www.ejthr.com

European Journal of Tourism, Hospitality and Recreation
Vol. 3, Issue 1, pp. 71-89, 2011

Printed in Portugal

IMAGE AND POSITIONING OF THE EUROPEAN TOURISM MARKET FROM THE PERSPECTIVE OF SPANISH TOURISTS

Sérgio Dominique Ferreira Lopes
José Agostinho Silva
Polytechnic Institute of Cávado and Ave, Portugal

ABSTRACT: The contribution of tourism to the Gross Domestic Product and the employment it generates has made it an important sector. However, recent results for tourism have been severely affected by the economic and financial crisis, increasing the importance of destination image as the element that most influences tourists when choosing a destination. The objective of the authors is therefore to understand how the European tourism market is structured from the perspective of Spanish tourists, as well as to illustrate the benefits of applying multivariate methodologies to research on tourism. The results show the existence of 5 well-defined clusters. **Key Words**: Tourism Management, European Tourism**,** Destination Image, Correspondence Analysis, Cluster Analysis.

RESUMEN: El turismo es un importante sector de la economía, teniendo en cuenta su aportación al PIB y a la creación de empleo. Sin embargo, la reciente crisis económica y financiera ha afectado el desempeño del turismo, haciendo que se le de una atención añadida a la imagen del destino, como uno de los factores más importantes en el momento de la elección. El presente estudio tiene dos objetivos: por un lado, entender como el mercado turístico europeo se estructura en la mente de los turistas españoles y, por otro, mostrar las ventajas de la aplicación de metodologías multivariadas en la investigación en turismo. Los resultados muestran que las imágenes de los destino se decomponen en cinco patrones de percepción bien estructurados. **Palabras clave**: Gestión Turística, Turismo Europeo, Imagen de Destino, Análisis de Correspondencia y Análisis de Cluster.

RESUMO: O turismo é um importante sector da economia, atendendo ao seu contributo para o PIB e para a criação de emprego. No entanto, a recente crise económica e financeira tem afectado o desempenho do turismo, levando a que se dê uma atenção acrescida à imagem de destino, como um dos factores mais importantes na escolha de destinos. O presente estudo tem dois objectivos: por um lado, entender como é que o mercado turístico europeu se estrutura na mente dos turistas espanhóis e, por outro, mostrar as vantagens da aplicação de metodologias multivariadas na investigação em turismo. Os resultados mostram que as imagens de destino se decompõem em cinco padrões de percepção bem estruturados. **Palavras chave**: gestão turística, turismo europeu, imagem de destino, análise de correspondências, análise de cluster.

THE IMPORTANCE OF TOURISM

Tourism has become one of the most important sectors of the global economy (Ferreira, Rial & Varela, 2009; Rial, Ferreira & Varela,

2010; Ferreira, Rial & Varela, 2010). According to the World Tourism Organization (UNWTO, 2010), the number of international tourist arrivals came from 920 million in 2008 to 880 million in 2009, representing a decrease of 4% compared to 2008. Europe ended 2009 down 6% after a not easy first half (-10%). Destinations in Central, Eastern and Northern Europe were particularly badly affected, while results in Western, Southern and Mediterranean Europe were relatively better. Asia and the Pacific decreased 2%, Americas 5% and the Middle East 6%. Only Africa has increased the numbers of arrivals in 5%. However, prospects have improved with arrivals now forecast to grow between 3% and 4% in 2010 (UNWTO, 2010). In terms of International tourism receipts, the value reached 611 billion Euros in 2009, corresponding to a decrease in real terms of 5.7% in 2008.

So, the results for 2009 really worsened due to the international crisis (UNWTO, 2010; Rial, Ferreira & Varela, 2010). Thus, every effort should be made to achieve sustainable growth for tourism. In this context, special attention has to be paid to the study and assessment of brand image, or destination image (in the context of tourism) as one of the most important elements of tourism management.

DESTINATION IMAGE

In the context of Tourism Marketing the image that subjects have of a tourist destination is an element of major importance (Hunt, 1975; Chon, 1991; Echtner & Ritchie, 1991; Aaker, 1996, Gartner, 1996; Kapferer, 1997; Buhalis, 2000; Laws, Scott &Parfitt, 2002; Son, 2005; Tasci & Gartner, 2007; Rial, Varela & Garcia, 2008; Shani, Chen, Wang & Hua, 2010), which influences the final choice and the behavioral intention (Chen & Tsai, 2007; Yuksel, Yuksel & Bilim, 2010). Lawson and Bovy (1977) define the concept of destination image as the expression of all objective knowledge, prejudices, imagination and emotional thoughts of an individual or group about a particular location. Other authors define the image as the sum of all beliefs, ideas and impressions that people associate with a destination (Crompton, 1979; Kotler, Haider & Rein, 1993). Valls (1992) presents a definition from the consumer's point of view, defining the brand image of a country as a set of consumer perceptions. Bigné, Sánchez and Sánchez (2001) define destination image as the subjective interpretation of reality by the tourist. Therefore, the image tourists have of a destination is largely subjective because it is based on the perceptions each tourist has of all of the destinations they have been to or have heard of (San Martín & Rodríguez, 2008).

