

TOURISTIC DESTINATION AND DESTINATION IMAGE:
CASE STUDY OF SLOVAKIA

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ABSTRACT

The master's thesis aims are to deeply analyze factors of the destination image which contribute to the formation of the secondary and subsequently to the shaping of the primary image. After the analysis of the factor of the secondary image, the same factors are analyzed with same methods also in the primary image part of this project. In the end, this two analyzes are compared, and the results are presented.

The results of this work point out that after the real visit of Slovakia, tourists tend to have much more positive image than before. This means that their secondary image, which is formed before the visited it positively affected by the real visit to Slovakia and the primary

One of the tools to increase the competitiveness of the country and to support its development is tourism, which, as a sector, occupies an increasingly important place in the national economy because the interest in traveling is constantly increasing. Moreover, to have a positive and steadily growing tourism sector, it is important to have a good marketing strategy with a strong country brand and excellent destination image.

Keywords: Tourism, Destination image, Travel, Slovakia

JEL Codes: Sports; Gambling; Restaurants; Recreation; Tourism – L830, Marketing – M31

RESUMO

Os objectivos desta tese são analisar profundamente factores da imagem do destino que contribuem para a formação da imagem secundária e consequentemente para a formação da imagem primária. Após a análise dos factores da imagem secundária, os mesmos factores são utilizados com os mesmos métodos também na parte deste projecto relacionada com a imagem primária.

No final, estas duas análises são comparadas e os resultados são apresentados. Os resultados deste projecto demonstram que após uma visita à Eslováquia, os turistas tendem a ter uma imagem muito mais positiva do país do que tinham anteriormente. Isto significa que a sua imagem secundária, que é formada antes da visita, é positivamente influenciada pela real visita à Eslováquia e pela imagem primária.

Uma das formas de aumentar a competitividade do país e de apoiar o seu desenvolvimento é apostar no turismo que, como sector, ocupa um lugar cada vez mais importante na economia nacional porque o interesse em viajar tem crescido constantemente. Assim, para ter um crescimento positivo e estável no sector do turismo, é importante ter uma boa estratégia de marketing com uma marca de país forte e uma excelente imagem de destino.

Palavras-chave: Turismo, Imagem de Destino, Viagens, Eslováquia,

Códigos JEL: Desportos, Apostas, Restaurantes, Lazer, Turismo – L830, Marketing – M31

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EXECUTIVE SUMMARY

The following thesis has the role to define in the theoretical part what tourism is and the formation and the development of tourism in Slovakia. Its main task, however, is not just to define tourism but also to find out what a destination image is and its primary attributes. Defining what the destination image is, to know how it is formed and shaped is essential for the positive growth of tourism in the state's economy.

As we will see, there are more divisions of the destination image. The division on which we will focus on in this thesis, in a practical part, is the division of the destination image by the type of knowledge. The two types of this destination are the primary and secondary images.

The first one to be formed is the secondary image. This image is formed before the actual visit of the destination, and it is shaped by different information sources. The main three on which we focus are Family & friends, school, and social media. This image gives us some idea of the destination that is affected only by the external factors mentioned above and not the personal feelings.

The primary image is formed during and after the real experiencing the destination. This image is much more complex and real than the primary one because it is based on an experience. This image has an important role when tourist are deciding to recommend the destination to others and it has a huge impact on their likeliness to revisit the destination.

The practical part of this thesis is devoted to the analysis of the questionnaire, which can be found in the Annex. The questionnaire was filled in by 260 respondents, of whom 35 were disqualified for the reasons given below. This means that the practical part was an analysis of 225 questionnaires completed by foreigners who visited Slovakia at least once in their lives.

This practical part is, in its first part, devoted to analyzing the sample's social and demographic characterization, traveler's profile and the reason why they have decided to visit Slovakia.

The second part of the practical part of the thesis is dedicated to the branding, and two logo's that Slovakia uses to promote itself since it was established.

Subsequently, there is an analysis of the secondary image and its attributes. Firstly we analyze the characteristics that shape and form the voyager's view, and secondly, we examine

the attributes that are part of the affective image. We meet the expectations that the travelers had before the travel, and we analyze what did shape the voyagers view about Slovakia.

The next section is about the analysis of the primary image attributes. The study follows the same order as in the secondary image and the same attributes are analyzed. In the pool the interviewed were asked to rate the same attributes twice according to the view they had before the travel and after the travel in order to be able to perform the comparative analysis.

Section five is dedicated to the comparative analysis of the primary and secondary image. First, there is a comparative analysis of the factors that affect the formation of the destination image, and then we will meet the comparative study of the affective image. Afterward, we will analyze if the image that the travelers had had before the travel changed and if so how.

The penultimate part of the practical part of this thesis is dedicated to the analysis of travel in Slovakia. We will find out how many times have the tourist visited Slovakia and what the duration of their last stay was.

The last part is dedicated to the conative image and its analysis. Here we analyze the likeliness of tourist to recommend Slovakia to others and their likeliness to revisit Slovakia in next three years.

In the last section you will find the results which result from the analysis of the survey.

1.INTRODUCTION

1.1. Problem statement & Research question

During socialism, Slovakia, in a common state with the Czech Republic, was one of the most visited regions in the East Bloc. The temptation for tourists were mainly ski centers in winter, water reservoirs, and dams in summer, but also hiking trails in the mountains.

After the fall of the regime, Slovakia was visited by mostly western tourists who wanted to know how the country that was dominated for such a long time by communist looks like. (Johnson, Maxwell; 1995) Tourists were positively astonished, and they were open to an idea to come back in upcoming years.

For many years the services did not improve much, and Slovakia experienced the fall of the tourism. This was just one of many causes of the fall of tourism.

The more severe problems hampering the development of tourism in Slovakia is a negative image of Slovakia abroad, weak and ineffective state advertising. Slovakia is perceived as a country with the continuing problems in the functioning of law and the undemocratic practices of the current ruling coalition. Moreover, movies in which Slovakia was mentioned helped to the development of Slovakia's image as a country of the third world which is very cheap and not safe. This image gives potential visitors a sense of uncertainty and concern.

- ✓ Are natural beauties and other features of Slovakia capable, even with the aforementioned problems, change the secondary image created in the minds of tourists after they visit it?
- ✓ Did the secondary image of the visitors change after the visit?
- ✓ Is it the states advertising more effective nowadays?

1.2.Study Motivation

The emergence and development of tourism to the nowadays form passed a long way. At first, there were movements in the countryside for food and gradually for better living conditions for housing and work, then for fun, learning and in the end for recreation. History saw the first organized tours, and maintain the first itineraries, and today we already have generalized knowledge about forms of tourism, and they form an essential basis for the

development of society at different levels. From individual, through the community, national to international benefits.

Travelling has become an integral part of modern life, work, and leisure activities. The desire of man for learning about the natural, historical and cultural heritage become a driving force for the tourism sector. Existing tourists are educated, purposeful and they determine the further developments in this area.

Satisfying human needs through tourism has become an integral part of the standard of living and traveling has become an integral part of modern life, work, and leisure activities. Human movement, except for daily commuting to work from a location of permanent residence, is basically tourism. Whether traveling for shopping, recreation, sightseeing or service, or for family, sports, education, trade, you always notes surrounding nature, buildings, monuments, culture, customs, history and culture of a region, country or continent visited. If the movement is directed, as a form of spending holidays and free time it has its special characteristics.

Tourism is one of the fastest growing sectors of the economy. The tourist movement has millions of people every year moving from the place of habitual residence to tourist destinations around the world. The importance of tourism nowadays is increasing, and it is demonstrated by the fact that the share of tourism in the world gross domestic product is around 10%. The action of the multiplier doesn't affect only the GDP but the whole range of macroeconomic indicators (employment, investment activities, etc.) Tourism also brings another benefit: it stimulates exports of local products. In addition, tourism has the potential to contribute to the development of rural, peripheral and less developed areas. The sum of these and other factors contributes to the welfare of a state and leads to a rise in living standards and overall prosperity of the destination. This leads to increased interest in tourism and rising of efforts of the coordinated development, which leads to the development and the formation of a strategic concept for tourism development.

Likewise, it is important to add that tourism is stopping to be understood only in the context of the economy, and the vast majority of countries in the world also recognize its social and political importance. Nowadays, are taken a lot of political, economic and legislative changes which significantly affect the business environment in the world. The tourism is also marked by this transformation process.

Due to the constant development of political, economic and social spheres, increased education, advancing the process of globalization and the new opportunities offered by information and communication technologies the form of tourism is constantly reshaping. With

needs and requirements of tourists that are changing rapidly, the destination can withstand the ever increasing competitive environment, adapting its offer to new trends and develop cooperation among tourism operators.

The fact that the destination has natural, historical or cultural attractiveness, in itself does not mean anything, the destination needs to sell these advantages, and therefore the marketing practices are penetrating into the tourism which implies a development of strategic and program documents not only at national but also at local level. Emerging tourist regions development programs aim to map the region's tourism potential and to define projects that will develop and activate tourism in the locality.

2.LITERATURE REVIEW

2.1 Tourism definition

According to the UNWTO (World Tourism Organization) definition, which at the international conference held in Ottawa in 1991 identified and defined the basic concepts in order to uniform terminology for the purpose of collecting statistical data, defined tourism as an activity of the person traveling on a temporary basis to a place outside its normal environment, and doing so for the shorter period than stipulated. In the case of international travel, this period is set for one year and in a case of domestic tourism for 6 months. Another condition is that the main purpose of travel is other than the pursuit of economic activities in the place visited.

Find in terms of practice and theory precise and uniform definition of tourism is not at all a simple matter. This stems from the complexity of the concept of tourism which is associated with many meanings. Obviously, it is closely related to travel and leisure. The authors in their definition emphasize different aspects of this complex phenomenon, sometimes depending on the terms of scientific discipline where tourism is studied and defined.

There are several definitions of tourism. One of the first to express the definition of tourism was in 1910 the Austrian economist Hermann v. Schullard, pursuant to which tourism is the totality of transactions, particularly of an economic nature, which is directly related to the entry, stay and movement of foreigners inside or outside of a country, city or region.

Renowned Swiss professors W. Kunziker and K. Krapf released "Outline of the General Teaching of Tourism" (Grundriss der Allgemeine Fremdenverkehrslehre), in which they presented the foundations of modern so-called Swiss school of tourism. Tourism is here defined as a set of relationships and phenomena, resulting from a stay in a foreign place, if the aim of the stay is not permanent or gainful occupation. This definition was also acknowledged by the International Association of Scientific Experts in Tourism (AIEST).

On this definition bind another Swiss professor C. Kaspar. He explains the concept of tourism as the sum of relationships and phenomena, resulting from travel or stay of people, taking into consideration that the place of the stay is not the main or permanent place of workplace or residence. In the 80s of the 20th century, this definition became an official definition of the International Association of Researchers of tourism.¹

¹ Gúčík, M.2011. *Marketing Cestovného ruchu*, Značka v cestovnom. 197-211, Banská Bystrica: Dali-BB

American authors Horner - Swarbrooke (2003) defines tourism as a short-term movement of people to other places as places of their habitual residence, in order for them to carry out pleasurable activities.

According to the other American authors McIntosh - Goeldner (1990), tourism is a "sum of the phenomena and relationships arising from the interaction" of participants in tourism, service providers, representatives of state and local governments and local communities in the process of attracting and satisfying the needs of vacationers. It consists of activities and services that contribute to creating the impression on tourists. Such services incorporate in particular transport, accommodation, catering, entertainment, business, health and other services available for individuals or groups traveling outside their place of residence.

Medlik's (2003) definition of tourism is correlated with travel for pleasure. For him, the word tourism means traveling for recreation and is a synonym of the holiday.

Authors Mathieson and Wall (1982) defined tourism as the relocation of people outside their usual environment for a temporary time to places that can satisfy all their needs and requirements.

Fossati a Panella (2000) identified three elements contained in almost all definitions of tourism, namely:

1. the intention to move (hike, change of habits or habitual place of residence);
2. the intention of a person to behave like a tourist,
3. environment or tourist area.

Although the definitions of tourism reported by different authors are formally different, in content they emphasized the spirit of tourism, which is the temporary change of a habitual place of residence to a particular environment, often in their free time in order to rest, develop knowledge or become familiar with the history of the place, habits and traditions.

2.1.1 Importance of tourism in the Europe

Tourism plays a major role in the EU because of its economic potential and the potential for employment as well as for its social and environmental impact.² European tourism faces significant challenges, which constitute as well its possibilities. On the one hand, the industry must adapt to changes that are happening in society, which affects tourism demand, on the other hand, it has to face the pressure resulting from the current structure of

² Europe as the world's leading travel destination - a new political framework for European tourism. Announcement of the European Commission COM(2010) 352 final. 2010

the industry, its characteristics and its economic and social context.³ Moreover, tourism, as well as in the world also in the European countries must tackle new challenges and pitfalls that have become terrorism, unforeseen natural disasters, and epidemics.⁴

Similarly to other sectors of the economy, also the tourism industry is facing increasing global competition since the developing countries are attracting still more and more tourists. Due to this still increasing competition, Europe must offer sustainable and quality tourism. Moreover, the European countries shall exploit comparative advantages, in particular, the variety of landscapes and extraordinary cultural wealth that is hidden in Europe. Europe ought to intensify the cooperation with those countries whose population can be seen as a major source of visitors to European destinations after their standard of living will increase.⁵ At this point, it is important to emphasize that Europe remains the largest generating and at the same time receiving tourism market with more than 50% of total world tourist arrivals and revenues from inbound tourism.

The other challenges that the world is facing nowadays and which include particularly globalization, demographic change of population and pressure on resources, require a new approach and urgent action also by the European Union. Given these facts, the European Commission, in March 2010, presented the strategy Europe 2020 for smart, sustainable and inclusive growth, which is the vision of the European social market economy in the 21st century.

Tourism is an economic activity that is, in the European Union, able to generate growth and employment while contributing to the economic and social development and integration, particularly in terms of rural and mountain areas, coastal regions and islands, peripheral and outermost regions. European tourism industry, which accounts for approximately 1.8 million mainly small and medium enterprises employing around 5.2% of the total workforce (which is about 9.7 million jobs, with a significant proportion of young people), produces in EU more than 5% GDP and this rate is steadily increasing. Tourism, therefore, represents the third most extensive socio-economic activity in the EU, after the trade, distribution and construction industries. Taking into account the side contributing sectors and

³ Europe as the world's leading travel destination - a new political framework for European tourism. Announcement of the European Commission COM(2010) 352 final. 2010

⁴ Mišúňová, E. & Mišúň, L. Preconditions to increase the competitiveness of Slovak tourism industry. Paper, Ekonomická fakulta TU v Košiciach, Košice.f

⁵ Europe as the world's leading travel destination - a new political framework for European tourism. Announcement of the European Commission COM(2010) 352 final. 2010

industries the contribution of tourism to GDP is even higher- more than 10% of EU GDP and around 12% of employment. If in this regard, we compare the evolution over the last decade, employment growth in the tourism sector has always been stronger than in other sectors of the economy.

Solving problems in European tourism requires a coordinated approach at all levels of the EU. On 30 June 2010 the following statement was published by the European Commission: "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe". This announcement also addresses the ambitious proposals for European tourism policy, one of the key sectors of the European economy. Its primary objective is to increase the competitiveness of sustainable, responsible and ethical tourism in Europe, taking into account social policy, territorial cohesion and the contribution of the tourism sector to the protection and promotion of Europe's natural and cultural heritage.⁶

In 2014, the international tourism reached in the world 1,133,000,000 visitors (+ 4.3%) and in Europe amounted to 582 million of visitors, i.e., 51% of the market (+ 3%). Europe (on the 1st place with France) confirms its position as the most visited tourist destination in the world. In addition, a long-term prospective study of the World Tourism Organization expects moderate growth of tourism in Europe in 2030, with an estimated 744 million tourists (+ 1.8%), representing a 41.1% market share.

From a European perspective, the policy in the field of tourism is also a tool in support of overall policy objectives in terms of employment and growth. Increasing importance acquires a sustainable environmental dimension of tourism, which is already on the agenda of sustainable, responsible and ethical tourism.⁷

2.1.2 Origin and development of tourism in Slovakia

The origins of tourism in Slovakia are dated into the period when the Romans started to create first spas. The first spa about which the written record is preserved is Turčianske Teplice.

The mountainous regions started to play a major role in the development of tourism and helped to enlarge the traffic in the Tatras as soon as the railway line Bohumín - Košice in the 1870 -1871 was built.

