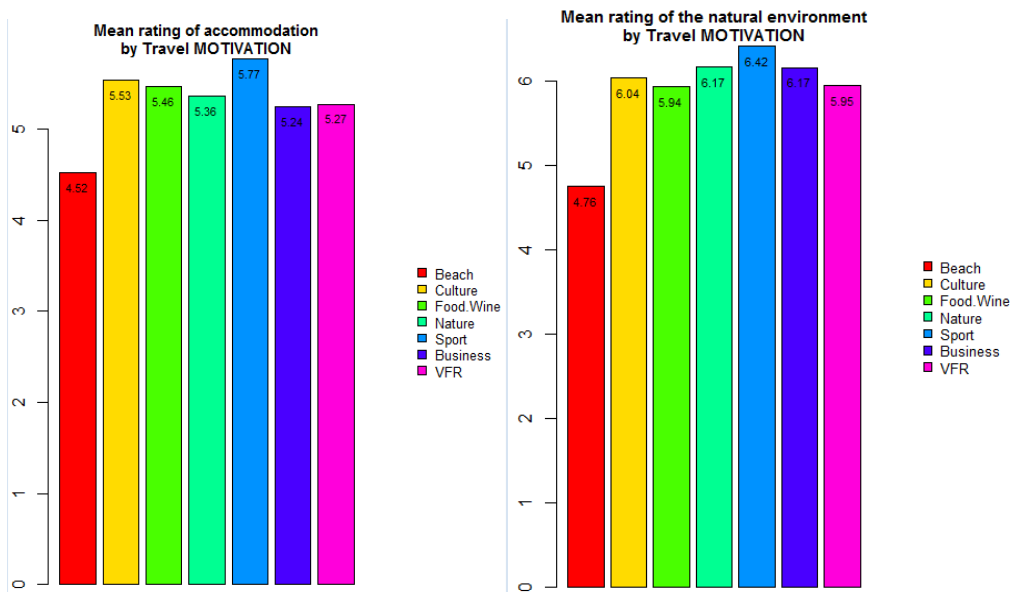
Also the quality of the accommodation plays an important role and is fairly recognized, most of the tourist accommodation is organized in B & B, farmhouses and houses for rent, which provide quiet accommodation and at a not very high cost, as can also be seen from the level of the price column in the graph (5.03/6).



In the graph of the evaluation of the main attractors, shopping is the one with the lowest level (4.09/6). We can therefore assume that the visitor who goes to Campobasso has a relatively low interest in shopping, if not perhaps for food and wine and crafts. If we compare this with the price column (5.03/6),

which suggests low but not too low costs, we can explain the graph that highlights the appreciation by income bracket. The highest level (4.86/7) is represented by the income range ranging from 5,000 to 10,000 € per year and that, as we have seen, seems to coincide with bands of visitors with a high average university education. We can therefore assume a refined attention on purchases by visitors who do not have much availability of millennials spending but who are careful in choosing products with a high quality and recognized, most likely to be recognized in the target of

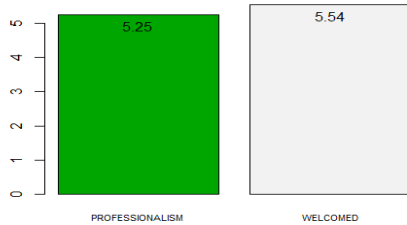
It is particularly interesting to see the high level of appreciation of sports activities, this probably due to the particularity of the disciplines, especially those related to the mountain such as trekking, skiing, climbing, canoeing, rafting, paragliding, speleology, and being closely linked to the territory attract an important number of visitors who in order to practice them must necessarily go to the place.



4.4 The tourism workers attitude in Campobasso

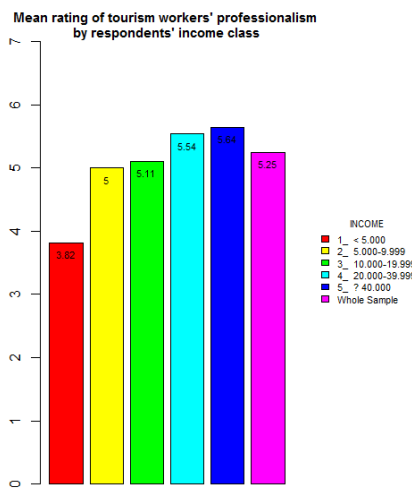
The analysis of the graph on the operator' attitude immediately shows, for both evaluation columns, a value over the average, that for the professionalism measure 5.25/5 and for the reception 5.54/5. This shows a high attention to the guest by the operators employed in the reception of visitors. Positive behaviour seems to emerge, often treated by professionals in the sector.

