

DESTINATION IMAGE OF GIRONA: AN ONLINE TEXT-MINING APPROACH

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1. INTRODUCTION

The tourism destination image is a complex concept that has been studied from many approaches, with really different aims, and in really different disciplines. It is a relevant concept in the decision-making process of tourists, one of the crucial moments in tourism. In this sense, there is a continuous need to make research on destination image in order to discover more and more about decision-making process and the tourists themselves.

Furthermore, it is also important to notice that several agents play a role when promoting a destination and giving, then, an image of it. There is also a special interest on being coherent and similar when promoting a destination. First, the promotion of a destination must fit reality because, if expectative is really high, there is a high risk of tourists' disappointment. Second, it is also important that all the agents work together when promoting a destination and that they communicate to each other because it is only with common efforts that a tourism destination can be optimally promoted. In this sense, a common promotion implies having the best strategies to promote a destination, highlighting the attributes that have to be highlighted on each of the cases, always depending on the offer (the destination itself) and the demand (who are you promoting the destination to).

The main objective of this Master Thesis is to discover more about Girona's image as a tourism destination from different agents' perspective and to study its differences on promotion or opinions. In order to meet this objective, three components of Girona's destination image will be studied: the attribute-based component, the holistic component, and the affective component.

This Master Thesis will be divided in the following parts: objectives, theoretical framework, hypotheses based on the academic literature, methodology, results, conclusions, and limitations and future research. In the objectives part, the main aims of the work will be presented. In the theoretical framework, an analysis about tourism destination image concept will be done and some studies from the 70s to nowadays will be explained in order to have a basis to proceed with the practical part. In the hypotheses part, the main hypotheses derived from the objectives will be presented.

The methodology part will include an explanation of the sample of the study and the methodological steps followed to reach the objectives. In the results part, as the name evidences, the findings of the Master Thesis will be presented. Then, some conclusions about all the work will be introduced in the conclusions section. Finally, a brief explanation of future studies following this work and the limitations of it will be explained.

It is true that a lot of research has been done about tourism destination image, but it is less when we are talking about the destination of this Master Thesis, Girona. Some studies have already focused on Girona as a tourism destination (Galí and Donaire, 2005; Camprubí, 2009; etc.), but they used a different type of sample and different methodological steps. This study is new among destination studies in the sense that it is based only on textual online data and it follows a methodology based on text-mining. Text-mining is a kind of methodology that allows people extract relevant information from texts. Also, after this information is extracted by this methodology, some statistical multivariate analyses are done with the aim of discovering more about Girona's tourism image.

The destination image studies, in general, have a lot of advantages in tourism sector, both from theoretical and practical points of view. From a theoretical point of view, the more you know about a destination, the better you can manage it. This kind of research can be a perfect handbook for all tourism promoters, entities and companies to know more about the whole destination and also to discover its strengths and weaknesses. It is generally known in tourism that a good analysis of a destination must be done in order to reach the final objective of convincing tourists to visit it. From a practical point of view, it is a useful analysis to communicate to all types of tourism promoters and collaborators that each of them is important to build a consistent, competitive and attractive image of Girona.

Specifically, this study is really important for Girona's tourism because it sums the benefits of: new technologies, text-mining methodologies, Internet as a source of information, etc. So this work includes a perfect combination because it extracts

information from a huge source, the Internet, but it is not saturated and messed because an automatic text-mining methodology is applied.

As some previous studies on destination image have highlighted, this kind of research has benefits on: the decision-making process because it gives a lot of information; the positioning process because it allows promoters working as a group and sell a better and a consistent image; and, finally, marketing strategies like attracting tourists, appealing to inward investors and government officials, and building self-confidence and pride among residents.

In conclusion, the combination of a relatively little studied destination like Girona and a new methodology based on text-mining and statistical analyses makes this study interesting and innovative. It can contribute to know more about Girona as a tourism destination because information from different agents is collected and compared, which might be a very useful tool for helping in its tourism promotion improvement.

1.1. OBJECTIVES

The main aim of this work is to discover more about Girona's image as a tourism destination. The better understanding of Girona as a tourism destination will help promotional agents when planning and managing tourism. Tourism is a really important economical source for a destination like Girona and its optimal promotion and management is crucial nowadays because of threats like the economical crisis and the nearby competitive destinations.

First of all, the attribute-based component of image is studied. The attributes are the characteristics that define a tourism destination. Focusing on this attribute-based component of destination image, the first two objectives can be defined:

Objective 1: To get a general list of common attributes when evaluating Girona as a tourism destination and compare it with previous studies.

Objective 2: To get a list of common attributes when evaluating Girona as a tourism destination from each of the image formation agents (Gartner, 1994) and make comparisons among them.

Second, the holistic component of destination image is studied. The holistic impressions are the ones that help tourists reducing the number of destination alternatives. Regarding the holistic component of destination image, the following

objective can be defined:

Objective 3: To discover the holistic image component of Girona as a tourism destination in order to have a better understanding of tourists' mental pictures of Girona.

Finally, the affective component is also analysed. This last component refers to motivations and feelings. So when studying this last component, the last objective can be introduced:

Objective 4: To discover the affective image component in order to know more about favourable or not favourable evaluations of Girona as a tourism destination.

Later on this work, the specific hypotheses arising from these objectives will be introduced and explained in order to guide the analyses and the conclusions of the work.

2. THEORETICAL FRAMEWORK

In this section, the two main concepts of this research will be addressed: tourism destination image and text-mining. Tourism image, as it will be described in section 2.1., is the core concept of this work and text-mining is the methodology that will be used to study more about tourism destination image. This section is, therefore, divided into two main parts: “tourism image concept” and “text-mining and tourism”.

First of all, a general search with “tourism image” and “text-mining and tourism” keywords is done in scientific journals to have an overview of which journals have published articles about these two concepts. Second, an up-to-date list of the impact of tourism journals is searched and selected. The ranking chosen is Chang and McAleer (2011) “Tourism and Hospitality Journals impact ranking”. The three first tourism journals of this list are taken (Tourism Management, Annals of Tourism Research and Journal of Travel Research) and a search with “tourism destination image”, “tourism image”, “text-mining and tourism” and other keywords is made in each of them in order to find and select interesting articles for this study. Then, another deeper search on tourism destination image and text mining is done in order to find relevant articles in other tourism journals. Finally, articles from the following 10 journals are selected to build the theoretical framework of this study: Journal of Travel Research, Annals of Tourism Research, Tourism Management, Journal of Consumer Marketing, Journal of Travel and Tourism Marketing, Cornell Hospitality Quarterly, The Journal of Tourism Studies, Information Technology and Tourism, Journal of Vacation Marketing, and Anatolia.

Within the section of tourism image concept, the study is done in a chronological order starting on the 70s and ending in 2012. Within each decade, there is a general explanation about tourism image and, then, the components of it and the methodology used to study this concept. Within the text-mining section, there is a brief explanation of this concept, its evolution and its uses in tourism.

2.1. TOURISM IMAGE CONCEPT

Tourism image concept has been studied directly or indirectly (through related concepts) from before the 70s. In the 50s, some studies already evidenced that

behaviour is dependent upon image rather than objective reality. Furthermore, this concept has evolved and it has been complemented according to the changes that can influence it (research trends, IT, etc.). However, this concept is often avoided because it is vague and complex. A lot of authors have made and still make research on image but they don't define the concept and their scope (attributes or holistic). In this chapter, some considerations and explanations about this concept and the scopes to treat it will be made. Table 1 shows, as an overview, some important "tourism image" definitions in a chronological order:

Author / Year	Definition of image
Reynolds, 1965	"An image is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions. It comes into being through a creative process in which selected impressions are elaborated, embellished and ordered."
Hunt, 1971	"State image is the impressions that a person or persons hold about a state in which they do not reside."
Lawson and Baud-Bovy, 1977	"An image is the expression of all knowledge, impressions, prejudices, and emotional thoughts an individual or group has of a particular object or place."
Gensch, 1978	"Image is an abstract concept incorporating the influences of past promotion, reputation, and peer evaluation of the alternatives and it connotes the expectation of the user."
Crompton, 1979	"An image is the sum of beliefs, impressions, ideas, and perceptions that people hold of objects, behaviours and events."
Dichter, 1985	"An image is not only individual traits or qualities but also the total impression an entity makes on the minds of others."
Gartner, 1986	"Tourism image is a function of brand (political entity) and the tourists' and sellers' perception of the attributes of activities or attractions available within a destination area."

Ahmed, 1991	"State's tourist image is tourists' mental picture of a particular state, what comes to their mind."
Bramwell and Rawding, 1996	"Projected place images can be conceived as the ideas and impressions of a place that are available for people's consideration."
MacKay and Fesenmaier, 1997	"A destination's image is a composite of various products (attractions) and attributes woven into a total impression."
Beerli and Martín, 2004	"Image is seen as a mental picture formed by a set of attributes that define the destination in its various dimensions. Tourism destination image can be viewed as a total impression represented in a traveller's memory as a result of perceived attributes associated with the tourism destination."

Table 1: Summary of destination image definitions.

2.1.1. Tourism Image in the 1970s

Some studies about tourism destination image took place during the 70s. Two of them will be referred in this section and the main topics about how they start to treat destination image will be explained. It will be seen that the concept of tourism image is not yet introduced in them directly, but two main factors really related to it are studied: the factors that contribute to the attractiveness of a destination and tourists' satisfaction. Specifically, the components that can contribute to a destination image and the methodology of measurement of them will be focused on.

First, Ritchie and Zins (1978) made a research to discover how important is culture and its components as determinants of attractiveness of a tourism region. They notice that the manifestation of all these cultural elements and their relationships can contribute directly to the attractiveness of a tourism destination. This study puts emphasis on the importance of culture and the need to develop tourism always considering this factor and not hurting it. In this sense, they set the following objectives: to assess some criteria which influence the overall attractiveness of a tourism region; to measure the contribution of different social and cultural elements to the cultural attractiveness of a tourism region; to know the relative contribution of different forms of socio-cultural elements to the overall cultural attractiveness of a region; to evaluate the strengths

and weaknesses of the province of Quebec; and, finally, to evaluate the priorities which should be assigned to tourism development in Quebec. In this sense, cultural and social components start to be seen as determinants of attractiveness of a destination and, therefore, they can influence to the destination image, even before the concept is named "destination image". One of the important clues of this study is that they make clear that these socio-cultural aspects of the destination are important and they may influence the tourist's evaluation of a region. Their results suggest that "natural climate and beauty" is the most important factor of the general characteristics when determining the attractiveness of a destination. The second factor is the cultural and social characteristics. The most important aspects within cultural and social characteristics are considered to be, in order: gastronomy, traditions, handicrafts and history. Moreover, animated forms of culture are rated the most essential elements, and the inanimate forms are also rated highly and daily life forms were seen as less important.

Second, Pizam, Neumann and Reichel (1978) identify and measure factors of tourist satisfaction in Cape Cod, Massachusetts (USA). This article is important because they start to see that tourist satisfaction is an unclear concept and it can directly affect the image of a destination if we take into account that these beliefs and impressions of the tourists are directly important. They find that most factors are highly rated and the highest ratings are the natural assets and the tourism facilities.

a) Components of destination image in the 1970s

In Ritchie and Zins (1978), the authors identify general factors that can contribute to the attractiveness of a tourism region. These factors are the following: cultural and social characteristics, accessibility of the region, attitudes towards tourists, infrastructure of the region, price levels, shopping and commercial facilities, sport, recreation and educational facilities and natural beauty and climate. Furthermore, each of the general factors is divided into different elements. For example, culture and social characteristics are divided into the following 12 elements: work, dress, architecture, handicrafts, history, language, religion, education, traditions, leisure activities, art/music and gastronomy. Also, culture is divided into: animated forms, inanimate forms, and daily life forms.

Pizam, Neumann and Reichel (1978) state that tourist satisfaction (related to destination image) occurs in two independent dimensions: the instrumental and the expressive ones. They analyse different factors, for example: cost of goods, quality of facilities, quality of service in hotels/motels, ease of access to the resort area, etc.

b) Methodologies and measurement of destination image in the 1970s

In this section, some methodologies and measurements of destination image in the 1970s from the articles analysed are first summarized in the Table 2 and then there is an explanation of each of them:

<i>Reference</i>	<i>Type of Methodology</i>	<i>Technique for the Generation of Attributes</i>
Ritchie and Zins (1978)	Structured <ul style="list-style-type: none"> - 8 factors. - 12 socio-cultural elements. - 3 forms of culture. - Ordinal rank scales and 11 point interval scales. 	<ul style="list-style-type: none"> - Consultation to tourism and cultural affairs experts. - Review of literature.
Pizam, Neumann and Reichel (1978)	Structured <ul style="list-style-type: none"> - Open-ended field interviews. - 5 point Likert scale. - Factor analysis 	<ul style="list-style-type: none"> - Review of literature. - Consultation with experts.

Table 2: Summary of methodologies and measurement of destination image in the 1970s.

Ritchie and Zins (1978) apply a methodology divided into two stages in order to know how important some aspects are when contributing to the attractiveness of a region: first, a survey that allows the quantitative measurement of the variables and, then, discussion workshops concerning the precise nature of their priority action recommendation for future development. Both tourism and cultural development professionals are studied. Something that it is important in this methodology is that the distinction between residents and non-residents is made and they a comparison of these two groups is made.

Pizam, Neumann and Reichel (1978) review literature on consumer satisfaction factors and attributes determining destination satisfaction in order to determine new

destination image attributes. Then, a consultation with experts is made to confirm the factors. Finally, some interviews to the tourists are made.

In conclusion, during this decade natural factors and tourism facilities were found determinant when building the attractiveness of a destination and, in parallel, they are very important when determining tourists' satisfaction. So it is concluded that these factors should be considered when studying the image of a destination.

2.1.2. *Tourism image in the 1980s*

In this section, 4 articles from the 1980s will be reviewed: Pearce (1982), Gartner (1986), Phelps (1986) and Botterill and Crompton (1987). These are the ones that were selected from the 80s in the journals previously mentioned.

First, Pearce (1982) studies tourists who visit Greece and Morocco. He defines a new distinction between post-travel and pre-travel images and he compares them. Furthermore, this study focuses on tourists' attitudinal changes. The author states that people's images of foreign countries and distant locations had been studied previously from mental mapping approaches and multidimensional scaling techniques (comparison of a set of countries or areas and rating for perceived similarity). However, a third methodology called repertory grid analysis, which will be explained later, is used in this study. Images are studied on the assumption that "travel broadens the mind" and, consequently, travel changes people's images and perceptions after travelling. Finally, the generalisation effect in tourist's attitudinal changes is also addressed. Both tourists who visited Morocco and Greece are found to have changed some of their perceptions. Also, home country perception and other similar destinations perceptions can be also changed when an overseas trip like the ones studied takes place.

Gartner (1986) study focuses on product image. A disaggregation of this concept into various interactive components is made. Then, this last concept is differentiated from brand image, which is defined as the perception of product manufacturer or seller. The concepts of state and product image are useful for this study because they can be compared to destination images and brands and the findings can be extrapolated. The author also states that the product image heavily depends on attribute perceptions

rather than attributes themselves. It is defined that: tourism image is a function of brand (political entity) and the tourists' and sellers' perception of the attributes of activities or attractions available within a destination area. Also, the study includes: the evolution of these images and the differences between organic (made by unsolicited media reports and information received from friends and relatives) and induced (images that come from governmental promotional efforts) images. This last image is really important in the sense that, even the product isn't altered, perceptions or images can be changed by specific strategies. It is important the reflection that arises from this article: the state image is difficult to change. If a localized area image is changed by promotional actions, it affects little to the whole state image. Also, it is found that overall brand image is the most important part to image formation and that the effects of temporal fluctuations on perceptual mapping for product positioning are unimportant. When analysing how changes had occurred, the following discovering arise: nightlife in Utah was found to be more impressive on the later test; boating in Wyoming was also found more impressive on the later test. This study starts with the hypothesis that there are temporal influences on image related to environmentally sensitive activities or attractions but it can't be validated.

Phelps (1986) studies destination image taking Menorca as her study site. The aims of this study are to answer these questions: how is the image formed, how does it relate to reality, how important is a favourable image in influencing choice, and do false prior images affect visitor satisfaction. This study is interesting because the author makes the distinction between primary image (image that comes from the real experience) and secondary image. Secondary images of visitors who are new to a destination are compared to the images of return visitors. Also, emphasis is put on the larger the difference between image and reality (expectation and experience), the more likely is the tourist to be dissatisfied. It is stated that the process of image formation and the false images are very important to know about decision-making process and how to promote a destination. The findings include the most used words in the research: scorching sun, boat trips, beach bars and topless sunbathing. Also, when making the comparison from first time visitors and returning visitors, some factors expected from

the destination at the first time are not as highly expected when returning like: flamenco dancing, large hotels, olive groves and discos.

Finally, Botterill and Crompton (1987) analyse photos (snapshots) of tourists and interpret their meaning. Different methodologies and techniques later explained are applied. This study is more focused on images rather than texts, which will be the data of this Master Thesis.

In conclusion, all these studies introduce new concepts to the image paradigm. First, as it is said, the distinction between pre-travel images and post-travel images becomes really important and their comparison is seen as a source of information. Also, in parallel, the distinction between first time visitors and return visitors is made. Furthermore, the distinctions between primary and secondary images and between organic and induced images become more and more important and they also become objects of study. Then, some concepts as product image and brand image arise and are also important to destination image studies because some parallelisms can be made. Finally, destination images studies are found to be useful to determine promotion strategies, study decision-making process of tourists, analyse tourists' satisfaction and behaviour, etc.

a) Components of destination image in the 1980s

Pearce (1982) studies the following 13 factors of the environment found to be important in destination images: cheap shopping, adventurous holiday, contact with local peasant people, exotic local customs, interesting tourist sights, spectacular scenery, appealing food, swinging social life, absence from other tourists, good sun and beaches, good winter sports, interesting politics and society, and strong personal attraction.

Gartner (1986) selects different attractions and activities considered influential on image. They are the following: fishing, hunting, boating, skiing, camping, sightseeing, national parks state parks, national forests, cultural sights, historical areas, and cities.

Phelps (1986) gives an attribute list of the destination studied (Menorca) in order to know which attributes are more in the mind of visitors. For example, some of these

attributes are: scorching sun, boat trips, beach bars, topless sunbathing, white houses, supermarkets, large sandy beaches, prehistoric ruins, etc.

In conclusion, more and more attributes that can contribute to destination image formation are found. Apart from natural attributes, some other social and human attributes are being incorporated. In this sense, image formation process is becoming more and more complex, but also more and more covered in terms of attributes.

b) Methodologies and measurement of destination image in the 1980s

The methodologies and the measurement of destination image in the 1980s from the articles analysed are summarized in Table 3.

<i>Reference</i>	<i>Type of Methodology</i>	<i>Technique for the Generation of Attributes</i>
Pearce (1982)	Structured <ul style="list-style-type: none"> - 13 attributes. - 6 point Likert scale. 	- Modified Kelly Repertory Grid technique.
Gartner (1986)	Structured <ul style="list-style-type: none"> - 5 point scales. - Non-paired t-tests. 	- Review of literature. - Own selection
Phelps (1986)	Structured <ul style="list-style-type: none"> - 32 attributes. - Check list of attributes 	- Researchers' judgement.
Botterill and Crompton (1987)	Structured <ul style="list-style-type: none"> - Selection of pictures. - Clustering and interpretation with software. 	- Kelly Repertory Grid technique. - PEGASUS and FOCUS software.

Table 3: Summary of methodologies and measurement of destination image in the 1980s.

First, Pearce (1982), as said before, uses the repertory grid analysis. This methodology emphasises the idiosyncratic view of the world when judging and interpreting stimuli. This methodology has a theoretical input not present in other techniques. Three groups of British subjects are studied: two of tourists and one control group. A survey had been given to the people studied with: a rating scale (5 options from strongly agree to strongly disagree) and a grid. They had to rate seven elements (countries) on 13 constructs (different criteria).

Gartner (1986) sent 3,000 surveys to United States households in 1982 and the same quantity in 1983. In them, households were asked to rate (5-point scale) the impressiveness of various attractions and activities available within four states. Also, an analysis of the activities and attractions was performed using non-paired t-tests.

Phelps (1986), in order to assess secondary images, uses verbal descriptions. A follow-up survey is made to first-time visitors on return from their holiday in order to assess whether experience had altered their impression of the place visited. This survey had been given in the check-in and collected when the people were called for departure. Age and social class are found to be significant variables. The survey included an attribute list with words that could be used to describe the place studied, Menorca. This list is taken in order to perform a frequency count of the words used. Also, relative frequencies were calculated in order to compare first time visitors and return visitors. Then, a discriminant analysis using statistical package SPSS was made to identify respondents presenting atypical images for their groups.

Finally, Botterill and Crompton (1987) corroborate that the studies of that moment use photographs and the repertory grid technique in order to discover tourists' experiences. They specifically use the combination of these two resources. Furthermore, they use software called PEGASUS and FOCUS, which help when doing interpretations of pictures.

In conclusion, methodologies of the 80s were becoming more and more complex due to new contributions to the image formation paradigm. Furthermore, authors used combinations of techniques and methodologies due to this complexity of the image formation paradigm.

2.1.3. *Tourism image in the 1990s*

The concept of tourism image becomes more and more studied in the 90s and, because of that, a total of 10 articles will be analysed in order to know how this concept evolves and becomes more and more complex.

First, Chon (1991) focuses on tourism destination image modification process. The concept of destination image is addressed from a marketing point of view because it is thought that this image affects directly the buying behaviour. The processes comprised

in it are really complex and multistaged. Some studies determine that destination image formation and modification occurs throughout an individual traveller's travel experience. However, some studies state that images are crucial in destinations' marketing success. Images influence traveller's behaviours. For example, the following process is followed: accumulation of mental image about vacation experience, modification of those images by further information, decision to take a vacation trip, travel to the destination, participation at the destination, return travel, new accumulation of images based on the experience. Chon (1991), taking into account these stages, examines how images are changed between "travel to" and "return" stages. The author concludes that there are significant destination image modifications (image enhancement) when travellers visit a destination. Again, the distinction between pre-visitors and post-visitors is the centre of a study and becomes interesting to analyse. Finally, marketing advices that come out of this study are introduced: it is important to create a positive image to encourage initial purchase of first-time visitors, and satisfy tourists needs by offering positive reality.

Pizam, Jafari and Milman (1991) study the influence of tourism on attitudes. They analyse tourism's contribution to changes in ethnic attitudes. This study is held in USA and USSR. The aim is to answer the following questions: does the tourism experience affect the attitudes and opinions that tourists have of their hosts? How? This study is important because it also treats the attitudinal changes, but specifically from a social and intercultural point of view. Also, one of the objectives of the study is to enhance the studies on ethnic attitudinal change and help other studies about tourism destination image because they think they are related. Consequently, this study focuses on changes on attitudes, their type and their degree in order to know more about this type of experiences. The findings include: trip takers are not intensely favourably biased towards the USSR and its people; and the experiences (trip) make visitors have more positive attitudes and also more negative attitudes.