EFFECTS OF THE BRAND IMAGE OF A TOURIST DESTINATION

In the classical work of Mayo (1973), examining images and regional travel behavior, it is said that the image of a destination is a key factor

when a tourist chooses the travel destination. In this sense, in another classic work from Gunn (1972), it is said that it is unlikely that tourists visit a specific tourist destination that they do not like. In this context, Lim and O'Cass (2001) report that a destination with a strong image is more easily differentiated from its competitors, and a tourist destination with stronger and more positive image more likely to be considered and selected at the end of the decision-making process (Mayo, 1973, Hunt, 1975; Goodrich, 1978; Pearce, 1982; Woodside & Lysonski, 1989, Ross, 1993; Milman & Pizan, 1995, Chen & Kerstetter, 1999; Bigné, Sánchez & Sánchez, 2001; Sönmez & Sirakaya , 2002). This way, a tourist destination with a strong and consolidated image in the market has a better guarantee of prosperity (Fakeye & Crompton, 1991), and this factor is an important influence on the consumer behavior of tourists (Ashworth & Goodall, 1988; Manfeld, 1992; Bigné et al., 2001; Barroso, Martín & Martín, 2007; Chi & Qu, 2008; Bigné, Sánchez & Sanz, 2009). The person's country of origin influences the image that they build of tourist destinations (Bonn, Joseph & Dai, 2005).

OBJECTIVES

This work has two main objectives: the first is to understand how the European tourism market is structured and the second is to illustrate the importance and benefits of the combined application of Correspondence Analysis and Cluster Analysis in this kind of study.

METHODOLOGY

The sample consisted of 700 Spanish tourists who had traveled on holiday over the last 5 years, and all of whom live in the Spanish autonomous communities. The sample selection was based on the Autonomous Community, Gender and Group of Age of subjects, with data from the INE (2009). The sample error is ± 3.7% (p=q=50), with a level of confidence of 95% (k=2 sigma). Of those 700 tourists, 354 were men and 346 women, aged between 20 and 69 years old (Mean = 43.29, SD = 14.01).

SELECTION OF ATTRIBUTES

The attributes were selected on the basis of two elements: a) existing literature on the subject (Goodrich, 1978; Muller, 1995; Baloglu & McCleary, 1999; Gallarza, García & Saura, 2002; Picón & Varela, 2000; Varela, Picón & Braña, 2004; Rodríguez & Molina, 2007; Rial, Varela & García, 2008); and b) the experience of the authors in tourism research. The selected attributes were: *Pleasant Climate, Shopping Offer, Night Fun, Unique Gastronomy, Friendly People, Quality Hotels, Nature, Artistic Heritage, Quality Beaches, Affordable* (Prices) and *Tranquillity*.

PROCEDURE

The information was collected with computer assisted telephone interviews (CATI), using a questionnaire constructed specifically for this study. The duration of the interviews was approximately 15-20 minutes, and they were conducted during the months of January and February 2010. When drawing up the questionnaire and selecting the attributes considered, the authors based their choices on a review of the existing literature for studies carried out in this context (Gallarza, García & Saura, 2002; García. 2002; López, Rial, García & Varela, 2002; Picón, Varela & Real 2003; Picón, Varela & Lévy, 2004; Ugarte, 2007; Ferreira, Rial & Varela, 2009; Rial, Ferreira & Varela, 2010; Ferreira, Rial & Varela, 2010; Ferreira, Real & Rial, 2011).

DATA ANALYSIS

Data were collected from 700 subjects, whose task was to associate attributes with tourist destinations, or rather, *attributes x tourist destinations*. An initial matrix of *11 x 28* was obtained, which served as input to the Correspondence Analysis. Later, the output of Correspondence Analysis made it possible to do a Cluster Analysis. All of these procedures were carried out using the statistical package SPSS 16.

The authors would like to make it clear that they eliminated tourist destinations with the lowest mass values, in order to improve the interpretability of the final solution. Thus, the final input matrix was reduced to 11 attributes and 20 tourist destinations.

RESULTS

As shown in Tables 1 and 2, the authors selected a two-dimensional solution, which explains 76.47% of the total variance. The Cronbach's Alpha of this model is close to the recommended value (α = 0692).

Table 1. Model properties – dimensions and means

	Dimension		
	1	2	Mean
Tourist destinations	.783	.747	.765
Attributes	.783	.747	.765
Active total	1.566	1.493	1.529
% variance	78.28	74.66	76.47

Table 2. Model

Dimension	Cronbach's Alpha	Variance accounted for		
		Inertia	% of explained variance	Total (eigenvalue)
1	.722	1.566	.783	78.277
2	.661	1.493	.747	74.661
Total		3.059	1.529	
Mean	.692(a)	1.529	.765	76.469

IDENTIFICATION OF DIMENSIONS

The application of Correspondence Analysis based on data association (*attributes* x *tourist destinations*) means that the researcher has less influence on the identification of structural dimensions, but also makes it possible to construct perceptual maps that allow a more intuitive interpretation of tourism offer and competitors. As shown in Table 2, the initial solution was composed of 10 dimensions that explain 100% of the data. However, to facilitate the interpretation of the results, the authors chose the two-dimensional option, which explains 65.4% of total variance. More specifically, the first dimension explains 37.2% and the second 28.3%. The chi-square contrast makes it possible to reject the hypothesis of independence between the dimensions (χ^2=6356.25, sig<.001).

