

**A MODEL ON TOURIST BEHAVIOUR:
DESTINATION IMAGE, VISITOR SATISFACTION AND
LOYALTY**

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Abstract

In what concerns tourism research, there is an increasing interest in areas of investigation as destination image, visitor satisfaction and loyalty, for both scholars and practitioners. The present research goal was to develop a conceptual model for destination image, visitor satisfaction and loyalty and validate its structure, as to gain insights on visitors' perceptions of destination image, its satisfaction and loyalty, having both theoretical and managerial implications. With this aim, a web review collection approach was selected and online reviews on the University of Coimbra and some of its buildings (Joanine Library, Old Church of Coimbra, and Botanical Gardens) were manually gathered from TripAdvisor. Two hypotheses were presented and tested through qualitative and quantitative data analysis methods. The notion that destination image influences visitor satisfaction, which in turn influences loyalty, in a positive manner was statistically proven. Hence, the link between the variables is in accordance with the literature. For practitioners, one of the main objectives of understanding the links between the referred variables, is to understand how they are applicable to the destination itself. As such, knowledge on destination image, its dimensions and its relationship with satisfaction and loyalty is crucial so they can act upon that data. This research provides a practical way to identify each monument image perception, as each monument set of themes provides a general overview of the issues that matter the most to reviewers and their experiences. Moreover, managers can understand which issues are seen as negative and vice versa and act upon.

Key words:

Heritage tourism, destination image, visitor satisfaction, loyalty.

JEL Classification System:

Cultural Economics (Z1) and Tourism Economics (Z3).

Resumo

No que respeita a investigação em turismo, existe um interesse crescente em áreas de investigação como imagem de destino, satisfação e lealdade do visitante, tanto para académicos como para profissionais. O objetivo do presente estudo passou por desenvolver um modelo conceptual com bases nessas áreas em investigação e validar a sua estrutura a fim de obter uma maior clareza quanto às perceções dos visitantes e consequentes implicações teóricas e práticas. Nesse sentido, foi adotada uma abordagem de recolha manual de comentários online, recolha essa de comentários relativos à Universidade de Coimbra e alguns dos seus edifícios como a Biblioteca Joanina, a Sé Velha, e o Jardim Botânico retirados do TripAdvisor. Duas hipóteses foram apresentadas e testadas através de métodos qualitativos e quantitativos. A noção de que a imagem de destino influencia positivamente a satisfação do visitante, e que esta influencia positivamente a lealdade, foi estatisticamente comprovada. Assim, a relação entre as variáveis encontra-se de acordo com a literatura. Para os profissionais, um dos principais objetivos da compreensão destas relações é entender como aplicá-la ao destino turístico. Como tal, conhecimento sobre a imagem de destino, as suas dimensões e relação com satisfação e lealdade são cruciais para que estes possam atuar com base nesses dados. O estudo providencia uma forma prática de identificar a perceção da imagem de cada monumento, assim como a opinião geral, experiências e problemas mais identificados pelos visitantes. Os gestores podem ainda perceber quais as experiências que são vistas como negativas e vice-versa e atuar sobre elas.

Palavras-chave:

Turismo de herança, imagem de destino, satisfação do turista, lealdade.

Sistema de Classificação JEL:

Economia Cultural (Z1) e Economia do Turismo (Z3).

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1. Introduction

1.1. Background

Tourism has been increasingly growing in demand in recent years. Individuals desire to travel for numerous and complex reasons (World Tourism Organization, 1997). Cultural motives are presented as one of those reasons (Crompton, 1979). The impacts of cultural motives within tourism have been vastly recognised (Richards, 2016) and are of rising importance for destination competitiveness (Dwyer and Kim, 2003). Yet it was only a few decades ago that heritage tourism became established in both tourism and research community (Nuryanti, 1996), whose outstanding growth can only be described as remarkable (Richards, 1996).

Equally, heritage tourism management needs to go along with this outstanding growth. Heritage tourism may have its opportunities, but also its challenges, and so tourism managers need to be oriented (Nasser, 2003; Silberberg, 1995). Nowadays, being consumer behaviour words of order, tourism managers must necessarily project the concept in their policies, strategies and plans, only then sustainable and long-term tourism can be achieved.

1.2. Goals

Although being a of such importance topic, a need of practical research regarding the evaluation of destination image, visitor satisfaction and loyalty arises. To fulfil this need, the present research goal was to pursue with the identification of the dimensions associated with the destination image, as the relationship between destination image, satisfaction and loyalty, developing practical implications, by assisting heritage managers to understand the factors that visitors give importance to, which may be in lack or can be improved, enhancing consequently its destination competitiveness.

1.3. Structure

The present thesis is segmented in six chapters. The literature review (chapter two) discusses heritage, heritage conservation and sustainable development, heritage management and heritage tourism, where emphasis is placed on destination image, visitor satisfaction and loyalty. The conceptual model (chapter three) introduces the conceptual model. Following this background, the methodology, on which this study is designed, (chapter four) is presented. The last two chapters, results (chapter five) and conclusions (chapter six), disclose the main findings and discussion, and advance theoretical and managerial contributions, limitations and suggestions for future research, respectively.

2. Literature review

2.1. Heritage: cultural heritage as a modern concept

At some point, a chain of events is perceived as history, which in turn may lead to heritage (Ashworth, 2013). Heritage is of rising importance to each culture (Graham, 2002). “*While no point might indeed be valid, it is still necessary to define terms if only to what is meant by heritage and the issues surrounding it*” (Timothy and Boyd, 2003:2). The word ‘heritage’ behaves as a paradox, so suggestive and so vague (Park, 2013). Although it is seen as a modern concept, its development is grounded on a lengthier historical evolution. Shaped by social changes, the concept expanded from perceiving heritage merely as artifacts, to an approach that recognises it as a cultural process (Harvey, 2001). It is no longer confined only to monuments, groups of buildings and sites (tangible heritage), but has also acknowledged its surroundings (intangible heritage) as a significant part of heritage (United Nations, 2013). Although commonly associated with the distant past, some researchers are “*painting a more complex picture*” (Weaver, 2011:249). Inheritance should not be perceived as distant, but as something that has been through times and lives today, constantly being recreated (United Nations, 2018). As such, heritage scholars generally accept it as what “*we inherit from the past, use today and pass on to future generations*” (Timothy, 2018:177).

2.2. Heritage conservation and sustainable development

As threaten by a series of events, the concern for heritage preservation has increased. After the world wars and industrial revolution, people perceived heritage as part of their identity (Feilden, 1998). The impact that these landmarks had on society led to the realisation that cultural heritage grounds today civilisations and tomorrows. As such, conservation is critical as it enables the sense of identity through time (Mason and Avrami, 2002). Nevertheless, heritage sites are impossible to preserve in isolation, or detached from social changes and communities (United Nations, 2013). The protection of heritage is a cultural issue. Not to mention, preservation policies encompass different types of interventions (“*repair, reuse, control over alteration or demolition of buildings and otherwise to prevent damage*”), depending on its physical conditions (Pickard, 2001:6).

Conventions have been organised with the aim to co-ordinate conservation policies (Pickard, 2001). However, cultural heritage resources “*are constantly appropriated, re-constructed and re-used by living communities to suit present needs, e.g. use for tourism, national identity, ritual, traditional, activities*” (Keitumetse, 2011:50). As such, a distinctive effort is required to rectify the imbalance between communities’ needs and heritage conservation. As the awareness of the concept of sustainability has developed, conservation and sustainable development have been hand-in-hand topics (Feilden, 1998). The acknowledgement that heritage is not isolated but interacts with its surroundings, raises a series of social, economic and environmental threats and opportunities, impacting the heritage site and its significance (United Nations, 2013). This means that, to achieve a sustainable development and minimise the potential negative socio-cultural, economic and ecological impacts on the host community, an integrated management is crucial (Byrd, 2007).

2.3. Heritage management

Although management has a crucial role in the heritage place success, several heritages have no proximity with management (McKercher and Du Cros, 2002). As any management process, the heritage management process is established on policies (objectives) and practices (what needs to be done in practice to achieve those objectives) (Network, 2012). However, the heritage management process has special needs (Millar, 1989). The broad scope of objectives requires an integrated approach to heritage management. In a recent past, heritage managers could isolate the heritage site from its surroundings. That is no longer applied. Even sites that are under public management must have an integrated approach, an approach where management considers the external environment and also other stakeholders, as represented in Figure 1 (United Nations, 2013).