Ahmed (1991) studies the influence of the components of a state's tourist image on product positioning strategy. It is introduced that tourists, as consumers, develop images of everything at a destination. However, they form selected impressions, a kind of selection of information according to their personal interests. Also, the study

includes that images are more about subjective thoughts and feelings about a state (or destination) rather than about objective facts. Conclusions include that state's tourist image is tourists' mental picture of a particular state, what comes to their mind. The author thinks that the study of destination image can be useful when determining the competitiveness of a tourism destination because images directly affect the decision-making process of travellers. In parallel, these types of studies are thought to be useful to enhance weaknesses of destination images and to take profit of destinations' strengths. Specifically, tourism destination images studies are useful for positioning reasons. Perceptions are found to be more important than attributes when positioning. Also, in this study, an interesting reflection about overall image vs. components is made. Each tourist possesses a unique set of variable features that influence his/her style and pattern of perceptions. Past tourist experiences and residence in a particular geographical regions are two of the major variables. So, the conclusion of all this is that people respond to various components of a state's image differently and different people respond to different components. Also, some literature on tourism images is highlighted like the explanation of the 7-step process of a tourist experience from Gunn (1989). The author confirms that the first three steps are very important because it is hard to change an image once it is formed. Also, the distinction (as we saw on the 80s) between induced and organic images is made and it is confirmed that it is easier to change induced image than organic image. For example, advertising is really important when enhancing images. The findings include: perceptions are generally more favourable for those who had previously visited Utah. In conclusion, tourism destination images have distinct components and groups perceive these components differently and they are really important when positioning products.

Walmsley and Jenkins (1992) study tourism cognitive mapping of unfamiliar environments. Cognitive mapping is a different methodology to study tourists' behaviour and mind. They analyse sketch maps drawn by visitors of a place. These maps show which recreational opportunities and facilities they use. This study is new in the sense that a new methodology is used. The real world is very big and complex, so people tend to formulate simplified images of the areas where they interact. This

simplified knowledge about a place is divided into: knowledge of places, knowledge of closeness of places to the individual, knowledge of the location of places relative to each other, and knowledge of sets of places and their interlinking paths. This study is also important for this research because it studies images, but under the name of mental maps. Its authors confirm that the most powerful source of environmental learning is personal interaction with the environment (experience). They find that: maps drawn are idiosyncratic; each of the maps is an attempt to externalize a cognitive image; environmental learning occurs quickly and it is influenced by the experience of tourists; etc.

Ross (1993) studies destination evaluations, revisitation intentions, vacation preferences, and sociodemographic characteristics of budget travellers on Northern Australia. He studies budget travellers in particular because he thinks that they are really different to other travellers. He finds that the destination is related close to ideal, particularly by young people, males and those with lower levels of formal education. Furthermore, he discovers that respondents are likely to recommend the destination to family and friends. The majority expressed a desire to revisit and less than a 20% declare a specific plan to revisit it. He also finds that the budget traveller profile is characterised by these factors: young people, often well educated, higher degree of critical reflection, female and university-level people are less likely to evaluate positively a destination, etc. All these findings are declared to be important for marketing aims.

Driscoll, Lawson and Niven (1993) measure tourists' destination perceptions. They measure attitudes and behaviours. They think that one of the most important steps is data collection and it must be done thoughtfully because precise information when studying destination images is crucial. They compare grid analysis and scaled questionnaires. They find that the grid format performs better when treating internal consistency reliability. Also, perceptual scores are a function of the type of response format. The difference is that the grid format presents the respondents with a comparison process that is not present in conventional scaled formats. They conclude that none of them is the most appropriate and the more information you have, the better you can analyse data.

Bramwell and Rawding (1996) analyse how places project similar and different images in their tourism marketing. This analysis is made in five old industrial English cities: Birmingham, Bradford, Manchester, Sheffield, and Stoke-on-Trent. Destination images are considered to be really important because they can influence people's perceptions, choices and behaviour. Because of that, it is really important that the marketing actions are decoded as expected in order to get desired behaviours. A well-designed and promoted image will be able to: attract tourists, appeal to inward investors and government officials, and build self-confidence and pride among residents. Marketing a destination implies treating it as a product and promoting it to meet the needs of users or customers and make it work socially and economically. Also, the distinction between organic and induced images is made. These two types of projected images plus the consumer's needs, motivations, prior knowledge, experience, and other personal characteristics form received place images. In this sense, Walmsley and Jenkins (1992) study saying that each person has its own personal images and representation is confirmed here. Furthermore, Bramwell and Rawding (1996) also find that there is a lot of literature about received images but less about projected images and it is because of that they focus on this second type of images. Their findings are: all the cities are promoted like exciting, lively and cosmopolitan, with a lot to do and see and dynamic and culturally enlivened; there are several differences when promoting the cities; there is city rivalry, place character enhancement, variation between tourism organizations and their objectives, more or less market study in order to focus on a specific segment, differences between local power relations, etc. In conclusion, they find that, even they want to standardize the projected images of these cities, there are still some differences perceived when analysing tourism texts and images they create.

MacKay and Fesenmaier (1997) analyse the pictorial element of destination in image formation. They study how content of promotional visuals affects destination image construction and interpretation. As the last study, they make the difference between promoted and perceived image. They put together tourism, advertising and landscape aesthetics approaches to develop a theory on destination image formation. They assume that pictures are sources of communication of: products, attributes,

characteristics, concepts, values, and ideas. Even there are other channels of destination image communication (texts and managerial practices), they focus on pictorial elements used in advertising in order to develop this part of destination image formation model. They finally create a model of destination image formation that includes: individual inputs (familiarity, gender and income) and marketer inputs (uniqueness, texture and attractiveness). Later, interpretation of activity, familiarity, holiday and atmosphere step takes place.

Schneider and Sönmez (1999) analyse the tourism image of Jordan. Their study is new in the sense that they analyse developing and lesser-developed destinations. They find it interesting to study the Middle East region because of conflicts occurred there that imply risks and also because of its fast growing capacity. They compare intraregional and interregional visitor images. Their findings include: non-Jordanian festival attendees have a fairly positive perception of Jordan as a host nation and they also find it safe and interesting, a funny place, and with a variety of places to stay. The respondents are found to be more neutral about the food, transportation, variety of things to do, and affordability. They are found to be less positive when judging shopping opportunities and how businesses treat visitors. No differences between interregional and intraregional respondents were found. They concluded that more efforts must be done on Jordanian service sector. Visitor awareness of its natural resources must be increased and more potential visitor and visitor research must take place.

Baloglu and McCleary (1999) make an important study and introduce a model of destination image formation. Due to the importance of images in tourism, they create a model that defines the important determinants of destination image, which is formed by stimulus factors and tourists' characteristics. This study has its implications and benefits when designing and creating marketing programs for a destination. This study includes a review of previous destination image studies on specific fields like: the impact of previous visitation or familiarity on destination image; the relationship between tourists' geographical location and image; the measurement of destination image, its components, the factors that influence it; temporal influences on image change; differences between tourist image and what is projected by destinations; and

the relationship between sociodemographic variables and destination image. However, the emphasis is put on how image is formed like MacKay and Fesenmaier (1997) but with a more general scope, not only thinking about visuals. Baloglu and McCleary (1999) have a new perspective because they focus on dynamic structure of image rather than the static one. At a first stage, it is important to have as much information as possible about the selection process (which factors influence images). Their model of image formation that includes these factors will be explained later. The variety (amount) of information sources, the type of information source, age, and education influence perceptual/cognitive evaluations. Also, sociopsychological tourism motivations influence affect but perceptual/cognitive evaluations on affect are much stronger than the effects of travel motivations. In conclusion, the aim of this study is to provide a theoretical standpoint and an empirical evidence for the elements contributing to the development of tourism destination images. They contribute to better promotion and marketing because, if destinations focus on their most important variables, they will be more efficient in tourism demand stimulation and more effective attracting tourists.

In conclusion, as it is noticed in all the articles from this decade, a lot of work was done and a lot is left to be done at the moment it finishes. Briefly, buying behaviour continues to be studied and image concept is becoming more and more important to study it. New trends in the study of behaviour are introduced: study of ethnics (social and intercultural features); tourism cognitive mapping (new methodology); revisiting intentions, willingness to recommend and other behaviours; importance of data collection step; etc. Also, specific samples are taken: budget travellers, conflictive countries (Jordan), industrial cities, etc. A new scope is also introduced: the dynamic nature of images. Because of that, image formation and image modification processes have been studied deeply during the 90s. Gunn's (1989) 7-stage process of images is addressed, some general and partial models of image formation are proposed, determinants of image formation are studied, etc. Also, some interesting distinctions are made in order to find differences or similarities between groups or concepts: promoted/projected images vs. perceived/received images; induced vs. organic images (like in the 80s); intraregional vs. interregional visitors; pre-visitors vs. post-visitors,

etc. Finally, the following benefits of destination image studies are highlighted: it gives information on decision-making process; it allows a better and thoughtful positioning of a destination; it helps to undertake marketing strategies like attracting tourists, appealing to inward investors and government officials, and building self-confidence and pride among residents.

a) Components of destination image in the 1990s

Chon (1991) defined seven categories of statements about the perceptions of a destination: shopping opportunities and related attributes; American visitors' perceptions of South Korean people; historical and cultural attractions of South Korea; perceptions concerning safety and security in travelling to and in South Korea; scenic beauty of South Korea; general travel related conditions and resources of South Korea; and general attitudes of American tourists towards South Korea as a place to visit. Some statements are made about these items in order to analyse the image of the destinations studied.

Ahmed (1991) states that thoughts and feelings about tourism resources, tourism services, the hospitality of hosts, sociocultural norms, rules and regulations are what affect consumer behaviour. His questionnaire contains questions about impressiveness of: Utah's national parks, state parks, national forests, historical sites, sightseeing, skiing, boating, hunting, fishing, camping, cities, culture, shopping, museums, symphony orchestra, shows, night clubs and night life. Also, it includes questions on perceptions about: receptiveness of residents to tourists, the restrictiveness of state liquor laws and about winter and summer temperatures. The findings are: 4 groups of items can be made and they are parks, activity, culture and night life; and there are three independent variables which are liquor laws, summer and winter temperatures.

Walmsley and Jenkins (1992), from a cognitive mapping point of view, say that images or cognitive sketches are composed by: paths (routes along which people move around the city); edges (obstacles or lines separating different parts of a city); nodes (places that serve as foci for travel); districts (relatively large areas with an identifiable character); and landmarks (points of reference used in navigation and way finding).

Driscoll, Lawson and Niven (1993) analyse 18 attributes: modern facilities, natural landscape, safe for tourists, good climate, culturally interesting, modern society, a different experience, good value for money, easy to reach / accessible, good shopping facilities, many organised activities, clean / unpolluted, for the whole family, an exotic place, plenty of outdoor activities, of religious interest, friendly people, and good nightlife / entertainment.

As Bramwell and Rawding (1996) analyse projected images and they take into account other aspects like the content of texts and images found in different sources: tourism strategies, committee papers, promotional leaflets, and interviews. This is an important point of view because this study is similar to what is going to be done in this Master Thesis.

MacKay and Fesenmaier (1997) review older image formation models like the one of Gartner (1993) that includes the following agents: overt induced I (traditional consumer advertising); overt induced II (information from the travel trade); covert induced I; covert induced II (familiarization tours for travel media and sponsors); autonomous (news and popular culture); unsolicited organic; solicited organic (information from unbiased sources as well as unsolicited); and organic (past experiences). Another model includes: organic (awareness of destination before promotion actions introduced), induced (promotions) and complex images (actual visitation and experiences). Also, three dimensions are considered: attribute-holistic (attributes), functional-psychological (observable or intangible parts of image), and common-unique (what is similar and what is distinctive about a destination). Landscape perception is labelled with different words, each with 3-component scales: attractiveness, uniqueness and texture. Destination image is rated with 4 components with the following labels: activity, familiarity, holiday and atmosphere.

Schneider and Sönmez (1999), in their surveys, ask about: accommodation, accessibility, safety, etc. On demographic questions, they ask: education, age, and gender.

Baloglu and McCleary (1999) introduce a model of image formation derived from previous literature that aims to discover image determinants in the absence of actual

visitation. Two major forces act in image formation: stimulus factors and personal factors. In stimulus factors, they include information sources, previous experiences and distribution. In personal factors, psychological (values, motivations and personality) and social (age, education, marital status, etc.) features play an important role in image formation. Furthermore, the overall image of a place is formed as a result of both perceptual / cognitive (beliefs and knowledge) and affective (feelings) evaluations of that place and an extended analysis about this distinction is made. Also, the type, quality and quantity of information is important to image formation. In order to develop their model, these authors also have some other hypotheses: sociopsychological motivations influence affective evaluations of destinations; tourists' ages and education levels influence their evaluations of destinations; etc. From all this information, they create an image formation model and they test it (with 17 variables). Specifically, the following perceptual/cognitive items are analysed: quality of experience, attractions, and value/environment. The travel motivation items are: relaxation/escape, excitement/adventure, knowledge, social, and prestige.

In conclusion, and following the trend of the 80s, there are more and more components that are found to be important to build destination images. For example, the following factors continue to be important: scenic beauty, general travel resources and conditions, shopping opportunities, cultural and historical resources, impressiveness of places and activities, accessibility, etc. Also, some other factors are gaining importance: attitudes, motivations, hospitality of hosts, sociocultural norms, laws and regulations, exotic destinations, religious interest, outdoor activities, new experiences, etc. All these factors are related and analysed depending on demographic characteristics in order to extract patterns and conclusions. So this extension of factors that influence destination images is also important for the development of this framework.

b) Methodologies and measurement of destination image in the 1990s

Methodologies and measurement of destination image in the 1990s from the articles analysed are summarized in Table 4 and then there is an explanation of each of them:

Reference	Type of Methodology	Technique for the Generation of Attributes
Chon (1991)	Structured <ul style="list-style-type: none"> - 7 categories, 26 statements. - 7 point Likert scale. 	- Review of literature.
Pizam, Jafari and Milman (1991)	Structured <ul style="list-style-type: none"> - 41 opinion statements. - Semantic differential form. - 7 point Likert scale. 	- Review of literature.
Ahmed (1991)	Structured <ul style="list-style-type: none"> - 22 Bipolar adjective Likert-type questions. - 5-point scale. - Factor analysis. 	- Hunt's previous study review.
Walmsley and Jenkins (1992)	Unstructured/structured <ul style="list-style-type: none"> - Map drawing. - Questions on experience factors. 	- Review of literature.
Ross (1993)	Structured <ul style="list-style-type: none"> - 5 point Likert scale. - Yes/no questions. - Other demographic questions. 	- Review of literature.
Driscoll, Lawson and Niven (1993)	Structured <ul style="list-style-type: none"> - Scales (7 point). - Grid (7 point). - 12 destinations / 18 attributes. 	- Focus groups. - Literature review. - Interviews with travel agents. - Preliminary questionnaire.
Bramwell and Rawding (1996)	Structured/unstructured <ul style="list-style-type: none"> - Image and text. - Image frequency. - Context of occurrence. 	- Own analysis.
MacKay and Fesenmaier (1997)	Structured / unstructured <ul style="list-style-type: none"> - Visuals and text. - Stimuli selection/focus groups/image survey. - 18 pairs of bipolar adjectives. - 7-point scales. 	- Focus groups. - Tourism literature.

Schneider and Sönmez (1999)	Structured - 5-point Likert scale.	- Own selection and methodology.
Baloglu and McCleary (1999)	Structured - Explanatory research design. - Advance hypotheses. - Test hypotheses: questionnaire (several response types).	- Literature review. - Hypotheses.

Table 4: Summary of methodologies and measurement of destination image in the 1990s.

Chon (1991) uses a self-administrative questionnaire surveys. He studies South Korea and Los Angeles. He doesn't use a random sampling process, but block sampling procedures due to lack of time and money. The survey consists of a series of statements dealing with the respondents' perceptions of the place where they went as a travel destination. People were asked to give opinion about the statements and the responses are measured using a seven-point Likert-type scale with responses from "strongly agree" to "strongly disagree".

Pizam, Jafari and Milman (1991) perform a structured questionnaire that measures attitudes towards the Soviet people, their beliefs and their institutions. The questionnaire was given before and after a USSR trip. The questionnaire consists on adjectives listed in Semantic Differential form and a few statements (with a 7 point Likert scale).

Ahmed (1991) states that an image has a lot to do with the people perceptions of the environment. He uses an eight-page questionnaire with 22 bipolar adjective Likert-type questions. The responses went from 1 (highest positive impression) to 5 (highest negative impression). He obtained results for each component and also an overall score.

Walmsley and Jenkins (1992) review that some techniques to analyse tourists' images used in previous literature like: word association tests, Thematic Apperception Test, the cloze procedure, choice techniques, and free-expression techniques. They specifically follow this methodological path in Coffs Harbour City, Australia: tourists are interviewed in different places, they are asked to draw a map of Coffs Harbour, and

then they are asked to answer a short questionnaire about experience factors that might influence mapping.

Ross (1993) interviews budget travellers in Crains (Northern Australia) during the high season. Subjects are asked to evaluate the destination in four ways: as an ideal holiday destination, the desirability of visiting again in the future, definite plans to revisit, and willingness to recommend the destination to family and friends. They also have to rate other things and give some personal information like age, gender and level of formal education.

Driscoll, Lawson and Niven (1993) state that typically, in destination images studies, experts employ semantic differential scales, Likert-type scales, or graphic positioning scales. Also, grid-type questionnaire format is used. They say that the grid puts emphasis on the attributes and the scaled questionnaires focus on the destination. Specifically, they use two self-administered questionnaires mailed to respondents. They are identical, but one is presented in a scaled format and the other in the grid format. Both have seven-point rating scales, 12 destinations and 18 attributes.

Bramwell and Rawding (1996) assess overall projected images of five industrial cities of England. They evaluate the content of the images (frequency and context of occurrence and internal relationships between references). The sources are: tourism strategies, committee papers, promotional leaflets, and interviews.

MacKay and Fesenmaier (1997) state that, before their study, most of the models that analysed destination image formation were person-determined (organic) or destination-determined (induced). Person-determined are the works that study individual differences in information processing and interpretation, and destination-determined ones reflect the actuality of the destinations. They use a specific and complex methodology that follows these three steps: visual stimuli introduction, individual evaluating, and potential relationship between the two levels. They use a qualitative approach to reveal holistic and psychological impressions and they use a quantitative method to provide data for common characteristics and destination attributes. Moreover, they included visuals, which are the pictorial or photographic

elements. The study followed three phases: stimuli selection, focus groups and an image survey.

Schneider and Sönmez (1999) take a three-part on-site intercept survey focused on attendance motives, image, and demographic information. They use a 5-point Likert-type scale (1=strongly disagree to 5=strongly agree).

Baloglu and McCleary (1999) is based on an explanatory research design, advanced hypotheses and hypotheses tests to confirm casual relationships. Their hypotheses are tested by a self-administered questionnaire where the respondents are asked about variables to be measured in different countries. The survey has 4 sections: questions relating to sociopsychological motivations and previous experiences; questions related to variety and type of information sources used regarding destinations; questions relating to the image construct and measurement; and questions designed to gather demographic information. They measure responses through different formats: 7-point anchor scales, 5-point scales, four bipolar scales, 4-point Likert-type scales, open-ended answers, etc.

In conclusion, a lot of methodologies are used during the 90s. Both qualitative and quantitative methods are addressed. Surveys continue to be the first methodology used, both self-administered and on-site ones. The type of answers is really diversified: with Likert-type scales, graphic positioning scales, grid-type questions, cognitive mapping, semantic differential scales, open-ended answers, etc. Also, the results of the studies are diversified and they are becoming more and more complex and improved.

2.1.4. *Tourism image in the 2000s*

Murphy, Pritchard and Smith (2000) study destination products and its description, known as the complex amalgam of elements and experiences. This study is important because of the increased competition among destinations. Quality and value are two important factors for a destination and they can help to rejuvenate products and increase attractiveness of destinations. First, they aim to clarify vague concepts in tourism. Destination is defined as an amalgam of products and services available in one location, which can draw visitors from beyond its spatial confines. Quality is a

positive distinguishing characteristic and the foundation for services marketing. Value is the combination of a product's (destination's) perceived quality and associated price which a visitor will summarise as the value received. The difficulty is to find which destination features lead to the values of quality and value. In this sense, they propose a model of the nature of a destination product and, then, they analyse a specific destination and they predict future behaviours of tourists. Their findings are: both environment and constructed infrastructure could be linked to tourists' perceptions of quality and value; and quality is really positively related to the intent to return. Because of that, they recommend to focus on both general environmental conditions and the infrastructure and businesses to improve tourists' perceptions of value and quality and, therefore, improve their competitiveness.

Chaudhary (2000) conducts a study to determine pre-trip and post-trip perceptions of foreign tourists about India as a tourist destination. He makes this analysis with the aim of discovering the strengths and weaknesses of India as a tourism destination and, then, giving advises to meet tourists' expectations. He justifies his study by saying that India has a problem when increasing foreign tourists number even their continuous marketing efforts. India is defined internationally with the following words: mysticism, political instability, grinding poverty, illiteracy, terrorism, unemployment, communal discord, lack of social services and corruption. This image is really bad and it is difficult to take a step forward in Indian tourism because of it. So this study is undertaken to analyse this image and help to improve it. Specifically, it includes these statements: India is an inexpensive destination; it has overall good transportation facilities; and the roads are of poor quality. The findings include that there is a better perception than expected on: variety of good arts, rich cultural heritage, unsafe from petty crimes and poor guide services. In general, the study is concluded by saying that India can develop its image as a cultural destination and it lacks a positive image on the infrastructure and safety fronts.

Echtner and Ritchie (2003) develop a really important study on destination image called "The Meaning and Measurement of Destination Image". They try to move forward in the field of destination image because they think that a lot of research has been made on product image but less on destination image. In this work, they

conceptualise and measure destination image in order to acquire managerial and theoretical benefits. As said before, there is more and more competitiveness, the decision-making process on destinations is really important and, to analyse this process, it is important to analyse destination image. They use product image models but they assume that these models must be specified and complemented.

Beerli and Martín (2004) study tourism image formation in Lanzarote (Spain) in order to get marketing clues. They analyse the relationship between the perceived image and the tourists' motivations, their accumulated experience of vacation and the socio-demographic characteristics referring to their gender, age, level of education, social class and country of residence are assessed. Their hypotheses are based on the idea that destination image has a cognitive part and an affective part. Their findings are that: tourists' motivations influence the affective component of image; and in a "sun and beach" destination, the motivations favourably affecting first-time tourists' affective image are related to "relaxation" and to a lesser extent with "knowledge". In this sense, market segmentation must be done taking into account these motivations. Therefore, among repeating visitors, sun-based small destinations must diversify attractions because it is proved that they get bored when they repeat. Also, it is found that it is important to show similarity between the image projected and the reality in order to create expectations that can be fulfilled at the destination and, then, create good satisfaction levels among visitors. Also, they find that the tourists' level of experience of vacation travel has a positive and significant relationship with the cognitive image among first-time tourists to the destination and with the affective dimension of the image among repeat tourists. Finally, country of origin, gender, age, level of education and social class are considered sociodemographic characteristics that affect both affective and cognitive components of image.