Table 2. Results of the Correspondence Analysis

Dimension	Eigenvalue	Inertia	Chi square	Sig.	Proportion of Inertia		Confidence of eigenvalue	
					Accounted of	Cumulative	Standard Deviation	Correlation 2
1	**.566**	**.320**			**.372**	**.372**	.011	.059
2	**.493**	**.243**			**.283**	**.654**	.011	
3	.360	.129			.150	.804		
4	.270	.073			.085	.889		

(Continued)

(cont.)

5	.214	.046			.053	.942
6	.139	.019			.022	.964
7	.133	.018			.021	.985
8	.092	.008			.010	.995
9	.056	003			.004	.998
10	.037	,001			.002	.,000
Total		.861	**6356.25**	**.000**	1.000	1.000

The results presented in Table 3 make it possible to define each of the dimensions identified. The inertia of Dimension 1 is more affected by the attributes of *Nature* (0.542) and *Tranquility* (0.199). The inertia of Dimension 2 is more influenced by the attributes *Shopping Offer* (0.414), *Night Fun* (0.202) and *Quality Beaches* (0.094).

Table 3. Column Points

		Score in Dimension			Contribution				
					Of point to Inertia of Dimension		Of Dimension to Inertia of Point		
Attributes	Mass	1	2	Inertia	1	2	1	2	Total
Pleasant Climate	**.110**	-.576	**.599**	.050	.064	.081	.412	.380	.791
Shopping Offer	.106	-.488	-1.379	.123	.044	**.414**	.117	.800	.917
Night Fun	.066	-.212	-1.220	.064	.005	**.202**	.026	.744	.771
Quality Gastronomy	.102	-.409	.080	.041	.030	.001	.237	.008	.245
Friendly People	.076	-.171	.284	.017	.004	.013	.076	.179	.255
Quality Hotels	.078	.358	-.660	.055	.018	.070	.105	.303	.408
Nature	**.100**	**1.755**	.001	.182	**.542**	.000	.967	.000	.967
Artistic Heritage	.121	-.490	.309	.059	.051	.024	.283	.096	.379
Quality Beaches	.088	-.482	**.720**	.052	.036	**.094**	.226	.431	.657

(Continued)

(cont.)

Affordable (Prices)	.067	-.251	**.750**	.095	.007	.078	.025	.194	.219
Tranquillity	.085	**1.151**	.370	.080	**.199**	.024	.808	.071	.879
Active Total	1.000			.817	1.000	1.000			

For a more detailed characterization of both dimensions, in the previous table we can see that Dimension 1 contrasts *Pleasant Weather* (-0.576) and *Artistic Heritage* (-0.49) - attributes with negative scores - with *Nature* (1.755) and *Tranquillity* (1.151), which correspond to the attributes that configure this first dimension. Therefore, Dimension 1 corresponds to Cultural Tourism versus Ecotourism and Rural Tourism. In short, Dimension 1 is related to the type of tourist destination.

Dimension 2 contrasts *Shopping Offer* (-1.379), *Night Fun* (-1.22) and *Quality Hotels* (-0.66) - attributes with negative scores - with the attributes of *Quality Beaches* (0.72), *Affordable* (0.75) and *Pleasant Climate* (0.599). Thus, this second dimension corresponds to Shopping and Night Fun Tourism versus Beach and Sun Tourism. In short, Dimension 2 is related to Tourist Activity.

As can be seen through the results presented in Table 4, the destinations associated with Dimension 1 are Italy, Ireland, Netherlands, Switzerland, Norway, Austria, Germany, Finland, Sweden, Scotland and Denmark., and the destinations associated with Dimension 2 are France, England, Portugal, Turkey, Romania and Croatia. Finally, it is worth noting that destinations like Romania, Poland, Denmark, Scotland, Czech Republic and Croatia are less frequently mentioned, which is reflected in the mass values of these destinations. The quality of their representation and positioning should be interpreted with caution in this context. In this context, it should also be noted that some of the last destinations (e.g., Romania, Croatia, Czech Republic) are more related to the attributer *Affordable prices* than to *Quality Beaches*.

Table 4. Row points

		Score in Dimension			Contribution				
					Of points to Inertia of Dimension		Of points to Inertia of Point		
Tourist Destinations	Mass	1	2	Inertia	1	2	1	2	Total
Italy	.295	-.544	.195	.095	**.154**	.023	.520	.058	.578
Ireland	.017	**1.585**	.002	.027	**.075**	.000	.873	.000	.873

(Continued)

(cont.)