⁶ Europe as the world's leading travel destination - a new political framework for European tourism. Announcement of the European Commission COM(2010) 352 final. 2010

⁷ Ratcliff, C. 2017. Tourism. Fact Sheet of the European Union. Retrieved at http://www.europarl.europa.eu/atyourservice/sk/displayFtu.html?ftuid=FTU_5.6.13.html

Under the influence of the initial interest had originated in 1873 in the Tatras the first tourist associations (Carpathian tourism association and others) which have set itself the objective of expanding and improving services related to the tourism.

In the second half of the 19th century there were established therapeutic and recreational facilities in Stary Smokovec, and in less than 20 years were added other visiting centers as Štrbské Pleso, Nový Smokovec, Dolny Smokovec, Tatranská Polianka, Vyšné Hagy Tatranska Lomnica, and others.

The development of tourism traffic in Tatras caused the increase of interest of the surrounding mountains, especially the Low Tatras, Little and Big Fatra, in which in the late 19th century also occurs the construction of various facilities, modifying paths, and walkways and etc. In the last decade of the last century greatly increased the importance of Slovak spa resorts with rich medical traditions.

After World War I the development of tourism in Slovakia suffered a fall because of the interruption of contacts with Hungary. With the change of state borders after 1918 Slovakia's visit centers had lost a lot of its territory. It took several years until the guests from Hungary began again visit Slovakia more massively.⁸ The period before the Second World War can be defined as the period of uneven development of the tourism in Czechoslovakia because there was better condition for the development of tourism in Czech regions.⁹

Other changes in the structure and volume of Slovakia's tourism were brought by political changes after 1939 and World War II.

After 1948, under the influence of a new understanding of tourism, came to the foreground the bound tourism, represented by trade-unionist workers. A large number of recreation facilities were entrusted to social organizations, great plants, and undertakings.¹⁰ These changes in organizational structure of enterprises declined the accommodation capacity.

The change occurred in years 1958 – 1967. In these years was recorded the extensive development of tourism. Interestingly, the tourism in these years grew 6 times compare to 1957. Moreover, in 1958, the first government resolution no. 520/1958 Coll. concerning the tourism was published. The Government Resolution no. 303/1963 Coll. from 1963 simplified travel formalities for bound tourism. Intergovernmental agreements on a visa waiver and the payment system were established. We date back to these years the first promotion of our country abroad.

⁸ Šenková, A. 2013. The analysis of tourism and the hotel industry development in Slovakia since 1989th. *Medzinárodný vedecký časopis mladá veda/young science*, 1 (2): 29-38.

⁹ Gúčík, M. 2011. Marketing Cestovného ruchu, Značka v cestovnom. 197-211, Banská Bystrica: Dali-BB

¹⁰ Šenková, A. 2013. The analysis of tourism and the hotel industry development in Slovakia since 1989th. *Medzinárodný vedecký časopis mladá veda/young science*, 1 (2): 29-38.

Years 1958-1967 also recorded a sharp increase in short-term traveling, reducing the average time of stay and changes in the organizational structure of the tourism.

The period between 1968 – 1988 in Czechoslovakia experienced a further development of short-term tourism, an "active" State policy concerning tourism and another change in the organizational structure of the tourism. It began to develop mass-organized hiking and touring activities through travel agencies which were mainly established in these years (especially in Slovakia). In the seventies, the construction of individual cottages began to widely spread along with business facilities located in the most attractive areas.¹¹

Changes that the year 1989 brought in the social and political life of the former Czechoslovakia greatly influenced also tourism. Open borders and abolishment of visa requirement increased the number of foreigners who wanted to visit Slovakia. In this period, was recorded the collapse of the socialist system of the state as well as of political barriers for traveling. This milestone can be regarded as an important point in the development of modern tourism.¹²

2.1.3 Development of tourism after the split of Czechoslovakia in 1993

Another milestone that had a massive impact on tourism in Slovakia was the 1st January 1993. On 1st January 1993, the common state of Czechoslovakia was split into two independent states. Although this division brought the change of geographical boundaries and Slovakia lost the city of Prague which is known for its cultural wealth, it gained the natural beauties in the form of caves, lots of natural parks and inland water resources.

While in the first years after the division the Czech Republic experienced a mass growth in international tourist arrivals, Slovakia recorded the loss in the number of the international arrivals. Few explanative factors could be helpful to understand this issue.

First of all, it is important to highlight, that the division didn't bring only the division of boundaries, but it also brought political changes. The first prime minister of Slovakia became Vladimir Meciar who was known for his repressive form regarding the politics of tourism. His politics brought a tension in between the public and private sector which needs to perfectly collaborate to succeed.

Secondly, the common state of Czechoslovakia was famous for the city of Prague, and most of the tourist visited Czechoslovakia for its magnificence. But the decline in tourism in

¹¹ Gúčík, M.2011. Marketing Cestovného ruchu, Značka v cestovnom. 197-211, Banská Bystrica: Dali-BB

¹² Šenková, A. 2013. The analysis of tourism and the hotel industry development in Slovakia since 1989th. Medzinárodný vedecký časopis mladá veda/young science, 1 (2): 29-38.

Slovakia cannot be written to this simple factor. Another factor that influenced the fall of tourism was the low awareness about Slovakia outside the Central and Eastern Europe.

Moreover, bad infrastructure and low presentation of Slovakia abroad contributed to the fall of the international arrivals.¹³

Slovakia before joining the European Union was incorporated into several international organizations in order to ensure higher international cooperation with neighboring countries. The Slovak Republic is a member of several international tourism organizations, from which the most important are the membership with the World Tourism Organisation (WTO), membership in OECD Committee for Tourism, and membership in the community of countries Die Donau and Arge Donau.

Promotional activities of Slovakia in tourism are coordinated jointly by the countries' cooperation of the Visegrad group. Within the international cooperation in tourism, Slovakia wants to continue to focus on fulfilling the duties and the obligations of membership in those international organizations and participate in various projects and initiatives focused on the enhancement of the international contacts, especially within the European continent.

The accession of Slovakia into the European Union undoubtedly influenced the development of Slovak tourism. Regardless of whether or not, this is an active or passive tourism, Slovakia should count with the higher competitiveness and following specialization. Consequently, it is necessary to change the marketing approach and create a positive image of Slovakia in the world. From the national point of view, it is important to invest not only into the material-technical base of Bratislava western regions but in whole Slovakia.

The Accession to the EU is considered an important step towards a global presentation of Slovakia abroad. According to statistics, the inflow of foreign tourists is increasing, rising investment in tourism. It is also foreseen a broader market and the growing number of clients, which is, on the one hand, positive, on the other hand, it is necessary to improve the quality of services which are currently lagging behind. Compared with neighboring countries we lag far behind in the promotion, which is a state-level minimum.

Summing up, by Slovakia's accession to the EU, there are a free movement goods and services, which opened tourist offer services throughout the EU territory, allowing expansion into new markets. From the point of view of the businesses, it also means an increase in competition.

¹³ Šenková, A. 2013. The analysis of tourism and the hotel industry development in Slovakia since 1989th. *Medzinárodný vedecký časopis mladá veda/young science*, 1 (2): 29-38.

In order to develop tourism in Slovakia, we must take into account that neighboring competitive landscape gets massive financial support from the state for promotion, produces intensively their products and reach new target groups. Also, marketing agencies of neighboring countries have much more numerous representations abroad than the Slovakia and their marketing dynamic are more efficient. Therefore, the state has to contribute higher amounts to promote Slovakia as a country of the tourism destination.¹⁴

2.2. Definition of destination

Changes in the tourism market in recent years have brought the fact that the drive of competitiveness is not the hotel itself, B&B or water park, but a larger whole - i.e., a tourist destination. The destination is what the vacationer picks as a target of their journey / stay. The destination is characterized by the fact that it has the fundamental accommodation or gastronomic facilities, entertainment options, and recreation possibilities.

The most basic definition of destination is offered by Bieger (2002) who defines the destination as a geographic area that is chosen by the visitor as a goal for his stay.

Dredge and Jenkins (2007) describe the destination as a place in which a person travels, and which is different from the place where that person usually resides.

Boo, Brusser, & Baloglu (2009) defined that tourist destination can be considered as a product which must be strategically managed. This implies that it is a role of destination marketing associations which need to build a reliable brand and a decent strategy in promoting the destination to gain the competitive advantage (Pike, 2009)

The World Tourism Organization (UNWTO) defines a destination as a geographical area (country, city, region) that a visitor chooses as their destination, and he spends there at least one overnight. This definition incorporates other bolster services and attractions and other items needed for a one day journey.

A definition that was made by Hunziker and Krapf (1942, p. 21) is well known and states: *"tourism is the relationships and phenomena that stem from the sojourn of strangers to a place if through the sojourn no establishment for paid work is founded."*

According to Buhalis (2000), every touristic destination is characterized by six particular components which play a major role in the tourist decision-making process when

¹⁴ Mišúňová, E. & Mišúň, Ľ. Preconditions to increase the competitiveness of Slovak tourism industry. Paper, Ekonomická fakulta TU v Košiciach, Košice

choosing the destination. The quality of each characteristic is crucial. These six elements are likewise called "six A":

- Attractions - primary tourism offer, which with its quantity, quality, and attractiveness helps to increase the number of visitors. These attractions can have natural, cultural or historical potential. Examples of natural potential are beaches, mountains, parks, etc. By cultural attractions, he means museums, theaters, art galleries and other cultural events. Attractions with historical potential are unique structures such as religious buildings, Colosseum, etc.;

- Accessibility - general infrastructure that permits easy access to the destination via road, air, rail or ship. All visitors should travel and should be able to move from one point to another with.

- Ancillary services - by ancillary services he means telecommunications, health care, banks, etc. ;

- Amenities – services that support the stay in the destination and use of its attractions (accommodation, hostelry, sports and recreation, cultural and social and other facilities) such as infrastructure, public transport, roads;

- Available packages - ready product packages;

- Activities – various activities.

From a marketing point of view, the destination is seen as a product of the tourism industry, i.e., set of the offers of individual tourism service providers. In geographical terms, we can very simply say that the destination is an area that has its own specific characteristic points. Merging this two definition the destination can be understood as a system consisting of various service providers who are influenced by the surroundings, in which they operate. (Vystoupil, 2007)

2.3 The essence of place branding in tourism

Although for many years, branding wasn't included in hospitality literature, nowadays it is becoming one of the most important success factors of the destination. One of the first times when many researchers opened and proposed the topic of destination branding was in 1997 in the American Marketing Science conference held in the USA.¹⁵

¹⁵ Tasci, A., & Kozak, M. 2006. Destination brands vs destination images: Do we know what we mean? *Journal of Vacation Marketing*, 12(4): 299 - 317

The basis for the concept of place branding is a comprehension of the place as a product, which is the essence of so-called marketing approach. Product - the place is perceived not only through its unique material peculiarities, but also through intangible attributes (sensations, smell, feelings or atmosphere).

Most authors would agree that destinations can form its brand in a similar way as consumer goods and services. However, the formation of the brand of the destination is a relatively new concept.

Anholt (2004) seeing the destination as a product defined that for place branding or destination branding we use the same marketing and branding processes and strategies that would be used for other product with the only distinction that here we apply these strategies to towns, urban communities, regions, and nations we want to promote. In response, Lodge (2006) proposes that place branding '*encompasses everything a place wishes to sell*'.

The importance of brand of destination is pointed out by Morgan and Pritchard (2004), which stated that the fight for the visitors in tourism wouldn't take place through price but through the hearts of visitors. These authors also reported that the place branding is "*the most powerful marketing weapon available to contemporary destination marketers' due to 'increasing product parity, substitutability, and competition.*" Moreover, these authors stated that the brand is a demonstration of a distinctive mix of the product attributes, qualities, and added values.

The origins of place branding can be found in the literature dealing with the promotion of places, attracting researchers from different academic fields by geographers, sociologists to a regional economist (in Hankinson and Kavaratzis Ashworth, 2010).

A very simple definition of place branding related to the increasing attractiveness of places mentioned in his work Rainisto (Rainisto in 2001, 2003, p. 44) when he says that the place branding brings an added attraction to the place and the central theme is to build brand identity of the place.

Diverse comprehension of place marking, concentrating on the multifaceted nature we find in Simon Anholt (in Moilanen and Rainisto 2009, p. 7) who defines place branding as the management of the image of the place through strategic innovation and coordinated economic, commercial, social, cultural and government policy.

Perhaps the most widely recognized application of branding of places is focused on visual branding elements as the creation of a new logo, new slogan, and advertising campaign. Branding, however, involves a much wider range of activities that clearly influence and shape

the places brand. Despite the fact that the places, too often, only acquire branding as part of the branding process and most efforts of place branding begin and end with a simple creation of slogan or logo. Place branding is much more complex than the branding of a product or service (Middleton in Dinnie, 2011). People, in their minds gradually create the image of the place through perceptions, impressions, and pictures of the cities. (Ashworth a Kavartzis, 2010).

Place branding is an instrument used by destination marketers through which they can mediate the unicity of the destination to vacationers and distinguish it from different destinations. (Cai, 2002) Iversen and Hem (2008) stated that the gist of a great place branding is to communicate to vacationers positive and constructive values and perceptions of the destination.

Although many authors and researchers see the place branding as a product, the tourism industry has to face its own particular kind of challenges and difficulties. In Morgan's (2002) point of view, the difficulties that affect the place branding are the vague nature of destination product; the governmental issues included in place marketing and restricted assets designated for place marketing.

2.3.1 Branding Slovakia

The Slovak Republic is for sure not the only state which after the great geopolitical dumping started after the fall of Communism Alliances, has to necessarily deal with not only with its real foreign-political position, but also with its image in the foreign media, in the eyes of the political media, attractiveness for business partners and investors. In achieving the objectives of the newly established state, it is necessary to take into account what brand name Slovakia denotes that its inhabitants and the atmosphere in the country emit.¹⁶

National branding is perceived by the Ministry of Foreign and European Affairs of the Slovak Republic as the process of the creation of the brand of the country, by identifying all the specific attributes of the country and their attractive and reliable communication to target groups.

Excellent presentation identity of the country helps to create better conditions for attracting foreign investments, increase the attractiveness of Slovakia to tourists and promote the export of Slovak products to world markets.

¹⁶ Gyárfášová , O., Bútorá, M., & Bútorová, Z. 2012. *The image of Slovakia from the perspective of foreigners*. Analytical report for the Ministry of foreign affairs, Institute for Public Issues

The aim is to develop and put into practice a set of attractive and reliable messages and their graphic designs with which the domestic population can identify with and which will assist in creating a positive image of Slovakia abroad.¹⁷

The brand strategy of Slovakia as a tourist place focuses on the emotional and symbolic differentiation of Slovakia, distinction from a comparable range of target countries on the international tourism market. Since 2005, the name of a brand of Slovakia is associated with the name, size, and potential of the country. Brand "Slovakia - Little Big Country" is broken down into the logo stylized into butterfly wings. It symbolizes transformation and rebirth, joy and positivity, fragility and impressiveness. The stylization of wings reminds traditional Slovak patterns, its history, and culture. In addition to two colors of Slovakian tricolor (blue, red) has a yellow color, symbolizing the energy of the young country.



Figure 1. Slovakia Little Big Country

The Tatras, the Danube, the Spiš Castle and the gleaming fountains on the sunny squares of the towns. Roughly in this spirit, the attempts have been made to bring Slovakia into foreign consciousness. But no matter how pompous the raids on the endings of tower and churches, it has always been clear that despite the indescribable beauty of the country, we do not have the jokers of the first league, for which foreigners would massively break their legs to come to visit Slovakia.

For this reason in October 2015 Ministry of Foreign Affairs announced a tender for the branding of Slovakia. By introducing a new brand in April 2016, Slovakia completes a process that began in 2009. At that time the State Department launched efforts to analyze the perception

¹⁷ Gyárfášová, O., Bútorá, M., & Bútorová, Z. 2012. The image of Slovakia from the perspective of foreigners. Analytical report for the Ministry of foreign affairs, Institute for Public Issues

of Slovakia abroad and define the essence of the country in the 21st century for future policy-branding.

Create not only good but also the effective presentation of Slovakia is really tough. An essential condition for its success is that this presentation is shared by compatriots and patriots and is widely accepted abroad. Thus, these two opposites deliver the same.