Galí and Donaire (2005) is a really close study on destination image. They analyse the image emitted of a cultural destination like Girona. They analyse the socially constructed image using a new methodology based on both qualitative and quantitative analyses of the images (illustrations, photos and texts) that appear in tourist guidebooks. They corroborate an interesting classification of images: universal images, induced images and accidental images. Universal image is a very solid image

installed in the collective imagination. Induced images are created by marketing actions. And accidental or ephemeral images are formed in an unconscious way and rooted in a specific event. All these three types of images are transmitted images. The a priori perception is important because they want to analyse the mental construction an individual makes of a place without having a physical connection with the place. Also, the a posteriori perception is considered when they analyse photographs of tourists. They find that some structural features of Girona do not change over time. However, there are some partial modifications. Change and continuity, two words that they say to define the historic process of the tourist image of Girona. It is a really important study because, as it is based on Girona like this Master Thesis, it will be taken to be analysed and compared.

Govers and Go (2005) go a step further and they specifically analyse Dubai projected destination image online through websites content (pictures and text). They think that narratives are the basis for creating destination images and that they are enhanced by photographic material. These narratives should represent such rich tourism experiences and reflect multisensory, fantasy, and emotional cues. And with photographs, these factors are emphasized. Narrative is told by: narrative of the nation (national histories, literature, media, etc.); the emphasis on origins, continuity, traditions, and timelessness; the invention of tradition; foundational myths; and the national identity. They study these images in the content of different websites. They think that the concept of “authenticity” must be projected in the images but it always must be close to reality. They analyse the tension between cultural identity and commerce. Their study is based on a previous model that defines the relationship between cultural identity, projected image, commercialization, tourism experience, and perceived image. Their findings are: images and text analysis are quite similar; in images, the most frequent appearing motif is “dining”, followed by “airport facilities”; in text, the most common word used is “desert”. In conclusion, Dubai image lacks creativity and “cross border” thinking between tourism sectors. Because of that, it fails to coherently reflect its true cultural identity. There is a lot of specific product offered (experimental-type) images, but few effective (holistic) tourism experience ones. In this sense, they fail to incorporate the full potential of the prospective rich tourism

experience. Finally, there are some highlights about the benefits of studying destination image and the power of such a source of information like the Internet.

Stepchenkova and Morrison (2006) study the destination image of Russia. It is an interesting study because they take online data to analyse Russia's image. They compare US and Russian websites related to travel to Russia and their most frequently mentioned places and their descriptions of Russia as a tourism destination. They think that this study can have important marketing implications. Their objective is to identify destinations within Russia and pinpoint the most frequent meaningful words (induced image variables) when tour operators offer Russia as a destination and to uncover the common themes in their descriptions. They focus on the induced image, which is the image found in travel brochures, advertisements, posters, videos and the Internet rather than the organic image. Their findings are: there is a substantial overlap between the top 25 destinations in the two groups (US and Russian) of websites, seventeen destinations were common; US tour operators give a more balanced description of the main places of interest; the Russian tour operator websites are more specialized; also, US tour operators' websites are much narrower in their geographic focus; and the most prevalent themes are related to the cultural, historical and arts aspects and to the natural features too. Finally, there are some highlights about the importance of Russia's image when positioning it as a tourist destination.

Choi, Lehto and Morrison (2007) analyse destination image representation on the web. Like the last study analysed, they analyse the content of travel related websites, but they focus on Macau. They analyse official tourism websites, tour operators and travel agents' websites, and online travel "blogs". They analyse both narrative and visual content and from both qualitative and quantitative approaches. They think that Macau is a good destination to analyse due to its tourism increasing behaviour because of its casinos attraction. It is the first study focusing on projected and perceived online tourism images of Macau and, specifically, to the ones that are for English-speaking markets. Also, they just focus on the online content because of the growing power of the Internet as source of information. Their objectives are to: identify the most frequently used words or phrases and word associations describing Macau as a travel destination and compare them; compare visual information on Macau on different

websites and examine the effectiveness of visual images; examine how different sub-categories of websites project the images of Macau and provide marketing implications if there are disparities in image representation. Their finding is that Macau's tourism image reflected by different sub-categories of websites is quite different. It is projected on tourism websites by the words "Portuguese", "Chinese", "old", "building", "Hong Kong" and "casino". In general, they notice the benefit of their results on marketing implications.

Finally, Stepchenkova and Morrison (2008) enrich Echtner and Ritchie (1993) methodology with CATPAC and WORDER software, the same ones used in Stepchenkova and Morrison (2006). They obtain 72 most frequently used meaningful words, for example: cold, beautiful, people, history, building, poor, architecture, Red Square, St. Petersburg, Moscow, etc. Also, they find the following stereotypical holistic images: cold weather, snow; beautiful architecture and old buildings; poor people, country lodgings and food choices; historic sites and places; etc. The most used affective image variables (evaluative descriptors) are: friendly, somber, depressing, unfriendly, cold, poor, reserved, exciting, etc. The uniqueness features most mentioned are: St. Petersburg, Red Square, Kremlin, Moscow, Hermitage/winter palace, churches/cathedrals, etc. Finally, they group variables into 9 factors: traditional tourism, infrastructure, niche tourism, safety, history, food and culture, service, adventure, and family adult. They finish the study highlighting the importance of it when marketing and positioning a destination. This is an important study for this Master Thesis because it introduces a clue for its methodology as it is a very similar study applied in another destination.

a) Components of destination image in the 2000s

Murphy, Pritchard and Smith (2000) create a model that explains destination product nature and its components. They define destination as the amalgam of individual products and experience opportunities that combine to form a total experience of the area visited. Experiences come from physical setting (destination's environment) and the service infrastructure. The service infrastructure can include: accommodation services, transportation services, travel services, food services, recreation and attraction services and shopping services. Several features are included within the

physical setting and they will be described here. Physical elements of a destination can include a site or facility, natural resources like scenic landforms, flora and fauna, physical conditions. Social factors can include friendliness of the local people, the language spoken, family structures, occupations, urban layout, and population density. Also, the level, use or lack of infrastructure and technology are important factors to be considered. Economic features include currency exchanges, market behaviour and pricing, etc. Culture is also important and it includes: authentic local culture, its history, institutions and customs, etc. The political dimension is relevant too and it includes: political stability, foreign policy, government policy on human rights, democratic elections, government treatment of tourists, etc.

Chaudhary (2000) analyses, in India, expectations and satisfaction on 20 attributes: inexpensive destination; variety of good arts; availability of tourist land-marks; rich cultural heritage; inexpensive shopping; hospitality to tourists; quality deluxe hotels; good transportation facilities; reliable train services; less exploited; unsafe from petty crimes; country of cheaters; unsafe domestic airlines; poor guide services; unhygienic conditions; unsafe drinking water; non-availability of night-life; poor quality of roads; nuisance caused by beggars; and unethical practices existing in travel trade business.

Echtner and Ritchie (2003) describe the process of destination image formation. Two important things of it are: people can have an image of a destination even if they have never visited it or even been exposed to more commercial forms of information; and it is important to separate images of individuals who have visited and those who have not visited the destination because they change. They say that, first, holistic impressions are used to reduce the number of alternatives and, then, certain product attributes are used to compare the remaining choices. Also, they review the attributes used by researchers to measure destination image before their study and they highlight the following: scenery and natural attractions, costs/price levels, climate, tourist sites/activities, nightlife and entertainment, sports facilities/activities, national parks/wilderness activities, local infrastructure/transportation, architecture/buildings, historic sites/museums, hospitality/friendliness/receptiveness, different customs/culture, different cuisine/food and drink, etc.

Beerli and Martín (2004) review several attractions and attribute lists and define the ones that they use. They are classified into nine dimensions: natural resources; general infrastructure; tourism infrastructure; tourism leisure and recreation; culture, history and art; political and economic factors; natural environment; social environment; and the atmosphere of the place. They also make a distinction between induced and organic image. They also analyse motivations, experience of vacation travel and socio-demographic characteristics.

Govers and Go (2005) state that any destination image should be related to a true destination identity. Then, in the tourism strategies, this identity is used together with authenticity and tourism products offerings and it results the tourism image. They think that photographic elements play an important role when building tourism destination image and also the texts.

Stepchenkova and Morrison (2006) find 10 image themes from Russia through word frequencies: culture and history; nature parks; Siberia and Baikal; cruise tours; Moscow; St. Petesburg; country and state; Solovki; Kamchatka; and hunting.

b) Methodologies and measurement of destination image in the 2000s

Methodologies and measurement of destination image in the 2000s from the articles analysed are summarized in Table 5 and then there is an explanation of each of them:

<i>Reference</i>	<i>Type of Methodology</i>	<i>Technique for the Generation of Attributes</i>
Murphy, Pritchard and Smith (2000)	Structured <ul style="list-style-type: none"> - Hypotheses. - Survey. - 5-point Likert scale. - Partial Least squares analysis. 	<ul style="list-style-type: none"> - Review of literature. - Concepts from hypotheses.
Chaudhary (2000)	Structured <ul style="list-style-type: none"> - 5-point Likert scale. - T-tests. - 20 attributes. 	<ul style="list-style-type: none"> - Reports and articles about India in the media. - Small survey to tourists.

Beerli and Martín (2004)	Structured <ul style="list-style-type: none"> - 24 items → cognitive. - 19 items → motivational. - 7-point Likert scale. 	<ul style="list-style-type: none"> - Review of literature.
Gali and Donaire (2005)	Structured/unstructured <ul style="list-style-type: none"> - Classification and categorisation of images. - Content / semiotic analysis. 	<ul style="list-style-type: none"> - Own methodology. - Classification of images.
Govers and Go (2005)	Structured <ul style="list-style-type: none"> - Images: SPSS (distributions, frequency, variance). - Text: CAPTAC (word frequency, frequency tables, proximity matrix). 	<ul style="list-style-type: none"> - Internet websites texts and images. - Image and text quantitative analysis.
Stepchenkova and Morrison (2006)	Structured <ul style="list-style-type: none"> - 212 websites. - 25 destinations. - T-tests. - Factor analysis. 	<ul style="list-style-type: none"> - Frequencies of words. - Meaningful words. - CATPAC II, WORDER. - T-tests. - Factor analysis.
Choi, Lehto and Morrison (2007)	Structured <ul style="list-style-type: none"> - 61 websites. - Images and text. 	<ul style="list-style-type: none"> - CATPAC II. - Most frequent words. - SPSS → Correspondence analysis. - Image categorisation.
Stepchenkova and Morrison (2008)	Structured / unstructured <ul style="list-style-type: none"> - Words. - 3 types of questions: stereotypical, affective and uniqueness. 	<ul style="list-style-type: none"> - Echtner and Ritchie (1993). - CATPAC / WORDER. - Meaningful words.

Table 5: Summary of methodologies and measurement of destination image in the 2000s.

Murphy, Pritchard and Smith (2000) have several hypotheses based on their own destination product model. They think that both destination environment and service infrastructure can positively affect perceptions of trip quality and value. Further, the following three hypotheses are suggested: perceived trip quality will positively affect perceived trip value; perceived trip quality will positively affect traveller intentions to

return; and perceived trip value will positively affect traveller intentions to return. Methodologically, they use secondary data from Tourism Victoria. The survey was made in 1994 and it contained the return intentions of visitors. They analyse closest visitors. A 5 Likert-type scale is used to assess the concepts of the hypotheses. Then, they use Partial Least Squares (PLS) analysis to analyse these data.

Chaudhary (2000) undertook a survey of foreign tourists to identify their expectations and to share their experiences. Sociodemographic and attitudinal data is collected and a multi-attribute approach is used. A 5-point Likert scale is also used to collect data. He uses statistical t-test analyses to know whether there were significant differences between tourists' expectations and satisfaction on 20 attributes.

Echtner and Ritchie (2003) define destination image and follow these steps to measure it: capture perceptions of individual functional attributes (price levels, amount of parking, etc.), as well as psychological attributes (friendliness of staff, ease of product exchange, etc.). Also, more holistic features are measured like mental picture of store layout and the general feeling or atmosphere. Furthermore, images of destinations can include unique features and events or auras. Also, they review the methodologies used to measure images and they say that they can be structured or unstructured. Structured methodologies include image attributes introduced to an instrument like a set of semantic differential or Likert type scales. This first type of methodologies is easy to administer, simple to code the results, it can be analysed using sophisticated statistical techniques, and they allow comparisons. On the other hand, unstructured methodologies use free form descriptions and the respondent is allowed to more freely describe his/her impressions. Focus groups or open-ended survey questions and, then, a content analysis and various sorting and categorisation techniques are used. This second type is more conducive to measuring holistic components and to capturing unique features and auras. Its nature is more qualitative and the comparisons are not allowed then.

Beerli and Martín (2004) suggest different hypotheses about the influence of personal factors on perceived image. Their methodology is based on a survey by means of a structured questionnaire. The cognitive image is measured by 24 items and using a 7-

point Likert scale. The affective image and the overall images are also measured with a 7-point Likert scale. Motivations are based on a 7-point, 19-item Likert motivational scale. Finally, socio-demographic characteristics are asked directly in the survey.

Galí and Donaire (2005) methodology is based on the idea that tourist image responds to romantic ideals from the 19th century, but also it depends on certain processes of transformation. The source of their data is the tourist guidebooks, as image creators and transmitters. They apply a quantitative analysis based on the classification and categorisation of the images that appear in the tourist guidebook. Also, a qualitative analysis based on the contents, and a semiotic analysis of the images and texts are performed. Both promotional and complementary images are analysed. They classify images into eight categories: fragments of heritage, monuments, museums, monumental sites, tourists “consuming” heritage, cultural traditions, festivals, and gastronomy. Then, the qualitative analysis of the contents is based on the confrontation between an image and its anti-image (old-modern, real-imaginary, etc.). They finally also make a diachronic study.

Govers and Go (2005) is based on information found on the Internet, the most important source of information nowadays. Also, it is a commercial channel for tourism. First, they make an online search in order to get Dubai-based tourism company websites. They collect 20 websites, containing 3,600 JPEG and GIF files. Also, the paragraphs with two or more sentences are copied and pasted into a separate web file for each document. A total of 92,485 words are collected. The analysis of the pictures is done in terms of motifs (objects or appearances) and themes (or focal themes). First, they identify the actual objects, then the arrangement and, third, the contextualization. They analysed the motifs that appear in every image using binary variables (0=no, 1=yes) with statistical package SPSS. They analyse distribution, frequency and variance. Arrangements are calculated by positive and negative correlation (if they appear together or not) and, finally, arrangements are correlated with contexts. Text is analysed as follows: they used CAPTAC software to identify the most important words in a text and to determine the patterns of similarity. They use the frequency tables and proximity matrix (based on co-occurrences) of the most common words that this software produces.

Stepchenkova and Morrison (2006) take Russia-related texts from 212 websites of US and Russian tour operators, official sources and travel guides. They classify them into: US, Russian, or partnership websites. They code each website in order to work with SPSS software. They say that on most studies that use content analysis of textual and/or pictorial materials, the authors employ sorting and categorization techniques to identify the frequencies of certain words, concepts, objects, or people, which become “meaningful words”. Then, the most frequent meaningful words are treated as image variables or dimensions of the destination image construct. In this study, the authors use CATPAC II software and the WORDER program to identify destination image variables and cluster them into image themes of more holistic nature. Then, they conduct statistical differences with t-tests to compare frequencies of the samples. They have to make an “exclude file” with all meaningless words like articles, prepositions, etc. and keep just nouns, verbs and descriptors like adjectives and adverbs. Then, they make a factor analysis in order to group the image variables into image themes. They find several problems when compiling and analysing textual data: spelling is not consistent; multi-word concepts; plural nouns; synonyms; etc. What they do is to change, in WORDER, each word that has a same concept meaning in order to count properly the variables.

Choi, Lehto and Morrison (2007) make an exhaustive selection of the websites under the travel directories of Yahoo and Google and under sub-categories such as “Travel Agents”, “Tour Operators”, “Travelogues”, “Travel Writing”, “Publications”, etc. Then, they classify them into four categories: travel trades, travel magazines, travel guides, and travel blogs. A total of 61 websites are analysed. They are saved into separate Word files and then merged into the four categories. Also, visual images are collected from these websites. As the last study, they use CATPAC II software to analyse text. First, they “smooth out” the text in order to get interpretable data: they exclude certain grammatical and “stop” words; they replace plurals with singulars and past tense with present tense; they make the spelling of the names of the attractions consistent; and they group the names comprised of two and more words into one. They identify the most frequently used words and they code them into quantified data

in statistical package SPSS to make a correspondence analysis. Also, visual images are classified into 11 categories and transformed into quantified data.

Stepchenkova and Morrison (2008) introduce both structured and qualitative studies. Structured studies, they say, focus on particular attributes and neglect the holistic aspect of destination image. On the other hand, qualitative studies are helpful in measuring the holistic aspect but the statistical and comparative analyses are difficult or impossible. Echtner and Ritchie (1993) provide a balance between these two methodologies. In Stepchenkova and Morrison (2008), the authors follow the methodology of Echtner and Ritchie (2003) with regard to the quantitative analysis and they go further with the qualitative image assessment. Normally, the previous studies on content analysis of textual or pictorial materials employed sorting and categorization techniques to identify the frequencies of words, concepts, objects or people and they chose the most frequently used ones as destination image variables. These words can be: nouns (attractions), verbs (actions or tourist types) and descriptors as adjectives and adverbs (creation of atmosphere). This analysis can be computer-assisted or by hand. As said before, they use CATPAC and WORDER software. A “smoothing out” procedure must be done before the analysis in order to a better performance and interpretation of the data. They make this analysis dividing it into three dimensions found in the questionnaire of Echtner (1991): stereotypical, affective and uniqueness.

2.1.5. *Tourism image in the 2010s*

Here, two studies about destination image will be analysed. It is a small number taking into account that it is from 2010 to 2012 (now).

Wang and Hsu (2010) study the relationships of destination image, satisfaction, and behavioural intentions. They suggest a model to link all these concepts. They take Chinese market as the context of the study because they find it is a really important tourism destination nowadays. They take into account that both cognitive and affective components of the image have to be studied to form overall image. Then, they examine the relationships between tourism destination image, tourist satisfaction, and behavioural intentions. Their findings are: overall destination image is

determined by cognitive and affective images, where affective image partially mediates the relationship between cognitive and overall image; and overall destination image indirectly influences behavioural intentions through tourists' satisfaction. Finally, they highlight the implications of the study on tourism management and strategies.

Sahin and Baloglu (2011) investigate brand personality and destination image of Istanbul and compare the perceived image and personality across different nationalities visiting the city. They use both quantitative and qualitative items and questions to assess first-time visitors' individual perceptions. Text analysis is used to find experiential image patterns in qualitative data. The four groups of respondents are from: USA, UK, Europe, and East Asia. They have selected Istanbul because it is a showcase of Turkey, its tourism is important for the state, and no study had been carried out before there. In general, they find that first-time visitors from different geographic and cultural backgrounds have different perceptions of the brand personality and image of Istanbul. This implies that a better tourism destination strategy plan would include a specific planning for each segment. The qualitative analyses allow finding most common responses and relationship among them, and it is also positive for marketing strategies.

a) Components of destination image in the 2010s

Wang and Hsu (2010) model of tourism destination image on satisfaction and behavioural intentions consists of 5 components: cognitive image, affective image, satisfaction, behavioural intentions, and overall destination image. Cognitive image affects affective image while both cognitive and affective image affect overall image. Overall destination image has influence on satisfaction and behavioural intentions, while satisfaction affects also behavioural intentions. They find five consistent factors of cognitive image: service, amenities, travel environment, tourism resources, and supporting factors.

Sahin and Baloglu (2011) destination image construct is based on: cognitive image, affective image and overall image.

b) Methodologies and measurement of destination image in the 2010s

Methodologies and measurement of destination image in the 2010s from the articles analysed are summarized Table 6 and then there is an explanation of each of them:

<i>Reference</i>	<i>Type of Methodology</i>	<i>Technique for the Generation of Attributes</i>
Wang and Hsu (2010)	Structured <ul style="list-style-type: none"> - 28 cognitive questions: 5 point Likert scale. - 2 affective questions: 5-point semantic differential scale. - Behavioural questions: 5 point Likert scale. - 1 overall image question: 5 point Likert scale. 	<ul style="list-style-type: none"> - Literature review. - Pre-test by experts and undergraduate students. - Exploratory factor analysis / confirmatory factor analysis.
Sahin and Baloglu (2011)	Structured / unstructured <ul style="list-style-type: none"> - Cognitive perceptions: 24 attributes (5 point Likert scales). - Affective images: 4 items (7 point bipolar scale). - Overall image: 1 item (10 point scale). - Brand personality: 28 items (5 point Likert scale). - 5 open-ended questions 	<ul style="list-style-type: none"> - Literature review.

Table 6: Summary of methodologies and measurement of destination image in the 2010s.

Wang and Hsu (2010) build a questionnaire with questions on: cognitive image, affective image, satisfaction and behavioural intentions. All these components will help to build the overall image of a destination. They make a pre-test among experts and undergraduate students in order to improve the survey. Their questionnaire has 4 sections: the destination image construct, satisfaction, behavioural intentions, and demographic information of the respondents. The first part consists of: 28 cognitive evaluation items, 2 affective attributes, and 1 item assessing overall destination image. Respondents have to answer on cognitive items using a 5-point Likert-type scale, anchored on strongly disagree (1) and strongly agree (5). Affective attributes are

assessed with two 5-point semantic differential scales (Lousy/sleepy-Arousing and Unpleasant-Pleasant). Overall image is measured using a single 5-point Likert-type scale asking about overall feelings about the destination and having to answer from highly unfavourable (1) to highly favourable (5). Satisfaction is asked with the travelling experience on a 5-point Likert-type scale (1= strongly disagree to 5=strongly agree). Behavioural questions are about intention to revisit and to provide positive recommendations and respondents have to answer from 1 (definitely would not) to 5 (definitely would). Finally, demographic information is asked. Data analysis is based on: an exploratory factor analysis and a confirmatory factor analysis.

