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Name of Deliverable	**DIATOOL - DESTINATION IMAGE ANALYSIS TOOL**
Lead Partner	**New Horizons (IT)**
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Contents

INTRODUCTION

1. What is DIATool?

DIATool, abbreviated for „*Destination Image Analysis Tool*" is substantially an *Observation Template* developed by the INTERCAT Project team, led by Associazione New Horizons (IT).

DIATOOL =

> It is meant to <u>record and analyze</u> dictintive local features, progressive models, and new trends of technological responses of a specific <u>destination</u> (town/city) under question in order to evaluate to which extent the city/town/region under question is ready for Accessible and Circular Tourism.

2. To what purpose serves the DIATool?

As stated above, the DIATool serves to document and assess the kind of *Image* a destination forms in the mind of visitors.

Such *Image* could be defined as the sum of beliefs, ideas and impressions a person has about a destination (Ekinci, 2003), which at the same time could be "multidimensional, with cognitive and affective spheres" (Henderson, 2007).

The Destination Image, therefore, could be described as „positive", „negative", or „neutral", in comparison with the tourist's prior expectation and/or personal values.

It is of particular importance in the field of Tourism, as the kind of Destination Image will have <u>a direct effect</u> on *Tourist Satisfaction,* and on longer term, the *Destination Brand*.

Destination Image   *Tourist Satisfaction*

3. How the DIATool was built - Theoretical background

As said above, Destination Image is a „multidimensional" concept.

Spherewise, it can be divided into two ends: the „Cognitive" sphere and „Affective" one.

Source-wise, the final Overall Image consists of elements from three processes: the „organic image", the „Induced image", and the „modified-induced image".

<u>Definition of Terms</u>

Cognitive image/dimension: there is a cognitive element to the image created in the minds of tourists that depends on the quality and quantity of available information.

Affective image/dimension: the affective part of the image is formed on the basis of each individual's characteristics (Beerli & Martin, 2004).

Organic image: the image arising from non-commercial and uncontrolled sources of information, such as friends' opinions, magazines, newspapers, reports, etc.

Induced image: the image conveyed by commercial information, i.e. marketing efforts to publicise a destination (Tasci and Gartner, 2007)

Modified-induced image: the one formed as a result of an actual experience within the destination

Overall image: the one that includes the individual characteristics of the destination, and incorporates both tangible and intangible elements (Beloglu and McCleary, 1999)

The internal relationship between these terms and their influence on the Overall Image can be briefly demonstrated with the chart below:
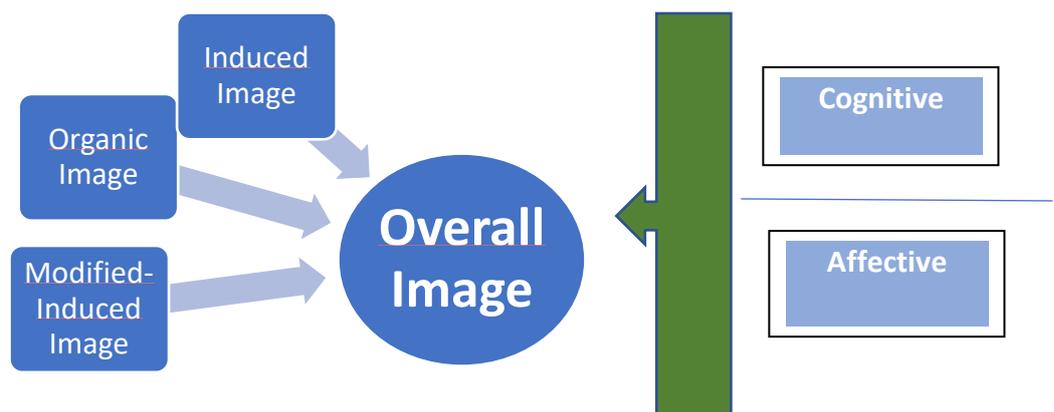
4. How to use the DIATool

DIATool Layout

Taking into consideration the Theoretical Background elaborated above, the DIATool will be structured on four layers: *Dimension (Sphere) / Category/ Components (of each Category)* and *Process* (Pre- vs. Post-trip).