Figure 1 Heritage site internal and external environment (adapted from United Nations, 2013:15)

Tourism is increasingly playing a key role on this biosphere, by boosting the local community and captivating income that could be used to rehabilitate, preserve, or even develop the heritage site (Boniface and Fowler, 2002). Given its nature, tourism managers are many times to be seen in a situation where they are unable to understand the complexity of tourism (Buhalis and Darcy, 2011). Although complex, heritage management has to be flexible enough to accommodate visitors' needs but also the responsibility before locals to preserve the site (Millar, 1989).

2.4. Heritage and tourism

As per its nature, cultural and natural heritage sites, such as castles, historic towns or landscapes, are commonly associated with tourism. The reality is that, if tourism is becoming the world leader industry, heritage has undoubtedly a major role in the phenomenon (World Tourism Organization, 2015).

Heritage tourism unsurprisingly creates an uprising curiosity in academics. Is tourism supporting or threatening heritage? (Ashworth, 2013) How exactly can the cities make their visitors satisfied? (Kozak and Rimmington, 2000) How can a heritage-based tourism keep competitiveness since it mostly depends on historical buildings? (Enright and Newton, 2004) These are some of the many questions present in the literature surrounding the issue.

Tourism provides well-known economic benefits (visitors fees, government funds, donations) able to support conservation efforts. On the other hand, tourism also carries the risk of damaging the very culture and attributes it is trying to protect (Pedersen, 2002). This complex relationship raises numerous challenges between demand and supply (visitors and locals), protection and development (Nuryanti, 1996). To better understand what heritage tourism is, its players and variables, it is important to go deeper in the literature.

2.4.1. Tourism and heritage tourism definition

Tourism is a buzzword on modern times. “*Many words have lost meaning and become cliché due to overuse*” (Mullis and Figart, 2011:4). ‘Tourism’ is amongst those words. The scientific community has not yet reached consensus on the definition of the word (Smith, 2013). Nonetheless, given the importance of one, the United Nations (UN) recommended one (United Nations, 1994; United Nations, 2010). “*Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations for any purpose and any duration. Tourism is therefore a subset of travel and visitors are a subset of travellers. Tourism refers to the activity of visitors. A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any purpose (business, leisure, or other personal purpose) other than to be employed by a resident entity in the country or place visited*” (United Nations, 2010: 9-10).

Although it is a separate sector, its interdependency from other sectors is highly emphasized in the literature (World Tourism Organization, 2018). This intersection results in forms of tourism with more specific characteristics, e.g., heritage tourism (World Tourism Organization, 2001). Derived from this interdependency, tourist destinations tend to specialize on its key strengths, e.g., heritage sites in order to explore heritage tourism (Su *et al.*, 2018). By linking heritage and tourism, a specialized tourism branch emerges (Timothy and Boyd, 2003). “*Heritage tourism is one of the most notable and widespread types of tourism*” (Nguyen and Cheung, 2014:71). Amongst the oldest categories of tourism, it has exponentially increased over the past decades (Surugiu and Surugiu, 2015). Heritage tourism can be defined as a type of travel directed towards the culture and history of a site (Bassetta *et al.*, 2017).

2.4.2. *Heritage tourism demand and supply*

2.4.2.1. *Tourism destinations as heritage tourism supply*

The World Tourism Organization (2016:13) defines tourism destination as “*a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness*”. In this sense, a tourism destination is defined by two interdependent elements: its internal reality – i.e. its resources and attractions (destination attributes) managed by key players (destination management) – and the external perception – i.e. its image from the tourist’s point of view (destination image) (Capone, 2006), as per Figure 2.

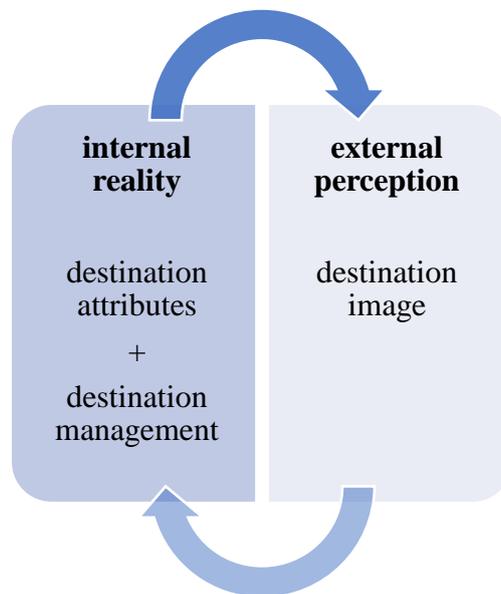


Figure 2 The destination image two interdependent elements (prepared by the author based on Capone, 2006:8)

In what regards the internal reality, the destination attributes component of the framework is divided in primary and secondary elements. The primary elements are known as core resources and attractors, and the secondary elements as supporting factors and resources. The core resources and attractors fall into six dimensions: physiography (landscape and climate); culture and history (lifestyle and historical environment); market ties (linkages with the residents of tourism originating regions); activities (experiences that encompass the physiography and culture); special events (festivals, international events, etc); tourism superstructure (accommodation facilities, food services, transportation facilities, and major attractions). The supporting factors and resources can be encompassed into three categories: infrastructure (range and quality of transportations services, potable water supply, communication systems, public facilities, etc.); facilitating resources (financial institutions, education institutions, etc.); enterprise (entrepreneurship in small and medium-sized enterprises). The destination management component of the framework focuses on enhancing the appeal of the destination attributes (Enright and Newton, 2004). Integration amongst its key stakeholders (residents, visitors and trade) is vital in achieving that (Go and Govers, 2000). According to the World Tourism Organization (2005), there should be considered as stakeholders of tourism development: national governments; local governments with specific competence in tourism matters; tourism establishments and tourism enterprises; institutions engaged in financing tourism projects; tourism employees, professionals and consultants; trade unions of tourism employees; tourism education and training centres; travellers and visitors to tourism destinations, sites and attractions; local populations and host communities at tourism destinations; other juridical and natural persons having stakes in tourism. However, although they have different roles, some authors believe that not all stakeholders play equal influence on the tourism destinations' objectives. Mendelow, 1991 proposed a model for understanding how stakeholders exert influence, it is based on two variables: stakeholder power (refers to the ability to influence the organization); and stakeholder interest (refers to the willingness to influence the organization) (Evans *et al.*, 2003). Presenza and Cipollina (2010) argue that public stakeholders have a primary role in management. But the truth is, regardless their importance, to achieve a sustainable tourism development and minimise the potential negative socio-cultural, economic and ecological impacts on the host community, an integrative quality management is crucial (Byrd, 2007).

Heritage tourism destinations need to do more than just attract visitors, they need good management to transform that capability in immediate and sustainable benefits (Miller *et al.*, 2013). This means that heritage tourism destinations competitiveness and long-term success depends not only on the factors related to destination appeal, but also on factors related to management (World Tourism Organization, 2015).

In what regards the external reality, the destination image component of the framework is the perception of the site.

Both realities are interdependent as the destination image is extrapolated from the viewer's perception of the destination attributes and its management, and in turn, depending on the destination image, management may act on different approaches to how to better communicate the destination image (Capone, 2006).

2.4.2.2. Visitors as heritage tourism demand

Understanding heritage tourism demand is crucial to successfully approach heritage tourism. The concept of heritage tourism demand refers to individuals that actually travel, involved in heritage tourism (Nelwamondo, 2009). These individuals are named "visitors" and generate heritage tourism demand (United Nations, 2010).

To better understand the demand, it is important to characterize either the visitor or the trip he does. Characterising visitors is imperative to heritage managers comprehend the types of people who engage in heritage tourism. According to Timothy and Boyd (2003), heritage tourism trips are characterized for personal purposes, where people are more willing to pay the 'once in a lifetime' experience of visiting places of global fame, having greater propensity to shop with a preference for local artefacts and food, visitors tend to spend more time and are usually international visitors, hotels or staying with friends and relatives are among the preferred forms of accommodation.

Heritage tourism visitors (demand) are mostly interested in experiencing the people, events, and history of the site in an authentic way, having experiences that both inform and entertain (Kolb, 2017; Zátori, 2016). As such, heritage tourism destinations (supply) should take actions with the aim of strengthening its appeal (Ritchie and Crouch, 2003). Taking all this into consideration, some may say, the heritage tourism destination is the *raison d'être* for heritage tourism, it activates the whole system (Fletcher *et al.*, 2017).