Sahin and Baloglu (2011) use a survey design to investigate both brand image and destination personality as perceived by first-time foreign visitors. They analyse travel brochures and Internet sites to identify relevant attributes. Then, they incorporate them into a self-administered questionnaire. Also, dialogues with visitors about positive and negative expressions of Istanbul take place. The survey includes quantitative and qualitative (open ended) questions. The respondents have to rate Istanbul on each of the attributes and personality traits of the survey. Cognitive perceptions (24 attributes) are measured by using an evaluative perception rating scale (five-point scale where 1 means poor and 5 means excellent). Four 7-point bipolar scales measure affective images: pleasant-unpleasant; arousing-sleepy; relaxing-distressing; and exciting-gloomy. And the overall image of Istanbul and Turkey is measured by a ten-point scale where 1 is very negative and 10 very positive. The 28 brand personality items are measured on a five-point Likert type scale from strongly agree to strongly disagree. Finally, the open-ended questions include five major categories: general image of Istanbul, mood or atmosphere, distinctive or unique to Istanbul tourist attractions, popular tourist activities, and visitors' suggestions to make Istanbul a more tourist friendly destination. For the first four categories, respondents have to list first three separate words or phrases that come to their mind. For the last part, respondents are provided with free space to write down their suggestions. Data is analysed as follows: it is explored for any error and outlier; principal component analysis with Varimax rotation is applied to cognitive perceptions and brand personality items to identify dimensions; an assessment of reliabilities by using

Cronbach's alpha takes place; and composite scores for the identified dimensions are computed. Then, the sample is divided depending on the geographic origin: USA, UK, Europe, and East Asia. An analysis of variance (ANOVA) is undertaken to examine the differences in brand image and destination personality evaluations among the segments of the sample. And, finally, open-ended responses are analysed using SPSS Text Analysis for Surveys 2.1.

2.1.6. General Conclusion

As a general conclusion, four main trends are going to be reviewed: the evolution and complexity of destination image components; the evolution of destination image models; the evolution of statistical methods and other methodologies to measure destination image; and the classification of image.

Firstly, in the 70s, most authors studied destination image through different attributes like: social and cultural elements (gastronomy, traditions, handicrafts, history), natural climate and beauty, facilities, accessibility, attitudes towards tourists, etc. In the 80s, other attributes like attractions and activities were incorporated. In the 90s, these attributes increase in an exponential way and some of them are: recreational opportunities and facilities, perceptions of attributes, environment (experience), pictorial elements, safety and security, scenic beauty, travel related conditions and resources, thoughts and feelings, parks, forests, historical sites, activities, perceptions on receptiveness, restrictiveness, night life, Cleanliness, exotic place, religious interest, etc. In the 2000s and the 2010s, there are: environment and constructed infrastructure, physical setting and service infrastructure, social factors, economic features, culture, political dimension, natural resources, leisure and recreations, social and natural environment, atmosphere of the place, motivations, experiences, culture and history, nature parks, cruises, cities, country and state, etc. One last important thing is the distinction of destination image agents from Gartner (1993): overt induced I, overt induced II, covert induced I, covert induced II, autonomous, unsolicited organic, solicited organic and organic.

Secondly, the models of destination image formation start to be based just on attributes like the ones in the 70. In the 80s, some features like attitudinal changes,

attribute perceptions, temporal influences and images or photos start to be incorporated to these models. In the 90s, these models start to be really complex and they incorporate: attitudes and behaviours, personal interests, feelings, perceptions, experiences, personal characteristics, pictorial elements. For example, one of the models created in the 90s includes: individual inputs (familiarity, gender and income) and marketer inputs (uniqueness, texture and attractiveness). Models start to be divided into: stimulus and tourists' characteristics; and perceptual and cognitive parts. Also, some authors include not 2 dimensions but 3: attribute-holistic, functional-psychological, and common-unique. In the 2000s and the 2010s, these models continue to be complex and with a lot of dimensions and they also include behavioural intentions, cognitive and affective dimensions, satisfaction levels implications, etc. For example, one of the models in the 2010 includes up to 5 components: cognitive image, affective image, satisfaction, behavioural intentions and overall destination image.

Thirdly, methodologies and statistical methods to measure destination image are surveys, discussion workshops, consultations with experts, and interviews in the 70s. In the 80s, surveys are also the main methodology to obtain data. However, some methodologies to analyse this data are very used: repertory grid analysis, t-tests, frequency count of words, relative frequencies, discriminant analysis. Also, in the 80s some statistical software is used like: PEGASUS, FOCUS and the statistical package SPSS. In the 90s, some other methodologies like cognitive mapping are used. More questionnaires with semantic differential forms, bipolar adjectives likert-type questions, image questions, etc. continue to be used. In the 2000s, there is a huge advance in the measurement of destination image because of the huge potential of the Internet and the large amount of information it includes. Also, word frequencies are calculated, but other more sophisticated software is used to exploit this information: CATPAC, CATPAC II, WORDER, etc. When data is already prepared to be analysed, some statistical measures are calculated with statistical packages like SPSS: factor analysis, Partial Least Squares (PLS), t-tests, distribution, variance, positive and negative correlation, proximity matrix, correspondence analysis, etc. Finally, in the 2010s, we can see that the surveys are more and more complex and some statistical analysis are also made: exploratory factor analysis, confirmatory factor analysis,

varimax rotation, Cronbach alpha, composite scores, ANOVA, etc. In general, both the methodology to collect data and the way of analysing it have evolved substantially from the 70s until nowadays.

Fourthly, it is important just to mention the classifications or divisions that authors have made of image: pre-travel/post-travel images, organic/induced images, received/projected images, promoted/perceived images, cognitive/affective images, etc. It is important to notice that these distinctions are the basis of the comparison of several parts of a sample because they have different nature and, consequently, they will perform in a different way.

2.2. TEXT-MINING AND TOURISM

Text-mining is the process by which high-quality information is extracted from texts. Some patterns and trends are found thanks to statistical methodologies. The process followed in text-mining or data-mining is: preparation of input text (parsing, adding or removing features, etc.), derivation of patterns in the data obtained, and evaluation and interpretation of the output.

It is known that information or data retrieval and consideration is crucial for tourism. It is important for the decision-making process and, in general, for guessing and analysing tourists' behaviour. Consequently, text-mining has its benefits in tourism, as it will be addressed later in this section. For example, it can influence and improve: marketing strategies, tourism facilities operation, complaints management, etc.

Text-mining is composed by advanced technologies and devices. It is really related to machine-learning, natural language processing, information extraction, information retrieval, etc. Because of that, an analysis of new technologies and text-mining applications in tourism from the 90s will be done in this section. Also, text-mining is a part of content analysis and, because of that, a brief explanation of this concept is also going to be introduced first.

2.2.1. Content analysis

Content analysis allows researchers label text phrases according to certain predetermined categories by marking them up analyse their relationships and then the results (Pullman, McGuire and Cleveland 2005). Computer software facilitates this

process, but the researcher still has to be familiar to the data in order to get a good interpretation of it. In general, with software, the processes of word frequency count, their categorization into concepts and themes, and the cross-reference of variables or types of text are easier and quicker.

Computational linguistics, as the branch of linguistics that works with computer technologies, has evolved substantially because of the development of new technologies. Linguists try to develop software that helps to understand language in a better and quicker way. Within the analysis of text, we have qualitative and quantitative analyses. This last one is going to be addressed in this work.

One of the quantitative methodologies of text analysis consists on, first, a contingency analysis, which is the occurrence count of content categories and the creation of a data matrix with the association between pairs of themes. Then, the scientist discovers and explains why some themes co-occur and some are disassociated. It is thought to be a subjective and representational interpretation because it is the researcher who finally classifies, tags or retrieves the intended meanings of the authors (Roberts, 2000). On the contrary, there is the instrumental interpretation, which is based on the researcher's theory.

Something that is essential in text analysis is the data matrix, which allows researchers to map words into two dimensions suitable for statistical analysis (Roberts, 2000). Each cell of the matrix indicates the number of occurrences of a particular theme within a specific block of text. This matrix is the basis of a thematic analysis of texts. After that, semantic text analysis and network text analysis can be made.

From the beginning, to analyse big quantities of text, data has to be divided into text-blocks, according to what the researcher wants to analyse. For example, if the researcher wants to analyse tourism text data according its source, he or she has to divide text into blocks associated with each information source.

In general, a text analysis allows us to answer "what themes occur", "what semantic relations exist among the occurring themes", and "what network positions are occupied by such themes or theme relations". Also, the answers of these questions are

limited to the inferences that the author wants to draw and its own imagination (Roberts, 2000).

2.2.2. Text-mining and tourism in the 1990s

In the 90s, a crucial element for new technologies is introduced worldwide: the Internet. It implies a huge step for new technologies applications and, specifically, it is an infinite source of information that, if it is well used, can be determinant in tourism sector improvement.

Van Hoof, Verbeeten and Combrink (1996) start to publish about lodging-industry technology needs and perceptions. They hypothesize that the larger the property, the more pressing of the technology needs. They find, through survey research, that technology is really important for lodging-industry when improving the effectiveness of the operations and the enhancement of customer satisfaction.

Van Hoof, Verbeeten and Combrink (1996) also say that there is a lack of proper training, high turnover rates and limited financial resources and, because of that, implementation of new technologies is more difficult. However, both guests and employees already identify the benefits of new technologies. In their study, they compare the perceptions of lodging managers in USA, Canada, and the UK about computer technology and also their opinions on technology needs, competency, and levels of automation.

Van Hoof, Verbeeten and Combrink (1996) results are the following. Lodging managers feel fairly confident about their own technology awareness. Lodging managers' ratings of their staffs' technological competence are lower than the ratings of themselves. Only 52% of the managers answer to have received training on new technologies. 48% of the respondents state that their property's direct needs for technology improvement or implementation are high or very high (a percentage higher than the one of a previous study held one year before). Over 80% of the respondents rate high or very high the ability of technology to enhance the effectiveness of the operation. They also rate high, but not as much as the previous one, the ability of technology to enhance customers' satisfaction with the property. They also find that the front office and the back office are the departments that use technology most. Then, it comes the

food and beverage department, housekeeping, and engineering. They already see guests' technologies as tools to streamline the hotel's operation, generate additional revenues and reduce some expenses. 59% of the respondents already have some guest-operated devices. However, managers are not still convinced that their guests use the devices effectively. They don't find any significant difference between nationalities in any of these findings. However, they find two significant differences when analysing property size: managers of large hotel properties report that they have significantly higher technology needs than small properties; and the small properties managers find the guest-operated devices less effective than the big properties manager, maybe because big properties use more this type of devices.

In conclusion, in the 1990s authors already notice the benefits of the new technologies for tourism industries, but there is still a lot to do on growing this awareness, on adopting this technology by guests, etc.

2.2.3. Text-mining and tourism in the 2000s

During the 2000s, text-mining is more and more used and some computer advantages like the Internet are improved and computers are faster. Consequently, they contribute to greater and better performance of computer related techniques like text-mining. Specifically, applications of text-mining in tourism operate in a greater level during this decade and they are found to be useful in more and more tourism fields, actions and strategies. This implications and benefits of text-mining will be analysed in this section along the 8 articles about text-mining and tourism.

First, Magnini, Honeycutt and Hodge (2003) make a review on data mining for hotel firms, its use and limitations. They mention the importance of knowing the guests and their behaviour in order to formulate marketing strategies properly and maximize profits. Large tourism companies have to deal with large databases but, with a proper classification and use of this data, they could have great benefits. Data-mining is the technology that extracts meaningful patterns and builds predictive customer-behaviour models that aid in decision making. Data-mining process uses statistical analyses in order to get information about guests. Their aim in this study is to educate

hotel managers about the benefits and application of data mining on the properties they oversee.

Magnini, Honeycutt and Hodge (2003) also differentiate data mining from statistical modelling. Data mining is not the same because it focuses on machine-driven model building, their techniques build models, and relevant associations may be found. Also, among data mining benefits, we can find: better performance, high speed of use, user friendliness, and ability to easily handle large and complex datasets. Some examples of data mining marketing uses in hotel industries are: to create direct-mail campaigns; to plan seasonal promotions; to plan the timing and placement of ad campaigns; to create personalized advertisements; to define which market segments are growing most rapidly; and to determine the number of rooms to reserve the wholesale customers and business travellers.

Magnini, Honeycutt and Hodge (2003) group the tasks of data mining into five categories: classification of customers into pre-defined segments; clustering of customers based on the knowledge of the database and not previously defined groups; deviation detection; association between records; and forecasting the future value of continuous variables based on patterns and trends within the data. Then, they give guidelines for effective data mining: match your IT priorities with an appropriate provider; build segmentation and predictive models; collect data to support the models; select the appropriate tools for analysis and prediction; demand timely output; refine the process; and hire a well-trained staff and a knowledgeable IT manager. Also, they provide data mining limitations and boundaries: data mining analyses only data collected from existing customers; databases used in the mining process are often hotel-brand specific; data mining may not segment travellers by psychographic traits; and data mining does not provide information about consumers' thought processes. In conclusion, they say that data-mining can be useful for hotel corporations to understand and predict guests' behaviour and then take the right marketing decisions.

Kroeze, Matthee and Bothma (2003) make a review on text and data mining terminology in general. Text mining is defined as the discovery of knowledge from

database sources containing free text. Web mining goes further because webs contain texts, multimedia and e-commerce data. However, a lot of the content of the web is text based and because of this text mining is an important part of web mining. They define text-mining as a branch or a sibling of data mining. Data mining is a step in the knowledge discovery from data process, where acquisition of new, important, valid and useful knowledge from data takes place. Also, data mining allows the search of data for new relationships and anomalies to make business decisions. Text mining is the branch of data mining that works with the information of free texts.

Lau, Lee and Ho (2005) study text mining applications for the hotel industry. In general, they say that text mining can be used to develop competitive and strategic intelligence. Consequently, hotel effectiveness and customer satisfaction can be improved. Text mining can analyse textual information from hotel's internal databases and external sources. Text mining process starts with a keyword search, but in order to put some words under the same concept, a previous process (dictionary) must be done. Among the hotel areas where text mining can be useful, we find: environmental scanning of customer intelligence by analysing customer newsgroups, online bulletin boards and online customer surveys; acquiring customer intelligence by analyzing personal home pages, customer comment cards, and qualitative survey data; and improving efficiency of internal knowledge management by analysing e-mail, patent, databases, and corporate documents.

Lau, Lee and Ho (2005) also compare text mining methodology and surveys. They say text mining is similar to questionnaires: to construct a keyword dictionary is similar to constructing a questionnaire; to identify keywords and phrases for a concept is analogous to questionnaire design; and the search engine is the "interviewer" and the document is the "interviewee". Specifically, online text mining (texts on the Internet) is becoming more and more important because of the huge amount of information available. For example, we can find information about: potential customers, consumer preferences, evaluation of existing services, customer complaints, number of hotel rooms, price plans, services, facilities, etc. Lau, Lee and Ho (2005) define four steps of online text mining: definition of mining context and concepts; data collection; dictionary construction; and data analysis. Specifically, to prove text mining power,

they make: a hotel-profile analysis, a room-price analysis, and a study on travel-related newsgroups. Finally, they present the limitations they find at that moment: image files, dynamic web sites, context-based analyses, and region-specific dictionary.

Singh, Hu and Roehl (2007) explain human resource management from 1994 to 2003. It is an interesting study because the methodology used (text mining) is proved to be useful to find also tourism interesting information among articles. They also use the CATPAC software like some studies previously analysed.

Segall and Zhang (2008) review the literature and list references of web mining for hotel customer survey data. They enumerate the functionalities of web mining: clustering, link analysis, keyword and phrase extraction, taxonomy, and dimension matrices. Some of the previous applications of web mining are: analysis and retrieval customers' travelling patterns; exploration of the webs of hotel brands; development of competitive and strategic intelligence; tourism Internet marketing and electronic customer relationship management; customer profiling, inquiry routing, e-mail filtering, on-line auctions, and e-catalogues update; measurement of website effectiveness; etc. They analyse data from the websites with a software called PolyAnalyst (which allows categorization, clustering, prediction, link analysis, keyword and entity extraction, pattern discovery, and anomaly detection). In conclusion, this article introduces all the analyses of tourism web mining, where we can find text mining.

Law, Leung and Buhalis (2009) make a review on Information Technologies (IT) applications in hospitality and tourism from 2005 to 2007. They divide IT implications into three categories: the consumer perspective, technological development, and the supplier perspective. Within the consumer perspective, there are five subgroups that correspond to the stages of the decision-making process: consumer needs recognition, information search, evaluation of alternatives, purchase decision, and post-purchase decision. Another two subgroups of consumer perspective are: risk management and education. In technological development group they find: interoperability, web design and analysis, modelling, literature review and managerial implications. Finally, in the supplier perspective: online marketing, strategic management, risk management,

marketing information systems, and managerial implications. With this quick and general overview, we can notice that IT are really important for tourism industry on many aspects and from many perspectives.

Finally, Ghose, Ipeirotis and Li (2009) use text-mining techniques to incorporate textual information from user review in demand estimation models and supplement them with image classification techniques. Then, they have data of user-generated content from three sources: user-generated hotel reviews from two well known travel search engines (Travelocity and Tripadvisor); tags generated by users identifying different locational attributes of hotels from geonames.org; and user contributed opinions on the most important hotel characteristics from Amazon Mechanical Turk.

Ghose, Ipeirotis and Li (2009) study is interesting because they make a review on literature about three main topics: how can we identify which hotel attributes are most valued by consumers? How can we automatically extract information about hotel attributes expressed in a product review? How can we incorporate extracted sentiments and textual variables in a structural demand estimation model? The analysis of the content of the web has focuses on: polarity classification, sentiment classification of consumer reviews, automated extraction of product attributes, comparison of two products, etc. Their work is about models of demand estimation. First, they extract hotel characteristics using Amazon Mechanical Turk. Then, they extract location characteristics using Social Geotagging and Image Processing. The service characteristics are taken from Consumer Reviews. Then, a step that is really important for us takes place: the extraction of review opinions using text-mining methods. Specifically, they take reviews and use a 4-grams Dynamic Language Model classifier in order to acquire a subjectivity confidence score for each sentence in a review and derive the mean and the standard deviation of this score (probability of the review being subjective. In conclusion, they try to estimate the economic value of different hotel characteristics, especially the location-based and the review-based ones, given the associated local infrastructure. They take data thanks to different techniques and methodologies like text mining. Here, we can see that text mining can have a really impacting effect and benefits, if well used, on tourism industry.

2.2.4. Text-mining and tourism in the 2010s

Finally, four studies on tourism-related issues and text mining from the 2010s will be analysed. This overview is just to give evidences that text mining is an important tool for tourism and that there are a lot of benefits using it in tourism field.

First, York and Zhang (2010) examine the factors that lay behind the development of the Golden Week holiday system in China in 1999 and 2007. They analyse official documentation and they evaluate three dimensions: dominant government policy, the pattern of tourism demand and the degree of public participation in the policy making process. They use both quantitative and qualitative methodologies but we will focus on text mining ones. First, they collect documents and other material in multimedia forms about golden week policies. Then, they analyse this data with SPSS and QSR NUDIST software with both qualitative and quantitative approaches. In the quantitative analysis with SPSS, corresponding text units from two files are then input to SPSS to be compared through Chi-square tests and examine their relationships with policy making in the two respective years. Also, some indexes like Cramér's V and odds ratios are calculated. They find that while little relationship exists between the demands of tourism and public policy in both 1999 and 2007, the requirements of social policies and a greater role being attributed to public participation in the policy making are more emphasized in 2007. So here we can notice that with a combination of quantitative analysis of text and a qualitative one we can get tourism policies information relevant for tourism development.

Lee and Singh (2011) make a study to cluster service failures and recovery actions in the hotel industry. They use text mining to extract keywords from the descriptive responses of hotel guests and they cluster them to identify major areas of service failures and recovery actions. They collect both service failure and service recovery texts using the critical incident technique and they analyse it using a text-mining program. Specifically, they use CATPAC software to classify algorithms and identify main topics or concepts based on the frequency of key terms. They find 50 keywords in eight clusters from the service failure data. These service failure clusters are: guest arrival and departure; room amenities; food services; variety of choices; service personnel; banquet service; general FandB services; and communication. Also, 50

keywords are classified in seven clusters from the service recovery data. These service recovery clusters are: compensation, upgrading, explanation, apology, company system, management involvement, and passive reactions. In this sense, we can see that text mining is also really important for hotel industry or other tourism industries to improve their service. It is known that a failure of the service is really important and it can affect a lot to a tourism company but, at the same time, the recovery and solution of these actions, if it is appropriate and thoughtful, can recover consumers' confidence properly. Because of that, it is really important to analyse service failures and recovery and text mining can be a perfect tool to make this process quicker and easier.

Xiang and Pan (2011) want to understand the behavioural aspect of search engines use. Their goal is to identify patterns in online travel queries across tourist destinations. They want to discover how travel queries are constructed and their commonalities and differences among cities in the USA. They assume that keywords in travellers' queries reflect their knowledge about the city and its competitors, so it is really important information to analyse. They make a text analysis of the queries extracted from a number of transactions logs from search engines. Data analysis has three steps here: identify travel queries; identify keywords in query sessions (with CATPAC) and their frequencies; and examine the association between common keywords in travel queries and destinations (correspondence analysis). They find that accommodations and transportations are the most searched information. However, there are differences in the things being searched depending on the size of the destination and the touristic level of it. Also, they find that there are strong associations between keywords used by online travellers and specific destinations, reflecting the knowledge about it. Also, they find that the more touristic a city is, the more likely there are higher percentages of travel-related queries about that city. In general, this study based on text mining techniques to analyse queries also proves that this methodology is important for tourism industry and, specifically, proves that we can know more about travellers' experiences, knowledge and information needs of a specific destination using this type of quantitative analyses.

Finally, Rong, Vu, Law and Li (2012) propose a new rule mining technique to investigate electronic word-of-mouth in the context of tourism industry in Hong Kong. They explore profiles and relations of online experience sharers and travel website browsers. This tourism study based on data mining techniques is also important for tourism industry to define new target customers and to plan more effective marketing strategies.

In conclusion, only from 2010 to 2012 we can see that many more benefits and applications of text mining in tourism are discovered. In this sense, this type of quantitative text analysis is becoming really important for the development and well management of tourism nowadays. With such a source of information like Internet, quantitative and computer assisted analysis must help us in order to discover more things about tourists and their behaviour. With this up-to-date methodology, tourists will be better understood and, consequently, marketing, management and other tourism actions will have a better performance.

3. HYPOTHESES BASED ON ACADEMIC LITERATURE

Before introducing the objectives and the hypotheses of this study, a distinction of image formation agents must be done. This distinction will guide all of the analyses and results and it will allow us to find similarities and differences between different parts of the sample. Gartner (1994) defines the following agents in the image formation process and they are described and explained below following Camprubí (2009):

- Overt Induced I: promoters and managers of the destination who have to create a specific image in the potential tourist mind. This includes: television, radio, brochures, etc.
- Overt Induced II: Tour Operators, travel agencies, etc. that don't have a direct relationship with the destination, but they also have the aim of convincing the tourist in their decision-making process.
- Covert Induced I: opinion leaders.
- Covert Induced II: people who write articles, news, or anecdotes about a specific place without the objective of raising the number of the visits to that destination.
- Autonomous: people and organisations that produce documental films, films, articles, etc. (i.e.: news and popular culture).
- Unsolicited Organic: people that give information about a place where they have been (*a posteriori* image). This information arises from conversations among friends, work diners, etc.
- Solicited Organic: people that, from their own experiences, offer information of a destination to a person that wants it in order to travel.