Mean ratings

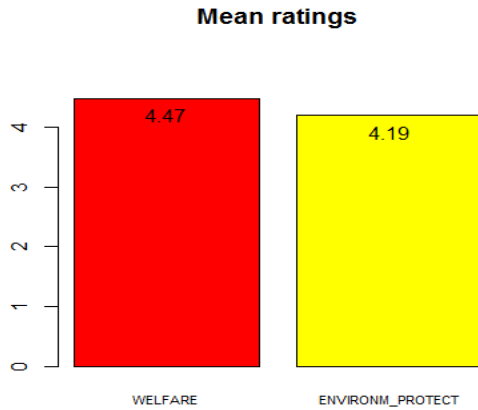


Moreover, there are substantial differences in the perception of the quality of the reception directly proportional to the annual income of the visitor. Visitors with an income below € 5,000 per year expressed a value, referring to the professionalism of operators, of 3.82/7 unlike the value of 5.64/7 expressed by those who have an income that exceeds € 50,000 per year. There would seem to be a clear differentiation in the quality of services directly proportional to the spending capacity. "The more you are willing to pay the more professionalism you receive in return". It would also be important, in this distribution for the costs of professionalism, to take into account -as already seen above- that the economic possibility of the visitor is not directly proportional to the level of education of the same. It may therefore happen that the most attentive visitor to cultural and professional content does not have the economic availability to access it.

It would therefore be useful to try to equate the service by trying to distribute the professionalism in a fair way for the visitor, trying to implement policies to control the operator' professionalism avoiding entrusting essential services to non-professionals at low cost.



4.5 The perceived social responsibility in *Campobasso*



The analysis of the graph on the perception of social responsibility immediately shows, for both evaluation columns, a value above the average, which for the well-being measure 4.47/5 and for the environment is 4.19/4.

It would therefore seem that a high consideration of the quality of social Campobassana emerges.

It would therefore be important to underline, in marketing actions of the city, the positive perception of social responsibility of Campobassani. Cities, like all public and private organisations, are made up of people: that is why it is important to start from individual responsibility. Being responsible means being accountable for our actions and then acting by assessing the consequences of our behavior. Only in this way can responsibility become concrete action.

Responding to contemporary challenges requires a "multi-stakeholder" approach involving the joint commitment of governments, businesses, associations and citizens. To do this, it is necessary to replace the logic of bureaucratic fulfilment with the logic of the result and to consider citizens not passive users but active customers who express needs and expectations and ask for quality answers.

All this will further increase the perception of the quality city life even in occasional visitors.

4.6 The reputation of *Campobasso*

After analysing the answers, it is possible to give an overview of the reputation of the city of Campobasso that shows a series of data useful to clarify a series of essential aspects.

The destination primarily offers the visitor the feeling of being in a place that guarantees high levels of security, both for the visitor and the citizen, a security given both by the lack of major criminal events, but especially by the spontaneous proximity relationships that help to build a sense of community that guarantees the citizen material and social protection not only due to law enforcement or the law enforcement agencies.

This sense of community and protection combined with the small size of the city, a high and cool geographical position, the feeling of security detected by visitors suggests a stay mainly aimed at relaxation, but without forgetting the cultural heritage, both material and immaterial, also recognized as a peculiar factor of the city.

The poor transport system, especially for the tourists to reach the place from the large cities of the neighboring regions is among the negative aspects. The almost total absence of a railway system, which is always getting worse, greatly limits the destination that seems to be preferred mainly by a return tourism, that moving by car, can easily reach both the villages of origin that surround the city and the mountain areas where to play mountain sports, but also reach the coast of Molise.

The data show a destination mainly preferred by an adult and wealthy public with a high annual income, probably due to a return tourism or tourists already accustomed to travel and eager to learn about new destinations, but also by a young audience, with university training and with a low income attentive to the cultural and natural aspects of the city and probably the whole Region, attributable to the target of “millennial”.

The tourists seems to prefer an accommodation at B&b, farmhouses or private homes and along with other tour operators a high attention to hospitality is acknowledged. There seems to be a difference in the perception of the professional skills of economic operators. Probably due to the widespread local practice of improvising professionals in the sector. There are many tour operators (guides, hoteliers, restaurateurs, managers of cultural spaces...) who have no professional training and often improvise providing services that are, of course, recognized as poor approximations. In this regard, more control would be needed, but above all training for tour operators and reception staff.