2.5. Heritage tourism destination and visitor relationship

Although appearing to be simple, tourism is a complex concept. Resting on its complex interactions, Leiper (1979) suggested that it could be represented as a system.

The dynamics between tourism destination and visitors are crucial to understand, particularly, knowledge on visitor behaviour is vital to the destination success and competitiveness (Žabkar *et al.*, 2010). Research on the matter involves three variables: destination image, visitor satisfaction, and loyalty (Chi and Qu, 2008; Rajesh, 2013).

2.5.1. Destination image

The study and assessment of destination image has been a matter of substantial attention in related academic literature. Knowledge on this topic is crucial in understanding the tourist behaviour. Hunt (1975) was among the first to expose its contribution in increasing the number of tourists visiting destinations. Today there is a consensus about the significance of the role played by image (Beerli and Martín, 2004).

Nonetheless, despite the extensive research on this subject, there is not only no consensus about its definition, but also a lack of research on defining it. Nghiêm-Phú (2004) gathered several definitions (Table 1), where the most common cited is the one by Crompton (1979:18) “*the sum of beliefs, ideas and impressions that a person has of a destination*”.

The most recent studies formulate the concept of destination image based on the mindset that the consumer establishes his image as consequence of a reasoned and emotional interpretation. The reasoned interpretation advances from the cognitive evaluation, the emotional interpretation advances from the affective evaluation (Beerli and Martín, 2004). According to some authors (Stylidis *et al.*, 2017; Zhang *et al.*, 2014), the cognitive image is the first being formed and it influences the formulation of the affective image. The measurement of the cognitive image usually requests visitors’ perceptions on the destination attributes. On the other hand, the affective image, corresponds to the feelings and emotions towards the destination, as per Table 2. Both will influence the overall image of the destination, which can be positive or negative.

RESERCHER(S)	DEFINITION
Hunt (1971)^a	Impressions that a person or persons hold about a state in which they do not reside
Lawson and Baud Bovy (1977)^c	An expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place
Crompton (1979)^a	The sum of beliefs, ideas, and impressions that a person has of a destination
Embacher and Buttle (1989)^c	Ideas or conceptions held individually or collectively of the destination
Dadgostar and Isotalo (1982)^b	The overall impression or attitude that an individual acquires of a specific destination. This overall impression is considered to be composed of the tourists' perceptions concerning the relevant qualities of the destination.
Milman and Pizam (1995)^b	A sum total of the images of the individual elements or attributes that make up the tourism experience
Mackay and Pizam (1997)^b	A compilation of beliefs and impressions based on information processing from a variety of sources over time, resulting in an internally accepted mental construct
Tapachai and Waryszak (2000)^c	Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values
Kim and Richardson (2003)^c	Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time
Fauliant, Matzier and Füller (2008)^d	An attitude-like construct consisting of cognitive and affective evaluations
Donaldson and Ferreira (2009)^d	A combination of the consumer's reasoned and emotional interpretations of a destination
Huang, Li and Cai (2010)^d	A mental structure that integrates the elements, impressions, and values people project onto a specific place

Note: ^a collected by Gallarza, Saura and Garcia (2002, p. 60)
^b collected by Tasci, Gartner and Cavusgil (2007, p. 202-203)
^c collected by San Martin and del Bosque (2008, p. 264)
^d collected by Nghiễm-Phí (2004, p. 40)

Table 1 Destination image definitions (adapted from Nghiễm-Phú, 2004:40)

As it is essential for the destination enduring survival, a positive destination image should be conveyed and efforts to improve it must be done (Mishra and Ojha, 2017). However, such is not always possible. Research by Griffin and Edwards (2012) has provided evidence that there are some aspects on the overall image, which are intangible for destination managers to improve, since they have no control over them. Regardless, the image established pre and post visit would influence visitors' expectations and perceptions, which in turn would affect visitors' satisfaction.

H1 - Destination image has a direct positive impact on the visitor satisfaction

CONSTRUCTS

COGNITIVE COMPONENT (17 items)

Natural characteristics/Environment

Scenic beauty

Climate

Beaches

Amenities/Tourist infrastructure

Restaurants

Accommodation

Shopping facilities

Service quality

Attractions

Cultural/historic attractions

Watersports

Tourist activities

Social/travel environment

Safe friendly

Clean

Value for money

Accessibility/supporting infrastructure

Access

Infrastructure

Transportation

AFFECTIVE COMPONENT (4 items)

Distressing – Relaxing

Unpleasant – Pleasant

Boring – Exciting

Sleepy – Lively

OVERALL IMAGE (1 item)

INTENTION TO RECOMMEND (1 item)

Table 2 Destination image components and intention to recommend (adapted from Styliadis et al., 2017:188)

2.5.2. Visitor satisfaction

The concern with satisfaction is not relatively new. Satisfaction is a well established topic in the literature, due to its importance for long-term survival. More than a few studies in the tourism field undertook visitor satisfaction as focus (Cossío-Silva, 2019).

Several researchers have centred their work on the assessment of satisfaction. The most common methods used to assess satisfaction are the expectation/disconfirmation paradigm (consumers' prior consumption expectations are compared with post consumption perceptions); equity theory (perceived value is compared with price, time, and effort spend); norm models (current purchase is compared with prior purchases); and perceived overall performance (actual performance) (Assaker, 2011). In what concerns tourism literature, satisfaction refers mostly to the assessment between pre-travel expectations and post-travel perceptions (Fick and Brent Ritchie, 1991). When the referred gap results in positive feelings, the realisation of the travel per ser materialises in satisfaction and a positive overall evaluation. Following this line of though, when the performance differs from expectations, dissatisfaction and a negative overall evaluation occur (Chen and Chen, 2010).

Although, satisfaction is a subjective view, resulting from personal differences (distinct needs and motivation) (Sukiman *et al.*, 2013), tourism destinations should ensure that expectations are consistently met or exceeded to guarantee high levels of visitor satisfaction (Augustyn and Ho, 1998). It is currently widely held among stakeholders that the level of visitor satisfaction has a decisive role in the destination success (Cole and Scott, 2004). The relation between satisfaction and post consumption behaviours is widely addressed in the literature, where several works establish a consequent positive influence of satisfaction on post consumption behaviours (Assaker *et al.*, 2011). For instance, satisfying experiences may result in revisit intentions or even recommendations to others through positive word-of-mouth (WOM) and written comments. In contrast, dissatisfying experiences may result in no returns or recommendations, or exacerbated through negative WOM and written comments, damaging destination image (Chen and Chen, 2010).

H2 – Visitor satisfaction has a direct positive impact on loyalty

2.5.3. Loyalty

While literature on post-consumption behaviour and brand loyalty dates back decades, studies concerning loyalty in tourism are far more recent (Oppermann, 2000). Research on the issue has been shown to be important. Objectively defined as a future commitment, loyalty reflects the visitor's purchase behaviour (Hernández-Lobato *et al.*, 2006). Therefore, it is a key indicator of marketing success (So *et al.*, 2016) and represents a huge matter for destinations due to economic benefits (McMullan and Gilmore, 2008).

Moreover, the academic research on destination image and satisfaction has been quite important to predict behavioural intentions. Some authors (Allameh *et al.*, 2015) present a connection between destination image and visitors' revisit intention, while others (Stylidis *et al.*, 2017) between the destination image and the intention to recommend. Zhang *et al.* (2014) proposes a model, Figure 3, that interlinks these concepts by enumerating some of the possible visitors' intentions regarding loyalty and the destination image. According to this author, loyalty has been widely defined in marketing research, being the first definition and measurement of loyalty, attitudinal. Customers' beliefs about the value received lead to their overall attitude towards a product or service, such as the intention to recommend. The second defines and measures loyalty as behaviours, as the visit intention or revisit intention. The third, as an alternative, is the integration of the two first views, where the customers' loyalty is referred as the relation between the attitude and the repeat patronage.

In sum, loyalty in a tourism perspective, can be measured through intention to recommend, revisit intention or both, as a higher desirability to revisit can more likely lead to a positive WOM (Chen and Rahman, 2018).