Netherland	.027	**.777**	-.346	.023	**.029**	.007	.392	.068	.460
France	.214	-.192	-.447	.069	.014	**.087**	.064	.305	.369
England	.076	-.409	-1.806	.161	.022	**.502**	.045	.757	.802
Switzerland	.038	**1.673**	-.074	.064	**.188**	.000	.939	.002	.941
Portugal	.102	**-.193**	**.850**	.098	.007	**.149**	.022	.371	.393
Norway	.021	**2.316**	.127	.067	**.199**	.001	.950	.002	.953
Austria	.020	**1.222**	.180	.025	**.052**	.001	.662	.012	.674
Germany	.039	**.802**	-.551	.030	**.044**	.024	.467	.192	.659
Greece	.099	-.166	**.866**	.058	.005	**.151**	.027	.633	.660
Finland	.007	**2.212**	.240	.022	**.061**	.001	.899	.009	.909
Sweden	.011	**2.251**	.198	.034	**.097**	.001	.907	.006	.913
Scotland	.005	**2.020**	.080	.015	**.034**	.000	.735	.001	.736
Czech Republic	.006	.387	**.627**	.011	.002	.005	.042	.097	.139
Denmark	.004	**1.397**	.046	.007	**.013**	.000	.558	.001	.559
Poland	.004	**.500**	**.627**	.007	.002	.003	.076	.104	.180
Turkey	.007	-.307	**.857**	.010	.001	**.011**	.039	.264	.303
Romania	.002	-.529	**1.679**	.013	.001	**.010**	.022	.192	.214
Croatia	.008	-.198	**1.239**	.024	.001	**.026**	.008	.269	.277
Active Total	1.000			.861	1.000	1.000			

The representation of these dimensions can be interpreted with a simple and intuitive perceptual map shown in Figure 1.

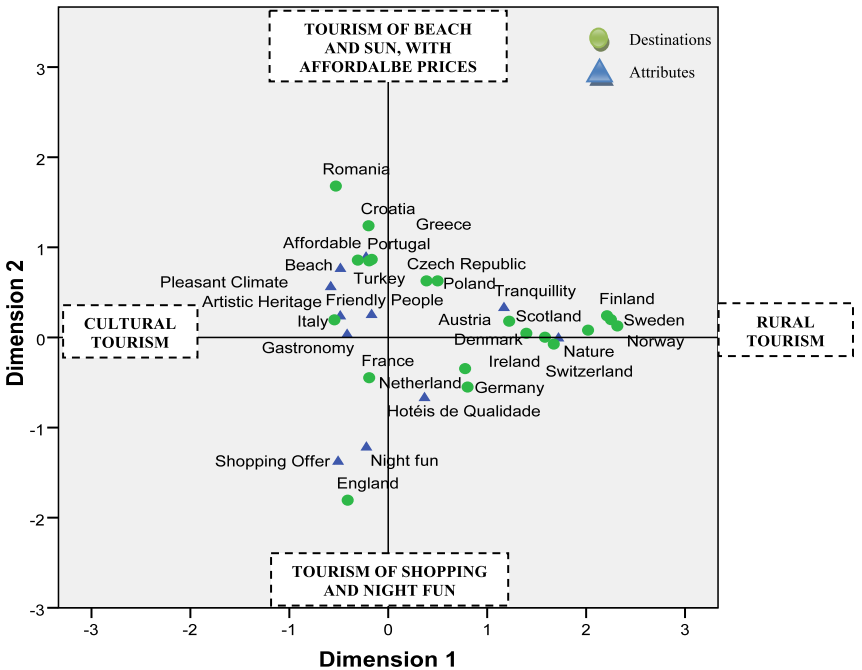

Figure 1. Perceptual map of the European tourism market

Overall, the European tourism sector seems to be based on two main dimensions:
(a) Dimension 1 - *Cultural Tourism* versus *Rural Tourism*; and (b) Dimension 2 - *Shopping Tourism and Night Fun* versus *Tourism of Beach and Sun*.

IDENTIFICATION OF CLUSTERS

In order to gain a clearer idea of the destinations which most resemble one another from the perspective of Spanish tourists, the authors applied a Cluster Analysis in three phases with strong advantages (Picón, Varela & Lévy, 2004; Ferreira, Rial & Varela, 2009; Ferreira, Rial & Varela, 2010): (1) the careful selection of the variables; (2) the application of a hierarchical method and (3) the application of an optimization method. In this sense, the scores obtained from the Correspondence Analysis were used as input to the Analysis Cluster and the procedure began with Ward's hierarchical method. Then, a non-hierarchical method was applied: *k-means*. Table 5 shows the agglomeration schedule.