Another important factor is that when we talk about outland, the country wants to address its message both to tourists as well as to investors.¹⁸

Slovakia is a beautiful and diverse country in the heart of Europe with beautiful nature, multifaceted culture, and unique folklore. But marketers who focused on new branding wanted to show an unusual image of Slovakia. Through the various studies and opinion polls were defined the attributes of modern Slovakia that can be summed up as - authenticity, diversity, vitality and ingenuity. The whole preparatory process resulted in defining of Slovakia as a "country with potential." Slovakia is a small country which does not abound with much mineral wealth, so we have to sell the ideas. Something that Slovak's should be proud of is the force of ideas. Slogan "Good Idea Slovakia" presents Slovakia as a place where good ideas are not only born but also turned into reality. Hatchery of ideas is represented, for example, by success stories of companies as Eset, Sygic, project Aeromobil or the festival Pohoda. For foreign people, Slovakia may be a "good idea" as a tourist destination, as well as an investment destination, as a source of interesting export, and as a breeding ground for interesting cultural and innovative thinking.

The concept of the new brand do not separate the slogan from the logo; the two components form a unity. The solution is based on using bold letters of the successful Slovak typographer Peter Bilak.¹⁹

¹⁸ Gúčík, M.2011. Marketing Cestovného ruchu, Značka v cestovnom. 197-211, Banská Bystrica: Dali-BB

¹⁹ Gúčík, M.2011. Marketing Cestovného ruchu, Značka v cestovnom. 197-211, Banská Bystrica: Dali-BB



Figure 2. Good Idea Slovakia

2.4. Definition of destination image (brand image)

The most recent 50 years of the mankind's history have contributed to the growing and development of a global market, the accessibility to the internet, higher income and more developed infrastructures what have brought greater freedom to customer decisions. More educated customers have conveyed new challenges to the development of new tourism marketing strategies. One of the key components of the tourism marketing strategies is a creation of an attractive and feasible destination image (Calantone, Di Benetto, Hakam & Bojanic, 1989) which is likewise called brand image or the touristic destination image (TDI). Naturally, with still increasing the importance of the destination image, many researchers have focused their sight to this new and critical subject.

It is clear that as for any brand the brand image is a central point on which the company builds its rudiments also for a destination a strong and feasible brand image becomes a focal point of its success. (Aaker, 1991).

Researchers agreed that for vague nature of image it is hard to define destination image and that is the main reason why there are so many different definitions of the destination image. (table)

Crompton (1979) and Reilly (1990) suggest that we should see the TDI as a picture in people's mind. For these authors, a TDI is just a simple aggregate of every one's convictions, thoughts, memories and impressions that they have about a destination. Specifically, destination image is defined as "the expression of all objective knowledge, impressions, prejudice,

imaginations, and emotional thoughts an individual or group might have a particular place" (Lawson & Baud-Bovey, 1977).

Hose and Wickens (2004) characterize a destination image „*as any visual, oral or written representation of a tourism location that is recorded and can also be transmitted to others.*" To better understand their definition they say that destination image can be any representation of a destination such a postcard that you sent back home during your travel or telling stories about the place to your loved ones after your journey. In this way, they suggested that additionally image can also be viewed as a product that can be positioned in the market like any other product and which affect consumers behavior.

According to Milman and Pizam (1995), the destination image is made of three parts: the product (underneath which they see the quality and the nature of the attraction); the behavior and attitude (of the destinations guests and visitors); and the environment (climate, landscape,...).

The concept of the image is defined by the World Tourism Organization as:

- The artificial imitation of the apparent form of an object.
- Similarity or identity with the form (e.g.: art or design).
- Individual or collective ideas about the destination.

TABLE 2.1
SELECTED DEFINITIONS OF DESTINATION IMAGE

<i>Author(s)</i>	<i>Definitions</i>
Tourism Canada (1986-1989)	How a country is perceived relative to others
Embacher & Buttle (1989)	Image is comprised of the ideas or conceptions held individually or collectively of the destination under investigation; may comprise both cognitive and evaluative components
Gartner (1989)	A complex combination of various products and associate attributes
Calantone, Benetto, Hakam &Bojanic (1989)	Perceptions of potential tourist destinations
Reilly (1990)	Not individual traits...but the total impression an entity makes
Fakeye & Crompton (1991)	The mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions
Kotler, Haider, & Rein (1994)	The sum of beliefs, ideas, and impressions that a person has of a place
Gartner (1996), (1993)	Image is consist of three hierarchically interrelated components: cognitive, affective, and conative
Santos Arrebola (1994)	A mental representation of attributes and benefits sought of a product
Parenteau (1995)	A favorable or unfavorable prejudice that the audience and distributors have of the product or destination
Bologlu & McCleary (1999)	An attitudinal construct consisting of an individual's mental representative of knowledge(belief), feeling, and global impression about an object or destination
Beerli & Martin (2004a,b)	A mental picture formed by a set of attributes that define the destination in its various dimensions.
Source: Adapted and Modified from Gallarza et al. (2002) and Echtner et al. (1991)	
	understanding of what we know
Hunt (1975)	Perceptions held by potential visitors about an area
Crompton (1977)	Organized representations of a destination in a cognitive system
Lawson & Bond- Bovy (1977)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place
Crompton (1979)	The sum of beliefs, ideas, and impressions that a person has of a destination
Dichter (1985)	The concept of image describes not individual traits or qualities but the total impression and entity makes on the minds of others
Reynolds (1985)	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
Phelps (1986)	Perception or impression of a place

Table 1:Selected definitions of the destination image

Reynolds (1965) described a formation of the image as *“the development of a mental construct based on a few impressions chosen from a flood of information”* which will be changed upon the first visit to the destination.

Valls (1992) in his definition of the brand image of the country is taking into account the view of consumer, and he came up with a definition according to which a destination image is just a collection of consumer perceptions.

Hunt (1975) characterized destination image as impressions of individuals about nations that they don't live in.

One of the most acknowledged definitions of destination image was declared by Crompton (1979). He defines the destination image as *‘the sum of beliefs, ideas, and impressions that a person has a destination.’*

Capriotti (1992) summed up all the definitions and came up with 3 main definitions used to describe the destination image:

- The image as fiction: the destination image varies from the genuine image of the destination because it is just a construct created in people's mind.
- The image as an icon: the image as *“an iconic representation of an object, or rather, the mental representation of a brand as an icon.”*
- The image as an attitude: the relationship between the two notions of the image and the attitude depends on an intellectual measurement (how buyers see a brand), an affective measurement (feelings produced by the brand) and a behavioral measurement (which impacts the behavior after the purchase of the product).

At this point it is essential to mention that the studies of destination image have shown that the image of a destination that is presented to vacationers influences their decisions in the selection of the destination in spite of the fact that this picture is frequently only a subjective construction. (Hunt, 1975; Pearce, 1982)

Gunn (1972) expressed that although an individual has never visited the destination, he will have some kind of the image about that destination. This image is called by Gunn secondary organic image and is formed by impressions that originate from daily paper reports, magazine articles, news, history books, media, etc.

Many authors and researchers agree with Gunn, and they state that this is the main reason why the destination image differs from individual to individual depending on the type of the information he was exposed to.

2.4.1 Destination Image Formation Process

It is well known that tourists behavior and their decision making is affected by a destination image. Consequently, it is in countries best interest to be aware of how it is perceived among the tourist and to create the connection between motivations and destination selection. (O'Leary, & Deegan, 2003).

The destination image is "made" in people's minds. This image is created thanks to all the general knowledge and feelings that anyone have. Moreover, external stimuli as friends and family, advertisement or each one's past experience contribute to the creation of the destination image. For this reason, the anticipation of the destination image has become a crucial subject for all the travel agencies and marketing companies which are interested in the promotion of the destination. They know that there is a correlation between the anticipated image and the apparent image and that this correlation represents one of the most crucial links to create a feasible image of the destination. (Andreu, et al., 2000).

Baloglu and Mangalolu, 2001 stated that especially for international destinations the travel agencies and travel agents had become a noteworthy information source. The information is spread throughout the different marketing channels impacting on the final destination's image. They are talking especially about international destinations because travelers tend to visit travel agent more often if the destination is more faraway and they don't have as much information about it. In this regard, also other authors stated that travel agencies and travel agents play a major role in the process of formation of induced images (Gartner, 1993; Gartner and Bachri, 1994).

Stern and Krakover (1993) proposed a model which uncovers the process of image formation and they state that this process is impacted by data acquired from an assortment of different sources. Pursuant to these authors these components affect the arrangement of interrelationships which is overseeing the perceived stimuli of the environment which surround us, delivering a combined picture.

The process of formation of a destination image is tough and compound process in which tourist, as already resumed in the definition of destination image by Reynolds, need to *„develop a mental construct based on a few impressions chosen from a flood of information.“*

Baloglu and McCleary (1999) in order to better explain the process of the formation of the destination image emphasize that the destination image formation is based on two factors: stimulus and personal factors. Stimulus and personal factors are the main forces that act as formers of a destination image. The personal factors are so-divided into two secondary groups:

psychological factors and social factors. The stimulus factors include information sources, the previous experience, and the distribution channels. Both of these factors affect the the destination image, and they create distinctive assessments of the picture. Besides, they quarrel that the destination image that people already have about a destination can by easily changed after the real experience. Thusly, this means that the final image that they will have to the destination is shaped during the stay and it depends on the quality of the product.

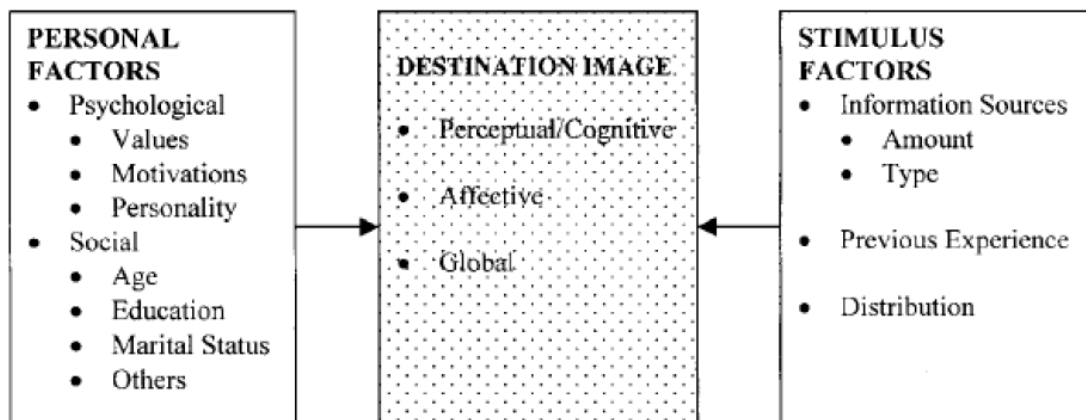


Figure 3 - Factor influencing Destination Image (Baloglu and McCleary,1999)

A model which was built up by Beerli and Martín (2004) incorporates both of the essential parts included in the process of image formation namely primary and secondary data sources and stimuli factors which shape the pre-visit recognitions and post-visit assessments of destination. Additionally, other authors added that the behavioral perspective is another form of the information source to which the people are an exhibit to and which is accountable in the decision-making process if to choose an alternative destination or not. (Fakeye & Crompton, 1991; Gartner, 1993; Mansfeld, 1992; Um & Crompton, 1990; Woodside & Lysonsky, 1989

It was consented by the most recent Tourism Marketing guidelines that the development of the destination image lays in the foundations of the consumer's rationality and emotionality. Moreover, the final destination image is not just the immaculate construct of rationality and emotionality, but it is likewise the right combination of 2 important elements: Perceptual and cognitive and Affective (Moutinho, 1987, Gartner, 1993; Baloglu and Brinberg, 1997; Walmsley and Young, 1998; Baloglu and McCleary, 1999a, 1999b; Dobni and Zinkhan, 1990; Lin, Duarte, Kerstetter and Hou, 2007).

Perceptual and cognitive: in order to rouse the tourist demand to visit the touristic destination (Alhemoud and Armstrong, 1996, Schneider and Sönmez, 1999; Gallarza, Saura

and Garcia, 2002; Beerli and Martín, 2004; Govers and Go, 2005) the supremacy importance is given to the quality of assets and attractions (Stabler, 1995).

Affective: Is the emotional component of this mix and is influenced by travelers inspirations (Beerli and Martín, 2004).

In this regard, the image formation of the destination image is a process which includes a multiplicity of information sources to which the vacationers are an exhibit. The general image of the destination is not directly affected by a number of information sources.

It is essential to focus on the fact that tourist can create an image of a destination they have never ever visited before. This implies that a wide range of non-commercial information as historical, political, economic and social elements forms the shape of the destination image. (Etcher&Richie, 2003). Bonn, Joseph & Dai (2005) included that the nation from which we originate from forms, greatly, the images that we have about the destination.

Many other authors proposed a different interpretation of the formation of the destination image. As already noted the image is just a mental construct consisting of the information collected from various sources. Whereupon these authors perceive not just one destination image but two destination images: Secondary image and primary image. According to Phelps (1986), the primary image of the destination is built upon the visit of the destination and the secondary image is constructed before the visit of the goal and the auxiliary picture.

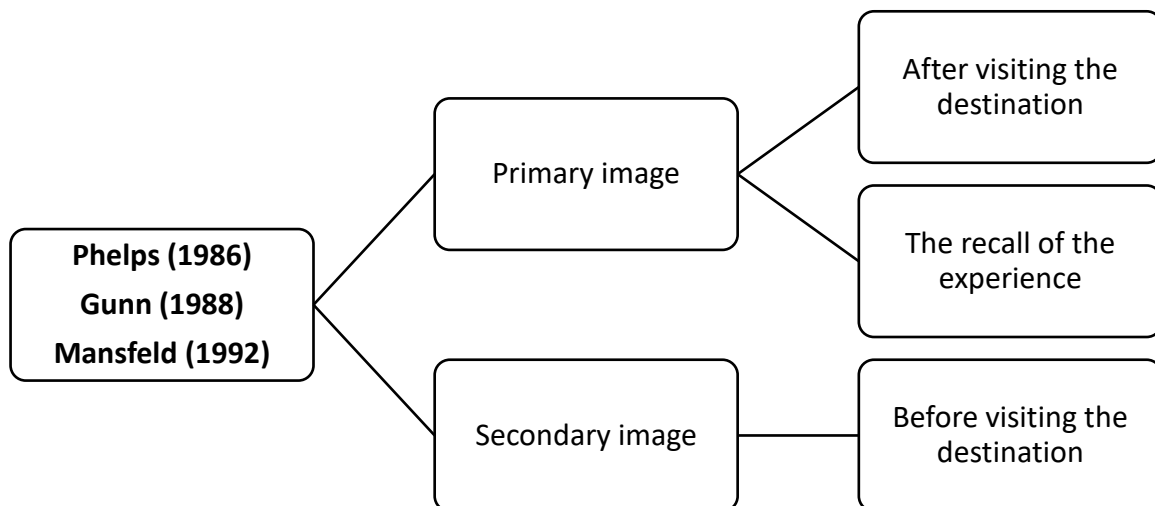


Figure 4. Image types according to type of the knowledge (Adapted from Phelps, 1986, Gunn, 1988 and Mansfeld, 1992)

Gunn (1988) and Mansfeld (1992) agree with this division but according to these authors the secondary image is made of two types of images.

Gunn (1988) defined two main groups of secondary destination image- organic and induced image. The main distinction among the two is the source of information that contributes to their foundation. The organic image is an image that is produced by impressions deriving from non-tourist, non-commercial information sources. In other words, impressions that originate from daily paper reports, magazine articles, news scope, school courses, recordings, geology or history books, media, and from the opinion of family and friends and which are not overwhelmed by tourism experts.

The final product of the information collected deriving from travel agents which main aim is to advertise the destination through the images is called induced image. This means that the induced image is information overwhelmed by tourist agents which use marketing and promotion strategies to shape the destination image. (Gunn, 1988).

For Mansfeld (1992) the division of the secondary image is the same as made by Gunn (1988) but he calls the the organic image informal image and the induced image formal image.

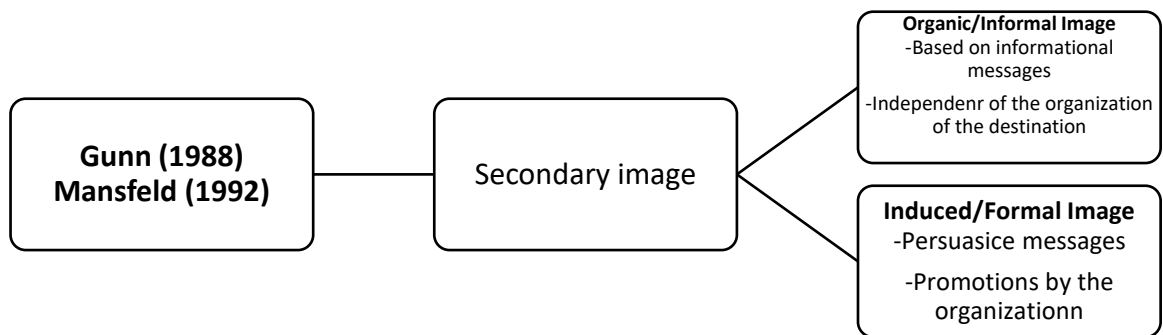


Figure 5. Types of secondary image (Adapted from Gunn, 1998 and Mansfeld, 1992)

Similarly to previous authors, Fakeye and Crompton (1991) recognize 3 types of images which show a piece of information that is underneath the establishment of the destination image. These 3 destination images are an organic image, induced image and complex image (primary image) and they are directly accountable to the types already described.