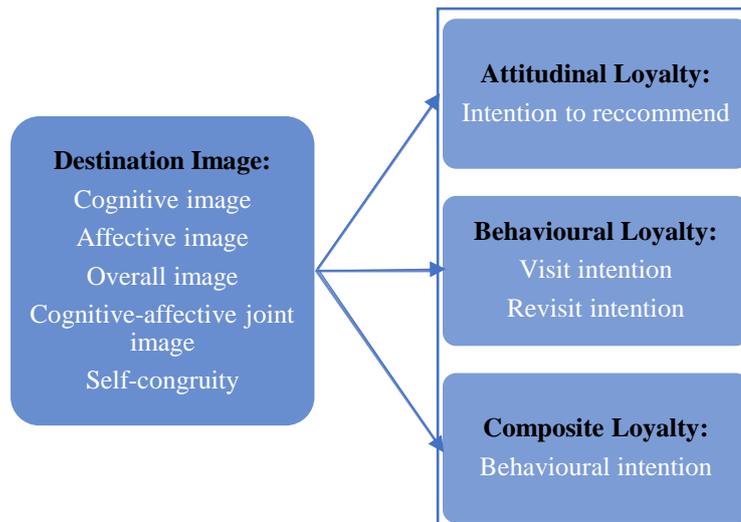


Figure 3 Destination image and visitor loyalty (adapted from Zhang et al., 2014:216)

3. Conceptual model

In the light of the foregoing hypotheses, Figure 4 presents the research model under study. The conceptual model developed aims to test the relationship between destination image, visitor satisfaction and visitor loyalty. Due to the objectivity of the model, it does not include which factors will influence the destination image development, e.g. education, or the formation of the pre visit destination image.

Being so, the following definitions shall apply to the main model variables:

Destination image: *“the visitor’s subjective perception of the destination reality”* (Chen and Tsai, 2007:1116).

Visitor satisfaction: *“the extent of overall pleasure or contentment felt by the visitor, resulting from the ability of the trip experience to fulfill the visitor’s desires, expectations and needs in relation to the trip”* (Chen and Tsai, 2007:1116).

Loyalty: *“the visitor’s judgement about the likeliness to revisit the same destination or the willingness to recommend the destination to other”* (Chen and Tsai, 2007:1116).

In the context of the proposed model, destination image is the visitor perception of the macro and micro destination attributes (Zhang *et al.*, 2018). Those attributes form the cognitive and affective components that shape the overall destination image. Furthermore, destination image has a direct positive impact on the visitor satisfaction, which in its turn has a direct positive impact in loyalty through behavioural intentions such as revisit intention, or/and intention to recommend, as per Figure 4.

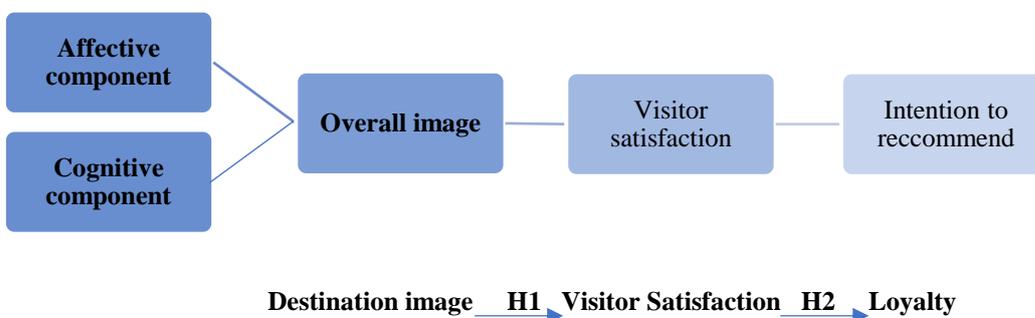


Figure 4 The destination image, visitor satisfaction and loyalty conceptual model

Although an emphasised topic in the literature, a need for practical research and implementation arises. As such, the present model needs to be tested according to the following context, e.g. heritage tourism.

4. Methodology

4.1. Research context

Heritage tourism, as amongst the oldest and most distinguished categories of tourism, grew into a global trend (Cossons, 1989; Nguyen and Cheung, 2014; Surugiu and Surugiu, 2015). Activities such as visiting cultural or natural sites (archaeological sites of outstanding value) are the two types of heritage tourism (Cleare, 2016). Heritage tourism offers not only a lecture on the past but a way of living it in the present (Weaver, 2011).

Portugal, with centuries of distinguished historical achievements around the world, ends up having in its territory a reflection of the world history mirrored in its culture and heritage. As such, monuments and landscapes across the country are listed as World Heritage. UNESCO has already granted World Heritage status to 24 cases, including cultural and natural sites (VisitPortugal, 2019).

Coimbra University, Uptown and Sofia is among those sites since 2013. The University of Coimbra is inscribed as an agglomerate of 31 buildings, which are divided between Alta, with 21 buildings, and Sofia, with 10 buildings, as per Table 3 and Figure 5 below.

Alta (21 buildings)	
<ul style="list-style-type: none">• University Palace• Archive of the University• College of Jesus• Botanical Garden• Royal College of Arts• Melos' House• University Press• Chemistry Laboratory• Faculty of Medicine• College S. Ant. da Pedreira• College of Santa Rita	<ul style="list-style-type: none">• Holy Trinity College• Boiler House• College of S. Jerónimo• College of São Bento• Coimbra Student Union• Dep. of Mathematics• Dep. of Physics and Chemistry• Old Cathedral• Faculty of Letters• General library

Sofia (10 buildings)	
<ul style="list-style-type: none"> • College of Agostinho • College of São Boaventura • College S. Pedro dos Terceiros • College S. Tomás de Aquino • College of Carmo 	<ul style="list-style-type: none"> • College of Arts – Inquisition • College of N. Sra. da Graça • College of Espírito Santo • Sub-ripas palace • Santa Cruz monastery

Table 3 University of Coimbra - Alta and Sofia World Heritage (prepared by the author based on University of Coimbra World Heritage, 2019)

Historically, the university is one of the oldest in Europe and the oldest in Portugal. Founded in 1290, it is an exceptional example of how old traditions are still present and define the city today. The University buildings, Coimbra Uptown, Rua da Sofia and the ancient academic traditions and usages are some examples. Therefore, nowadays, as a cultural site, the university has also been a centre of heritage tourism.

Tourism has brought new management issues to site managers (Pedersen, 2002). Matching tourism supply and demand is the new must. As such, knowledge on heritage tourism destination image, its influence in visitors' satisfaction and loyalty is becoming more and more relevant. As such, the present thesis sought to test those links as to design a way to understand the most relevant topics for visitors in a specific destination.

- World Heritage Area boundaries
- Buffer Zone boundary (without changes)