As it will be explained later in detail, the sample of this study is classified according to these agents. There will be: Overt Induced I agents' texts such as official webpages and tourism guides; Overt Induced II agents' texts written by Travel Agents and Tour Operators; Covert Induced II agents' texts represented by blogs; organic agents' texts extracted from all the comments about Girona in Tripadvisor.

Once this distinction is clear, the first main objective of this study can be introduced:

Objective 1: To get a general list of common attributes when evaluating Girona as a tourism destination and compare it with previous studies.

The first previous study to compare with is Galí and Donaire (2005). Its classification of complementary images of Girona is: nature, services, leisure, others, and culture. As they focus on the cultural side of the city, within the cultural category, they include: monuments, museums, sites, fragments of heritage, tourists, traditions, festivals, and gastronomy.

The second previous study to make comparisons with is Camprubí (2009). Its classification of attributes is the following: icons, orientation, people, tourism services, leisure activities, nature, and heritage. The subcategorisation of these main categories is shown in the Table 7:

Icons	Flags Traditional clothes Cultural traditions Symbols and emblems Gastronomy Artists
Heritage	Monuments Museums Heritage set Heritage fragment Museum pieces
Nature	Mountain Rural Urban Coast
Leisure activities	Active tourism Cultural visits Cultural events Sport events Nightlife Shopping Business Other leisure activities
Tourism services	Accommodation Restaurants Transport Events and conventions Other services
People	Tourists Local population
Orientation	Maps Plans

Table 7: Categories and subcategories of Girona's photos from Camprubí (2009).

Also, the ranking of the sights of Girona proposed in Camprubí (2009) will be taken

into account: Onyar houses, Cathedral, Bonastruc Ça Porta, Auditorium – Palau de Congressos, Cinema Museum, Call de Girona, Arab Baths, Sant Feliu church, Sant Pere de Galligants, Barri Vell, Creation Tapestry, historical walls, Art Museum, Devesa, History Museum, Archeological Museum, Agullana Palace, Rambla, Sant Daniel Valley, Ribera park, Episcopal Palace, Sant Nicolau, Farinera Teixidor, Archeological Walk, Sant Domènec, La Punxa House, Pia Almoina, Cathedral Treasure (Museum), and other.

Once we have the general attributes list and we have compared it with previous studies, we continue with this objective:

Objective 2: To get a list of common attributes when evaluating Girona as a tourism destination from each of the image formation agents and make comparisons among them.

From this objective, the following hypotheses arise:

Hypothesis 2.1.: In general, the common attributes to evaluate Girona as a tourism destination depend on the image formation agents from Gartner (1994), so they will be different depending the type of the formation agent.

Hypothesis 2.2.: The official webpages and the tourism guides are the type of texts with greater common attributes because both come from the same type of image formation agents, the Overt Induced I.

Hypothesis 2.3.: The organic agents' texts (Tripadvisor) and the Overt Induced I agents' texts are the ones which are more different.

After exploiting the attribute-based component of image, other objectives and hypotheses arise from the other component analysed, the holistic component:

Objective 3: To discover the holistic image component of Girona as a tourism destination in order to have a better understanding of tourists' mental pictures of Girona.

Finally, the last objective concerning the affective component of the destination image is the following:

Objective 4: To discover the affective image component in order to know more about favourable or not favourable evaluations of Girona as a tourism destination.

From this fourth objective, the following hypothesis is suggested:

Hypothesis 4.1.: The organic agents' texts are the ones that are more negative, as they are what tourists think and not just promotional texts.

4. METHODOLOGY

4.1. STUDY SITE

Girona is a town situated on the north east of Catalonia. It is approximately at 90km on the north of Barcelona and just at 30km from the Costa Brava. It had 96.722 inhabitants in 2011 according to the last available data from Idescat (Institut d'Estadística de Catalunya) and it is the capital of the province of Girona.

This town is described as a cultural destination because of its history and its monuments and architecture. It has important buildings such as the Cathedral and Sant Feliu and also some other historical buildings like the Arab Baths, the Jewish Quarter and the historical walls are really important for the tourism in Girona.

It is also a tourism destination important for its proximity to the Costa Brava, one of the most known destinations in the Mediterranean Sea.

Tourism is a really important economic sector for the province of Girona in general. As it is included in the strategic plan of Girona's province tourism 2011-2015 (Pla Estratègic de Turisme de les Comarques de Girona 2011-2015), in 2009, Girona province received 6.500.000 travellers. It is the destination with the higher average stay related to other competitor provinces. Girona province received in 2009 a 55% of international tourists and a 45% of national tourists. The overnight stays were, in total, nearly 50.000.000 in 2009 and tourists spent more than 2,5 millions of euros in the province. In Catalonia, the tourism represented a 10,9% of the GDP in 2009 and in Girona's province it represented a 15% in the Pyrenees and a more than a 17% in Costa Brava. This sector directly generated near 40.000 jobs.

Also, another important point of Girona's province tourism is the gastronomy. The restaurants' offer in this province is really well known. An example of that is the 18 Michelin stars of 14 Girona's province restaurants and the well known restaurants El Bulli (now closed to open a culinary investigation foundation) or the second best restaurant of the world in the World's 50 best restaurants awards 2012 (San Pellegrino and Acqua Panna list 2012), El Cellar de Can Roca.

Also, as the strategic plan states, the accessibility is being improved thanks to the high-speed rails (HSR) and the Girona-Costa Brava airport and the low cost companies that operate there. This helps to attend to the new tourism trend of short and lowcost stays.

This destination has a high level of loyalty, with a 40% of repeating visitors (Pla Estratègic de Turisme de les Comarques de Girona 2011-2015). The main objectives of the destination are: to be a sustainable destination and to become and remain competitive and differentiated. Also, the markets that they want to maintain are: France, United Kingdom, Ireland, Benelux, Germany and Catalonia. The markets that they want to cultivate (because of their potential) are: Russia, Czech Republic, Poland and the rest of Spain.

In conclusion, this strategic plan concludes that the main tourists' motivations of the province of Girona are: the climate, the cultural offer, the beaches and the natural parks. Also, some tourism products as rural environment, gastronomy, trekking, nature, golf, health and beauty are in development. In order to promote it, the tourism board has always in mind that online resources are really important nowadays and, because of that, this study uses a methodology that also keeps this in mind.

4.2. SAMPLE SELECTION

The sample is composed by 141 plain texts that refer to Girona as a tourism destination. It is really important to notice that all the texts from this sample are found online. This is a special feature from this sample and it has been chosen this way because of the huge importance of the Internet nowadays. Because its nature, this type of online texts are updated continuously, so it is also important to note that the sample of this study is extracted from the 18th to the 22nd of June 2012. Also, all the information extracted is in English because of two reasons: the linguistic analysis is made in just one language and English is the language with more developed computational linguistic tools; and English is the most international language in the world and because of that most of the information online about Girona is found in this language. This sample has texts from the different agents (Gartner, 1994): official tourism websites (Overt Induced I), tour operators and travel agencies (Overt Induced II), blogs (Covert Induced II), travel guides (Overt Induced I), tourists' opinion websites like trip advisor (Organic), etc. This sample has the following parts:

- Official tourism websites: the two main official tourism promoters and managers of the destination of Girona have been selected. They are: Ajuntament de Girona (Girona's town hall) and Patronat de Turisme Girona-

Costa Brava (Girona’s province tourism board). Both websites have been searched and all the plain text that talks about Girona has been extracted and included in two separate plain text files. The Ajuntament de Girona file has 14.471 words and the Patronat one has 9,039 words. In total, the sample has 23,510 words from official tourism institutions websites. Table 8 summarizes this part of the sample:

SOURCE	FILES	NUMBER OF WORDS	SELECTION
Official websites	Ajuntament Girona	14.471 words.	Political institution of the city.
	Patronat	9.039 words.	Official institution in charge of Girona’s tourism.
TOTAL	2 FILES	23,510 WORDS.	

Table 8: Official websites sample summary.

- Travel Guides: in total, 3 travel guides from Girona have been selected. First of all, the list of travel guides from Girona from Galí and Donaire (2005) has been analysed. All the late guides from this list have been searched online and just one of them has been selected because it was the only one that has a enough complete and extended version online to be analysed here: Green Guide Michelin. Then, a search of “Girona Tourist Guide” has been made in Google and two other guides have been selected: Lonely Planet and Girona Tourist Guide. Lonely Planet has been selected because of its renown and Girona Tourist Guide has been selected because it is the most completed one online. The text of each of the online guides have been copied and pasted to plain text files as follows: Green Guide Michelin (4,366 words), Lonely Planet (3,547 words), and Girona Tourist Guide (16,605 words). In total, the travel guides part of the sample has 24,518 words divided into 3 files and it is summarized in Table 9:

SOURCE	FILES	NUMBER OF WORDS	SELECTION
Travel Guides	Green Guide Michelin	4,366	Galí and Donaire (2005).
	Lonely Planet	3,547	“Girona Tourist Guide” search in Google. Renowned criterion.
	Girona Tourist Guide	16,605	“Girona Tourist Guide” search in Google. Completeness criterion.
TOTAL	3 FILES	24,518 WORDS.	

Table 9: Travel Guides sample summary.

- Tour Operators and Travel Agents: In order to get information from tour operators and travel agents that offer Girona as one of their tourism destinations, a search in Google is made with these keywords: “tour operator Girona” and “travel agent Girona”. Then, the ones that offer Girona, and not the ones that are located in Girona and don’t offer Girona as a tourism destination, are selected. Also, the ones with more textual information about the destination are first selected. In total, 7 tour operators are selected: Cooperative Travel (322 words); Girona Tours (1,235 words); Gourmandtours (1,586 words); Low Cost Holidays (1,888 words); Rabbies (553 words); The Spanish Touch (505 words); and Tours by Locals (339 words). In total, this part of the sample has 7 files and 6,428 words and it is summarized in Table 10:

SOURCE	FILES	NUMBER OF WORDS	SELECTION
Tour operators and Travel agents	Cooperative Travel	322	Web search.
	Girona Tours	1,235	Web search.
	Gourmandtours	1,586	Web search.
	Low cost Holidays	1,888	Web search.
	Rabbies	553	Web search.
	The Spanish Touch	505	Web search.
	Tours by locals	339	Web search.
TOTAL	7 FILES	6,428 WORDS.	

Table 10: Tour Operators and Travel Agents sample summary.

- Blogs: the blogs are selected from the Lonely Planet blog selection list and from the list of bloggers invited in the Girona’s tourism board blogtrips. From this mixed list from these two sources, the ones that had entries that talked about Girona were copied and pasted into separate plain text files. Each text file represents one blog, even there is more than one entry that talks about Girona in the same blog. In total, 15 blogs with entries about Girona are analysed: Brilliant Tips (90 words); Fine Dining Lovers (92 words); 14 months, 4 countries and 3 kids (764 words); Go, see, write (613 words); Inside the Travel Lab (1,016 words); La Tortuga Viajera (1,666 words); Landloppers (2,513 words); Ottsworld (782 words); Solo Traveler (862 words); Sophie’s world (266 words); Traveldudes (471 words); Vagabond (3,019 words); Velvet (3,217 words); Wild about Travel (986 words); Wildjunktet (981 words). In total, this section of the sample has 17,338 words divided into 15 files or blogs.

SOURCE	FILES	NUMBER OF WORDS	SELECTION
Blogs	Brilliant tips	90 words.	Lonely Planet list and Tourism Board Blog Trips.
	Fine dining lovers	92 words.	Lonely Planet list and Tourism Board Blog Trips.
	14 months 4 countries and 3 kids	764 words.	Lonely Planet list and Tourism Board Blog Trips.
	Go see write	613 words.	Lonely Planet list and Tourism Board Blog Trips.
	Inside the travel lab	1,016 words.	Lonely Planet list and Tourism Board Blog Trips.
	La tortuga viajera	1,666 words.	Lonely Planet list and Tourism Board Blog Trips.
	Landlopers	2,513 words.	Lonely Planet list and Tourism Board Blog Trips.
	Ottsworld	782 words.	Lonely Planet list and Tourism Board Blog Trips.
	Solo Traveler	862 words.	Lonely Planet list and Tourism Board Blog Trips.
	Sophie's world	266 words.	Lonely Planet list and Tourism Board Blog Trips.
	Traveldudes	471 words.	Lonely Planet list and Tourism Board Blog Trips.
	Vagabond	3,019 words.	Lonely Planet list and Tourism Board Blog Trips.
	Velvet	3,217 words.	Lonely Planet list and Tourism Board Blog Trips.
	Wild about travel	986 words.	Lonely Planet list and Tourism Board Blog Trips.
Wildjunket	981 words.	Lonely Planet list and Tourism Board Blog Trips.	
TOTAL	15 FILES	17,338 WORDS.	

Table 11: Blogs sample summary.

- Tripadvisor comments: In order to get the comments from the tourists, one of the most important webs on tourism opinions (Tripadvisor) has been used. Tripadvisor is a well-known travel search engine where users introduce their reviews on destinations and their facilities, activities, etc. (Ghose, Ipeirotis and

Li, 2009). As the important data for this study is the textual data, all the Girona reviews and their title have been copied and pasted into plain text files. All the information about contact, the name of the person who writes the comment, etc. has been deleted. All comments are extracted on the week from the 18th to the 22nd of June. It is also important to notice that all the comments extracted are the ones that are originally written in English. Each file represents one of the activities, restaurants, hotels, etc. To analyse data, the following groups will be made as they are made in Tripadvisor: reviews on restaurants (56,714 words); reviews on b&b (10,649 words); reviews on hotels (157,491 words); and reviews on things to do (13,188 words). In the restaurant section, 74 restaurants text files are obtained. In the B&B reviews section we have 4 plain text files that will be analysed together. In the hotels section we have 20 hotels that represent 20 text files that will be analysed together. And finally, in the things to section, we have 16 text files.

SOURCE	FILES	NUMBER OF WORDS	SELECTION
Tripadvisor	Restaurants (74 files)	56,714 words.	All reviews and their titles extracted from the 18 th to the 22 nd of June 2012.
	B&B (4 files)	10,649 words.	All reviews and their titles extracted from the 18 th to the 22 nd of June 2012.
	Hotels (20 files)	156,917 words.	All reviews and their titles extracted from the 18 th to the 22 nd of June 2012.
	Things to do (16 files)	13,188 words.	All reviews and their titles extracted from the 18 th to the 22 nd of June 2012.
TOTAL	114 FILES	238,042 WORDS.	

Table 12: Tripadvisor sample summary.

4.3. MODEL OF IMAGE FORMATION

It is important to have an idea of which destination image construct this study is based on because all the steps in the methodological process will depend on this construct and its parts. The construct this study is based on is Echtner and Ritchie (1991). This construct comprises previous literature from 1975 to 1990. Destination image is divided into two main components: attribute-based and holistic components. Each of

these two components has functional and psychological characteristics. The first attribute-based component contains general attributes or variables to evaluate destinations (Echtner and Ritchie, 1991). The holistic component contains characteristics that come to mind when somebody thinks about a place as a travel destination (psychologically oriented) and the words that describe the atmosphere or mood expected to experience when visiting the destination (affective evaluations). This last affective part can be related to the affective component of destination image. In this study, we will separate “stereotypical” (psychological) and “affective” (evaluations) components (Stepchenkova and Morrison, 2008). This construct is represented in the Figure 1:

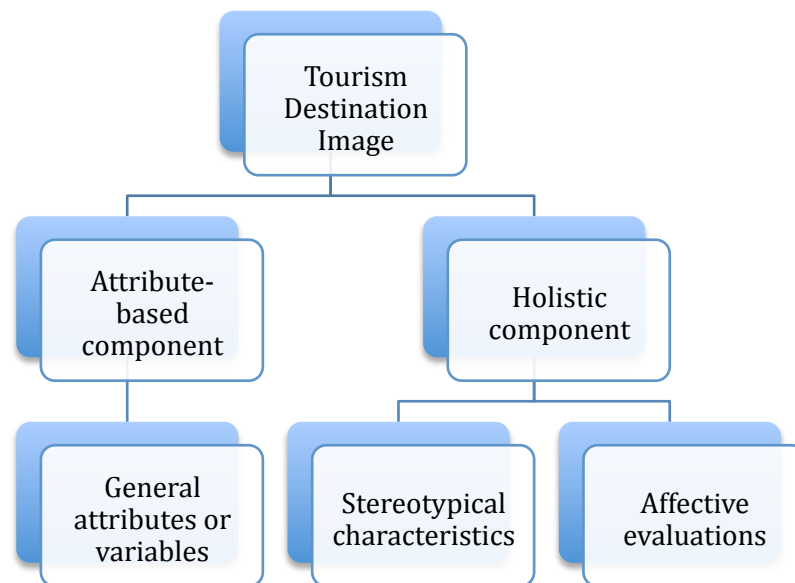


Figure 1: Tourism Destination Construct (Echtner and Ritchie, 1991, and Stepchenkova and Morrison, 2008).

Following this construct, the nouns and verbs that express tourism attractions, places, or actions are put together to get the general attributes to evaluate Girona as a tourism destination. Then, adjectives and some verbs and nouns with an affective or psychological meaning are considered to be evaluative descriptors and they are taken separately in order to assess the affective and holistic components of Girona as a tourism destination.

When analysing a destination, a lot of methodologies have used scale items based on standardized attributes that allow comparison between destinations. These structured methodologies are useful to study the attribute-based components of image. A specific methodology based on text mining, as it is defined in the theoretical framework section, will also be used to discover the general attributes of a destination, Girona in

our case. This list of attributes generated with a quantitative and structured methodology based on textual data can be used in future to analyse deeply about Girona image. Also, this text mining based methodology will allow us to discover the holistic component of image, with its stereotypical and affective parts. Then, some indexes about distribution and similarity will be calculated in order to discover more things about image.

4.4. METHODOLOGY STEPS

4.4.1. Smoothing out

In order to categorize concepts and themes by means of a user-defined dictionary of words and phrases, a dictionary must be done consciously. It is the toughest part of the process because, first, most frequently words have to be classified into main categories and, then, synonyms for these words hat to be searched in order to ensure that as many instances as possible are captured. Also, the researcher can start this tough part by reading text and creating categories and, then, classifying the words into each category.

This data preparation is called “smoothing out” procedure and it must be done before the analyses in order to get a better performance and interpretation of the data. It is also a very difficult part because a lot of data has to be put together and categorised and classified. In this study, the following steps have been taken in order to build a dictionary and prepare data for the analysis:

- Elimination of words with no lexical meaning: prepositions, articles, etc. have to be eliminated because they are not words that give information in this study because they have no lexical meaning. Only words like nouns, verbs, adjectives and adverbs have to be kept because they are the ones that are important to analyse. For example, the following words have been eliminated when preparing the data to analyse: la, de, through, some, up, every, between, until, during, without, just, out, etc.
- Aggregation of singulars/plurals: in order to make this step easier, first, the list of words is put in a alphabetical order and, then, the plurals and the singulars, which have the same stem, are merged. For example, these words have been put together: author and authors, building and buildings, bus and

buses, area and areas, country and countries, etc.

- Aggregation of different spellings: depending on the English (British, American, etc.) used, some words are written differently, but they mean the same. In this sense, they have to be put together like it is done with: center and centre, flavor and flavour, etc.
- Abbreviation elimination: the abbreviations must be put with the whole word because they have the same meaning. For example: TV and television, Tel and Telephone, BBQ and barbeque, pax and person, etc.
- Words in different languages aggregation: some names of villages, countries, places, etc. remain in the original language depending on the text. Because of that, the names that are written in different languages with the same meaning have to be put together. For example: ciutat and city, parc and park, wine and vi, Girona and Gerona, calle and carrer and street, beach and platja, etc.
- Synonyms aggregation: finally, the words that mean the same have to be put together in order to make easier the analysis. For example: shop and store, tour and route, trade and business, dish and course, etc.
- Elimination of nouns with general meanings: some nouns that can mean a lot of things depending the context are eliminated. For example: feature, kind, section, side, type, part, etc.
- Elimination of general verbs: verbs with general meanings are eliminated because they don't talk about tourism actions, which is the important feature for us. For example, the following verbs are eliminated: stay, take, may, come, make, etc.

This smoothing out process starts before analysing data and it continues until the study ends because, every time you get results, you have to check if the lists of words are put together in the optimal way according the dictionary you are building for it.

4.4.2. Data analysis

In order to get the frequencies of the words, a free online software has been used, the Jaguar Project software created by scientists from Universitat Pompeu Fabra (UPF). This step can be computer-assisted or by hand, but the software is a tool that makes

the process really quicker and easier.

This software allows the user to upload the own corpus and analyse it. First of all, in this study, the n-gram search tool has been used to get frequencies of the words. A search with the following restrictions has been made: look for the 1-gram (one word) that have absolute frequencies of 3 or more. A stop list have been applied in order to take out the words with no lexical meaning and it has been specified in the program that the data is in English, in order that it can work better. Also, the unigrams with numbers or special characters have been ignored because they don't give important information to analyse. Once the frequencies are obtained, a smoothing out procedure takes place again in order to improve the dictionary and also in order to have a better interpretation of the data.

The same n-gram search is made with each subgroup of the sample (Tourism Guides, Blogs, TTOO and TA, Tripadvisor and Official Websites). Then, this distinction is really important: nouns (attractions), verbs (actions or tourist types) and descriptors as adjectives and adverbs (creation of atmosphere).

In this sense, the first 100 keywords (nouns and verbs) with the highest absolute frequency that express tourism attractions, places or actions are taken in order to built the first matrix assessing the attribute-based component. Secondly, the first 50 keywords (mainly adjectives) with the highest absolute frequency that express evaluations of the destination or characteristics of it are taken in order to assess the holistic and the affective components.

With the list of the 100 most frequent attribute-based keywords and the 50 most frequent holistic and affective words, the matrices and tables can be built as it will be shown and explained in the results section. To build these matrices, each column will represent one keyword and each row will represent one of the texts of each agent in the sample. As it will be explained later, the number of 0 will be reduced in order to get good interpretations of results.

5. RESULTS

In general, the quantitative methodologies used up to now to measure destinations' images try to quantify frequencies of certain words, concepts and objects (Stepchenkova and Morrisson, 2008). The main distinction of these words must be, as specified in the methodology section: nouns, verbs and descriptors. Bearing in mind this distinction and also considering the different aspects of destination's image (attribute-based, holistic and affective), the results of this study can be introduced.

5.1. ATTRIBUTE-BASED IMAGE

In order to analyse attribute-based image, the following steps have been followed: frequency count of keywords of each of the texts of each image agent; build a matrix of each of the agents with all the frequencies; analyse distances between keywords and classify them into clusters.

From the first moment, when counting the frequencies, some texts are automatically eliminated by Jaguar Software for Corpus Statistics because they are considered not to have enough words in it: "mimolet", "yogurtlàndia", and "onyar river". Then, when we have all the frequencies thanks to this corpus statistic software, data matrices are exported to SPSS Statistical Software in order to perform a cluster analysis to make groups of keywords from the texts analysed of each of the agents. If the sample was composed of more texts on each of the samples of each agent, more cases of each keyword and less quantity of different keywords, a factor analysis could have been possible. However, with the type of sample of this work, a cluster analysis is the better option to classify and unify keywords.