To summarize the analysis above is presented the table which summarizes all external and internal factors which are shaping and influencing the process of image formation:²⁰

OUTSIDE FACTORS	INSIDE FACTORS
<ul style="list-style-type: none"> - Natural and cultural attraction of the destination - Political, economical and technological environment - Quality of product and services - Satisfaction during the travel experience - Intermediaries - Information at the tourism destination - Social (word of mouth, phone calls) - Weather - Presence of a brand - Media & Internet - Marketing activities and advertising - Postcards and travel brochures - Movies - Events 	<ul style="list-style-type: none"> - Geographic origin - Social and cultural environment - Character - Motivation and expectation - Personal feeling (favorable vs. unfavorable) - Perceived risks - Familiarity with a destination - Previous experience in the destination - Compared to previous travel experiences in other destinations - Lack of information

Table 2 – Factors Affecting Image Formation

Before moving on the next chapter, to conclude, authors Tasci and Gartner (2007) assume that if a person actually visits a destination, the image they create after a visit is much more realistic than the image that they had created before the visit and which was created with secondary information. And so the two images are divided into static and dynamic. The static image is a secondary image, therefore, it is not based on the actual visit to the destination, but only on the information obtained from the second person. Dynamic image is a primary image because it includes a separate experience of a destination visit and is therefore much more accurate and personal.

²⁰ Marino, E. *The strategic dimension of destination image. An analysis of the French riviera image from the italian tourists' perception.* Paper, University of Naples "Federico II" Faculty of Economics, Naples.

3.METHODOLOGY

3.1. Quantitative Research

The quantitative research was directed through an online survey. The primary prerequisites of individuals filling out the survey were being a non-Slovak tourist, with at the time of collecting the survey answers was visiting Slovakia or had already visited it before at least once. The survey was online from 1.4.2017 to 1.8.2017 on different online platforms (e.g., online social networks), in hotels and tourist information centers. In hotels and tourist information centers a tablet was handled to tourists to facilitate the collection a further analysis of the data. The primary objective of the survey was to get a statistic profile of the respondents and to get their view on the secondary and the primary image of the given destination, seeing the three components of the destination image affective, cognitive and overall and to compare them. To better understand and see how the primary image varies from the secondary image and which are the factors that mainly influence and impact this change.

The survey was conducted through mainly closed question and some open questions. The open question was chosen only for those question that was concerning the personal feelings or personal experience of the interview. Through the open question we were trying to find out the expectations that they had before the actual travel, the most unexpected experience they experienced during the stay in Slovakia, interviewed were asked to name the places and cities they visited during their stay, to write an example of what did change their view about Slovakia.

The only form of the survey was an online questionnaire. On online version was organized as follows: the first section, Section 1, was dedicated to the branding and marketing strategies of Slovakia. The second section, Section 2 of the survey, was about the secondary image of the visitors. The section 3 of the survey, is dedicated to the primary image of the destination, and to the overall image after the visit and how it changed compared to the secondary image, and the likeliness to recommend Slovakia to others. Section 4 is about the travel characterization of the interviewed in Slovakia, followed by section 5 with aims to build a travelers profile. Section 4 includes questions about the duration of the last stay in Slovakia and the number of visits of Slovakia, and the section 5 about the average number of travels per year, the motivation for traveling and the place of travel (of they tend to travel inside or outside their country). Last section, section 6, is dedicated to the building of the

demographic profile of the interviewed. This section contains questions about the gender, age, education level, professional status, the nationality of the interviewed and their gross monthly income.

Issues related to the comparison of various attributes of the cognitive part of the destination image, which means the comparison of the same characteristics of the primary and secondary images took the form of closed-end questions. These closed-end questions were scaled on a Five-level Likert rating scale and to each number was assigned a particular verbal value with the number one assigned to the lowest value and the number 5 to the highest. Specifically, 5= "Strongly agree," 4= "Agree," 3= "neither agree nor disagree," 2= "Disagree," 1= "Strongly disagree." Based on the following scale interviewed were asked to rate the following ten attributes: good nightlife, variety of fauna and flora, natural attractions, good climate, beautiful monuments and cultural attractions, great gastronomy, good infrastructure, clean public spaces, safety and good value for money

The use of bipolar scales was used in one of the questions from a section 2 and one from section 3 which is an identical question comparing the primary and secondary image if the interviewed on Slovakia. The standard 7 point bipolar scales were used to rate nine variables of the affective part of the destination image. The following 9 bipolar scales were used: Unpleasant (1) – Pleasant (7), Boring (1) – Arousing (7), Gloomy (1) – Exciting (7), Distressing (1) – Relaxing (7), Untrusted (1) – Trustworthy (7), Uninteresting place (1) – Interesting place (7), Bad travel destination (1) – Good travel destination (7), Expensive (1) – Cheap (7), Unsafe (1) – Safe (7).

The likeliness to revisit Slovakia in the future is measured with a 7-level Likert scale, being 1 extremely unlikely and 7 extremely likely. The likeliness to recommend Slovakia to friend or family was measured through a 10-level Likert scale, being 1-not at all likely and 10 extremely likely.

The data were analyzed through a statistical software IBM-SPSS and Microsoft Excel.

4.RESULTS

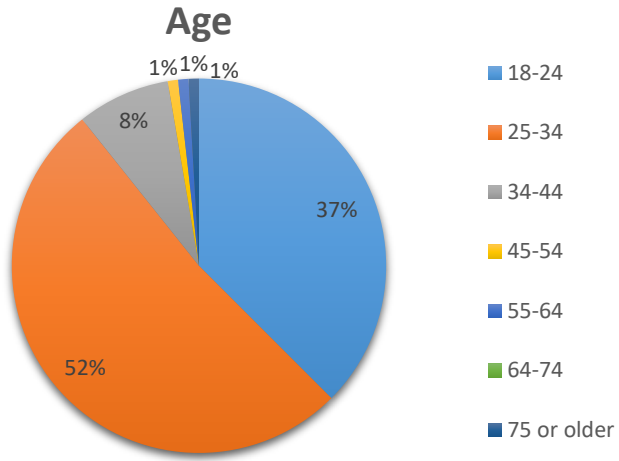
4.1 Quantitative research

4.1.1.Sample's social and demographic characterization

The final sample is made of 225 respondents who fulfill the prerequisites of individuals filling out the survey being a non-Slovak tourist, which at the time of collecting the survey answers were visiting Slovakia or had already visited it before at least once. All 225 answers were acquired through an online survey (Annex A). Responses were obtained from 1.4.2017 to 1.8.2017 on different online platforms (e.g. online social networks), in hotels and in tourist information centers. The survey was answered in total by 260 respondents from which thirty-five were excluded due to the violation of the requirements of an actual visitation of Slovakia. None of the questionnaires were excluded due to the nationality of the respondent, as only foreigners answered all of the questionnaires.

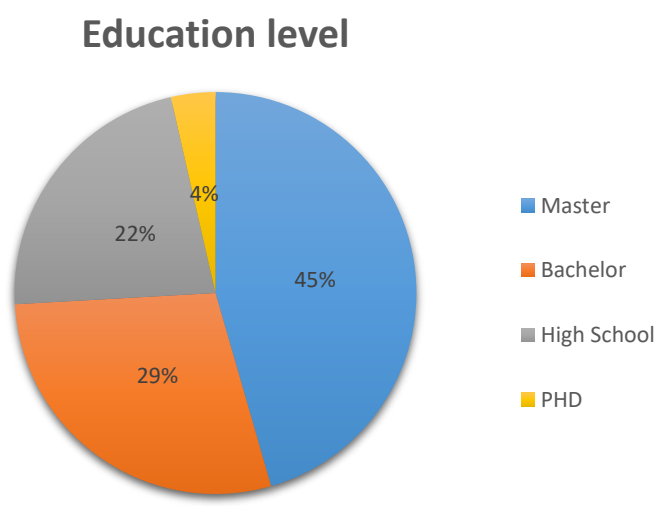
Talking about the demographic characterization of the sample, the final sample of 225 respondent is made by 104 men respondents which represent 46% of the sample and 121 women respondents which equal 54%. (Section B, of Annex, Graphic 1- Sample's Distribution by Gender)

The age of the interviewees varies from 18 to 75 years. The majority of the respondents who answered the survey were from the age group 25-34. Exactly 52% of respondents. The second major represented group are people aged 18-24. This group is represented by 37% of respondents. The remaining 11% of respondents are aged 35-75 of which only 3% have more than 44 years. It can be concluded that the survey was filled in by mainly young representatives of the population because more than 97% of the respondents of the poll are people aged from 18 up to 44 years. (Section B, of Annex, Table 1- Age classes frequencies)



Graphic 1 – Age groups of the Survey's Respondents

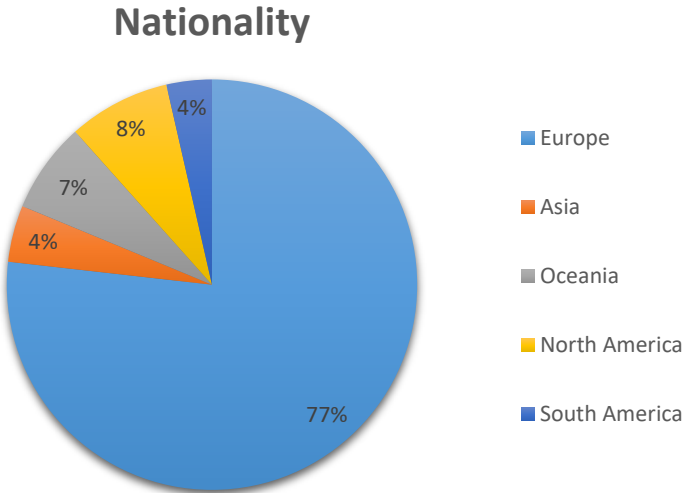
Numbers indicating the level of education of respondents point to the fact that the majority of respondents have a high degree of education. Concretely, the highest achieved education of 102 of 225 respondents is the Master Degree. This corresponds to 45% of the sample. 29% of interviewed hold a Bachelor's degree. 22% of respondents are currently studying at the high school, and 4% are holders of Ph.D. Taking into account only university degrees 78% of the sample are people with at least bachelor degree.



Graphic 2 - Education Level of the Survey's Respondents

Regarding gross monthly income of the sample in euros, the differences between groups are not very different. However, respondents earning between 1001 and 2000 euros represent the largest group, i.e., 35% of the interviewees. They are immediately followed by a group whose monthly income is below 500 euros. Here we are talking about the 27% of questioned. The third group is represented by 23% of respondents with monthly earnings of between 501 and 100 euros. 12% of respondents regularly earn between 2001-3000 euros. The remaining 4% of interviewed earn more than 3001 euros per month. (Section B, of Annex, Graphic 19 - sample's Distribution by Gross Income Level, Table 2 - Gross Monthly Income Frequencies)

To analyze the nationality of the respondents of this survey I have decided to regroup the respondents into groups according to the continent on which they are resident. This decision was adopted to simplify the analysis of the data, which would otherwise be very complicated and confusing. The largest representation is held by citizens of the European continent, exactly 77% of the respondents. North America is represented by 8% and South America by 4% of respondents. The last two continents, Oceania and China, are represented by 7% and 4% of interviewed correspondely. The full analyzes can be seen and consulted in Section B, of Annex, in Graphic 20 - Sample's Distribution by Country of Origin.



Graphic 3 - Sample's distribution by Nationality (Continent)

Regarding the professional status of the respondents, the most represented group is the group of active people represented by 117 respondents. This group is followed by students with 93 respondents from which five are working students. Eleven respondents are self-employed, and

three are currently looking for a job. The last remaining respondent is on maternity leave. (Annex, Section B - Graphic 21- Sample's Distribution by Professional Status, Table 16 - Sample's Distribution by Professional Status)

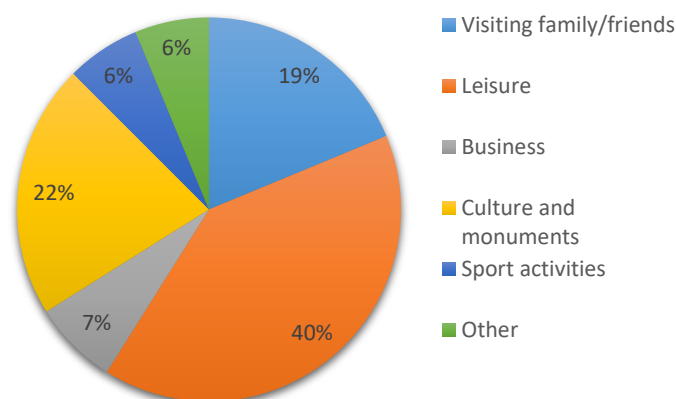
4.1.2. Traveler's Profile

Before we analyze the main part of the questionnaire, we will deal with the profile of the travelers.

Firstly we will focus on the analyses of how often, on average, do the respondents travel. Most respondents, ref. 98, travels more than three times a year. Two groups are represented by the same number of respondents. These groups are Monthly and up to two trips in a year. Both have correspondently 60 responses. The last group represented by only seven respondents is a group of those who travel weekly. (Section C, of Annex, Graphic 22 - Sample's Distribution by Number of Travels per year, Table 17- Frequencies of Number of travels per year)

The primary purpose or motivation for the respondents to travel is being associated with the enjoyment of the visitor's leisure time in the country they are heading up to 40% of respondents who are inclined to this answer. The second most important reason for them to travel is to visit various historical monuments and discover and get to know a new culture. This response is represented by 22% of respondents. 19% of respondents are inclined to the answer that they travel because they want to meet with family relatives or friends. Only 7% of respondents claim that their main reason to travel is the business. Traveling for sports activities got 6% of answers. The remaining 6% of respondents who checked the box they travel because of the feeling of freedom.

Main purpose for travelling



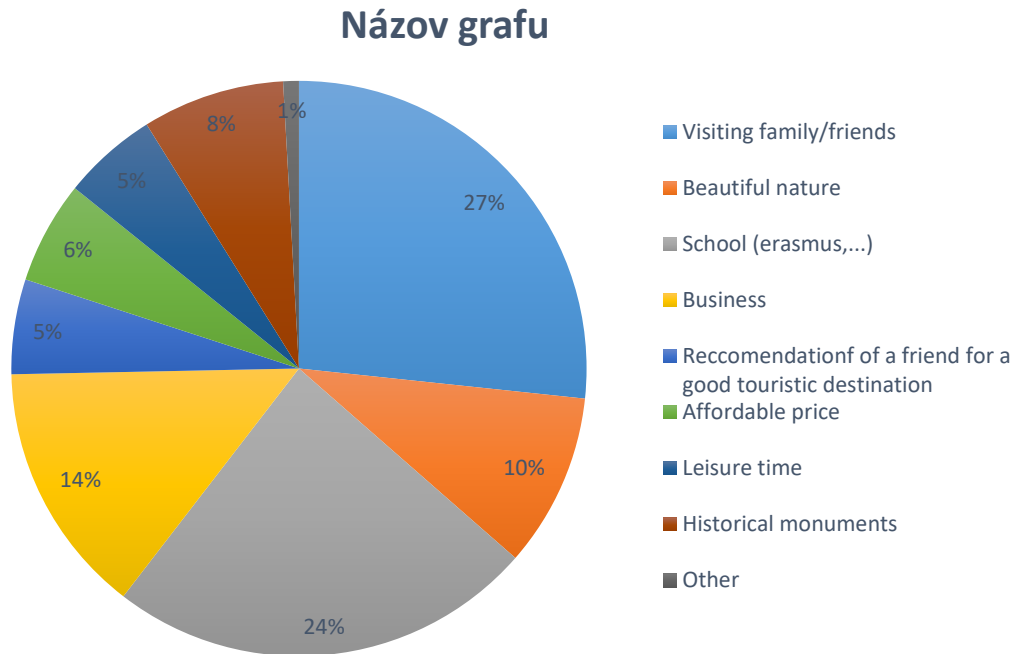
Graphic 4 - Sample's main reason for travelling

The last question correlated with the traveler's profile was the question where do they usually travel. 165 respondents travel, usually, outside their country, and remaining 60 travel usually inside their country of residence. (Annex-Section C, Graphic 23 - Sample's Distribution by the Habitual place of travel)

4.1.3 The reason for visiting Slovakia

In a dissertation project which focuses on tourism, it is extremely important to find the reason or reasons for which tourists decided to visit the destination, that is to say, what motivation they have to visit a particular destination. In this question which aims to find out the main reason for visiting Slovakia interviewed were asked to check the box which the best represents the reason for which they have decided to visit Slovakia. From the total sample of 225 respondents most of the respondents visited Slovakia for family reasons. Which means they came here to visit family or friends which are resident or currently living in this country. The exact percentage of people who visited Slovakia for family reasons is 27%. The second most represented reason for the visit of Slovakia is for study reasons with 24% of respondents. 14% of respondents came to Slovakia for the business purpose. For 10% of respondents the main reason to visit Slovakia was its beautiful nature and for 8% it were historical monument which Slovakia can offer. For its affordable price it was chosen by 6% of interviewed. Equally 5% are taken by recommendation of a friend and leisure time.