World Heritage Areas
1 - Alta Universitárla
2 - Rua da Sofja

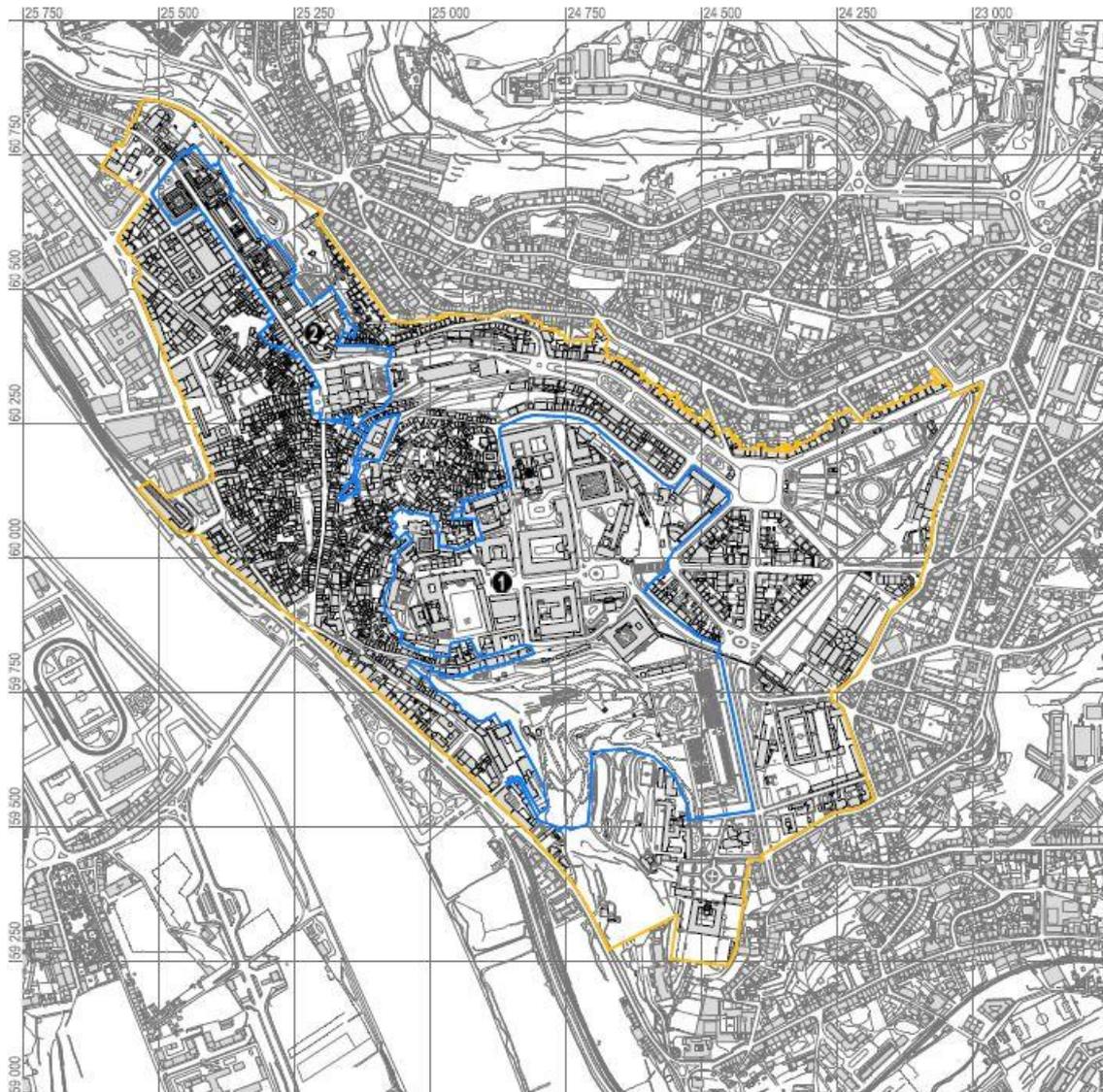
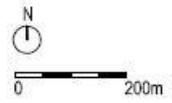


Figure 5 Map showing proposed delimitation of the Property (World Heritage Centre, 2019)

4.2. *Data collection*

In what regards the data collection, a web review collection approach was selected given that online opinions can be a powerful source of information since visitors share cognitive and affective details (Brochado and Pereira, 2017). As such, online reviews on the University of Coimbra overall and its buildings in particular (the Joanine Library, the Old Church of Coimbra, and the Botanical Gardens – the buildings with more reviews) were manually gathered from TripAdvisor, which is the world’s largest travel site with user generated content, also including important demographic characteristics (e.g. age) (Lupu *et al.*, 2019; Miguéns *et al.*, 2008).

Therefore, a cross sectional sample with a total of 600 reviews (150 each) collected from April 2014 to August 2019 was assembled. Similarly, to what has been done in the literature only English reviews were collected (Egresi and Prakash, 2019; Li and Ryan, 2020). For every review, the following variables were considered: monument, review title and text, rating (scaling from 1 to 5), month and year, gender, age group, traveler type, main purpose and origin by continent and country. Those variables were selected in accordance with similar studies (Lupu *et al.*, 2019).

According to the World Tourism Organization (2018), to understand tourism demand is crucial for any country, as it is vital not only to comprehend tourism flows but for devising marketing strategies accordingly. As such, some of the visitor and tourism trip characteristics from the international recommendations for tourism statistics (United Nations, 2010) were accommodated within the above variables, with the aim to characterise the tourism demand. The following variables which have not been taken into consideration were mostly due to high rate of missing data (e.g. “type of accommodation” and the “duration of the trip or visit” only had 54% and 16% of respondents respectively).

Ultimately, grounded on what was alleged, the overall traveler profile is presented in Table 4.

The majority of the reviews were written by man (62.33%). In what regards the travel party, 57.33% of the sample traveled in couples, 18.17% with friends, 12.83% with family and the remain alone or in business, this is relevant information for heritage tourism managers to take action on the types of itineraries, e.g. activities with kids. Almost half of the travelers who visit the university have between 50 and 64 years, followed by visitors having from 35 to 49 years (20.54%), from 25 to 34 years (16.13%) and the remaining age groups are 65 or more years (15.11%) and 18 to 24 years (3.23%). As a university city, it was expected the high percentage of travelling with friends, as the younger ages group. This type of information could assist managers in developing events on the sites that could connect with other activities and interests (e.g. nightlife). On the other hand, with the recent increase of senior tourism the other categories were also deductible. In what concerns the origin, Europe represents most of the reviewers (42.26%), of which 14.14% are from the United Kingdom. North Americans are also representative (38.89%), being the majority from the United States of America (28.79%).

4.3. Data treatment

In what regards the data treatment, as deconstructed data, data preparation was required before the analysis (Nugroho, 2017). Reviews and the remaining variables were manually collected from TripAdvisor and compiled in excel sheets. The data analysis was performed through QDA Miner 5, a qualitative data analysis software, and WordStat 8, a quantitative content analysis and text mining software. The referred software was applied due to its dual performance (qualitative and quantitative analysis) (Provalis research, 2019), and application in prior research (Chaykina *et al.*, 2014).

DEMOGRAPHICS	COUNT	%COUNT
CHARACTERISTICS OF THE VISITOR		
Gender		
Female	226	37.67%
Male	374	62.33%
Age group		
18-24	19	3.23%
25-34	95	16.13%
35-49	121	20.54%
50-64	265	44.99%
65 or more	89	15.11%
Travel type		
Alone	56	9.33%
Business	14	2.33%
Couples	344	57.33%
Families	77	12.83%
Friends	109	18.17%
CHARACTERISTICS OF THE TOURISM TRIP		
Main purpose		
Business and professional	14	2.33%
Personal	586	97.67%
Origin (by Continent and Country)		
Africa	6	1.01%
South Africa	5	0.84%
Others (n < 5)	1	0.17%
Asia	42	7.07%
India	7	1.18%
Israel	15	2.53%
Others (n < 5)	20	3.37%
Europe	251	42.26%
Belgium	11	1.85%
Czech Republic	5	0.84%
Germany	7	1.18%
Ireland	6	1.01%
Italy	9	1.52%
Poland	6	1.01%
Portugal	58	9.76%
Romania	6	1.01%
Spain	10	1.68%
The Netherlands	8	1.35%
United Kingdom	84	14.14%
Others (n < 5)	41	6.90%
North America	231	38.89%
Canada	47	7.91%
Mexico	10	1.68%
United States of America	171	28.79%
Others (n < 5)	3	0.50%
Oceania	53	8.92%
Australia	44	7.40%
New Zealand	9	1.52%
North America	11	1.85%
Brazil	7	1.18%
Others (n < 5)	4	0.67%

Table 4 Sample frequency table

In what concerns the test of the theoretical model, QDA Miner 5 processed the University alone dataset, as it represents overall opinions on all the buildings and, being Coimbra a university city, it also represents Coimbra's image. Cluster extraction and coding procedures were applied. The cluster analysis used paragraphs as search unit and 3 as minimum number of items that should be clustered together. The results were then displayed by choosing the loose option (higher proportion of items grouped into clusters comprising less similar items). The software identified frequently used words, which were then clustered and coded into categories. The categories related with destination image (cognitive component, affective component and overall image), as per section 2.5.1. in the literature review, were then merged to form a single destination image category. The intention to recommend category was then renamed into loyalty, as it is a form of loyalty, as per section 2.5.3. in the literature review. Finally, coding by variables proceedings were applied, where the correlation between the remaining two categories (destination image, and loyalty) and the rating variable was tested through Person's R. This correlation coefficient allows the researcher to identify whether there is a linear relationship between the mentioned variables, or not. The magnitude of the correlation ranges between -1 and 1, where the closer to the edges, the higher the relation.