The destination also seems to need a targeted marketing action towards specific targets potentially interested, which to date is lacking. The actions of specific promotions by professionals in the sector are reduced in time and often linked to the development of temporary projects. There is no recognizable brand, nor an organized communication campaign, but often these aspects are left to the free intention of the citizens.

5. CONCLUDING REMARKS

The three analyses carried out in the framework of the Excover project on the reputation of the city in the field of tourism shows a series of interesting results described above that help to create a basis in order to work for the construction of a strategy for positioning the city of Campobasso as part of the national and international tourism proposal.

Starting from the definition of the target of tourists who visit other places more known and frequented of the Molise territory and their availability or not to visit, Campobasso it is possible to understand what is missing and what is interesting and/or to improve.

The surveys show a general idea of Campobasso as a small and peripheral regional capital, of which little is known, difficult to reach, but which offers a high feeling of security and hospitality, an interesting proposal of food and wine products and a community that finds important moments of aggregation in the strength of tradition.

The tourist who visited Campobasso or who is interested in doing so generally belongs to three categories:

1. The returning tourist, the one who returns to the region to find his loved ones and places he left for work: they are people with a medium/ high level of income, who tend to stay in private homes, largely in the villages of Molise, for the holidays and search on the web “Campobasso” for activities to do as a tourist and shops where you can buy food and wine products to take home to feel the “flavor” of their region from afar.
2. The expert tourist, who has already visited with organized groups or with the family, all regions of Italy and he just has to discover Molise, the mysterious "region that does not exist": tendentially has a medium/ high income, sleeps in a B&B or hotel in Campobasso and then moves around the region in search of what is also found in other places (museums, monuments, churches), but is fascinated by local traditions and seeks restaurants that offer traditional cuisine, shopping for local crafts, has high expectations on the offer of tourist services.
3. The Traveller interested in visiting places characterized by low human impact and high environmental quality, who comes to Molise to do outdoor sports, enjoy the sea, know its intangible heritage: they are often young people with a low or medium/ low income, who prefer experiential tourism and the opportunity to participate personally in the production processes of both agri-food products and handicrafts, rarely travel in groups of more than 4/5 people, sleep in agritourism or camping, love food at

zero kilometers and live in the communities they visit with an approach of participation and involvement, use a lot of different types of devices and use social networks and online searches, so they need to be able to use the Internet. They are the least present on Campobasso.

The types of targets identified and the considerations deriving from their segmentation bring out a series of assessments on elements characterizing Campobasso that can be the basis of an effective tourist promotion campaign:

- √ the feeling of security not only for the very low percentage of criminal episodes but also for the dissemination of those relations of proximity still spontaneous that contribute to build a sense of community that guarantees the citizen material and social protection It can only be traced back to law enforcement or law enforcement agencies.
- √ The quality of the catering offer and the production of food and wine products and handicraft, historical trait for the city of Campobasso, also due to a natural environment largely preserved by pollution processes and a culture that has been able to pass on its skills and knowledge.
- √ The strategic position of Campobasso that allows you to easily exit from the city environment to be in the next country place, or to move quickly from an urban development of medieval type to that of nineteenth-century imprint to the classic modern suburbs made attractive by a ten-year project of Street Art that has brought the city to the limelight not only national but also international for the quality of the works and the fame of the artists present.
- √ The quantity and quality of natural spaces present in the urban area and in the districts of the city, starting from the Monforte Hill, site of community interest (SCI), passing through Villa De Capua and the parks of the neighborhood, up to the Nature Park of Bosco Faiete: a rich environmental heritage of quality that could be true flyers for the tourist promotion of Campobasso, "City - Garden".
- √ The strong supportive component of the citizens that could, if well directed and prepared, contribute to make up for a series of material deficiencies and thanks to the natural predisposition to the sharing of members of a more or less small community in the Central South of Italy, characterized by a culture of mutual support and mutual assistance, essential features for the start and success of sharing economy and knowledge sharing.

The very low quality of public mobility and the poor functionality of transport infrastructure, together with the lack of an adequate communication strategy of the city, make it unattractive and especially not fully evaluated in its potential as a tourist destination of quality and interest.

An inadequate self-assessment of its own possibilities of involving an audience other than that typical of urban environments, a public interested in the environment and outdoor life has placed the city on the edge of the regional offer, which is already of its own ineffectiveness.