The remaining part of the respondents (1%) visited Slovakia for another reason as proposed. one respondent stopped in Bratislava on his way to Vienna and one moved in Slovakia because of work. (Annex, Section D, Table 18- Frequencies of travel motivation)



Graphic 5 - Sample's main reason for travelling

4.2 Branding

The first part of the survey aims about branding Slovakia. Especially, it focuses on two main branding strategies and their logos that Slovakia had since it was established. Marketing strategies are one of the strongest instruments that a government of a country holds to shape an image about a country.

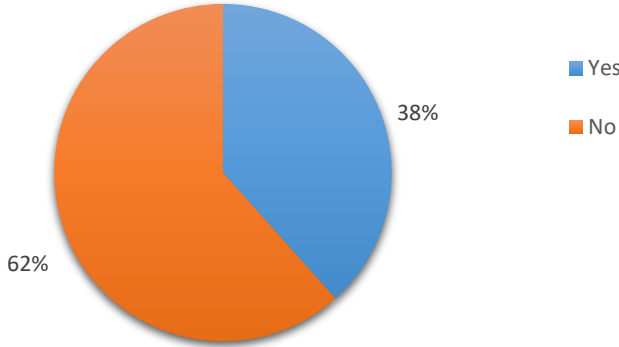
4.2.1. Logo- Slovakia - Little Big Country

The first logo presented to the respondents was Brand "Slovakia - Little Big Country" which was launched as the first attempt of branding in 2005.

This logo was recognized by only 38% of respondents. 62% of respondents claims that they have never seen this logo before. The results can be judged that despite the fact that this

logo had been present for more than a decade in marketing campaigns around the world, only a very few of the interviewees ever encountered it.

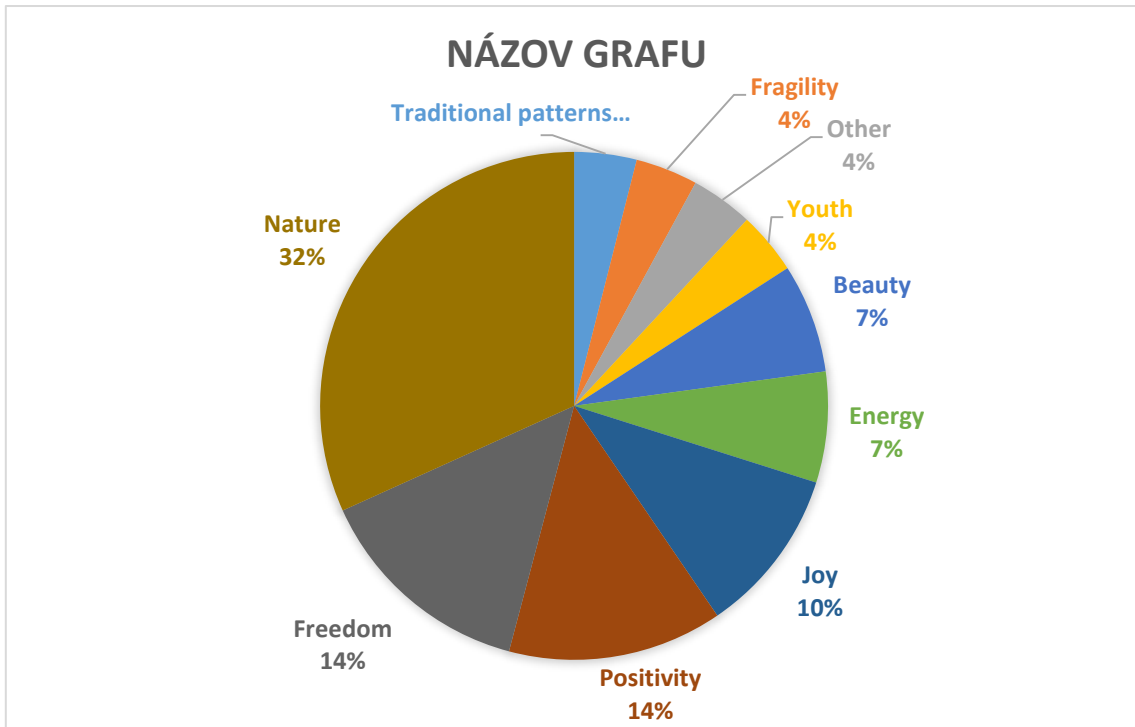
Logo recognition "Little Big country"



Graphic 6 - Sample's logo recognition

Moreover, we didn't want to only find out if they know this logo but also what does this logo means or what do they associate it with because, usually, the brand or the logo which is presented to the foreigners through the marketing campaigns is one of the first things that can shape a secondary image of a potential visitor of the given country. As already discussed before, this logo has a shape of butterfly and it symbolizes transformation and rebirth, joy and positivity, fragility and impressiveness.

By analyzing the answers, it can be seen that the overwhelming majority of respondents associate this logo wrongly with nature (32 %) and freedom (14 %). On the third, fourth and fifth place are placed answers that we can call correct because these options really express one of the values of a given logo. In that order, they were placed positivity (14%), Joy (10 %) and Energy (7 %) which is represented on the logo with yellow color. Another 7% of respondents associate this logo with beauty and 4% with youth. Another group is the one group of those who checked the other box- 4% which represents 9 respondents. Out of these nine respondents seven responded completely differently, as follows: marketing tool; commercial; Scissors; programs to value slovakia; butterflies, no idea, Country tries for development. Two respondents agreed that this logo reminds them about sport events. The least represented values attributed to this logo are with the same percentage correspondently fragility (4%) and traditional patterns (4%)

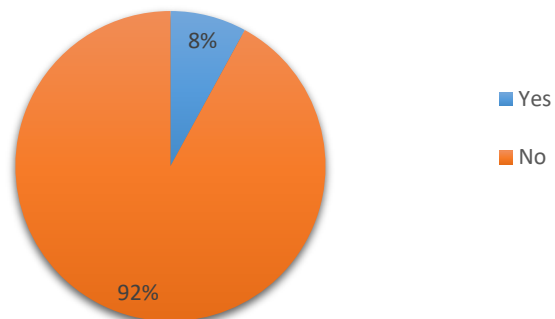


Graphic 7 - Sample's association of logo with various attributes Little Big City

4.2.2. Logo- Good Idea Slovakia

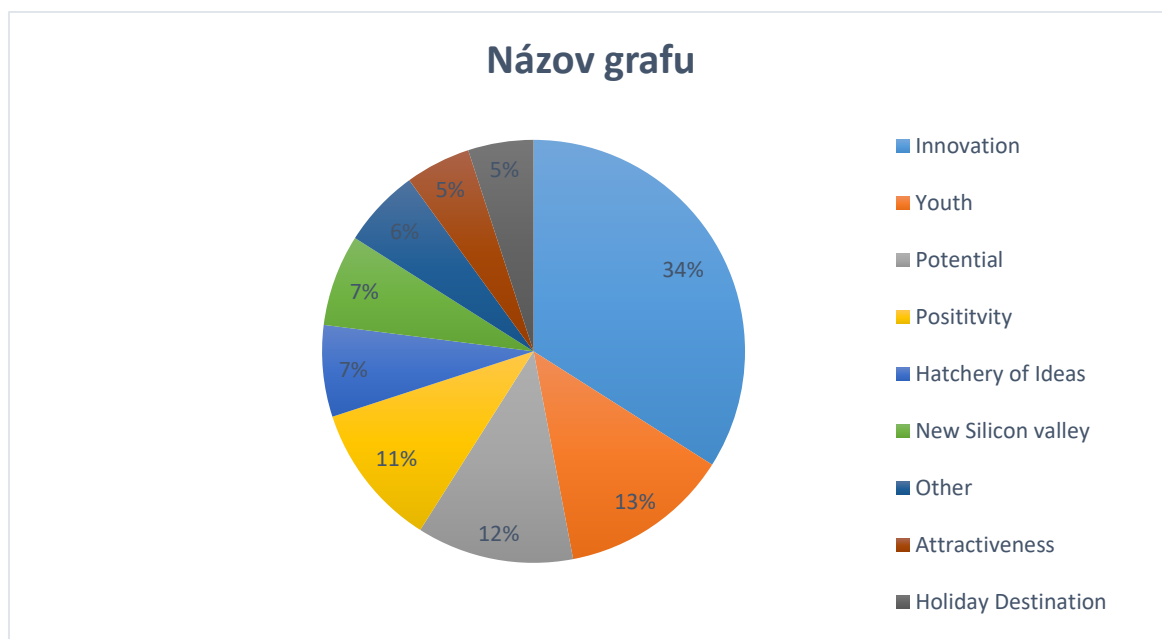
The new logo “good ideas Slovakia” which was launched only last year (2016) was almost completely unknown to the majority of respondents (92%). Only 8% of interviewed had ever seen this logo before.

Logo recognition "Good Idea Slovakia"



Graphic 8 - Sample's logo recognition

This logo was associated by the vast majority of respondents with innovation (34%). The second most checked answered was youth 13 % and followed by potential (12%) and Positivity (11 %). The answers hatchery of ideas and new silicon valley got the same number of responses with equals 7 % per each. The 3rd last place is occupied by those who have decided to check the answer other. Exactly 6% of respondents checked this answer which represents 11 respondents from whose 4 said that this logo remind them about party, 3 respondents agreed that this logo reminds them about nothing, 2 said that this logo is a pure chaos, 1 about outdoor cinema and the last one about misguiding the public The last two places are occupied by attractiveness with 5% and holiday destination (5%). As already described in the literature review part of this dissertation project. This logo or brand should represent all of this characteristics. None of them can be call wrong. What can be concluded is that when the interviewed see this logo it mostly recall inside them the feeling of innovation. The characteristic which are also represented by this logo and have the lowest ratings and people do not associate them with this logo much are the holiday destination and attractiveness.



Graphic 9 - Sample's association of logo with various attributes

4.3 Secondary image

4.3.1 Image attributes

The second part of the survey was dedicated to the secondary image of Slovakia. As defined before, secondary image of the destination is the image that tourists have before their arrival at the destination.

Interviewed were asked to rate the following 10 attributes: good nightlife, variety of fauna and flora, natural attractions, good climate, beautiful monuments and cultural attractions, great gastronomy, good infrastructure, clean public spaces, safety and good value for money based on the following scale strongly disagree, disagree, neither agree nor disagree, agree, strongly agree. Which means that respondents were asked to rate each of the attributes in terms of the importance to them in a scale from 1 to 5. To analyse the attributes, let's consider that the attributes rated above the 3, the neutral medium in the scale, are those attributes that were positively perceived by respondents before their actual visit.

Image attributes	Minimum	Maximum	Mean	Median	Mode
	Statistic	Statistic	Statistic	Statistic	Statistic
Good Nightlife	1	5	3,34	3	4
Variety of fauna and flora	1	5	3,70	4	4
Natural attractions	1	5	3,81	4	4
Good Climate	1	5	3,16	3	3
Beautiful monuments	1	5	3,55	4	4
Great Gastronomy	1	5	3,04	3	3
Good infrastructure	1	5	2,9	3	2
Clean public places	1	4	2,92	3	2
Safety	1	4	3,5	3	4
Good value for money	1	5	3,5	3	4

Table 3 - Descriptive Analysis for the Image attributes

As can be seen 8 out of 10 attributes are rated with a mean higher than 3. The two highest rated attributes of the secondary image were the attributes correlated to the nature. The highest

rated are the “Natural attractions” with the mean of 3,81 followed by the attribute “Variety of fauna and flora” with a mean 3,7. It is obvious that from the 8 attributes rated above 3 none of them is significantly above 3. This two attributes are followed by two with very similar means . The variable “Beautiful monuments” was rated third with a mean of 3,55. The variables with identical means od 3,5 are “Safety” and “Good Value for Money”. The last two of the eight attributs rated about 3 are “Good night life” with 3,34 and “Great gastronomy” with 3,04 points.

Moreover, it is noticeable that two attributes were rated below the neutral medium 3. The infrastructure was rated with a mean of 2,9 and the cleanliness of public spaces with the mean of 2,92. This means that the secondary image of the potential visitors isn’t very positive. Further, we can summarize that tourists had the most positive view of Slovakia, before their visit, about nature related matters.

4.3.2. Descriptive Analysis of Affective Image of the Secondary Image

As stated by many authors the affective component of the destination image is the stage of the destination image where individuals evaluate a place of visit concerning their sentiments and feelings. (Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999; Beerli & Martín, 2004a, 2004b; Gartner, 1993). To measure the affective image the bipolar scales were used because it was stated by authors that the bipolar scale is sufficient to represent and demonstrate the affective dimension of destination image. (Baloglu et al., 1999; Baloglu & Brinberg, 1997; Beerli and Martin 2004; Pike and Ryan 2004; and Walmsley and Jenkins 1993). Furthermore, all of the 9 variables were tested with Cronbach’s Alpha test to test their reliability. Through this test we got a value 0,872 which is a decent sign of the reliability of the factors.

Reliability statistics

Cronbach's Alpha	N of Items
,872	9

Table 4 - Cronbach's Alpha for Affective Image Bipolar Attributes

		Unpleasant (1) - Pleasant (7)	Boring (1) - Arousing (7)	Gloomy (1) - Exciting (7)	Distressing (1) - Relaxing (7)	Untrusted (1)- Trustworthy(7)
N	Valid	225	225	225	225	225
	Missing	0	0	0	0	0
Mean		5,25	5,11	5,61	5,54	4,45
Median		5,00	5,00	6,00	6,00	4,00
Mode		6	6	6	6	4
Std. Deviation		1,421	1,380	1,112	1,296	1,398
Variance		1,899	1,978	1,236	1,689	1,762

		Uninteresting place (1) – Interesting place(7)	Bad travel destination (1) – Good travel destination (7)	Expensive (1) - Cheap (7)	Unsafe (1) – Safe (1)
N	Valid	225	225	225	225
	Missing	0	0	0	0
Mean		4,12	4,35	5,78	4,01
Median		4,00	4,00	6,00	4
Mode		4	4	6	3
Std. Deviation		1,112	1,124	1,367	1,239
Variance		1,098	1,988	1,639	1,698

Table 5 - Descriptive Analysis to Affective Image Bipolar Scale

The standard 7 point bipolar scales were used to rate nine variables of the affective part of the destination image where number 1 was associated to the “negative” part of the variable and number 7 the “positive” part of the variable.

As can be seen all of the bipolar scales obtained values above 4. The variable “Cheap” obtained the highest values with the mean of 5, 78. This means that the secondary image of

the affective variable Cheap was the most positive characteristic about Slovakia before visiting it. The second variable with the highest mean is the variable “Gloomy” with a mean of 5.61. Thirdly, Slovakia is considered as “Relaxing” with mean 5.54. The last variable which obtained a mean above 5 exactly 5.25 is the variable “Pleasant”.

Remaining 4 variables have mean above 4, which is considered as a neutral point of the 7 level bipolar scales. The variable “Trustworthy” finished on the 6th place with a mean of 4.45 followed by the characteristic “Good travel destination” with a mean of 4.35. The penultimate variable is “Interesting place” with 4.2. The variable “Safe” got the smallest values of the mean which equals 4.01. Seeing the results of analyze one can presume that Slovakia is considered and seen as cheap, relaxing, exciting, arousing and pleasant place by those who have never visited it.

4.3.3 What were your expectations before travelling to Slovakia?

Answers to this question can be subdivided in 2 groups of comparable answers since the greater part of the respondents replied in very similar way.