In what concerns the understanding of the most relevant themes during the travelers visit to the University of Coimbra's buildings (the Joanine Library, the Old Church of Coimbra, and the Botanical Gardens), WordStat 8 processed the three buildings dataset jointly and individually. Regarding the blended dataset, total number of words was retrieved, and content analysis procedures were applied. The content analysis used paragraphs as search unit, within the feature "Crosstab", which displays a contingency table of words. The results were then exhibited in a contingency table of the top 10 more frequently used words, displayed by alphabetical order, distributed by each monument. Finally, statistics between the monument and rating variables were extracted. Regarding the individual datasets, content analysis procedures were applied. The content analysis used paragraphs as search unit, within the feature "Topics", which extracts the more relevant word strings (topics) from the text. The results were then exhibited a table. Keyword retrieval was used to display comments related with the topics. Finally, correspondence analysis was applied to provide a graphic overview of the relationship between the themes and rating.

5. Results

5.1. Theoretical model: destination image, visitor satisfaction and loyalty

Developing a conceptual framework for destination image and loyalty

The clustering extraction grouped 258 items into 61 clusters, representing 38% of all items searched. The clusters shown in Table 5¹ were retrieved based on frequency of occurrence in the dataset.

<i>CLUSTER CODES</i>	<i>SIMILARITY</i>	<i>CLUSTERED ITEMS</i>
Cultural/historic attractions	88,28	I opted for PROGRAM 1 which gives you ACCESS to the LIBRARY, royal palace, chapel of St Michael and the science museums of Physics and Chemistry.
	3,37	We got ?PROGRAM 1? and this gives us ACCESS to the LIBRARY (this is the only difference from ?PROGRAM 2?).
	1,25	"PROGRAM 1" itinerary takes you to all key points.
Access	2,34	There is ENGLISH INFORMATION available in each area throughout the premises.
	3,38	The buildings are simply beautiful and there is plenty of INFORMATION in PORTUGUESE, ENGLISH and other languages so you know what you're looking at.
	3,41	INFORMATION panels/leaflet were in PORTUGUESE and ENGLISH.
Cultural/historic attractions	4,42	Master/Doctor HALL with PORTRAITS of Portugal?s KINGS on the WALLS.
	3,4	PORTRAITS of the Portuguese KINGS line the WALLS.
	2,27	An ornate HALL contains PORTRAITS of the Deans of the University from the earliest times.
Cultural/historic attractions	2,4	It was J K ROWLING?s INSPIRATION for the inside of Hogwarts.
	2,36	No wonder J K ROWLING took INSPIRATION for her Harry Potter novels when visiting this site.
	1,31	Little seems to be known about the fact that the University has been a place of INSPIRATION for J.K.
Cultural/historic attractions	2,25	If you see any students they will remind you of HARRY POTTER and his fellow students.
	2,26	JK Rowling lived in Portugal when she was writing HARRY POTTER and that's where she got the idea to dress the students at Hogwarts.
	2,32	Rawlings for her writing of the HARRY POTTER books.
	2,28	I found that HARRY POTTER must come here one day for being able to keep the franchise alive!
	2,39	Some one found HARRY POTTER here...
Cultural/historic attractions	2,31	Very HARRY POTTERISH.
	2,32	Portraits of Jesuit PROFESSORS on walls around the ROOM.
	3,34	In the Private Exam ROOM, used until 1834, STUDENTS would be grilled by 3 PROFESSORS for a Master?s degree and 5 PROFESSORS for a Doctor?s degree.
Cultural/historic attractions	2,27	You see STUDENTS and PROFESSORS still clad in their traditional black cloaks roaming the city.
	3,3	I was most impressed by the STUDENTS, Men and Women uniform in their BLACK suits and CAPES and white shirts and ties.
	3,32	We bought some items from the STUDENTS who were dressed in BLACK CAPES.
	2,34	We were fortunate to be there in a day that STUDENTS were graduating and saw them posing for photographs in their BLACK robes, BLACK skirts, BLACK stockings, uniform BLACK shoes, white blouses and BLACK ties.
	2,31	Not to be missed: STUDENTS wear BLACK gowns or robes and the ancient library.
	3,43	STUDENTS still wear the traditional BLACK CAPES.
	3,49	All the STUDENTS wear BLACK uniforms and BLACK CAPES.
	3,41	The STUDENTS wear BLACK suit and ties with ?Harry Potter?CAPES.

¹Specific items were manually excluded, due to meaning inadequacy, and clusters manually merged, due to similarity of words (e.g. "worth visit" and "visit"), resulting in a total of 240 items grouped in 49 clusters.

Value for Money	2,41	It has a very REASONABLE fixed-PRICE menu but is cash only.
	2,41	The PRICE was 12 Euros for the tour package I went on and it was a REASONABLE PRICE for a tour that took about 4 hours.
Intention to Recommend	2,35	Access to the Joanina Library is timed and restricted, so get there early so you DON'T MISS it.
	2,44	Skip the rest but DON'T MISS these.
	2,52	DON'T MISS it.
	1,3	Would not MISS it for the world.
Overall image	1,42	Overall, very GOOD.
	1,32	The statues and wall tiles are very GOOD.
Restaurants	2,34	The university is right in the old part of town near many GOOD RESTAURANTS.
	3,4	Coimbra has very GOOD RESTAURANTS and BARS - so you wont be disappointed.
	2,37	Lots of fab lanes, BARS and RESTAURANTS.
Cultural/historic attractions	2,27	The BOTANICAL GARDEN is the oldest in Portugal and a wonderful place to stroll around, the Royal Palace and the chapel next to the library are very beautiful and the view from the tower is worth the climb and the wait in the queue.
	2,33	The BOTANICAL GARDEN has free entrance
	2,27	The BOTANICAL GARDEN suffered from a storm a few years ago, but is pleasant, and work is underway to repair it.
Infrastructure	2,44	NOT for the CLAUSTROPHOBIC as the stair passageway is very narrow.
	2,5	For those who are able (and NOT CLAUSTROPHOBIC) climb the 184 steps up the tower.
	1,45	The academic jail was CLAUSTROPHOBIC, but cool.
Overall image	1,29	Really ENJOYED this amazing old university, combining very old and some new.
	1,37	We really ENJOYED every bit of our time there.
	1,37	Totally ENJOYED the visit.
	1,5	I ENJOYED our visit to the university.
	1,33	The museum was interactive and I really ENJOYED it.
Cultural/historic attractions	2,54	Go EARLY to AVOID queues!
	3,66	There is so much to see here, but go EARLY to AVOID the CROWDS.
	3,64	We went to the University EARLY to AVOID the CROWDS and the heat.
Tourist activities	2,16	The TOUR of the famed library is SCHEDULED.
	2,23	We were on a PRIVATE TOUR with a SCHEDULED time.
	2,13	The TOUR is SCHEDULE at 20 min from 10.20 and is a lunch break at 13.00.
	4,14	I WOULD advise having a GUIDE as OTHERWISE we WOULD have MISSED so much.
	4,12	Our GUIDE was very good in pointing out features we WOULD OTHERWISE have MISSED.
	2,25	Maybe it WOULD have been more so I f we took a TOUR GUIDE.
	3,15	We did the UNIVERSITY palace with a GUIDED TOUR which was awesome!
	4,24	We had a PRIVATE GUIDED TOUR of the UNIVERSITY.
	4,18	When the GUIDE arrived, a surprise awaited us - we were alone in the group so that we actually had a PRIVATE GUIDED TOUR!
	1,11	Make sure you take a TOUR.
Intention to Recommend	1,26	When in Portugal, I highly RECOMMEND stopping in Coimbra to see this wonderful campus of history and knowledge!
	1,28	Highly RECOMMEND pre-booking online the university?s own guided tour.
	1,36	Given that there are other nice things to do in Coimbra, I wouldn't RECOMMEND that, but I would still RECOMMEND half a day here.
	1,32	However I would not RECOMMEND to buy a ticket.