Before undertaking the cluster analysis with SPSS, a reduction and unification of keywords must be done. The first step is to unify again synonyms and words that have the same word stem (plurals and singulars, etc.). The second step is to reduce the number of keywords that have a lot of 0 frequencies in order to have a type of results that can be interpreted. Table 13 shows the reduction of keywords with a lot of 0 in each of the agent matrices:

Agent	Original Matrix	First Reduction	Second Reduction	Final Matrix
Official Websites	100	60	-	41
Tourism Guides	100	63	55	32
Blogs	100	35	-	22
TTOO and TA	100	68	41	26
Tripadvisor	100	60	31	14

Table 13: Reduction of keywords to be analysed in Cluster Analysis.

In order to obtain more interpretable results, both Tripadvisor with a matrix composed by 31 variables and Tripadvisor with 14 variables in the matrix have been taken to be analysed because it is thought that the classification in clusters is good with the more reduced matrix, but it is important also to take into account other keywords that are not present there. Once the final matrices are built, a hierarchical cluster analysis with SPSS, using the Ward method with Euclidean distances is performed. A dendrogram is also obtained and keyword clusters may be interpreted. The dendrogram for Tripadvisor's final matrix is shown in Figure 2, and dendrograms of each of the other agents can be found in Annex I.

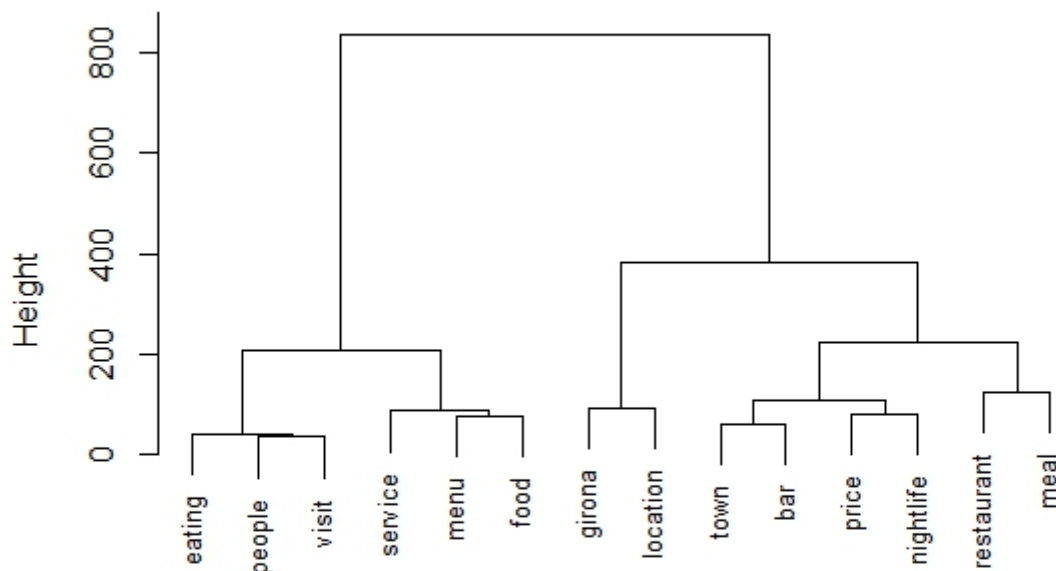


Figure 2: Cluster Dendrogram for Tripadvisor 14 variables.

From all these dendograms, the tables including all the clusters were built and each of them was named. Also, a qualitative revision is made after that in order to redistribute the keywords that are not in the expected cluster. Following, there are all the tables. The keywords with the symbol (?) and in red are the ones that are not classified as expected and the keywords with the symbol (*) and in green are the same ones but redistributed as expected.

TRIPADVISOR 14 VARIABLES			
CLUSTER 1	CLUSTER 2	CLUSTER 3	CLUSTER 4
Activities	Gastronomy	Orientation	Icons
People	Menu	Girona	Town (old town)
Eating	Food	Location	Bar
Visit	Service	-	Price
-	Restaurant (*)	-	Nightlife
-	Meal (*)	-	Restaurant (?)
-	-	-	Meal (?)

Table 14: Tripadvisor 14 variables clusters.

Here, Ward method is combined with other methods in order to detect whether a misclassification can exist due to the combination of methods used. The other classifications used here are: the “nearest neighbour” and the “furthest neighbour”. These methods are based on the smallest (nearest neighbour) or the greater (furthest neighbour) distance between two cases in the different clusters. This is useful in this case because, when doing the furthest neighbour analysis, both “restaurant” and “meal” are located in another cluster. Because of that, we confirm the certain influence of the method used in clusters.

TRIPADVISOR 31 VARIABLES								
CL. 1	CL. 2	CL. 3	CL. 4	CL. 5	CL. 6	CL. 7	CL. 8	CL. 9
Accommodation	Gastronomy	Icons	Activities	Destination	Province	Nature	Oriental	Other
Hotel	Meal	Nightlife	Town (old town)	Girona	Trip	Views	Street	Spain (?)
Booking (*)	Restaurant	Price	Walking	Location			Area	Parts day
Room (*)	Dish (*)	City	Bar (?)	Room (?)			Center	Eating (?)
	Wine (*)	Baths (*)					Booking (?)	People
	Menu (*)						Bath (?)	Visit
	Experience (*)						Family (?)	Family (*)
	Service (*)							
	Food (*)							
	Bar (*)							

Table 15: Tripadvisor 31 variables clusters.

A nearest neighbour and a furthest neighbour analyses were performed. The following words are distributed differently or isolated and are, therefore, performing different when analysing it: “booking”, “bathroom” and “room”.

GUIDES					
CLUSTER 1	CLUSTER 2	CLUSTER 3	CLUSTER 4	CLUSTER 5	CLUSTER 6
Destination	Transport	Accommodation	Province	Tourism facilities	Culture
Girona	Bus	Hotel	Area	Restaurant	Museum
	Center	Room	House	Bar	Street
	Barcelona	Appartment (*)	Town (old town) (?)	Park (parking)	Building

	Train (*)		Price (?)	Offer	Wall
	Station (*)		City	Guide (Guided Tours)	Country
	Airport (*)		Location	Quarter (?)	Catalunya
			Costa Brava	Other accomm.	Train (?)
			Service (?)	Service (*)	Station (?)
			Beach (*)		Beach (?)
					Appartment (?)
					Town (old town) (*)

Table 16: Guides clusters.

When performing the nearest and the furthest neighbour analyses, we justify the classification of the following keywords because they are isolated or differently classified: “service”.

BLOGS						
CL. 1	CL. 2	CL. 3	CL. 4	CL. 5	CL. 6	CL. 7
Destination	Province	Gastronomy	Orientation	Activities	History and culture	Events
Girona	Costa Brava	Restaurant	City	Barcelona	Cathedral	Traditional events
	Trip	Ingredient (*)	Spain	Town (old town)		Meetings
	Area (*)	Dish (*)	World (*)	Walking		
		Food (*)		Center		
		Wine (*)		View (*)		
				Travel (*)		

Table 17: Blogs clusters.

None of the neighbour analyses justifies the not expected classification of keywords in this case.

TOUR OPERATORS AND TRAVEL AGENTS					
CLUSTER 1	CLUSTER 2	CLUSTER 3	CLUSTER 4	CLUSTER 5	CLUSTER 6
Destination	Heritage and culture	Orientation	Province	General activities	Other
Girona	Center	Barcelona	Village	Guide (guided tours)	Home
Hotel	Bathroom (arab baths)	Offer (?)	History (?)	Parts day (?)	View
City	Culture	Spain	Trip (*)	Meal	Europe (?)
	History (?)	Catalunya		Travel (*)	Travel (?)
	Museum (*)	Europe (*)		Cathedral (*)	
		Street (*)		Visit (*)	
		Quarter (*)			

Table 18: TTOO and TA clusters.

The furthest neighbour analysis isolates and distributes differently the keyword “travel” and the nearest neighbour analysis also classifies differently “history” and “village”.

OFFICIAL WEBSITES							
CL. 1	CL. 2	CL. 3	CL. 4	CL. 5	CL. 6	CL. 7	CL. 8
Destination	Tourism services	History and culture	Gastronomy	Activities	Cultural activities	Nature	People
Girona	Hotel	Center	City (?)	Service (?)	Costa Brava	Town	Church and bells (?)
Quarter	Bar	House	Meal	People (?)	Visit	Appartment	Family
City (*)	Room	Catalunya	Cuisine	Activity	Building	Nature	Food (?)
	Other accom. Facilities (*)	History	Other accom. Facilities (?)	Business	Museum		Air-conditioning (?)
	Service (*)	Culture (*)	Food (*)	Shopping	Cathedral		Accommodation (?)
	Air-conditioning (*)	River (*)	Dish (*)	Culture (?)	Guide (*)		Art (?)
	Accommod	Church and	Restaurant (*)	Park (*)			Park (?)

	ation (*)	bells (*)					
		Art (*)	Ingredients (*)	Walking (*)			Guide (?)
				Parking (*)			Walking (?)
							Parking (?)
							People (*)

Table 19: Official Websites clusters.

The last cluster is like a group with all the words that can't be classified and we have to redistribute nearly all of them. When doing the furthest neighbour analysis, "other accommodation facilities" keyword is found to be isolated and because of that it is justified that its classification in the cluster is not as expected.

5.1.1. Comparison with previous studies

One of the aims of this study is to compare, within the limitations exposed, with the attributes from Galí and Donaire (2005) and Camprubí (2009). Results from these studies have been written in the same format for an easier comparison. The following two tables represent each of the two studies. Galí and Donaire (2009) follow the methodology from Dilley (1986) to classify images into each of the category. Their study is not based on a cluster analysis but a thematic categorisation of images, but in this study their groups will be called clusters in order to standardise the names when comparing. Also, Camprubí (2009) is based on categories and not clusters that arise from a cluster analysis. However, those groups also will be referred as cluster in order to unify the nomenclature.

GALÍ AND DONAIRE (2005)				
CLUSTER 1	CLUSTER 2	CLUSTER 3	CLUSTER 4	CLUSTER 5
Nature	Services	Leisure	Others	Culture
-	-	-	-	Monuments
-	-	-	-	Museums
-	-	-	-	Sites
-	-	-	-	Fragments of heritage
-	-	-	-	Tourists
-	-	-	-	Traditions
-	-	-	-	Festivals
-	-	-	-	Gastronomy

Table 20: Galí and Donaire (2005) attributes.

CAMPRUBÍ (2009)						
CLUSTER 1	CLUSTER 2	CLUSTER 3	CLUSTER 4	CLUSTER 5	CLUSTER 6	CLUSTER 7
Icons	Heritage	Nature	Leisure activities	Tourism services	People	Orientation
Flags	Monuments	Mountain	Active tourism	Accommodation	Tourists	Plans
Traditional clothes	Museums	Rural	Cultural visits	Restaurants	Local population	Maps
Cultural traditions	Heritage set	Urban	Cultural events	Transport	-	-
Symbols and emblems	Heritage fragment	Coast	Sport events	Events and conventions	-	-
Gastronomy	Museum pieces	-	Nightlife	Other services	-	-
Artists	-	-	Shopping	-	-	-
-	-	-	Business	-	-	-
-	-	-	Other leisure activities	-	-	-

Table 21: Camprubí (2009) attributes.

Once the tables with all the clusters and keywords and also the attributes from the two previous studies are introduced, a summary comparison table is built to show the attributes from each of the agents and studies:

	Destination	Culture / heritage	Nature	Gastronomy	Tourism services	Leisure / cultural activities	People	Orientation	Icons	Province	Accommodation	Transport and access	Events
GALI		X	X	X (within culture)	X	X					X (within tourism services)		X (dins de culture)
CAMP		X (within icons)	X	X (within icons)	X	X	X	X	X		X (within tourism services)	X (within tourism services)	X (within leisure activities and tourism services)
TA14				X		X	X (within activities)	X	X				
TA31	X		X	X		X	X (within other)	X	X	X	X		
GUID	X	X		X (within tourism facilities)	X					X	X	X	
BLOG	X	X		X		X		X		X			X
TTOO	X	X				X		X		X			
WEBS	X	X	X	X	X	X	X				X (within tourism services)		

Table 22: General attributes and clusters.

From Table 22, we extract several analyses explained in the following subsections regarding each of the clusters of attributes.

5.1.1.1. Destination

This cluster is mainly a group that contains the general and most important keyword of the destination, its name: Girona. The analysis has separated this cluster in all our agents except in the analysis of tripadvisor with just 14 variables. The previous studies don't contain this cluster, but it is an obvious part of the destination because it is the word that refers to it. In the analyses of some agents, some other words are automatically classified in this cluster, mainly because they are generally used like the word "Girona". Some examples of these words that are sometimes in this cluster are: "location" (tripadvisor 31 variables); "hotel" and "city" (TTOO and TA); and "quarter" and "city" (official websites).

5.1.1.2. Culture / Heritage

This is an important cluster for the previous studies (Galí and Donaire, 2005; Camprubí, 2009). Girona is normally defined as a cultural destination. Because of that, this cluster appears in nearly all the parts of the sample. First, it is the central part of Galí and Donaire (2005) and this cluster contains: monuments, museums, sites, fragments of heritage, tourists, traditions, festivals and gastronomy. Second, Camprubí (2009) defines a cluster that is called "heritage" and, in it, she classifies: monuments, museums, heritage set, heritage fragment and museum pieces. In this study, all the agents have this cluster except the organic agent, Tripadvisor. It is important to notice, then, that in all induced and promotional online texts the cultural information about the destination can be found but, in this sense, in the organic texts it is not specified. From this comparison, the following statement arises: people don't tend to comment on Tripadvisor about cultural features of a destination, even it is a place known mainly by them.

In agents' analyses, the cluster culture has several keywords inside. Within guides' culture cluster: museum, street, building, wall (muralla), country and Catalunya, and old town. Within blogs' culture cluster: Barcelona, old town, walking (more like activity), centre and views. Within TTOO and TA culture clusters (three different clusters have been joined because they were similar): museum, centre, Arab baths, culture and history. In the official websites culture cluster: centre, house, Catalunya, History, culture, river, church and bells, art.

In general, it is a really important cluster for a destination like Girona, because of its cultural nature.

5.1.1.3. Nature

Nature cluster is only present in Galí and Donaire (2005), Camprubí (2009), Tripadvisor 31 variables, and official websites.

The nature concept is present mainly in the province of Girona, and not specifically in the capital. Girona is a town, but it is special because it is directly related to nature and its surroundings are generally rich on natural resources. However, as many of the texts analysed just talk about Girona city, they don't contain a cluster focused on nature. On the other hand, the previous studies analysed find important to include this natural feature of the destination. From the agents of this study, official websites contain a cluster that talks about nature. The reason of that is that both official promoters of the Girona as a destination (Ajuntament de Girona and Patronat de Turisme) are also in charge of promoting tourism in all Girona's province. The tourism board (Patronat de Turisme Girona-Costa Brava) promotes the entire province as a tourism destination, not only Girona, and because of that the natural resources gain importance. The Girona's Town Hall is not as much in charge of the tourism promotion of the whole province, but it also has in mind that Girona is just a part of what we can call a complete tourism destination: Girona's province. Their objective is to promote Girona as a tourism destination, but they never leave apart the rest of the province, so it is the reason why nature is also important for this agent.

5.1.1.4. Gastronomy

Since the beginning of this work, the common sense says that gastronomy is a core part of Girona as a tourism destination. This study can corroborate that because this cluster is present in all the previous studies analysed and in nearly all the agents of our study.

There are two agents that have no clusters about gastronomy: TTOO and TA, and guides. Guides agent talks about gastronomy but it is placed in the tourism facilities cluster with other services. So it is not automatically separated. TTOO and TA agent

has only a keyword among the most frequent ones that refers to gastronomy: meals. This single keyword is automatically placed within a cluster with other activities.

The difference between previous studies and the analyses of this work on the gastronomy cluster is that Galí and Donaire (2005) situated “gastronomy” in the culture cluster and Camprubí (2009) places gastronomy in the icons cluster. In this study, nearly all statistical classification of clusters have differentiated one that can be called “gastronomy”, so it can be considered to be important enough to be one of the main attributes about the destination of Girona. Sometimes, some clusters have been joined because all of them talked about gastronomy. For example, in the analysis of Tripadvisor with 31 variables, the clusters 2, 6 and 7 have been joined because they all referred to it. Also, blogs’ clusters 3 and 8 talk about gastronomy and are joined. And, finally, clusters 4 and 6 from official websites have been aggregated together.

Within this cluster, there are a lot of keywords that define it. Within tripadvisor 14 variables: menu, food, service, restaurant and meal. Within Tripadvisor 31 variables: meal, restaurant, dish, wine, menu, experience, service, food and bar. Within blogs’ gastronomy cluster: restaurant, ingredient, dish, food, and wine. Within official websites gastronomy cluster: meal, cuisine, food, dish, restaurant and ingredients.

5.1.1.5. *Tourism services*

Galí and Donaire (2005), Camprubí (2009), Guides and Webs contain a cluster with general tourism services. The other parts of the sample also include these services but they are distributed in other clusters.

Guides tourism services’ cluster includes: restaurant, bar, parking, offer, guided tours, and other accommodation. Official websites tourism services cluster includes: hotel, bar, room, other accommodation facilities, service, air-conditioning, and accommodation.

5.1.1.6. *Leisure / general activities*

This attribute is present as a differentiated cluster in all the agents analysed in this study except tourism guides. Also, both previous studies analysed include this attribute.

Galí and Donaire (2005) have a cluster called “leisure”. Camprubí (2009) defines a cluster called leisure activities with: active tourism, cultural visits, cultural events, sports events, nightlife, shopping, business, and other leisure activities. Tripadvisor 14 variables activities cluster includes the following keywords: people, eating and visit. Tripadvisor 31 variables activities cluster: old town and walking. In the blogs sample, two clusters are joined and the following keywords are in it: travel, Barcelona, old town, walking, centre, view. TTOO and TA activities cluster is a aggregation of a general activities cluster and a cultural activities cluster and contains: guided tours, meal, travel, cathedral and visit. Official websites activities cluster contains: Costa Brava, visit, building, museum, cathedral, guided tours.

5.1.1.7. People

Camprubí (2009) defines an attribute called “people”, with tourists and local population within it. In the sample, we have Tripadvisor 14 variables, Tripadvisor 31 variables and official websites that directly or indirectly talk about people. “People” keyword is found in activities cluster on Tripadvisor 14 variables analysis and it is found in other cluster on Tripadvisor 31 variables analysis. However, in the official websites analysis, there is a specific cluster that is called “people” and it contains the following keywords: family and people.

This is not a really extended attribute. However, it is important to notice that the analyses from organic agents’ texts consider “people” to be an important attribute for Girona as a tourism destination. In this sense, maybe the promotional efforts should consider in a greater level this factor just to meet tourists’ comments and opinions.

5.1.1.8. Orientation / location

Camprubí (2009) defines an attribute called orientation where she includes maps and plans. In the sample, all agents except guides and webs include a cluster that refers to orientation.

Within orientation cluster from Tripadvisor 14 variables, there are: Girona and location. In Tripadvisor 31 variables, there are these orientation keywords: street, area, centre. In blogs orientation cluster: city and Spain. In TTOO and TA orientation cluster: Barcelona, Spain, Catalunya and Europe.

None of the texts analysed have “plan” or “map” as the most frequent keywords. However, this type of orientation information is normally found in a pictorial way, not analysed in this study.

5.1.1.9. Icons

This cluster is present in Camprubí (2009) and, from this study, in tripadvisor 14 and 31 variables. However, there are different icons in each of the clusters. In Camprubí (2009), it appears: flags, traditional clothes, cultural traditions, symbols and emblems, gastronomy and artists. In tripadvisor 14 variables, there are: old town, bar, price, nightlife. And in Tripadvisor 31 variables, there are: nightlife, price, city, and Arab baths.

The difference between Camprubí (2009) and this study here is that in text keywords ideas such as flags and emblems are not usually reflected, but they are really present in pictorial elements. In this sense, a comparison can't be done from this attribute because we are talking about really different types of icons in each of the cases.

5.1.1.10. Province

This cluster is not present in any of the two previous studies analysed (Galí and Donaire, 2005; Camprubí, 2009). The reason is that these two studies are focused on just Girona and not all the province. Even this study is also focused on mainly Girona as a town and not all the province, the results show that normally information about Girona is also found when reading about Girona town.

Tripadvisor 31 variables, the tourism guides, blogs and TTOO and TA have a cluster about Girona's province. In Tripadvisor 31 variables, this cluster has the following keywords: trip. In tourism guides, this cluster has: area, house, city, location, Costa Brava, and beach. In the blogs cluster, province has the following keywords: Costa Brava, trip, and area. TTOO and TA have two clusters (area and province) joined together because both refer to the province: trip and village.

In general, this is not a cluster concerning to Girona as a town, but Girona as an area. Even though, it is obvious that promotional actions are held always in regarding both the town and the province because its tourism power is greater and more effective.

5.1.1.11. Accommodation

It is a really important attribute about a tourism destination in general. Galí and Donaire (2005) include accommodation within the tourism services. Camprubí (2009) also includes accommodation in tourism services. In this sample, accommodation is included within the tourism services cluster only in the analysis of official websites. Furthermore, in the tripadvisor 31 variables and in the guides, the cluster analysis separates an accommodation cluster because it is found to be important and independent.

In this sense, accommodation is really present in organic agents texts such as Tripadvisor and, because of that, it is really important for tourists. In this sense, promotion actions focused on Girona's accommodation must be held.

5.1.1.12. Transports and accessibility

Camprubí (2009) includes this attribute within tourism services. In this study it is only in the guides where we find it in the more frequent keywords. It is a really important attribute for a destination, but maybe it is not in the most frequent attributes in the other agents because Girona is a small town and, because of that, you can go nearly everywhere walking. It is more important an attribute like the orientation rather an attribute like transport.

5.1.1.13. Events

Galí and Donaire (2005) put the events in the culture cluster. Camprubí (2009), depending on the type of events, places them into leisure activities or tourism services. The only agent in the sample that has a separate cluster for this attribute are the blogs. Blogs are texts corresponding to Covert Induced II agents. This type of promotion is really important for a destination because it is popular and it reaches a lot of people. In this sense, blogs represent a good channel to promote and festivals and the daily Girona's life. It is from other people's experiences in these festivals and events that tourists feel curiosity to discover them. Some promotion by overt induced I and II agents must always take place just to give information about festivals, but the real promotion to truly catch the attention of tourists regarding festivals must be direct and personal like the one through blogs.

5.1.2. General differences and similarities

Table 23 shows the clusters that are common between each of the agents and previous. Then, a brief analysis and explanation of it is made.

	Galí and Donaire (2005)	Camprubí (2009)	Tripadvisor 14 v.	Tripadvisor 31 v.	Guides	Blogs	TTOO and TA	Official Websites
Galí and Donaire (2005)		7	2	4	4	4	2	6
Camprubí (2009)	7		5	7	5	5	3	7
Tripadvisor 14 v.	2	5		5	1	3	2	3
Tripadvisor 31 v.	4	7	5		4	5	4	6
Guides	4	5	1	4		4	3	5
Blogs	4	5	3	5	4		5	4
TTOO and TA	2	3	2	4	3	5		3
Official Websites	6	7	3	6	5	4	3	

Table 23: Common attributes.