The Tool also includes a *Legend of Terms* in order to explain the terminology, in order to facilitate usage among first-time and non-expert users.

Evaluation

Evaluation will be based on the well-known, easy-to-use *Likert Scale*, marked from 1-5, with „**1**" refers to *„Lower than expectations"* and „**5**" *„Above expectations*".

When no information is available or the Tool-user is uncertain, then „**0"** can be put.

The „Overall image" score will be the average of all of the evaluated points under questions.

Interpretation of Results

Score equal or higher than „**3**" means that particular Component/Category enjoys a *Positive Image*, and vice versa.

A score of „**0**" means „neutral", or „no opinion".

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Legend of terms

Image: context, 'image' can be defined as mental concept formed from a set of impressions (Beerli & Martin, 2004)

Destination image: the sum of beliefs, ideas and impressions a person has about a destination (Ekinci, 2003), "multidimensional, with cognitive and affective spheres" (Henderson, 2007).

Cognitive image/dimension: there is a cognitive element to the image created in the minds of tourists that depends on the quality and quantity of available information.

Affective image/dimension: the affective part of the image is formed on the basis of each individual's characteristics (Beerli & Martin, 2004).

Organic image: the image arising from non-commercial and uncontrolled sources of information, such as friends' opinions, magazines, newspapers, reports, etc.

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Overall image: the one that includes the individual characteristics of the destination, and incorporates both tangible and intangible elements (Beloglu and McCleary, 1999)

Tourist satisfaction: the pleasure that the visitor feels as a consequence of the capacity of the travel experience to fulfill his/her wishes, expectations and needs relating to said experience (Chen and Tsai, 2007)

Hard factor: factors such as infrastructure, economy or accessibility, etc.

Soft factor: environment, the courtesy of the locals, entertainment and leisure services, cultural traditions, etc. (Morgan et al, 2011)

Destination brand: destination image with an emotional bond with consumers and tends to be longer-lasting than the destination image (Ban and Ozdogan, 2010)

Dimension	Category	Components	Pre-trip image (*)		During and post-trip image (*)	
			Organic image	Induced image	Modified-Induced image	Overall Image
COGNITIVE	ACCOMMODATION & FOOD	Hotels and receptive structures that are Accessible to people with special needs				
		Hotels and receptive structures with sustainable measures				
		Restaurants and Catering services that are Accessible to people with special needs				
		Restaurants and Catering services with sustainable measures				
		Hospitality and communication skills of staff				
	TOURIST ATTRACTIONS	Richness and beauty of the natural landscapes				
		Easily accessible Historical and cultural heritages (to and inside)				
		Sustainable historical and cultural heritages				
		Inclusive Festivals and Public events				
	TOURISM POLICY	Implementation policies for sustainable development				
		Training Curriculum and educational policies				
		Ease to obtain information about particular features (Accessibility, Sustainability)				
	TRANSPORTATION	Accommodating road infrastructure				
		Sustainable road infrastructure				
	COMFORT	Local citizens' friendliness, empathy and awareness of CAT				
		Destination cleanliness and safety				
		Level of Noise and traffic organization				
		Sustainable and responsible consumption habit				
		Inclusive architectural design				
	LOYALTY	Intention to revisit				
		Intention to recommend the destination				
AFFECTIVE		Beautiful				
		Relaxing				
		Free of Stressful elements				
		Free of Unpleasant elements				
SATISFACTION		Worth visiting				
		Accessible for tourists with special needs?				
		Employing circular models?				

*(*) on a scale from 1-5: 1= **Lower than expectations; 5= Above expectations***
*Put **"0"** when no opinion or information not available*