	1,26	Do take lots of TIME and tour the other buildings
	1,34	Bus group tours just never seem to leave you enough TIME for visits like this so if you have any free TIME in Coimbra go back & take more TIME to explore.
Unpleasant – Pleasant	1,49	Until then, take TIME look around.
	1,49	Take the TIME to see it.
	2,21	Whichever you do, make sure to allow plenty of TIME.
	3,28	Make sure to give yourself TIME to explore the grounds as well.
Service quality	4,28	I waited in LINE 45 MINUTES for a TICKET, I particularly wanted to see the LIBRARY.
	3,29	I stood in LINE for about 20 MINUTES to buy TICKETS for program 1 which included a tour of 3 buildings within the square adjacent to where TICKETS are bought.
	3,29	LINE up for TICKETS followed by entry to LIBRARY.
Cultural/historic attractions	2,33	The old library is seen as a major attraction (and you need to book a 20 minute time-slot when you BUY your TICKET) but there are so many interesting places to visit other than that.
	2,43	You can do this when you BUY your TICKET.
	2,37	Going to the university you should BUY a TICKET to all the attractions.
	2,37	No need to BUY a TICKET, if you are limited in time!
Cultural/historic attractions	2,27	The FIRST room that is encountered in the ROYAL Palace is the Armory, which was once the FIRST line of protection for the princes.
	3,32	It became the FIRST ROYAL household in 1131, for King Afonso Henriques, the FIRST king of PORTUGAL.
	3,37	The FIRST university in PORTUGAL with impressive historical buildings in the former ROYAL palace.
	2,36	The University is the FIRST in PORTUGAL history and the buildings are are amazing and worth visiting.
Boring - Exciting	2,3	The buildings are IMPRESSIVE, the place breaths history, it is not a museum but very much alive as an active UNIVERSITY.
	1,34	It is an IMPRESSIVE chapel, but not as wonderful as the library.
	2,46	The history of the UNIVERSITY is IMPRESSIVE.
	1,33	IMPRESSIVE campus still in use today.
	2,28	The vast central plaza of the UNIVERSITY is quite IMPRESSIVE as well.
Boring - Exciting	1,28	MAGNIFICENT hall, oozing with education history.
	1,29	They make an impressive sight, below a MAGNIFICENT ceiling.
	1,26	The view from the top of the tower is MAGNIFICANT.
	1,3	There is a plenty of free access, the view from the terrace is MAGNIFICENT!
Overall image	1,29	GREAT excursion.
	1,6	It was GREAT!
	1,6	GREAT value.
	1,36	Well with the visit and a GREAT way to spent an hour or so.
Cultural/historic attractions	3,31	We went on a tour of the university that included the library as well as an ability to VISIT the PHYSICS, CHEMISTRY and Natural History exhibits.
	3,3	The CHEMISTRY, PHYSICS and zoology museums are excellent and would take several hours to VISIT completely.
	2,29	Only saving graces were the very interesting CHEMISTRY and PHYSICS laboratories from 18th and 19th centuries.
Boring - Exciting	1,27	The other buildings had INTERESTING displays as well and were worth a prowl around.
	1,34	It was INTERESTING and great to see such old tomes though.
	1,53	Very INTERESTING.
	1,4	INTERESTING enough.
	1,36	The university has a long history and the visit is very INTERESTING.

Cultural/historic attractions	1,25	Lot of HISTORY within these walls.
	1,41	HISTORY all around.
	1,26	There is so much HISTORY here.
	1,25	The rich traditions, a long HISTORY and a big influence on the overall HISTORY of Portugal make the visit worthwhile.
	1,27	A university rich in HISTORY and traditions is worth visiting.
	1,29	The HISTORY is also very rich.
	2,12	The Chapel was quaint and FULL of HISTORY, likewise the library which was FULL of extremely old and priceless books, a really interesting place where bats live and help preserve these weighty tomes.
	2,3	The university is FULL off HISTORY.
	2,29	FULL of HISTORY, well worth your time.
	1,31	Lots of HISTORY in the university itself.
1,24	The University is set in an old palace and has lots of HISTORY.	
Cultural/historic attractions	1,25	It?s medieveal ARCHITECTURE and fantastic views make for an interesting and insightful visit.
	1,26	It is a lovely amalgam of Medieval through 20th century ARCHITECTURE, and it melds so well.
	1,32	Well worth visiting with beautiful ARCHITECTURE and stunning views over Coimbra.
	1,33	As usual, lots of history and ARCHITECTURE to observe.
	1,49	If you are into history and ARCHITECTURE then this is the place to go.
	1,49	There is definitely a lot of history here and the ARCHITECTURE is amazing.
	1,48	Old, but amazing ARCHITECTURE!
Boring - Exciting	1,31	The library was OK but not something so SPECTACULAR it'd blow your mind, which some reviews seem to suggest.
	1,38	It is worth it, as the view from the top offers a SPECTACULAR vista of the city of Coimbra.
	1,51	Both are quite SPECTACULAR.
	1,34	SPECTACULAR architecture interesting history and friendly guides.
Shopping facilities	2,28	The tower is an extra euro, and tickets are able to be purchased in the university GIFT SHOP only a few metres away, and the 360 degree view is spectacular.
	2,32	The GIFT SHOP has a great selection of momentos.
	2,33	Free toilets next to the GIFT SHOP!
	2,34	SITUATED on a HILL overlooking Coimbra, you could easily spend almost a full day here if you want to see everything.
Access	3,44	The University is SITUATED at the TOP of the HILL.
	3,4	It is SITUATED on the HILL TOP overseeing the city.
	2,26	Great views since it is at the TOP of the HILL overlooking Coimbatore.
	1,31	Still, viewing the university (including the tower) is SOMETHING we'd recommend.
Scenic beauty	1,39	Perhaps we could learn SOMETHING from them.
	1,48	The library is SOMETHING else.
	1,31	Design of the buildings is SOMETHING of the Roman past.
	2,22	The CHURCH here is also very NICE as well as the grounds.
Cultural/historic attractions	4,27	Se Velha CHURCH, St Michaels CHAPEL were NICE, but nothing to really differentiate them from other CHURCHES we saw.
	2,21	Tickets at 12.50 euro pp for visiting ao the CHURCH, CHAPEL.
	10,08	St Michael?s CHAPEL is certainly worth popping into.

	1,2	The core of the university itself was NICE to see and there was an unexpected opportunity to go out on a balcony for excellent views across the city and river.
	1,3	If you can go visit all teh city is very NICE.
Unpleasant - Pleasant	1,34	As universities go this is as NICE as it gets.
	1,31	The Royal Palace is also NICE.
	1,27	The only thing that was really really NICE inside was the library.
	1,29	It takes you out of the building and here you can see really NICE views of the city and river.
	1,1	Yes there very nice views of the city and river from the UNIVERSITY.
	2,16	The best thing, however, is getting a feel for student life within the UNIVERSITY and the gorgeous town of Coimbra SURROUNDING it.
Scenic beauty	1,15	There are great views of the SURROUNDING countryside.
	2,26	The UNIVERSITY is a beautiful building plus the SURROUNDINGS!
	1,19	What stunning vistas the UNIVERSITY offers from the old town, looking across the river up at the beautiful buildings.
	1,16	Beautiful architecture and from the top one get a beautiful view of this lovely town!
	1,38	It is a STUNNING building.
Boring - Exciting	1,26	The fresco and deco inside are STUNNING.
	1,47	Chapel is absolutely STUNNING.
	1,45	The Library is the highlight which is absolutely STUNNING.
	1,21	The library is astonishing and absolutely BEAUTIFUL.
	1,22	Some BEAUTIFUL sculptures at the top of the hill.
Boring - Exciting	1,31	This is truely a BEAUTIFUL place.
	1,51	It?s BEAUTIFUL.
	1,44	Overall, a BEAUTIFUL place to visit.
	1,35	You have to climb up and the view from there is so BEAUTIFUL.
	1,3	Such a BEAUTIFUL campus with so much history.
	1,37	The BEAUTIFUL campus is worth visiting.
	2,37	The €12 ticket gives you access to: the BAROQUE LIBRARY (also known as the Joanine LIBRARY), Royal Palace, St.
Cultural/historic attractions	2,32	12 euro ticket which covers the royal palace, St Michael's chapel, tower, BAROQUE LIBRARY and science museum.
	2,38	The BAROQUE LIBRARY was beautiful and well worth a visit.
	2,27	The BAROQUE LIBRARY is well worth seeing, with old historical photos and documents from several centuries past.
	4,29	The goal was to see the LIBRARY but that required a ticket which gave entry to the LIBRARY, the ROYAL CHAPEL and the former PALACE-all part of this lovely university.
Cultural/historic attractions	4,33	The university is the centre piece with the LIBRARY, CHAPEL and ROYAL PALACE.
	4,39	Has a LIBRARY, CHAPEL and even a ROYAL PALACE..its like a city itself!
	3,38	With your ticket you can visit the LIBRARY, CHAPEL and PALACE.
	4,3	The three top things to see here: the LIBRARY, CHAPEL of Sao Miguel and the ROYAL PALACE.
	1,27	A guided tour of the university WILL bring its history to life.
Boring - Exciting	1,31	Get your library ticket first, and then you WILL know what time you can enter the library.
	1,41	Well, if you miss it, you WILL not have seen the library which is like no other library that you WILL have ever seen.
	1,32	All WILL inspire you.
	1,12	The LIBRARY was certainly the main event and with the short wait.
Cultural/historic attractions	1,27	Fun to see, especially the LIBRARY.
	1,34	Definitely tour the LIBRARY.
	1,42	And of course the LIBRARY.