Table 5. Agglomeration schedule

	Cluster combined			Stage first appears		
Stage	Cluster 1	Cluster 2	Coeffi-cients	Cluster 1	Cluster 2	Next stage
1	7	11	.000	0	0	6
2	12	13	.002	0	0	5
3	15	17	.009	0	0	15
4	2	6	.015	0	0	11
5	8	12	.026	0	2	9
6	7	18	.037	1	0	10
7	3	10	.058	0	0	14
8	9	16	.082	0	0	11
9	8	14	.134	5	0	17
10	7	20	.243	6	0	13
11	2	9	.368	4	8	14
12	1	4	.636	0	0	16
13	7	19	1.136	10	0	15
14	2	3	2.068	11	7	17
15	7	15	3.130	13	3	18
16	1	5	5.013	12	0	18
17	2	8	7.406	14	9	19
18	1	7	13.322	16	15	19
19	1	2	30.503	18	17	0

The dendrogram (Figure 2) and Figure 3 show the composition of the clusters, as well as the Euclidean distance which separates one destination from another. It is therefore possible to segment the European tourism market into five clusters, based on the perspective of Spanish tourists.

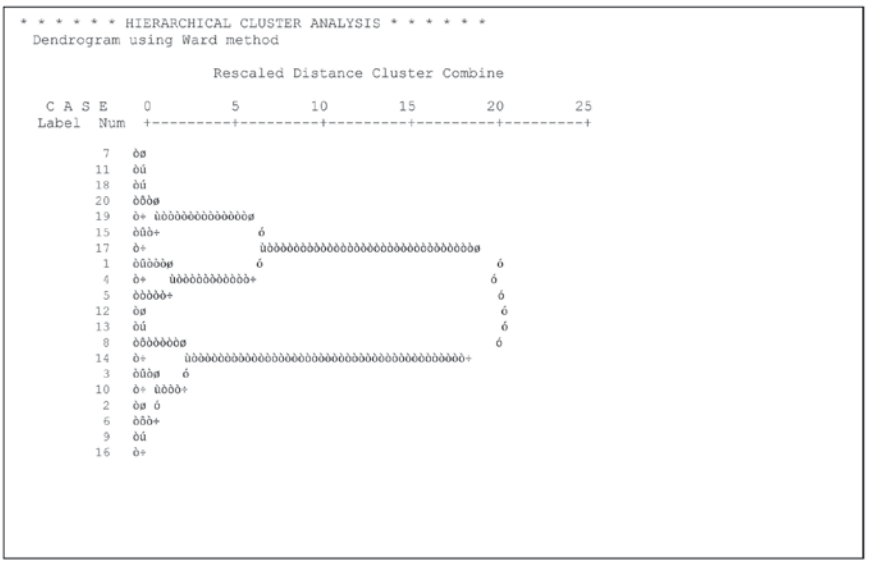

Figure 2. Dendrogram of tourism destinations

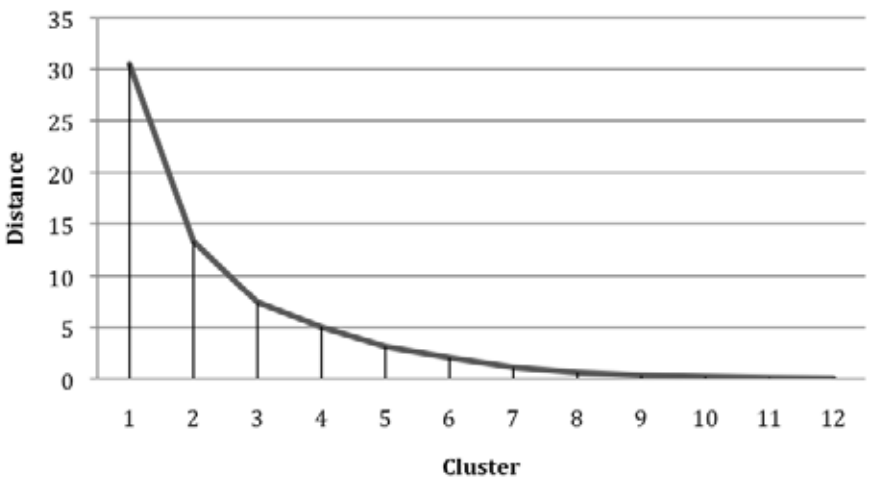

Figure 3. Coefficients associated with clusters

The authors then used the procedure for k-means to optimize the results identified above. Table 6 and Table 7 identify the initial and final centers of clusters, which show that there is no variation in either solution.

Table 6. Initial Cluster Centres

	Cluster				
	1	2	3	4	5
dim.1	-.368	1.243	-.409	-.072	2.200
dim2	-.126	-.124	-1.806	.964	.161

Table 7. Final Cluster Centres

	Cluster				
	1	2	3	4	5
dim1	-.368	1.243	-.409	-.072	2.200
dim2	-.126	-.124	-1.806	.964	.161

In this sense, the authors present the results of different destinations, the cluster of every destination and the distances that separate them from its center (Table 8). Thus, the first cluster is formed by Italy and France, the second cluster by Ireland, Holland, Switzerland, Austria, Germany and Denmark, the third by Britain on its own, the fourth cluster by Portugal, Greece, Turkey, Romania, Croatia, Czech Republic and Poland and, finally, the fifth cluster by Norway, Finland, Sweden and Scotland.

Table 8. Cluster membership

Destinations	Cluster	Distance
Italy	1	.366
France	1	.366
Ireland	2	.365
Netherland	2	.516

(Continued)

(cont.)