Once analysed the common and the different attributes, the 3 pairs of agents/studies that coincide more (7 out of 13 in common) on the most frequent clusters of attributes can be introduced: Camprubí (2009) – Galí and Donaire (2005); Camprubí (2009) – Tripadvisor 31 variables; Camprubí (2009) – Official websites. These similarities can mean that Camprubí (2009) is a good study on Girona’s destination image because it reflects well both Covert Induced I agents’ image (Official Websites) and Organic agents’ image (Tripadvisor 31 variables).

Then, there are the following 6 common attributes pairs: Galí and Donaire (2005) – Official Websites; and Tripadvisor 31 variables – Official websites. These results on similarities can mean two things: Galí and Donaire (2005) study also meets the attributes that are normally commented on Official Websites’ (Overt Induced I) texts;

and Official Websites texts try to give information about the same attributes perceived by travellers in organic texts like Tripadvisor.

When analysing the most different pairs, there are: Tripadvisor 14 variables – Guides; Galí and Donaire (2005) – Tripadvisor 14 variables; Galí and Donaire (2005) – TTOO and TA; and Tripadvisor 14 variables – TTOO and TA. One of the reasons of these differences can be that Tripadvisor 14 variables has been reduced too much to be analysed and, because of that, clusters have been automatically reduced and some that can be similar to other studies have been eliminated. However, it can be noticed that Galí and Donaire (2005) types of attributes regarding Girona as a tourism destination are really different to TTOO and TA clusters. In this sense, the more frequent attributes on Galí and Donaire study are really different to the ones that are more frequent among TTOO and TA texts of this work.

If the part of sample that represents better the organic agents (Tripadvisor 31 variables) is taken and its similarities regarding attributes with other agents are analysed, the following analyses arise: the most similar texts are the official websites (Overt Induced I agent) with 6 clusters of attributes in common; then blogs (Covert Induced II agents) with 5 common groups of attributes; and finally guides (Overt Induced I agent), and TTOO and TA (Overt Induced II agent). This can mean that the type of texts that coincide more with tourists (organic agent) when talking about attributes about Girona are, in this order: the Official Websites, blogs, guides, and TTOO and TA.

5.2. HOLISTIC IMAGE

The holistic component is the mental picture of the destination. In general, it is the image aspect that is difficult to measure using quantitative methods. Qualitative methodologies, on the other hand, are helpful to measure this holistic aspect of destination image. This study, as explained in the methodology section, and following previous quantitative methodologies (Echtner and Ritchie, 1993, and Stepchenkova and Morrison, 2008) will also focus on holistic aspect of destination's image using a quantitative approach.

First of all, using the Jaguar Software for Corpus Statistics, a list of the 50 most frequent meaningful adjectives and adverbs for each of the agents we are analysing

(Tourism Guides, TTOO and TA, Official Websites, Blogs and Tripadvisor) is obtained. Also, some verbs and nouns that can be considered holistic like “love” and “enjoy” are considered in this list. Then, stable word combinations with these words are searched in order to find stereotypical holistic images. A bigram search with each of the adjectives is made in order to get most frequent combinations of the adjectives and nouns. Once the search is made, a matrix with the frequency of each of the bigrams in each of the agents and also in total is built. Table 24 shows these images in a frequency order, with the most frequent ones first:

	guides	official webs	blogs	TTOO & TA	Tripadvisor	TOTAL
old_town	11	20	8	13	471	523
good_value	0	0	0	0	314	314
friendly_staff	0	0	0	0	82	82
free_wifi	15	8	0	0	52	75
jewish_quarter	12	9	5	20	25	71
free_parking	0	6	0	0	64	70
short_stay	0	0	0	0	54	54
old_quarter	0	22	3	0	26	51
beautiful_town	0	0	0	0	50	50
short_walk	0	0	0	0	49	49
helpful_staff	0	0	0	0	43	43
reasonable_price	0	0	0	0	43	43
catalan_cuisine	0	12	0	0	23	35
best_restaurant	0	0	9	0	25	34
historic_centre	3	8	3	0	19	33
modern_hotel	0	0	0	0	33	33
free_minibar	0	0	0	0	30	30
easy_walking	0	0	0	0	23	23
public_holidays	5	13	0	0	0	18
fantastic_hotel	0	0	0	0	16	16
small_hotel	0	0	0	0	16	16
clean_hotel	0	0	0	0	15	15
new_town	0	0	0	0	14	14
comfortable_hotel	0	0	0	0	13	13
arab_baths	0	6	0	6	0	12
isolated_farmhouse	0	12	0	0	0	12
late_night	0	0	0	0	12	12
long_weekend	0	0	0	0	12	12
local_food	0	0	0	4	7	11
public_transport	0	0	0	0	11	11
historic_girona	3	0	0	0	7	10
local_restaurant	0	0	0	0	10	10
small_town	0	0	0	0	10	10
traditional_cuisine	3	0	0	0	7	10
beautiful_views	0	0	0	0	9	9
easy_access	0	8	0	0	0	8
exterior_location	7	0	0	0	0	7

historic_quarter	7	0	0	0	0	7
local_people	0	0	0	0	7	7
charming_villa	0	0	6	0	0	6
cheap_flight	0	0	0	0	6	6
international_cuisine	6	0	0	0	0	6
mediterranean_cuisine	0	6	0	0	0	6
quiet_street	0	0	0	0	6	6
second_restaurant	0	0	6	0	0	6
large_terrace	0	4	0	0	0	4
spectacular_view	0	4	0	0	0	4
basque_cuisine	0	3	0	0	0	3
best_chef	0	0	3	0	0	3
disabled_access	0	3	0	0	0	3
fresh_fish	0	3	0	0	0	3
good_place	3	0	0	0	0	3
high_quality	0	3	0	0	0	3
medieval_wall	0	3	0	0	0	3
modern_cuisine	3	0	0	0	0	3
romanesque_building	0	3	0	0	0	3
typical_villa	3	0	0	0	0	3
useful_information	3	0	0	0	0	3

Table 24: Stereotypical holistic images of Girona.

From this matrix, it is shown that the most frequent holistic image from Girona is the “old town”. However, these two words can also be considered one because it is a cultural attribute from the destination. Other frequent holistic images from the destination are: “good value”, “friendly staff”, “free wifi”, “jewish quarter”, “free parking”, “short stay”, “old quarter”, “beautiful town”, and “short walk”. Some of them like “old quarter” and “jewish quarter” can be considered one or the attractions of the city themselves as the “old town”. Other holistic combinations like “free wifi” and “free parking” refer to tourism facilities. “Friendly staff” refers also to tourism facilities, but it has also a community reference and also confirms the cliché that in Girona and all Catalonia you can find very friendly people. In parallel, “good value”, “short stay”, and “short walk” confirm the following popular clichés, respectively: Girona is a cheap destination compared to other European tourism destinations; Girona is a destination where most of the tourists don’t spend a lot of time, but only one or two days; Girona has the ideal size to be discovered by walking. Finally, “beautiful town” bigram confirms that normally Girona is found to be interesting and attractive to discover.

In general, the most frequent holistic images refer to: cultural attractions, tourism services (staff, prices, food and restaurants, accommodation, transports), nature of the

From this dendogram, a table like the ones in the attribute-based image of Girona can be built. Table 25 shows the adjectives clusters.

ADJECTIVES					
CLUSTER 1	CLUSTER 2	CLUSTER 3	CLUSTER 4	CLUSTER 5	CLUSTER 6
Beautiful	Old	Local	Wonderful	Jewish	Good
Little	Well	New	Perfect	Medieval	Great
Small		Fresh	Large	Romanesque	
Best		Spanish	Right	Mediterranean	
Comfortable		Hot	Quiet	Public	
Modern			Historic	Different	
Free				Traditional	
				Catalan	

Table 25: Adjectives clusters.

From this table, it is important to notice that some synonyms like “little” and “small”, and “good” and “great” have been automatically distributed together. Also, some adjectives with the same nature and that can refer to the same entity have been classified together like: comfortable, modern and free (tourism facilities reference); local, new, fresh and Spanish (cuisine reference); quiet and historic (referring to the town in general); Jewish, medieval and Romanesque (referring to Girona’s history); etc.

In general, and as it is said in the dendogram analysis, all adjectives are positive and they all refer to the same topics or themes about Girona. In other words, this analysis of holistic image of Girona is helpful to corroborate some of the clichés about the destination.

5.3. AFFECTIVE IMAGE

In order to get an idea of the affective aspect of the destination image of Girona, a list of the 50 most frequent adjectives of each of the agents is extracted and the words that are evaluative descriptors are selected. Nearly all these evaluative words are adjectives and adverbs, but it is important too to introduce some verbs and nouns that

can also be considered evaluative. The final set of affective image variables has the following 44 descriptive words: “free”, “good”, “well”, “right”, “best”, “excellent”, “great”, “interest”, “important”, “fine”, “fair”, “quality”, “spectacular”, “friendly”, “ordinary”, “beautiful”, “love”, “wonderful”, “amazing”, “lovely”, “perfect”, “better”, “happy”, “charming”, “gorgeous”, “special”, “nice”, “fun”, “stunning”, “magnificent”, “impressive”, “unique”, “pleasant”, “enjoy”, “exquisite”, “appreciated”, “delightful”, “delectable”, “value”, “like”, “recommend”, “worth”, “fantastic”, and “reasonable”.

Once these words are introduced, it is important to check if they are in a positive or a negative context. For example: “the hotel is good” and “the hotel is not as good as...”. In order to discover the negative contexts, a KWIC (Keyword in context) analysis is made with the same Jaguar Software for Corpus Statistics. A search of each of the words in a context of 10 tokens (10 words) is made to check if keywords are in a negative or a positive context. The following 10 tables show all these context cases.

NEGATIVES I											
Unit	free	good	well	right	best	excellent	great	interest	important	fine	fair
Tourism Guides	0	0	0	0	0	0	0	0	0	0	0
Official Websites	0	0	0	0	0	0	0	0	0	0	0
Blogs	0	1	1	0	0	0	0	0	0	0	0
TTOO and TA	0	0	0	0	0	0	0	0	0	0	0
Tripadvisor	3	29	9	1	15	1	21	0	0	0	0

Table 26: Negative context cases I.

NEGATIVES II										
Unit	quality	spectacular	friendly	ordinary	beautiful	love	wonderful	amazing	lovely	
Tourism Guides	0	0	0	0	0	0	0	0	0	
Official Websites	0	0	0	0	0	0	0	0	0	
Blogs	0	0	0	0	0	0	0	0	0	
TTOO and TA	0	0	0	0	0	0	0	0	0	
Tripadvisor	3	0	6	0	0	1	2	6	4	

Table 27: Negative context cases II.

NEGATIVES III											
Unit	perfect	better	happy	charming	gorgeous	special	nice	fun	stunning	magnificent	
Tourism Guides	0	0	0	0	0	0	0	0	0	0	
Official Websites	0	0	0	0	0	0	0	0	0	0	
Blogs	0	0	0	0	0	0	0	0	0	0	
TTOO and TA	0	0	0	0	0	0	0	0	0	0	
Tripadvisor	3	13	0	0	0	0	9	0	0	0	

Table 28: Negative context cases III.

NEGATIVES IV								
Unit	impressive	unique	pleasant	enjoy	exquisite	appreciated	delightful	delectable
Tourism Guides	0	0	0	0	0	0	0	0
Official Websites	0	0	0	0	0	0	0	0
Blogs	0	0	0	0	0	0	0	0
TTOO and TA	0	0	0	0	0	0	0	0
Tripadvisor	0	0	6	6	0	0	0	0

Table 29: Negative context cases IV.

NEGATIVES V							
Unit	value	like	recommend	worth	fantastic	reasonable	
Tourism Guides	0	0	0	0	0	0	
Official Websites	0	0	0	0	0	0	
Blogs	0	0	0	0	0	0	
TTOO and TA	0	0	0	0	0	0	
Tripadvisor	4	13	15	13	3	0	

Table 30: Negative context cases V.

POSITIVES I											
Unit	free	good	well	right	best	excellent	great	interest	important	fine	fair
Tourism Guides	51	20	18	17	17	13	13	11	7	6	0
Official websites	45	18	0	0	0	0	23	0	0	0	21
Blogs	0	19	16	10	40	0	12	0	0	0	0
TTOO and TA	5	0	15	0	10	0	10	0	9	0	0
Tripadvisor	320	1186	496	187	308	646	1079	0	0	125	0

Table 31: Positive context cases I.

POSITIVES II										
Unit	quality	spectacular	friendly	ordinary	beautiful	love	wonderful	amazing	lovely	
Tourism Guides	0	0	0	0	0	0	0	0	0	
Official websites	18	8	6	5	0	0	0	0	0	
Blogs	0	0	0	0	20	14	11	11	11	
TTOO and TA	0	0	0	0	10	0	5	0	0	
Tripadvisor	158	0	510	0	328	154	235	140	371	

Table 32: Positive context cases II.

POSITIVES III										
Unit	perfect	better	happy	charming	gorgeous	special	nice	fun	stunning	magnificent
Tourism Guides	0	0	0	0	0	0	0	0	0	0
Official websites	0	0	0	0	0	0	0	0	0	0
Blogs	10	8	8	7	7	7	7	7	7	0
TTOO and TA	5	0	0	0	0	5	0	0	0	9
Tripadvisor	249	183	0	0	0	0	614	0	0	0

Table 33: Positive context cases III.

POSITIVES IV								
Unit	impressive	unique	pleasant	enjoy	exquisite	appreciated	delightful	delectable
Tourism Guides	0	0	0	0	0	0	0	0
Official websites	0	0	0	0	0	0	0	0
Blogs	0	0	0	0	0	0	0	0
TTOO and TA	7	7	6	6	5	4	4	4
Tripadvisor	0	0	155	179	0	0	0	0

Table 34: Positive context cases IV.

POSITIVES V						
Unit	value	Like	recommend	worth	fantastic	reasonable
Tourism Guides	0	0	0	0	0	0
Official websites	0	0	0	0	0	0
Blogs	0	0	0	0	0	0
TTOO and TA	0	0	0	0	0	0
Tripadvisor	397	395	442	231	190	199

Table 35: Positive context cases V.

Once the number of cases of each context are counted, each of the descriptors is assessed on a “minus 2 to plus 2” positive-negative scale. All of the adjectives included in this study are positive and they receive a punctuation of 1 or 2 depending on their strength. The ones that are in a negative context receive a punctuation of -1, because there is no negation of one of them strong enough to receive a punctuation of -2.

Table 36 shows the score of each descriptor in both contexts:

	Positive context	Negative context
free	+1	-1
good	+1	-1
well	+1	-1
right	+1	-1
best	+2	-1
excellent	+2	-1
great	+1	-1
interest	+1	-1
important	+1	-1
fine	+1	-1
fair	+1	-1
quality	+1	-1
spectacular	+2	-1
friendly	+1	-1
ordinary	+1	-1
beautiful	+1	-1
love	+2	-1
wonderful	+2	-1
amazing	+2	-1

lovely	+2	-1
perfect	+2	-1
better	+1	-1
happy	+1	-1
charming	+2	-1
gorgeous	+2	-1
special	+1	-1
nice	+1	-1
fun	+1	-1
stunning	+2	-1
magnificent	+2	-1
impressive	+2	-1
unique	+2	-1
pleasant	+1	-1
enjoy	+1	-1
exquisite	+2	-1
appreciated	+1	-1
delightful	+2	-1
delectable	+2	-1
value	+1	-1
like	+1	-1
recommend	+1	-1
worth	+1	-1
fantastic	+2	-1
reasonable	+1	-1

Table 36: Evaluative scores.

In all, in order to get “favourability” values, the number of cases is multiplied by the score and we obtain the Table 37:

AGENT	Favourability value
Blogs	1,517
TTOO and TA	1,484
Tripadvisor	1,199
Tourism Guides	1,173
Official Websites	1,056

Table 37: Favourability values.

Regarding Table 37, from the most favourable to the less favourable, the agents are: blogs, TTOO and TA, Tripadvisor, Tourism Guides and Official Websites. This last two agents, being the more official and formal ones, tend to be more neutral when describing Girona as a tourism destination. Because of that, they are the ones that have a lower favourability value. However, blogs are the texts that are more

favourable in the sample. This can be explained by the fact that most of the blogs analysed in this study take part of Blogtrips organised by the tourism board. In this sense, the authors are not official entities but their special guests.

It is really important to notice that, normally, overt induced agents have to be neutral and formal when promoting a destination in order to not exceed the reality of the destination and, therefore, create too high expectative that can't be fulfilled and that can lead to dissatisfaction and disappointment. However, covert induced agents are not official sources in charge of the promotion of a destination but people who share their experiences in it, for example. In this sense, like tourism board is doing in Girona, it is really important to invest on this type of agents because they are the ones who reach the population and the tourists explaining personal experiences and also they are the ones that can be very positive when describing the destination because, at the end, it is just a personal opinion. So a tourism destination has to play with this personal but popular nature of covert induced agents in order to promote its strengths.

6. CONCLUSIONS

As a general conclusion, it can be said that the general objectives have been met in this work. The list of the attributes of Girona as a tourism destination has been built and compared, the holistic component has been deeply analysed, and the affective component has also been addressed.

To start, an analysis on the previous literature (from the 70s to nowadays) of destination image has been done. It is a really important part of the work because of two reasons: there are a lot of new contributions put together, and they are studied always keeping in mind the destination studied, Girona. This extensive analysis of destination image is interesting because it sums up a lot of destination image studies and also because of its subsections: components of destination image and methodologies and measurement of destination image. The specific analysis of the components of tourism destination make easy the step of building an image formation model later used to guide the practical part of the work. The methodologies and measurement subsection is also really relevant because it highlights the different approaches to study destination image and, therefore, its weaknesses, strengths and objectives. From this exhaustive analysis, a methodological path can be built and followed consciously because the acknowledgment acquired allows the researcher justify every decision and step.

In general, when comparing the list of attributes of the agents of this study with the previous studies, the results showed that both Galí and Donaire (2005) and Camprubí (2009) are really good studies on discovering a complete and complex list of attributes of Girona as a tourism destination. On the other hand, the hypothesis 2.1. that says that the attributes of a destination like Girona are different depending on the image formation agents from Gartner (1994) can be validated because, as the results show, there are some common and some different attributes in each of the agents. However, the hypothesis 2.2. that states that the most similar texts are the Official Websites and the tourism guides because they are both from Overt Induced I agents is not validated. As it is also seen in the results section, the most similar texts regarding the attributes they talk about are Tripadvisor Official websites. This similarity can mean that there is a good promotion through official websites because the attributes that are promoted

are more or less the same than the attributes that are perceived by tourists who enjoy Girona. The hypothesis 2.3. is refused in parallel because it states that Tripadvisor and Official websites are the texts that are more different and, as said just now, they are the most similar ones. Finally, the hypothesis 4.1. is also refused because it says that the organic agents texts (Tripadvisor) are the more negative ones and, as we have seen in the results, the type of texts that are more neutral when promoting the destination are the one pertaining to the Overt Induced Agents like Official Websites and the tourism guides.

Specifically, some of the conclusions arising from the attribute-based component of image results are now presented. First, even “culture” is an attribute or a group of attributes that is considered really important for a cultural tourism destination like Girona and promotional efforts are done in this sense, the organic agents don’t tend to refer to it and, therefore, it is not as highly perceived as expected. Second, “gastronomy” is an attribute that is commonly considered really important for Girona and the results of this study can corroborate this because all of the texts of the sample have it as a separate and important cluster of keywords. Third, Girona’s people and community is also one of the attractions of the destination because it is also commonly known that its daily life and environment is special and magic. However, the results show that it is not an extended attribute in the promotional induced texts but it is really common in the organic texts, so the advise that arises from here is that more promotional efforts must take into consideration people and life because it is a really well and specially perceived element by the tourist that visit Girona. Fourth, even this study is focused on Girona town, a lot of texts also talk about Girona’s province, so it is evident that normally Girona town is promoted together with the whole province (Costa Brava and Pyrenees) as a complete tourism destination. Fifth, the accommodation attribute is really important in the organic agent texts and, in this sense, promotional efforts must be focused on it. Sixth, results have shown that Covert Induced agents are the one that more talk about Girona’s festivals and events and it is seen like a strength in Girona’s promotion because, as it is said in the results section, the texts from Covert Induced agents really reach tourists when talking about attributes like lifestyle and events. It is true that also some information about festivals

and events must come from Overt Induced agents, but Girona is really right when encouraging Covert Induced agents (bloggers, for example) on doing this type of promotion.

From the holistic component of image, it can be concluded that the most frequent holistic images of Girona correspond to: cultural attractions, tourism services, nature of the trip, life and local community and the town in general. And, finally, from the affective component of image, it can be concluded that the most favourable texts are blogs (Covert Induced II agents) and the most neutral texts are the Official Websites and the tourism guides (Overt Induced I agents).

In general, it can be confirmed that this study contributes to the better interpretation and understanding of tourists mind when deciding to go or not to go to Girona. In this sense, it is a good contribution to Girona's economical development assuming that tourism is really important for its economy. Also, it is a really good analysis because it combines an infinite source of information, the Internet, with optimal text-mining tools to manage it. From this infinite source of information and with an automatic methodological path, a destination like Girona can advance on its promotion, management, competitiveness, positioning, etc. and become a good example to follow. It is nowadays, during a difficult economical period for the world's population, that innovations and research can leave an important mark.

7. LIMITATIONS AND FUTURE RESEARCH

As it has been said in all the research, tourism destination image concept is really complex. Because of that, it can be studied from many approaches and using many different methodologies. This study is just a part of what can be a really complex study of Girona's image as a tourism destination.

An issue that is out of the scope of this master thesis is to analyze, for each agent, which of the collected files give similar or dissimilar information using also cluster analysis methodology. This might be useful for detecting redundancy of information among files and also to advise tourists or other agents of which places (websites) to visit if they are interested in different points of view for a concrete touristic destination, in this case Girona. This issue is planning to be carried out in an article for submitting to an international journal on tourism.

For future work a larger sample would be considered (more words, more type of texts, more sources, more languages, etc.); more complex computer software would be used in order to tailor more steps and obtain comparable results across time points of study; more statistical analyses could be performed which can permit more types of comparisons; etc. This research, at the end, is just a breakup point of what can be a huge analysis on Girona's destination image.

I think this study can also be developed in a systematic way in a near future (since information is more available and routines may be programmed) for the touristic destination of Girona. In such way, the competent agents for touristic policies could know the opinions and the information at different time points in order to use such information to compare Girona with other touristic destinations and developing new tourism policies. This continuous source of information plus the systematic methodology will help all the promotional agents to better develop their strategies and future plans regarding Girona as a tourism destination.