Summarizing, the first group of interviewed answered that before their actual travel they expected and anticipated that Slovakia would be still a poor nation with post-socialist/communistic leftovers which hasn't changed a lot since the fall of the communist regime. They expected to find a country traditional communist socialist buildings and no progress. Moreover, they added that they thought that also people would be influenced by the ideology of communism.

The other group of respondents said that they expected Slovakia would be brimming with beautiful nature and mountains (as High and Low Tatras) and pleasant and intriguing cultural attractions. In addition they were expecting great/interesting country to visit with lot of traditional stuff and food, its own particular culture and numerous possibilities for tourists (e.g. hiking trails, natural reservations, water digs and more).

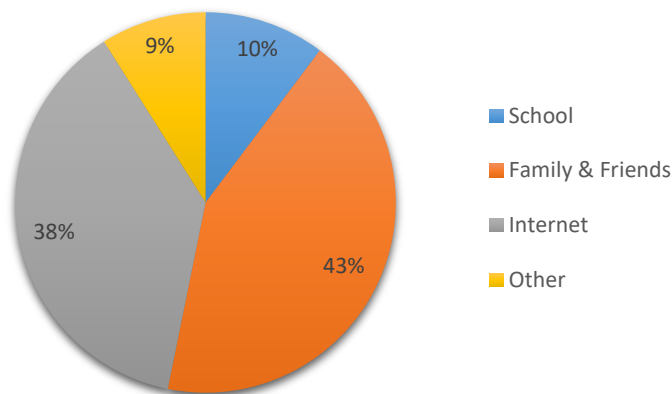
It is possible to conclude that these two opinions are completely different and do not have one common characteristic. While some people expected to find the beauties of nature that Slovakia can offer others, expected to find a country touched by communist ideology.

4.3.4. What do you think played a role in shaping your view about Slovakia?

As discussed before, tourist can create an image of a destination they have never ever visited before. For this reason interviewed were asked to choose which of the following played a major role in shaping of their view about Slovakia: family & friends, internet, school or touristic guidelines. Out of the 225 respondents, 43.1% of respondents indicated that their view have been shaped by family & friends. Social media (e.g. internet, TV, news) affected 38.8% of interviewed. The attribute that played a smallest role in shaping the respondents view is the school. Only around 10% of respondents agreed that their view about Slovakia was created and shaped in school. The remaining 9% of the respondents said that their view was shaped by something else. (Annex, Section D, Table 19 - Frequencies of factors shaping destination image)

As stated by Gartner's (1993) the two most shaping attributes are Internet and Family & Friends. One can conclude that we agree with his statement because these two attributes shaped tie view of more than 81% of our respondents.

Factors shaping destination image



Graphic 10 - Factor shaping destination image

4.4 Primary image

4.4.1 Image attributes of Primary image

As defined above the primary image of the destination is the image that is built in visitors mind after the actual visit of the destination. This part of the survey was all designed to understand if and how the perception of Slovakia change in tourists minds after their visit.

In the accompanying table, the factors of destination image which are utilized as a part of this examination are displayed alongside with their ratings (total sample).

Image Variables	Descriptive Statistics	
	Mean	Standard deviation
Good Nightlife	3,63	0,86
Variety of fauna and flora	3,93	0,89
Natural attractions	4,18	0,79
Good Climate	3,54	0,68
Beautiful monuments	4,10	0,71
Great Gastronomy	3,54	0,59
Good infrastructure	2,7	0,63
Clean public places	2,1	0,59
Safety	3,72	0,65
Good value for money	3,72	0,71

Table 6 - Evaluation of primary image

Respondents were asked to rate the same attributes based on the same scale as in the secondary image. For easier explanation of the variables we will directly compare the variables of the secondary image with the variables of the primary image.

Image attributes	Minimum	Maximum	Mean	Median	Mode
	Statistic	Statistic	Statistic	Statistic	Statistic
Good Nightlife	1	5	3,63	4	4
Variety of fauna and flora	2	5	3,93	4	4
Natural attractions	1	5	4,18	4	4
Good Climate	1	5	3,54	4	4
Beautiful monuments	2	5	4,10	4	4
Great Gastronomy	1	5	3,54	4	4
Good infrastructure	1	5	2,7	2	2
Clean public places	1	5	2,1	2	2
Safety	1	5	3,72	4	4
Good value for money	1	5	3,72	4	4

Table 7 - Descriptive Analysis for the Image attributes

The most positive attribute of the primary image is the characteristic “Natural attractions” with a mean of 4.18. A little bit lower mean was achieved by the attribute “Beautiful monuments”. This two characteristics got a means above 4. Another 6 attributes has their means above 3 which is consider as a middle value. The “Variety of fauna and flora” has a mean of 3.93. Two attributes have the same mean of 3.72. These two attributes are “Safety” and “Good value for money”. Subsequently we can find in a table a characteristics “Good nightlife” with 3.63. The last two attributes which has scored the means above 3 have, again the same and identical mean. Namely, these attributes are “Good Climate” and “Great Gastronomy”. Two attributes obtained a mean below 3. These are “Good infrastructure” with 2.7 and a “Clean public places” with a mean of 2.1.

We can summarize that the features “Natural attractions” and “Beautiful monuments” left the most positive primary image in the voyagers. On the other hands, the least positive primary image was shaped about the features “Good infrastructure” and “Clean public places”.

4.4.2. Descriptive Analysis of Affective Image of the Primary Image

Like we had done the Cronbach's Alpha test to test the reliability of the 9 variables of the secondary image we did the same test to test the reliability of the affective image variables of the primary image. The Cronbach's Alpha is little bit higher than in the secondary image. Value of Cronbach's Alpha is 0.895 which is a really high sign of the reliability of the factors.

Reliability statistics

Cronbach's Alpha	N of Items
,895	9

Table 8 - Cronbach's Alpha for Affective Image Bipolar Attributes

As can be seen all of the bipolar scales obtained values above 5. The variable "Cheap" obtained again the highest mean of 6,38. This means that the primary image of the affective variable Cheap is very positive. The second variable that got a mean above 6 is a variable "relaxing". Its mean is 6.03. The remaining 7 variables have means above 5. Under the mean of 5.92 we can find a variable "Exciting. The affective variable "Pleasant" is on the fourth place with a mean 5.75. Thirdly, Slovakia is considered as "Relaxing" with mean 5.54. The last variable which obtained a mean above 5 exactly 5.25 is the variable "Pleasant". Remaining 4 variables have mean above 4, which is considered as a neutral point of the 7 level bipolar scales. The variable "Good travel destination" has a mean of 5.39 and its followed by Slovakia being "Arousing" with the mean of 5.31 and a "Safe" place with 5.23. The mean 5.17 is associated to the variable witch describes Slovakia as interesting place. The lowest mean is associated to the variable "Trustworthy" because it scored 5.01.

Summarizing, we can say that the primary image of all the variables describing Slovakia is positive because all of the characteristics have a mean about 5. Slovakia is seen, by those who have already visited it, as a cheap and relaxing place which is exciting and pleasant.

		Unpleasant (1) - Pleasant (7)	Boring (1) - Arousing (7)	Gloomy (1) - Exciting (7)	Distressing (1) - Relaxing (7)	Untrusted (1) - Trustworthy(7)
N	Valid	225	225	225	225	225
	Missing	0	0	0	0	0
	Mean	5,75	5,31	5,92	6,03	5,01
	Median	6,00	5,00	6,00	6,00	5,00
	Mode	6	6	6	6	5
	Std. Deviation	1,321	1,115	1,225	1,304	1,369
	Variance	1,768	1,796	1,326	1,702	1,658

		Uninteresting place (1) – Interesting place(7)	Bad travel destination (1) – Good travel destination (7)	Expensive (1) - Cheap (7)	Unsafe (1) – Safe (1)
N	Valid	225	225	225	225
	Missing	0	0	0	0
	Mean	5,17	5,39	6,38	5,23
	Median	5,00	5,00	6,00	5
	Mode	5	5	6	5
	Std. Deviation	1,265	1,254	1,486	1,112
	Variance	1,125	1,278	1,789	1,702

Table 9 - Descriptive Analysis to Affective Image Bipolar Scale

4.5. Comparative analyses of the primary and secondary image

4.5.1. The comparative analyses of the factor affecting the formation of destination image

Subsequently, the comparative analysis was computed.

Image attributes	Mean (secondary image)	Mean (primary image)	Difference
	Statistic	Statistic	
Good Nightlife	3,34	3,63	0,29
Variety of fauna and flora	3,70	3,93	0,23
Natural attractions	3,81	4,18	0,37
Good Climate	3,16	3,54	0,38
Beautiful monuments	3,55	4,10	0,55
Great Gastronomy	3,04	3,54	0,5
Good infrastructure	2,9	2,7	-0,2
Clean public places	2,92	2,1	-0,82
Safety	3,5	3,72	0,22
Good value for money	3,5	3,72	0,22

Table 10 – Table Comparative Analysis of means of the Image attributes

It is obvious that 8 out of 10 attributes of the primary image have ameliorate their ratings. The variable which has ameliorate its mean the most is the variable “Beautiful monuments” which got 0,55 point more rated after the visit as before the visit. It’s final mean is 4.1. The variable “Great gastronomy” enriched its mean by 0.5 with a final mean of 3.54. Two variable improved their means by nearly the same difference. One improved for 0.38 and the second one for 0.37. These variables are “Good climate” and “Natural attractions”. The image attribute “Good nightlife” have better by 0.29 and got a primary image mean of 3.63. Another attribute has improved its mean by 0.23 and have the mean of 3.93. This variable is the “Variety of fauna and flora. The last two of eight attributes that have ameliorate their means are “Safety” and “Good value for money”. Each of them ameliorate its mean by 0.22 and got the same mean of 3.72.

Two of the primary image attributes have worsen their ratings. Both the infrastructure and the cleanliness of public places recorded a decrease in a mean. The variable “infrastructure” decreased by -0.2 and its final mean is 2.7. Much worse ended the image attribute “Clean public places” which recorded a rapid decline in its mean. The decline was by -0.82 and it finished with a mean 2.1.

4.5.2. The comparative analyses of the affective image attributes

Image attributes	Mean (secondary image)	Mean (primary image)	Difference
	Statistic	Statistic	
Unpleasant - Pleasant	5,25	5,75	0,5
Boring - Arousing	5,11	5,31	0,2
Gloomy - Exciting	5,61	5,92	0,31
Distressing - Relaxing	5,54	6,03	0,49
Untrusted - Trustworthy	4,45	5,01	0,56
Uninteresting place - Interesting place	4,12	5,17	1,05
Bad travel destination - Good travel destination	4,35	5,39	1,04
Expensive – Cheap	5,78	6,38	0,6
Unsafe – Safe	4,01	5,23	1,22

Table 11 – Comparative analyses of means of means of primary and secondary image of Affective part of the destination Image

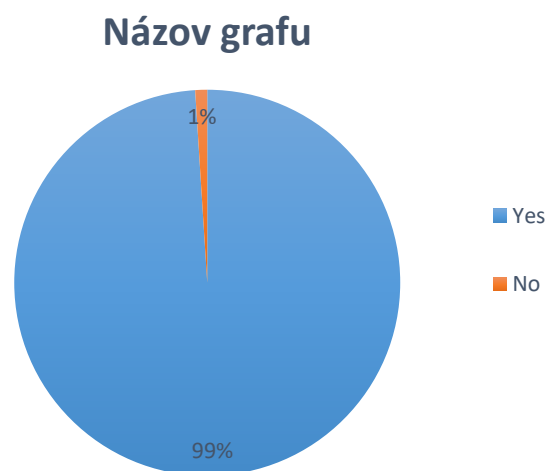
The comparative analyses of the means of the affective attribute of the image was compute to evaluate if the primary image differentiates from the secondary image and to see each variable separately.

There are three variables which means ameliorate by more than 1 point in their means. These variables are “Safe”, “Interesting place” and “Good travel destination” listed in order in which they reached the most significant difference in means. Comparing the variable “Safe” before and after it meliorate its mean by 1.22. The other two listed variables improved by 1.05 and 1.04 in order as listed above. The variable “Cheap” which had the highest mean as in the secondary so in the primary image improved its mean by 0.6 points. Slovakia is after the visit

more “Trustworthy” by 0.56 points. The differences of two variables were very similar. The variable “Pleasant” ameliorate by 0.5 and “Relaxing” by 0.49. The smallest changes are recorded at variables describing Slovakia as “Exciting” with a difference of 0.31 points and “Arousing” with a difference in means of 0.2.

4.5.3. Did the image that you have about Slovakia change upon the stay?

The aim of this question is to see if the real experience of visiting Slovakia changed or shaped somehow visitors opinion about Slovakia. Majority of the respondents 99% stated that their image of Slovakia changed upon the visit. Only 1% of respondents said that their view remained the same as before. As can be seen, the opinion of the majority of participants was changed after they visited Slovakia. This fact is attributed to the fact that their expectations met with a reality that is in many cases different from expectation. Moreover, this means that the secondary image that the participants of the survey had about Slovakia before visiting it change upon its visitation.

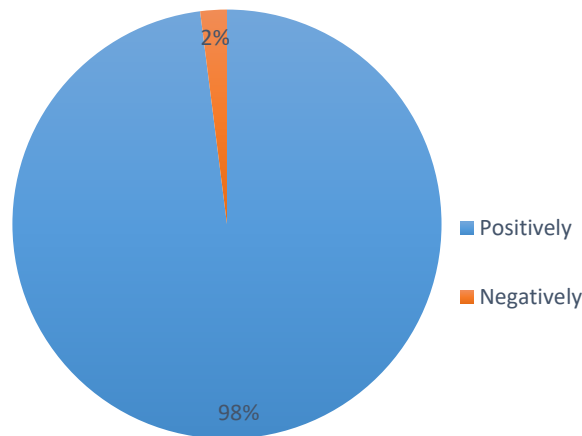


Graphic 11 - Sample's way of the changing the view

4.5.4 How?

This question is correlated to the precedent question. The main objective of the following question is to find out how the idea of tourists who confirmed that their primary image changed, change after visiting Slovakia. Most survey participants, which are exactly 98% of participants, answered positively, which means that their outlook on Slovakia has changed

positively. The remaining 2% of participants responded that their look at Slovakia has changed not for the better but for the worse. The change to the positive or negative primary image of Slovakia is caused by many factors that are subjectively evaluated by each participant separately.



Graphic 12 - Sample's way of the changing the view

4.5.5. Please, Write an example.

99% of respondents who thought that their perception of Slovakia changed upon their stay were, moreover, asked to write an example of what was the main factor that contributed to this change. The answer received can be correlated to the precedent question. For this reason firstly, we will analyze the answers that positively influenced the perception of Slovakia and subsequently those who were influenced negatively by the actual visit.

The main reason for the visitors to be positively gratified were the people. Majority of the respondents had thought before they stay that slovak people would be very mean. They stated that the positive change of their primary image is all about the people. Respondents were positively surprised how welcoming and warm people Slovaks really are. Adjectives used to describe Slovak people were mostly e.g. generous, nice, in a good mood, friendly, have no problem with anything, polite, open minded.

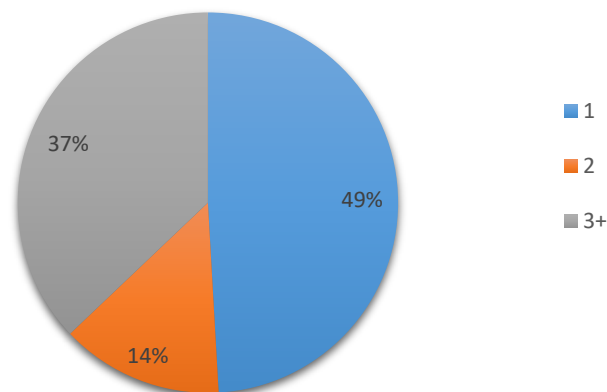
Many respondents agreed that Slovakia is much more interesting place than they had thought.

One of the main reasons why respondents view was changed negatively is the bad infrastructure all around the country. Since Slovakia is a member state of the European union and has been for over 13 years, one would expect better infrastructure regarding the public transport in the capital city as well as the trains when one wants to travel around this country and also to High Tatras which are the greatest mountains in the country. Moreover, the participants agreed that Slovakia on one hand is the country that has a lot to offer and for that reason one would think that they would be prepared for it regarding not only infrastructure but also information centres, people speaking English at least where the tourists need it : stations, tourist centres etc.