Switzerland	2	.433
Austria	2	.304
Germany	2	.613
Denmark	2	.229
England	3	.000
Portugal	4	.166
Greece	4	.136
Turkey	4	.258
Romania	4	.849
Croatia	4	.303
Czech Republic	4	.570
Poland	4	.664
Norway	5	.121
Finland	5	.080
Sweden	5	.063
Scotland	5	.197

Table 9. Distances between final cluster centres

Cluster	1	2	3	4	5
1		1.611	1.681	1.129	2.584
2	1.611		2.358	1.707	.999
3	1.681	2.358		2.790	3.268
4	1.129	1.707	2.790		2.410
5	2.584	.999	3.268	2.410	

Table 9 identifies the distances between the centers of the final five clusters, and it is possible to see that clusters 2 and 5 are very close and that clusters 3 and 5 are very distant. And, the closest cluster to Portugal would be the first one (Italy and France) and the furthest would be the third (England).

Finally, in Table 10 it is possible to see the results of variance analysis (ANOVA), proving that dimension 1 differentiates the results more clearly.

Table 10. ANOVA

	Cluster		Error			
	Mean square	df	Mean square	df	F	Sig.
dim1	4.609	4	.113	15	**40.923**	.000
dim2	2.234	4	.096	15	23.266	.000

DEVELOPING A POSITIONING MAP OF THE EUROPEAN TOURIST MARKET

Using the information provided by Correspondence Analysis and Cluster Analysis, it is possible to characterize the European tourism market as follows:

- Cluster 1 consists of Italy and France, and distinguishes itself primarily by offering a Rich Artistic Heritage, Unique Gastronomy and Quality Hotels.
- Cluster 2 is formed by Ireland, Holland, Switzerland, Austria, Germany and Denmark. These destinations distinguish themselves from others by the Tranquility they offer to their tourists.
- Cluster 3 is formed by Britain only and stands out from other destinations by its High Commercial Offer and Nightlife.
- Cluster 4 is composed of Portugal, Greece, Turkey, Romania, Croatia, Czech Republic and Poland. These destinations are characterized by their Pleasant Climate, Quality Beaches and Affordable Prices. However, the authors would like to note that Portugal would compete more directly with Greece, Turkey and Croatia. However, Portugal also shares one important characteristic with Romania, Czech Republic and Poland: Affordable prices associated with the tourist offer. So, these

destinations (Romania, Czech Republic and Poland) are not exactly known by the Quality of the Beaches.

- Cluster 5 consists of Norway, Finland, Sweden and Scotland and is characterized by *Nature* and *Green Landscapes*.

The positioning map of the European tourism market (from the perspective of Spanish tourists) is presented to facilitate the interpretation of these results (Figure 4).

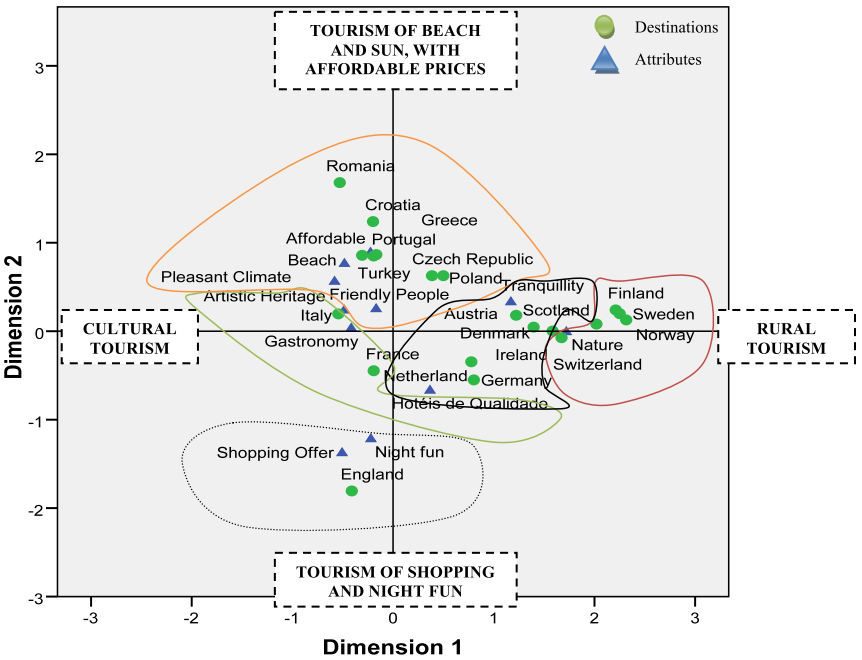

Figure 4: Positioning map obtained by *correspondence* **and** *cluster analysis*

Thus, the combination of the combined use of Correspondence Analysis and Cluster Analysis has enabled the authors to draw up a Positioning Map of the European tourism market and it is therefore possible to segment that market based on similar images.