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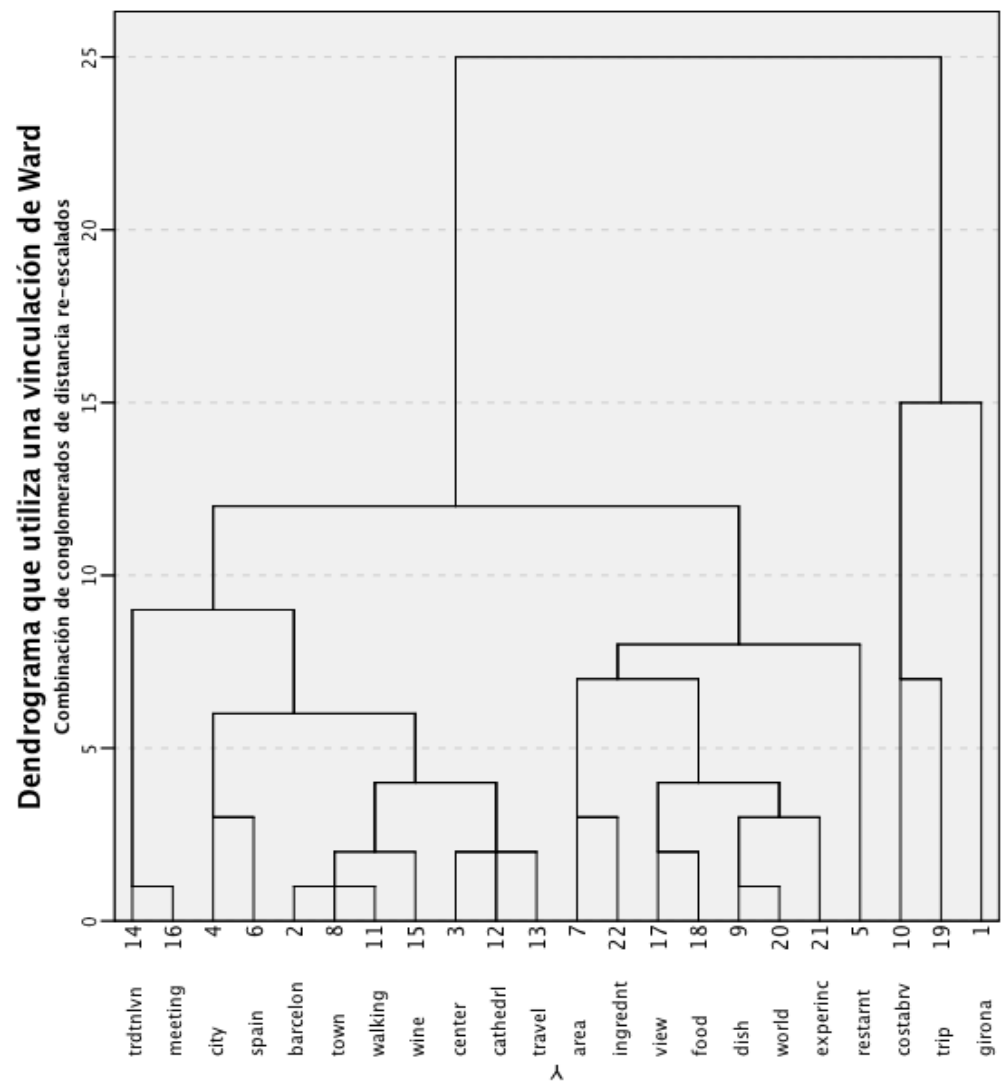
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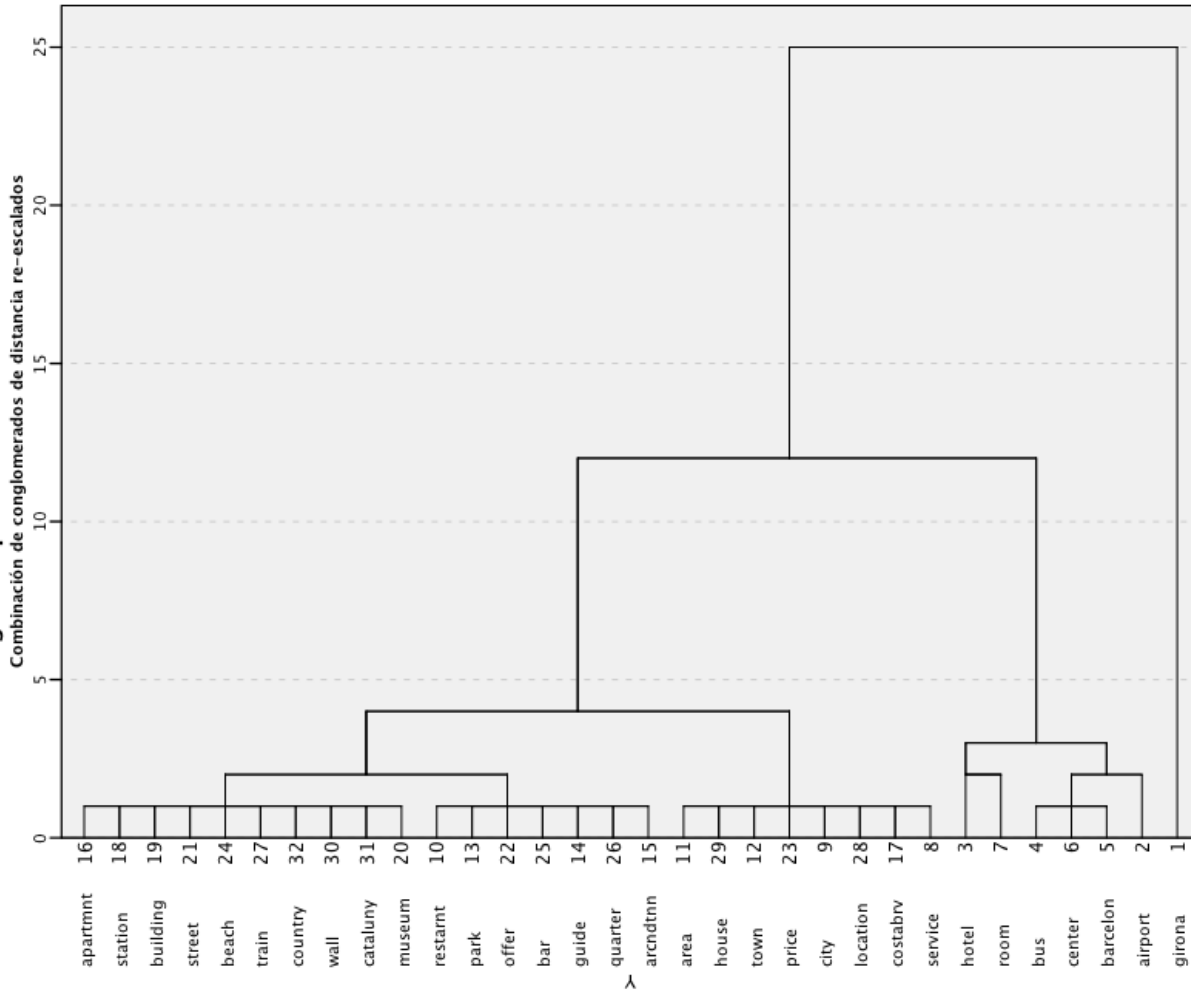
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9. ANNEX I



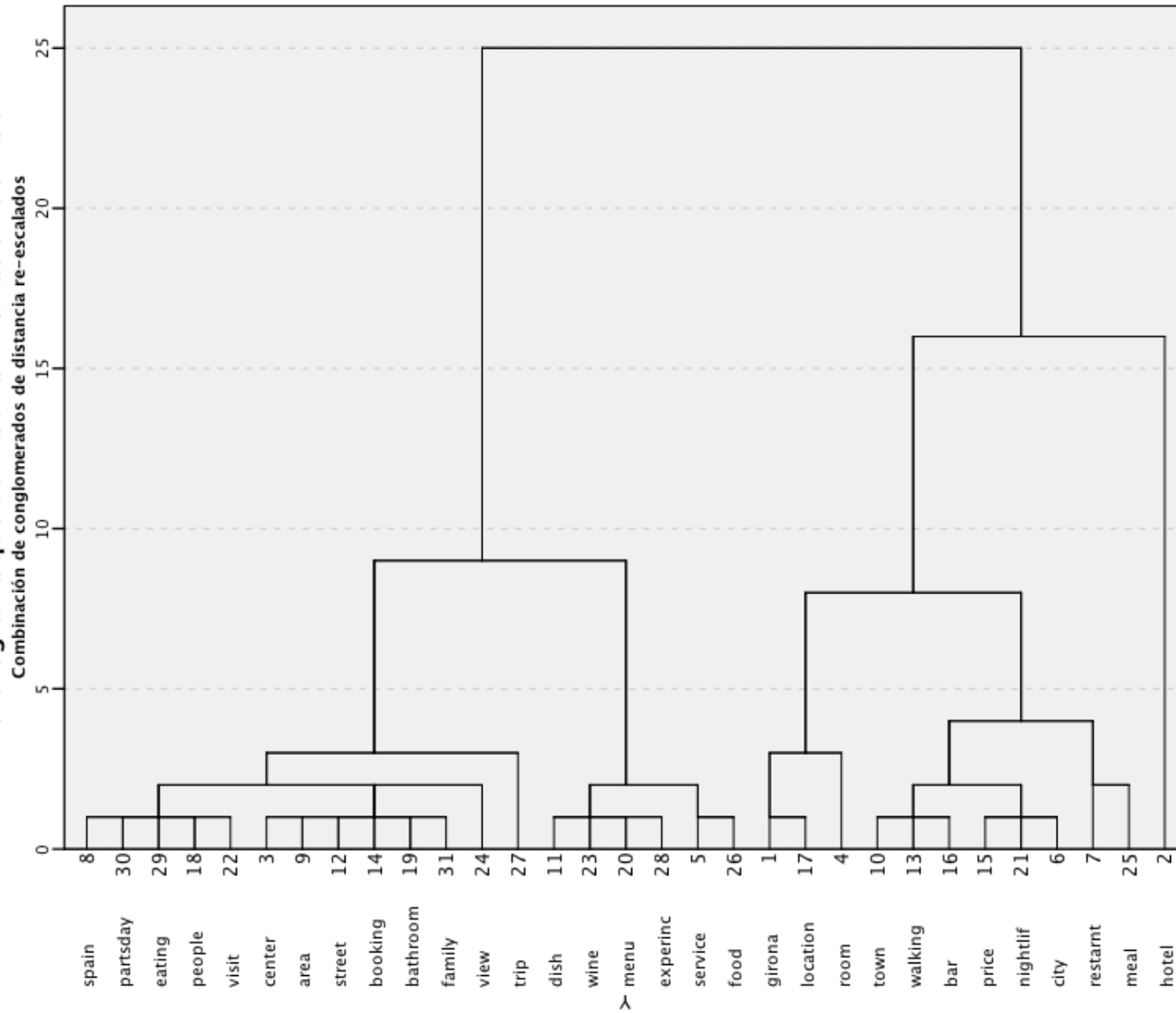
Dendogram 1: Blogs' clusters dendogram.

Dendrograma que utiliza una vinculación de Ward



Dendrogram 2: Guides' clusters dendrogram.

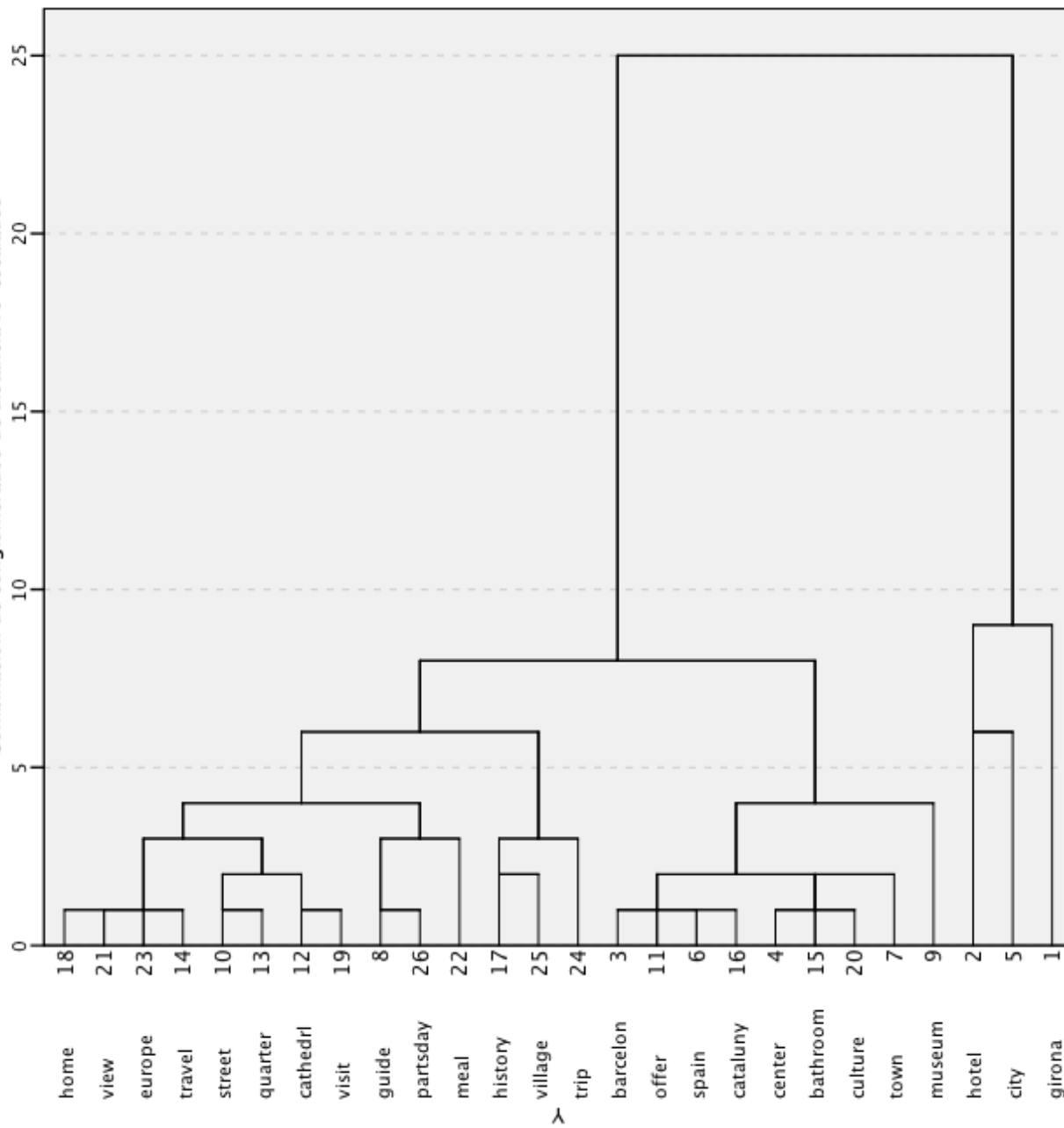
Dendrograma que utiliza una vinculación de Ward



Dendrogram 4: Tripadvisor 31 variables clusters dendogram.

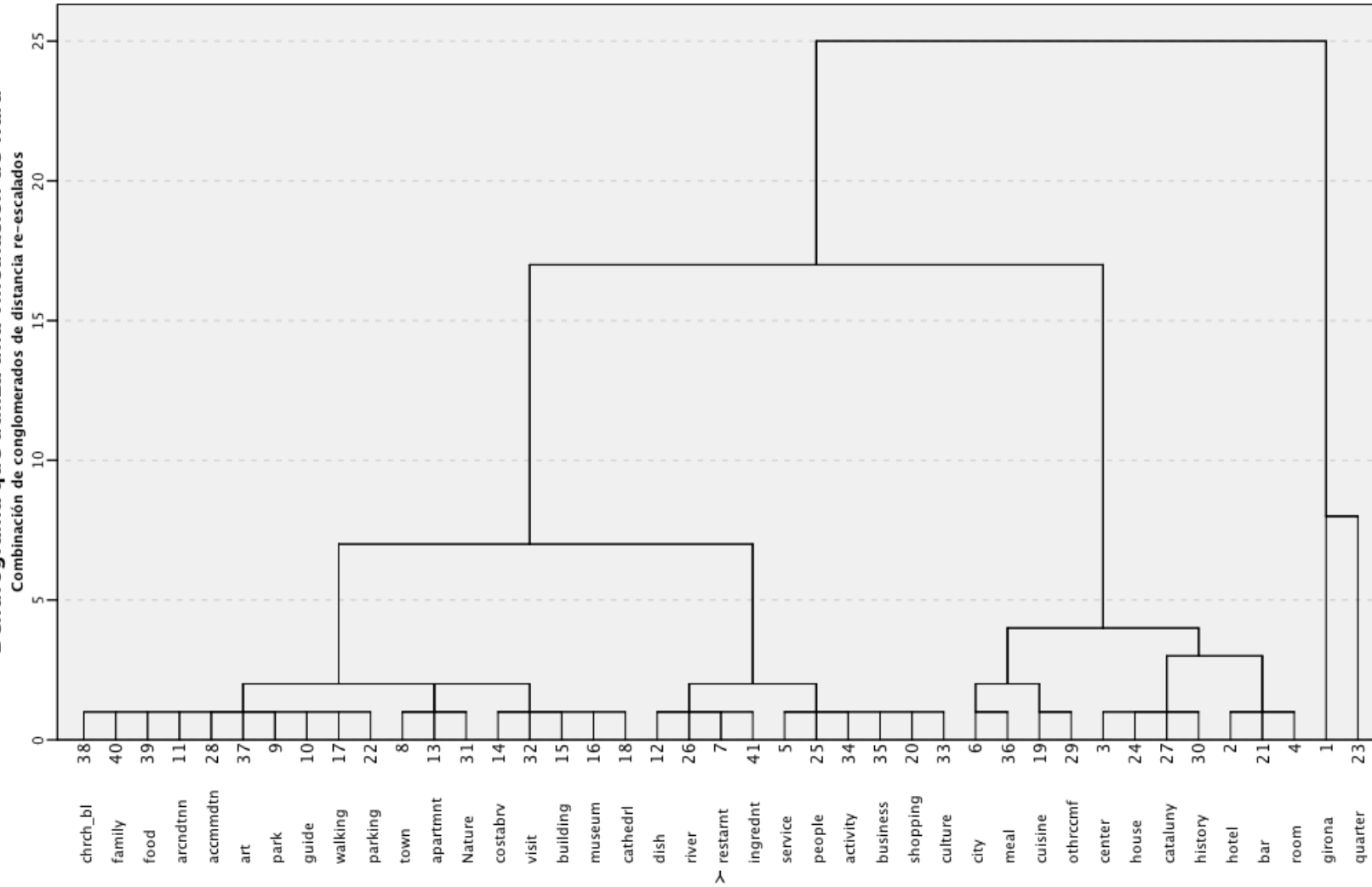
Dendrograma que utiliza una vinculación de Ward

Combinación de conglomerados de distancia re-escalados



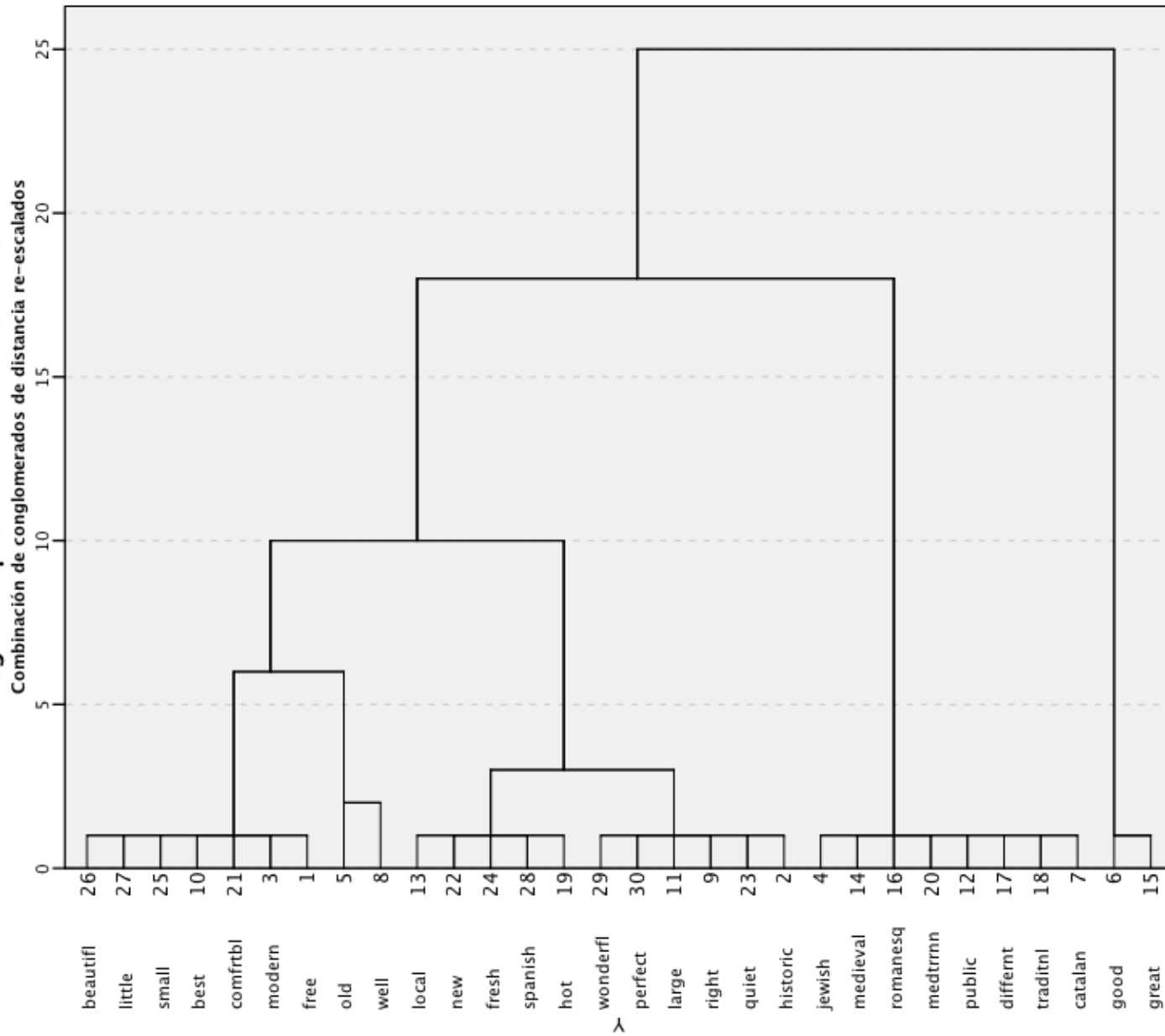
Dendrogram 5: Tour Operators and Travel Agents clusters dendrogram.

Dendrograma que utiliza una vinculación de Ward



Dendrogram 6: Official Websites' clusters dendrogram.

Dendrograma que utiliza una vinculación de Ward



Dendrogram 7: Adjectives' clusters dendrogram.