4.6 The characterizations of a travel in Slovakia

4.6.1 How many times have you visited Slovakia?

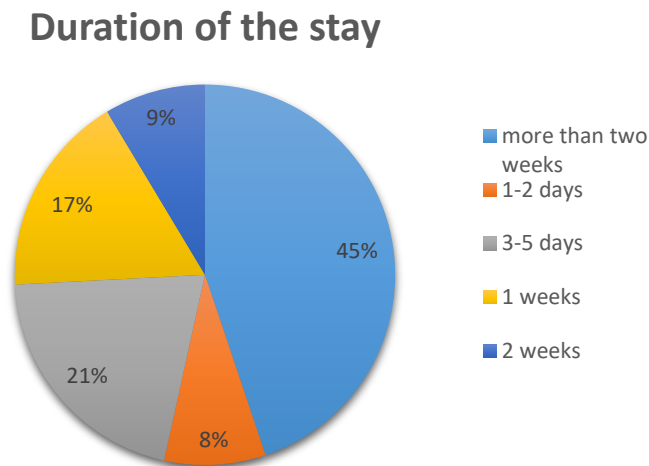
Number of visits of Slovakia



Graphic 13 – The number of the sample's visits of Slovakia

Almost half of respondents (49%) visited Slovakia only once. 37% of interviewed visited Slovakia 3 or more times. The remaining 14% of tourist visited Slovakia exactly twice.

4.6.2 What was the duration of your last stay in Slovakia?



Graphic 14 –Sample's duration of the last stay

It is very positive that only a small percentage of visitors have spent, during their last stay, only 1-2 days in Slovakia (8%). 9% of visitors stayed in Slovakia 2 weeks. 17% of respondents stayed here for one week and 21% for 3-5 days. The group with 45% of respondents is the one of those who stayed in Slovakia for more than two weeks. It is important to highlight that 70% of respondents of the sample stayed in Slovakia more than 5 days. This is a very positive attribute of the sample because they have an extensive experience of the destination.

4.7. Conative Image Descriptive and Frequencies' Analysis

The conative image is an action component of the destination image which alludes to the behavioral intention towards the goal, i.e., the intension of the person to revisit the destination or the recommendation of the place to others. (Bigné et al., 2001; Gartner, 1993; Konecnik & Gartner, 2007; Pike & Ryan, 2004; Tasci & Gartner, 2007; Tasci et al., 2007),

This component of the destination image was measured through the likeliness of the interviewed to recommend Slovakia to others and through their likeliness to revisit Slovakia in the future.

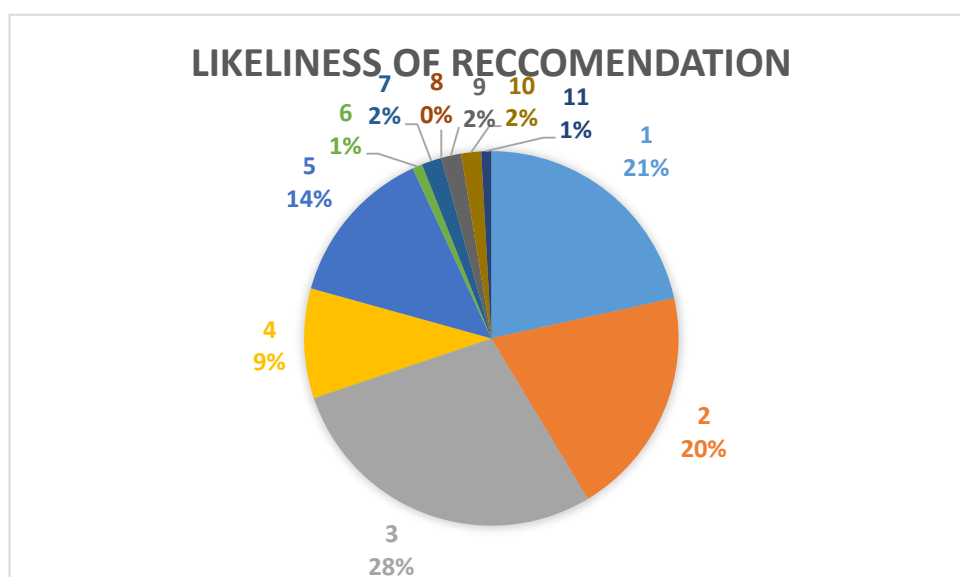
4.7.1. Likeliness to recommend

Firstly, we will analyze the likeliness of the recommendation. The likeliness was measured on the scale from 0 (“extremely unlikely”) to 10 (“extremely likely”).

Likeliness To Recommend		
N	Valid	225
	Missing	0
Mean		7,85
Median		8,00
Mode		8
Minimum		0
Maximum		10

Table 12- Descriptive Statistics to Likeliness to Recommend Slovakia to others

The survey mean of likeliness with 7.85 means there is a high likeliness of those who have already visited Slovakia to recommend Slovakia as a place to visit to a friend or family. 22.32% of respondents chose the maximum value 10 corresponding to the label "Extremely Likely". The value 9 was chosen by 21% and value 8 by 29% of respondents. This means that by taking into account only the 3 highest values more than 72% percent of respondents of the sample would with high probability recommend Slovakia to others, as a place to visit. The full graphics of frequencies is presented below. The minimum value “0“is presented in the graphics under the value “11“.

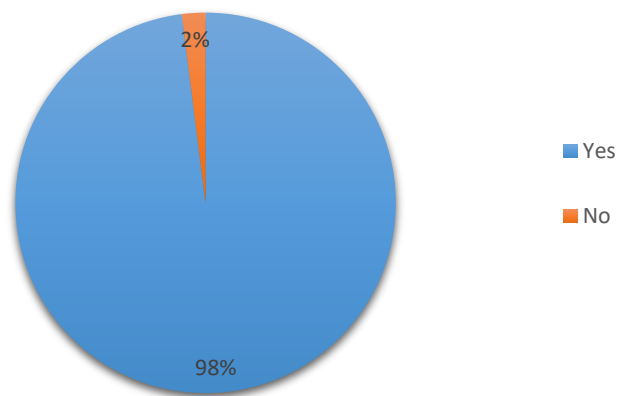


Graphic 15- Frequencies of the variable Likeliness to Recommend Slovakia to others

4.7.2. Would you like to come back to Slovakia? If not, please specify the reason

The second question to analyze the conative image was about the likeliness of revisiting Slovakia. The interviewed were asked to specify the reason in a case they don't want revisit Slovakia. From all 225 responses only 2% of respondents wouldn't like to revisit Slovakia. The reasons, for which they wouldn't like to come back to Slovakia ever again, are: one of the respondents thinks that it doesn't worth the money; according to 3 respondents Slovak people are not very nice and Slovakia has a bad infrastructure; because of the racism. However, the remaining part of interviewed would like to revisit Slovakia.

Revisitation of Slovakia



Graphic 16 - Frequencies of the variable "Revisiting Slovakia"

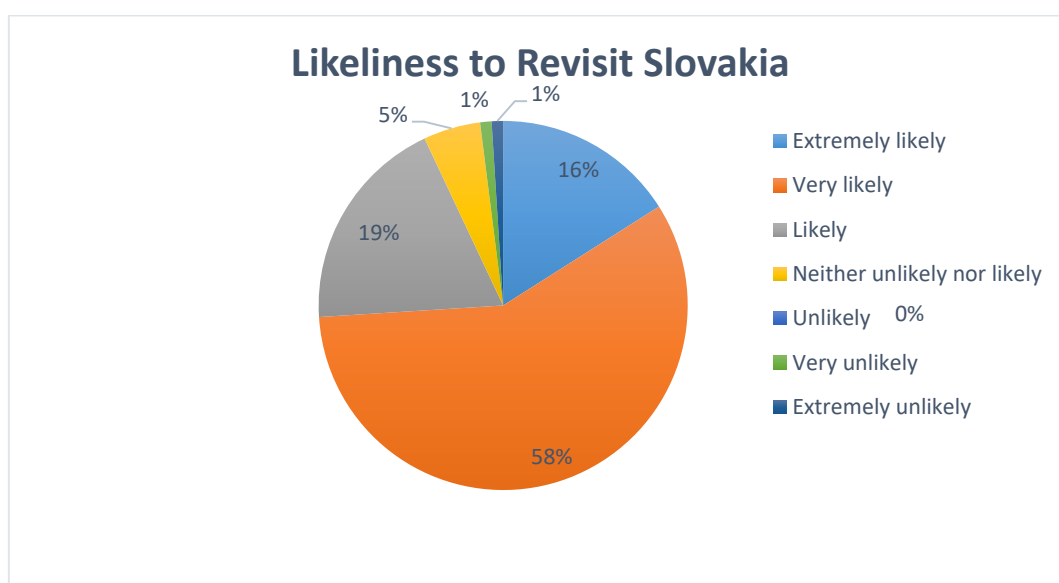
4.7.3. Likeliness to revisit Slovakia

This question was correlated to the following question which aims was to find out the likeliness to revisit Slovakia in the next three years. The likeliness was measured on the scale from 1 to 7 being 1 ("extremely unlikely") and 7 ("extremely likely").

Likeliness To Revisit Slovakia		
N	Valid	225
	Missing	0
Mean		6,25
Median		6,00
Mode		6
Minimum		1
Maximum		7

Table 13 - Descriptive Statistics of Likeliness to Revisit Slovakia

The mean produced by the descriptive analysis of the likeliness to revisit Slovakia in the next three years is 6.25. This means that there is a very high probability that the ones who participated in this survey will come back to revisit Slovakia in the following three years.



Graphic 17 – Samples Likeliness to Revisit

Subsequently, the frequencies analysis was computed. From the 225 respondents, 16% of respondents responded that they would like to revisit Slovakia extremely likely. 58% of respondents would revisit Slovakia very likely. By taking into account only the two highest rankings 74% of the respondents would like to revisit Slovakia very likely in the next three years. 19% of respondents would likely revisit Slovakia. The median value Neither unlikely nor likely was chosen by 5% of respondents. The three low ranking underneath the media value

were chosen by only 2% of the respondents from whose 1% chose the ranking very unlikely and 1% extremely unlikely.

5. CONCLUSIONS

This study aims to examine Slovakia's destination image perceived by tourist. Subsequently, it seeks to compare the secondary image and the primary image of the voyagers.

As shown in this study, the tourism has crucial importance not only for Slovakia's economy but also for all the economies around the world.

By many researchers, the destination image is considered to be a forerunner of tourist satisfaction. Moreover, they consider it as a predecessor of post-visit behavior.

Chen and Tsai (2007) said that the secondary image of the destination is used by tourist as a parameter to shape and form their pre-visit expectation about the destination, and consequently, they compare these expectations with the real experience. The outcome of this process is a positive image of the destination which intensifies the intentions to return to the destination and the willingness to suggest it and recommend this destination.

Bigne' et al. (2001)—made a similar research and also they found out that the image of the destination is a predecessor of satisfaction, the willingness to return and of a positive word of mouth.

5.1. Branding Slovakia

One part of the practical part of this thesis was dedicated to the branding strategies of Slovakia. In the theoretical part, two logos (brands) were also presented with their explanation. As we saw in the practical part while analyzing the survey in both cases, the majority of the respondents haven't ever seen this logo, and only a few of them could correctly define what they should present. This means that Slovakia has a weak state marketing strategies abroad. To strengthen its tourism sector Slovakia should invest more in its marketing strategy.

5.2. Comparative analysis of the secondary and primary image.

The comparative analysis of the two images was conducted throughout the comparison of the means. From the nineteen image attributes, of which 10 were factors that contribute to the formation of the image about the country and 9 were components of the affective part of

the destination image, compared seventeen obtained a more positive mean after the visit than before it. Only two characteristics have worsened their means.

We can say that the once the tourist visit Slovakia their view they have about Slovakia changes positively. This means that there will be a huge likeliness from their part to recommend Slovakia to friend or other or to revisit it sometime in the future.

5.3.Comparison with the previous studies

One of the factors that play a crucial role in influencing the competitiveness of the destination is the tourism satisfaction. In recent years, there were made a few studies in this field which were exploring the changes the secondary and primary image of the destination.

Before analyzing the results of my thesis, I would like to recall three past studies made in this field.

The first one was made by Pearce (1982) who was comparing the secondary and the primary image of the tourist who visited the Mediterranean countries, and he found out that some of their perceptions changed after the visit of the destination.

The second example of the past studies that I would like to mention was made by Papadopoulos and Heslop (1986). These authors find out that the real experiencing the destination has a positive impact on how is the destination viewed afterward.

The last study to mention was made by Beerli and Martin (2004). Their research proves that the real experiencing the destination has a positive effect on the primary image of the affective and cognitive part of the destination image.

Summarizing, the result of the three above mention studies demonstrated that once people visit a certain destination, the primary image that is shaped after the visit is much more real than the secondary image they had before the visit. This primary image also influences their behavior towards the destination they visited.

Passing to the results part of the study done in this thesis we can notice that there is the similarity with the above mention studies.

As shown above, the primary image of the majority of the factors compared is much more positive than the secondary image. The image attributes that obtained a more positive mean in the analysis of the primary image compared to the secondary image are Good

nightlife, Variety of fauna and flora, Natural attractions, Good climate, Beautiful monuments, Great gastronomy, Safety and Good value of money.

From the analysis of the affective part of the destination image which was conducted through bipolar scales, all the attributes obtained a more positive mean. These characteristics of the destination image were: Unpleasant - Pleasant, Boring - Arousing, Gloomy – Exciting, Distressing – Relaxing, Untrusted – Trustworthy, Untrusted – Trustworthy, Bad travel destination -Good travel destination, Expensive – Cheap, Unsafe – Safe

Two image attributes achieved lower mean in the analysis of the primary image as in the secondary image. These attributes are Good infrastructure and Clean public places. This means that the expectations and the secondary image of these two characteristics were higher before the voyagers visited Slovakia.

However, as said the large majority of attributes obtained a higher score after the visit of the destination. This is a crucial point because the real experiencing Slovakia left them a positive primary image about the destination. Moreover, it means that their willingness to recommend Slovakia to other or to revisit Slovakia in the future was affected by their positive change of the primary image.

5.4. Study Limitations

The two main limitations of this study are:

- However, the nationality of the respondents varied a lot we couldn't compute any analysis to see the differences in the change between secondary and the primary image in particular nation. Many of the countries got only a one or two representatives of the country.
- The main limitation is that the sample wasn't random and so we can't generalize the results obtained in this work to all the voyagers that visited Slovakia.

5.5. Further Research Recommendations

Be that as it may, still the studies in this field are not able to accurately measure how much can the primary image impact on the assessment of the destination image.

The objective of this study was to compare the secondary and the primary Image of Slovakia. This study about the Slovakia's destination image and the comparison of the

secondary and the primary image is the first one to be done about Slovakia. In light of this and light of the conclusions and results, it is recommended:

- Conduct another study with the same goal;
- Analyze all the variables in this study in depth and use statistical tests and state-in-art statistical techniques;
- Conduct another survey with more varied and greater sample;
- Add another variables and factors that may influence the change in the primary image.

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7.ANNEX

Section A. Survey

Slovakia's Destination Image

Thank you for participating in my survey. Your feedback is important.

***Required**

Have you ever visited Slovakia? *

- Yes
- No

Branding

What was your main reason for visiting Slovakia? *

- Visiting family/friends
- Beautiful nature
- Historical monuments
- Leisure time
- Recommendation of a friend for a good touristic destination
- Affordable price
- Business
- School (erasmus,...)
- Other:

Have you ever seen this logo before? *



- Yes
- No

With what do you associate this logo? *

- Freedom
- Joy
- Positivity
- Fragility
- Traditional patterns
- Energy
- Nature
- Beauty
- Youth
- Other:

Have you ever seen this logo before? *



- Yes
- No

With what do you associate this logo? *

- Innovation
- Potential
- Hatchery of ideas
- Positivity
- Attractiveness
- New Sillicon Valley
- Holiday destination
- Youth
- Other:

Secondary Image

Following set of question relates to the image that you had about Slovakia **BEFORE** visiting it. Please note that in the next section you'll be asked to rate the same attributes but according to the point of view that you had after the stay.

Please rate following attributes *

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Good nightlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of fauna and flora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beautiful monuments and cultural attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Great gastronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean public places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What were you expectations before travelling to Slovakia?

Your answer

Slovakia is *

	1	2	3	4	5	6	7	
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Arousing
Gloomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting
Distressing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relaxing
Untrusted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy
Uninteresting place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting place
Bad travel destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good travel destination
Expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cheap
Unsafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Safe

What do you think played a role in shaping your view about Slovakia? *

School

Social media (Tv, internet, news)

Family and friends

Your answer

Other:

What was for you the most unexpected experience?

Primary image

Following set of questions relates to the image that you have/had about Slovakia **AFTER** your stay.