DISCUSSION

The globalization process has expanded markedly in recent years, increasing the difficulties experienced in virtually every sector of the economy. The tourism sector is no exception, and has been the target of the latest economic and financial crisis. However, the strategic importance of tourism (its contribution to the GDP and the creation of employment) obliges many countries to manage tourism resources

in the basis of a R+D+*I* policy, or rather, Research in the tourism sector, and the Development of multivariate methodologies based on *Innovation*. In this sense, this work illustrates the importance and advantages of using multivariate methodologies, such as the Correspondence Analysis and Cluster Analysis applied to the analysis of the structure of the European tourism market and its segmentation.

This way, it is possible to say that Spanish tourists structure the European tourism market on the basis of two dimensions: the first, which sets Cultural and Heritage Offer against the Natural Landscape; the second one, which sets destinations with High Commercial Offer and High Leisure against Sun Beach Destinations.

It was possible to identify five clusters. Cluster 1 would be formed by Italy and France and would be characterized by offering a Rich Artistic Heritage, Unique Gastronomy and Quality Hotels; Cluster 2 that would be formed by Ireland, Holland, Switzerland, Austria, Germany and Denmark and that would be characterized by Tranquility; Cluster 3 would be formed by Britain would be associated with High Commercial Offer and Nightlife; Cluster 4 would be composed of Portugal, Greece, Turkey, Romania, Croatia, Czech Republic and Poland, being characterized by their Pleasant Climate, Quality Beaches and Affordable Prices and, finally, Cluster 5 that would be formed by Norway, Finland, Sweden and Scotland, being associated with Nature and Green Landscapes.

In this sense, this paper provides information about how the Spanish tourists structure the European tourism market, allowing managers of each tourist destination to improve or modify the way they are perceived by consumers (tourists). More specifically, it helps to guide the Promotion Policy of the destinations analyzed, in order to communicate the attributes that are intended to be associated to the brand image of each destination.

However, it would be interesting to use tourists from other countries to find out how different their Image and Positioning of the European Tourism Market may be (Hui & Wan, 2003), and then, for example, to carry out a Homogeneity Analysis. It would also be interesting to compare the Image and Positioning between visitors and non-visitors (Hsu, Wolfe & Kang, 2004).

REFERENCES

Aaker, A. (1996). *Criando e administrando marcas de sucesso.* São Paulo: Futura.

Ashworth, J., & Goodall, B. (1988). Tourist images: Marketing Considerations. In B. Goodall, & G. Ashworth (Eds.), *Marketing in the tourism industry – the promotion of destination regions (pp.* 213-237). UK: Routhlegde.

Baloglu, S., & McCleary, W. (1999). A model of destination image formation. *Annals of Tourism Research, 35*(4), 11-15.

Barroso, C., Martín, E., & Martín, D. (2007). The influence of market heterogeneity on the relationship between a destination's image and tourists' future behaviour. *Tourism Management, 28*(1), 175-187.

Bigné, E., Sánchez, I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management, 22*, 607-616.

Bigné, E., Sánchez, I., & Sanz, S. (2009). The functional-psychological continuum in the cognitive image of a destination: a confirmatory analysis. *Tourism Management, 30*(5), 715-723.

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management, 21*(1), 97-116.

Chen, P. J., & Kerstetter, L. (1999). International student's image of rural of Pennsylvania as a travel destination. *Journal of Travel Research, 37*, 256-266.

Chen, F., & Tsai, G. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management, 28*(4), 1115-1122.

Chi, C., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: an integrated approach. *Tourism Management, 29*(4), 624-636.

Chon, S. (1991). Tourism destination image modification process. Marketing implications. *Tourism Management, 12*(1), 68-72.

Crompton, L. (1979). Motivations for pleasure vacations. *Annals of Tourism Research, 6*(4), 408-424.

Echtner, M., & Ritchie, B. (1991). The measuring and measurement of destination image. *The Journal of Tourism Studies, 2*(2), 2-12.

Fakeye, C., & Crompton, L. (1991). Image differences between prospective, first-time and repeat visitors to the lower Rio Grande Valley. *Journal of Travel Research, 30*(2), 10-16.

Ferreira, D., Rial, A., & Varela, J. (2009). Post Hoc Tourist Segmentation with Conjoint and Cluster Analysis. *Pasos, Revista de Turismo y Patrimonio Cultural, 7*(3), 491-501.

Ferreira, D., Rial, A., & Varela, J. (2010). Segmentación post hoc del mercado turístico español. Una aplicación del Análisis Cluster en dos fases. *Estudios y Perspectivas en Turismo, 19*(5).

Ferreira, D., Real, S., & Rial, A. (2011). Aplicación del Escalamiento Multidimensional en el ámbito del Marketing Turístico. *Estudios y Perspectivas en Turismo*, *20*(1).

Gallarza, G., García, C., & Saura, G. (2002). Destination image towards a conceptual framework. *Annals of Tourism Research, 29*(1), 56-78.

García, A. (2002). Una propuesta metodológica para le medición de la Imagen de Marca. *Tese de doutoramento, Universidad de Santiago de Compostela*, *Spain*.

Gartner, C. (1996). *Tourism Development. Principles, Process and Policie:*. John Wiley & Sons Inc.

Goodrich, N. (1978). A new approach to image analysis through Multidimensional Scaling. *Journal of Travel Research, 17*(2), 2-7.

Gunn, A. (1972). *Vacationscape: designing tourist regions*. Washington: Taylor & Francis.

Hsu, C., Wolfe, K., & Kang, K. (2004). Image assessment for a destination with limited comparative advantages. *Tourism Management, 25*(1), 121-126.

Hui, K., & Wan, W. (2003). Singapore's image as a tourist destination. *International of Tourism Research, 5*(4), 305-313.

Hunt, D. (1975). Image as a factor in tourism development. *Journal of Travel Research, 13*, 1-7.

Kapferer, N. (1997). *Strategic brand management*. UK: Kogan Page.

Kotler, P., Heider, H., & Rein, I. (1993). *Marketing places. Attracting investment, industry and tourism to cities, states and nations*. New York: Free Press.

Lawson, F., & Baud, M. (1977). *Tourism and recreational development*. London: Architectural press.

Laws, E., Scott, N., & Parfitt, N. (2002). Synergies in destination image management. A case study and conceptualization. *The international Journal of Tourism Research, 4*(1), 39-55.

Lim, K., O'Cass, A. (2001). Consumer brand classifications: an assessment of culture-of-origin versus country-of-origin. *Journal of Product & Brand Management, 10*(2), 120-136.

López, F., Rial, A., García, A., & Varela, J. (2002). Aplicación del análisis de contenido al estudio de la imagen de un destino turístico. *Metodología de las Ciencias del Comportamiento*, *17*, 362-72.

Mansfeld, Y. (1992). From motivation to actual marketing. *Annals of Tourism Research*, *19*, 399-419.

Mayo, J. (1973). Regional images and regional travel consumer behaviour. Research changing travel patterns: interpretation and utilization. *Proceedings of the Travel Research Association 4th Annual Conference,* 211-218.

Milman, A., & Pizan, A. (1995). The role of awareness and familiarity with a destination: the Central Florida case. *Journal of Travel Research, 33*(3), 21-27.

Pearce, L. (1982). Perceived changes in holiday destinations. *Annals of Tourism Research*, *9*(2), 145-164.

Picón, E., & Varela, J. (2000). Segmentando Mercados con Análisis Conjunto: Una aplicación al sector turístico. *Psicothema*, *12*(2), 453-458.

Picón, E., Varela, J., & Real, E. (2003). Clasificación y segmentación post hoc mediante el análisis de conglomerados. In J. P. Lévy & J. Varela (pp. 417-450), *Análisis multivariable para las ciencias* sociales. Madrid: Pearson Educación.

Picón, E., Varela, J., & Lévy, J. P. (2004). Segmentation of the Spanish domestic tourism market. *Psicothema, 16*(1), 76-83.

Rial, A., García. A., & Varela, J. (2008). Una aplicación metodológica para el estudio de la imagen de marca de un destino turístico. *Pasos, Revista de Turismo y Patrimonio Cultural, 6*(1), 1-10.

Rial, A., Ferreira, D., & Varela, J. (2010). Aplicação da Análise Conjunta no Estudo das Preferências Turísticas. *Revista Portuguesa de Marketing*, 26.

Rodríguez, P., & Molina, O. (2007). La segmentación de la demanda turística española. *Metodología de Encuestas, 9:* 57-92

Ross, F. (1993). Ideal and actual images of backpacker visitors to Northern Australia. *Journal of Travel Research*, *21*(3), 54-57.

San Martín, H., & Rodríguez, A. (2008). Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, *29*(2), 263-277.

Shani, A., Chen, P. J., Wang, Y., & Hua, N. (2010). Testing the impact of a promotional video on destination image change: application of China as a tourism destination. *International Journal of Tourism Research, 12*(2), 116-133.

Son, A. (2005). The measurement of tourist destination image: applying a sketch map technique. *International Journal of Tourism Research, 7*(4-5), 279-294.

Sönmez, S., & Sirakaya, E. (2002). A distorted destination image? The case of Turkey. *Journal of Travel Research*, *41*(2), 185-196.

Tasci, D., & Gartner, A. (2007). Destination image and its functional relationships. *Journal of Travel Research*, *45*(4), 413-425.

Ugarte, X. (2007). Imagen y posicionamiento de Galicia como destino turístico a nivel nacional e internacional. *Tese de doutoramento, Universidade de Santiago de Compostela, Spain.*

UNWTO (2010). *International Tourism on Track for a Rebound after an exceptionally challenging 2009*. World Tourism Organization.

Valls, F. (1992). *La imagen de marca de los países*. Madrid: McGraw-Hill.

Varela, J., Picón, E., & Braña, T. (2004). Segmentation of the Spanish domestic tourism market. *Psicothema, 16*(1), 76-83.

Woodside, G., & Lysonsky, S. (1989). A general mode of traveler destination choice. *Journal of Travel Research*, *27*(4), 8-14.

Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management, 31*(2), 274-284.

Submitted:15th September 2010 Accepted: 28th March 2011
Final version: 17th December 2010 Refereed anonymously