Please rate following attributes *

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Good nightlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of fauna and flora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beautiful monuments and cultural attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Great gastronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean public places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Slovakia is *

	1	2	3	4	5	6	7	
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Arousing
Gloomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting
Distressing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relaxing
Untrusted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy
Uninteresting place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting place
Bad travel destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good travel destination
Expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cheap
Unsafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Safe

Would you like to re-visit Slovakia? *

- Extremely likely
- Very likely
- Likely
- Neither unlikely nor likely
- Unlikely
- Very unlikely
- Extremely unlikely

How did you find Slovak people? *

- Friendly
- Unfriendly
- Noisy
- Polite
- Unpolite
- Naughty
- Kind
- Busy
- Nervous
- Bustling
- Other:

Did the image that you have about Slovakia change upon the stay? *

- Yes
- No

How?

- Positively
- Negatively

Please write an example *

Your answer

Would you like to come back to Slovakia? If not, please specify the reason *

- Yes
- No

Your answer

How likely is that you would come back to Slovakia in next three years? *

- Not at all likely 1 2 3 4 5 6 7 Extremely likely
-

How likely is that you would recommend Slovakia to a friend or colleague? *

- Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely
-

Travel characterization

How many times have you visited Slovakia? *

- 1
- 2
- 3+

What was the duration of your LAST stay in Slovakia? *

- 1-2 days
- 3-5 days
- 1 week
- 2 weeks
- more than two weeks

Travelers profile

On average, how often do you travel? *

- Weekly
- Monthly
- 1 or 2 times per year
- A few times per year (more than 3)

What is your main motivation for travelling? *

- Business
- Leisure
- Visiting family/friends
- Sport activities
- Culture and monuments
- Other:

Where do you usually travel? *

- Inside my country
- Outside my country

Demographic information

What is your age? *

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 75 or older

Please, choose a country of your residence *

Choose

What is your gender? *

- Female
- Male

Professional status *

- Self-employed
- Employed
- Student
- Retired
- Looking for work
- Working student
- Unemployed
- Other:

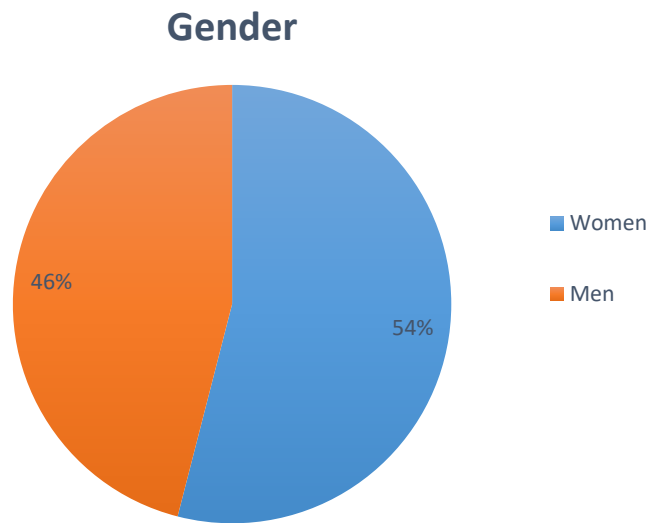
Education level *

- Elementary school
- High school
- Bachelor degree
- Master
- PHD
- Other:

Gross monthly income (in Euros) *

- <500
- 501-1000
- 1001-2000
- 2001-3000
- <3001
- Other:

Section B- Sample's social and demographic Analysis

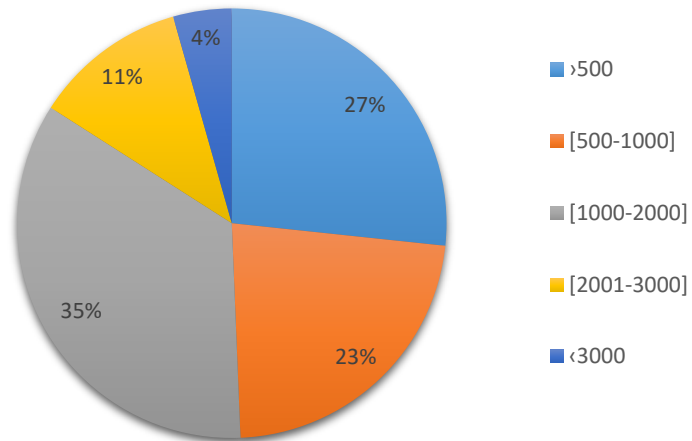


Graphic 18- Sample's Distribution by Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
[18-24]	83	36,88	36,88	36,88
[25-34]	117	52	52	88,88
[35-44]	18	8	8	96,88
[45-54]	2	0,88	0,88	97,76
[54-65]	2	0,88	0,88	98,64
[64-75]	0	0	0	98,64
<75	3	1,33	1,33	100
Total	225	100	100	

Table 14 Age classes frequencies

Gross income

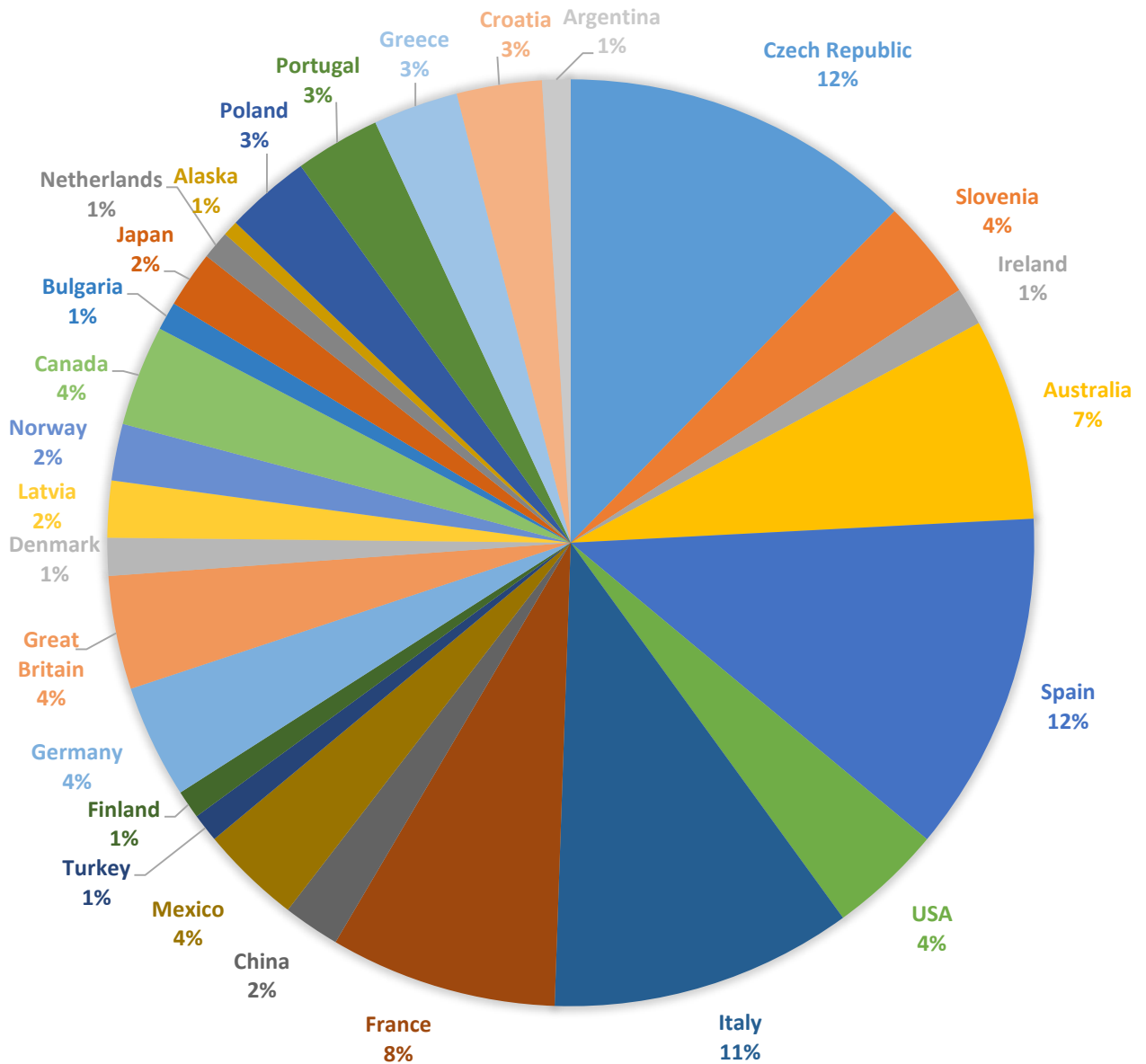


Graphic 19 - Sample's Distribution by Gross Income Level

	Frequency	Percent	Valid Percent	Cumulative Percent
>500	60	26,66	26,66	26,66
[500-1000]	51	22,66	22,66	49,32
[1000-2000]	78	34,66	34,66	83,98
[2001-3000]	26	11,55	11,55	95,53
<3000	10	4,44	4,44	100
Total	225	100	100	

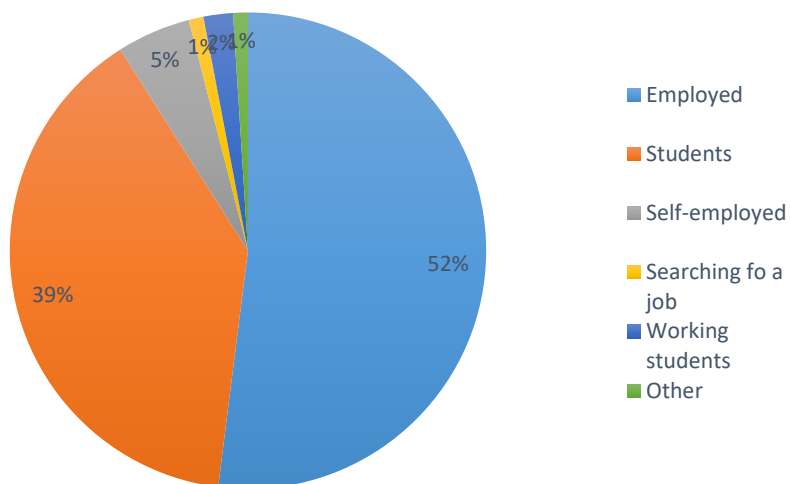
Table 15 - Gross Monthly Income Frequencies

COUNTRY OF ORIGIN



Graphic 20 - Sample's Distribution by Country of Origin

Professional Status



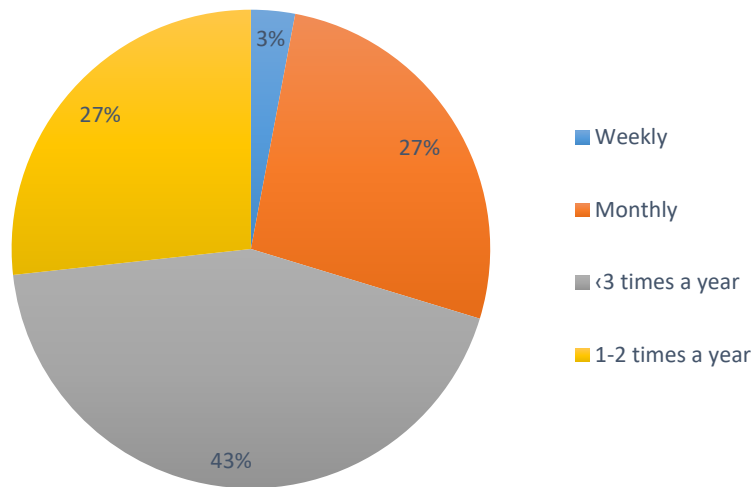
Graphic 21 - Sample's Distribution by Professional Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed	117	52	52	52
Students	88	39,11	39,11	91,11
Self-employed	11	4,88	4,88	95,99
Searching for a job	3	1,33	1,33	97,32
Working students	5	2,22	2,22	99,54
Other	1	0,44	0,44	100
Total	225	100	100	

Table 16 - Sample's Distribution by Professional Status

Section C - Traveler's Profile Analysis

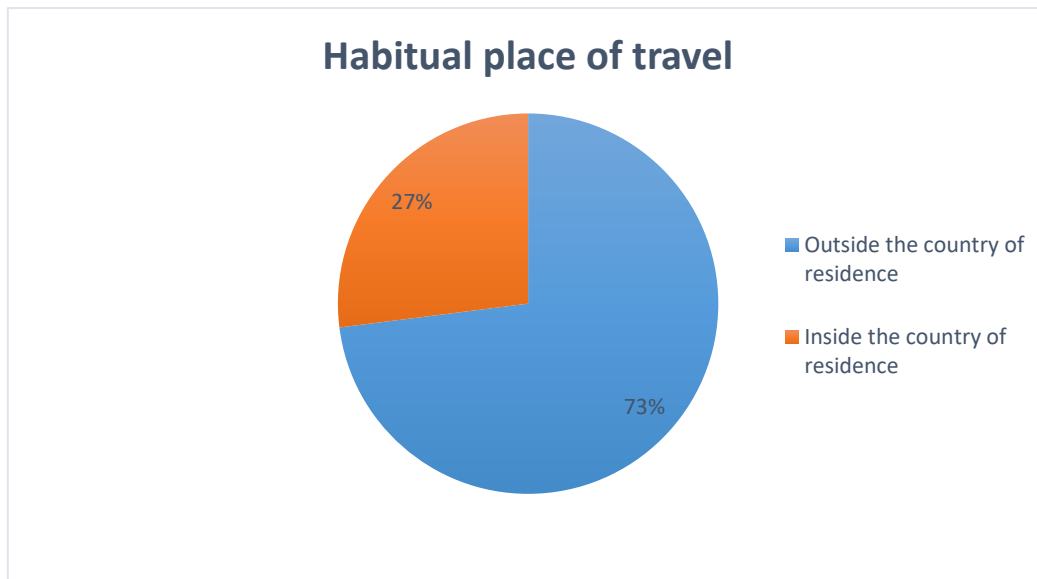
Number of travels per year



Graphic 22 - Sample's Distribution by Number of Travels per year

	Frequency	Percent	Valid Percent	Cumulative Percent
Weekly	7	3,11	3,11	3,11
Monthly	60	26,66	26,66	29,77
<3 times a year	98	43,55	43,55	73,32
1-2 times a year	60	26,66	26,66	100
Total	225	100	100	

Table 17- Frequencies of Number of travels per year



Graphic 23 - Sample's Distribution by the Habitual place of travel

Section D- The purpose for visiting Slovakia analysis

	Frequency	Percent	Valid Percent	Cumulative Percent
Visiting family/friends	60	26,66	26,66	26,66
Beautiful nature	22	9,77	9,77	36,43
School (erasmus,...)	54	24	24	60,43
Business	32	14,22	14,22	74,65
Reccomendationf of a friend for a good touristic destination	12	5,33	5,33	79,98
Affordable price	13	5,77	5,77	85,75
Leisure time	12	5,33	5,33	91,08
Historical monuments	18	8	8	98,08
Other	2	0,88	0,88	100
Total	225	100	100	

Table 18- Frequencies of travel motivation

Section E- Factors shaping destination image

	Responses	
	N	Percent
Family & Friends	97	43%
Internet	86	38%
School	22	10%
Other	20	9%
Total	225	100,0%

Table 19 - Frequencies of factors shaping destination image

Section F – Correlation analysis

Correlations among the 10 variables	1	2	3	4	5	6	7	8	9	10
1	1,000	0,326	0,125	0,226	0,459	0,598	0,557	0,236	0,687	0,889
2	0,326	1,000	0,956	0,789	0,652	0,357	0,551	0,336	0,328	0,369
3	0,125	0,956	1,000	0,639	0,742	-0,18	0,025	0,263	0,412	0,781
4	0,226	0,789	0,639	1,000	0,211	0,098	0,282	-0,32	0,363	0,425
5	0,459	0,652	0,742	0,211	1,000	0,649	0,485	0,265	0,025	0,912
6	0,598	0,357	-0,18	0,098	0,649	1,000	0,189	0,751	0,292	0,853
7	0,557	0,551	0,025	0,282	0,485	0,189	1,000	0,899	0,113	0,247
8	0,236	0,336	0,263	-0,32	0,265	0,751	0,899	1,000	0,528	0,569
9	0,687	0,328	0,412	0,363	0,025	0,292	0,113	0,528	1,000	0,236
10	0,889	0,369	0,781	0,425	0,912	0,853	0,247	0,569	0,236	1,000

1. Good night life

2. Variety of fauna and flora

3. Natural attractions

4. Good climate

5. Beautiful monuments

6. Great gastronomy

7. Good infrastructure

8. Clean public places

9. Safety

10. Good value for money