Boring - Exciting	2,33	AMAZING that this LIBRARY is in such great condition after so many years.
	2,35	The LIBRARY is AMAZING, beautiful and a work of art.
	2,38	The most AMAZING ancient LIBRARY I've ever seen.
	2,52	The LIBRARY is AMAZING!
Tourist activities	2,4	We visited as PART of a city TOUR.
	1,24	We also visited the old LIBRARY.
	3,26	We viewed this as PART of the TOUR through the LIBRARY and the chapel.
	3,26	I'm a book nerd and was excited to visit the university and LIBRARY as PART of a TOUR we were doing with my parents.
Service quality	2,35	This is like one of those libraries that you see amazing PHOTOS of on Facebook except they don't allow PHOTOS, but it is lovely to just soak up the grandeur for the 20 minutes you are ALLOWED in on your timed ticket.
	2,37	The library is impressive but PHOTOS are not ALLOWED although the normal bunch of "ugly" tourists sneak PHOTOS anyway.
	2,47	PHOTOS are not ALLOWED in the upstairs library.
	2,54	No PHOTOS are ALLOWED inside the library.
	2,59	No PHOTOS ALLOWED.
	2,43	Unfortunately, PHOTOS are not ALLOWED.
Cultural/historic attractions	3,46	This does not, however, detract from the beauty of PACO DAS ESCOLAS.
	4,48	It is Very Much Worth Wondering Around at the UNIVERSITY of Coimbra at PACO DAS ESCOLAS, Coimbra 3000-240, Portugal.
	4,52	PACO DAS ESCOLAS (Palace of Schools) is the square in the oldest part of the UNIVERSITY of Coimbra.
	4,52	The river view from the main UNIVERSITY square (PACO DAS ESCOLAS) is amazing.
Intention to Recommend	2,26	One can of course just wander around the UNIVERSITY WITHOUT paying, but it is well worth the €12.5 to enter the various buildings.
	3,32	This ancient UNIVERSITY, one of the oldest in Europe is so important, that a visit to COIMBRA would be incomplete WITHOUT a visit.
	3,36	A visit to COIMBRA city couldnt have been any better WITHOUT a tour of one of the oldest UNIVERSITY in Europe.
	2,31	Don't leave COIMBRA WITHOUT going there.
Cultural/historic attractions	2,27	One of the OLDEST UNIVERSITIES in the world, Coimbra is a legend by itself.
	3,31	One of the OLDEST functional UNIVERSITIES in EUROPE deserves a day's visit by all means!
	3,4	One of the OLDEST UNIVERSITIES in EUROPE with very old buildings located on a top of a hill...
	3,43	This UNIVERSITY dates from 1290 and so is one of EUROPE's OLDEST.
	3,42	One of the OLDEST UNIVERSITIES in EUROPE with some very interesting architecture.
	3,47	One of the OLDEST UNIVERSITIES in EUROPE we had in interesting tour with a guide.
	3,48	As one of the OLDEST UNIVERSITIES in EUROPE this place has a lot of history.
	3,59	One of the OLDEST UNIVERSITIES in EUROPE.
	3,45	One of the OLDEST UNIVERSITIES in EUROPE is definitely worth the effort to see.
	3,37	We walked the grounds of this UNIVERSITY which is one of the OLDEST in EUROPE.
	3,3	The fifth OLDEST UNIVERSITY in EUROPE will not disappoint.
3,33	The UNIVERSITY of Coimbra is the fifth OLDEST EUROPEAN UNIVERSITY.	

Intention to Recommend	2,33	The LIBRARY is the HIGHLIGHT and well WORTH the VISIT.
	3,25	The LIBRARY is WORTH the TRIP on its own.
	2,24	But it is WORTH the TRIP!
	2,3	The museums are nice, and the old LIBRARY is WORTH a VISIT.
	2,44	This place is well WORTH a VISIT when in Coimbra.
	1,39	Definitely WORTH seeing.
	2,51	The university and its LIBRARY are definitely WORTH a VISIT.
	2,57	It definitely WORTH a VISIT.
	2,57	WORTH a VISIT.
	2,57	Well WORTH a VISIT!
	2,57	Well WORTH a VISIT.
	1,23	VISIT Coimbra, you would be doing yourself a disservice if you did not VISIT the University.
	2,26	When VISITING lovely Coimbra, do VISIT the university.
	1,39	During a VISIT to Coimbra, you definitely have to VISIT the university.
	1,2	At the University of Coimbra you can VISIT yourself or book a guided tour.
	Intention to Recommend	0,33
0,33		The library is a "MUST see'
0,34		The university is very impressive and is a MUST for anyone visiting Coimbra.
0,6		This is the MUST-see in Coimbra.
0,6		A MUST see in Coimbra.
0,54		The library is a MUST see.
	0,41	This is a MUST stop.

Table 5 University of Coimbra cluster analysis

The above analysis resulted in 13 codes grouped into 4 categories (cognitive component, affective component, overall image, and intention to recommend), which are presented in Table 6.

Reviews regarding cultural/historic attractions were frequent. The code accounted for 28.5% of the total reviews, representing 4.253 words allocated to the topic. It usually regarded the Coimbra University, Uptown and Sofia's monuments agglomeration (a total of 31 buildings).

	COUNT	%COUNT	CASES	%CASES	Nb WORDS	%WORDS
COGNITIVE COMPONENT						
Natural characteristics						
Scenic beauty						
Amenities/Tourist infrastructure	12	3.9%	11	7.3%	1033	10.7%
Restaurants	7	2.3%	7	4.7%	505	5.3%
Shopping facilities	5	1.6%	5	3.3%	56	0.6%
Service quality	10	3.2%	8	5.3%	756	7.9%
Attractions						
Cultural/historic attractions	88	28.5%	66	44.0%	4253	44.2%
Tourist activities	14	4.5%	12	8.0%	843	8.8%
Social/travel environment						
Value for money	8	2.6%	8	5.3%	285	3.0%
Accessibility/supporting infrastructures	3	1.0%	3	2.0%	156	1.6%
Infrastructure Access	24	7.8%	23	15.3%	1423	14.8%
AFFECTIVE COMPONENT						
Unpleasant – Pleasant	15	4.9%	15	10.0%	1142	11.9%
Boring – Exciting	39	12.6%	36	24.0%	1921	20.0%
OVERALL IMAGE						
	13	4.2%	12	8.0%	629	6.5%
INTENTION TO RECOMMEND						
	71	23.0%	56	37.3%	3292	34.2%

Table 6 Conceptual framework for destination image and loyalty

Relationship between variables: destination image, visitor satisfaction and loyalty

Following the merge between cognitive component, affective component and overall image, and the renaming of intention to recommend, two new variables were originated: destination image, and loyalty.

	1	2	3	4	5	Pearson's R	P value
DESTINATION IMAGE	4.40%	0.40%	7.80%	32.20%	55.10%	0.176	0.015
LOYALTY	8.70%	1.00%	5.50%	38.90%	45.80%	0.183	0.013

Table 7 Relationship between variables: Destination image, visitor satisfaction and loyalty

Firstly, Table 7 presents the allocation between comments related with the destination image and the review rating, as its correlation. As deductible from the referred table, the preponderance of the comments are positive ones. Only 4.80% represent comments with 1 or 2 rating stars. In accordance with the Pearson correlation, one can conclude that the better the perception of the destination image, the higher the rating attributed ($r = 0.176$, $p = 0.015$).

Table 7 also displays the allocation between comments related with loyalty and the review rating, as its correlation. Although the majority of the comments are still positive ones, there is a higher percentage of comments with 1 or 2 rating stars, comparatively with the ones presented in destination image, which can be explained by the bias answer (does recommend or does not recommend). In this last relationship, relying on the Pearson correlation, one can conclude that the higher the rating attributed, the higher the intention to recommend ($r = 0.183$, $p = 0.013$).

Hence, the pathway between destination image, visitor satisfaction (rate) and loyalty was statistically proven.

5.2. The most relevant themes in reviews

The blended and individual dataset

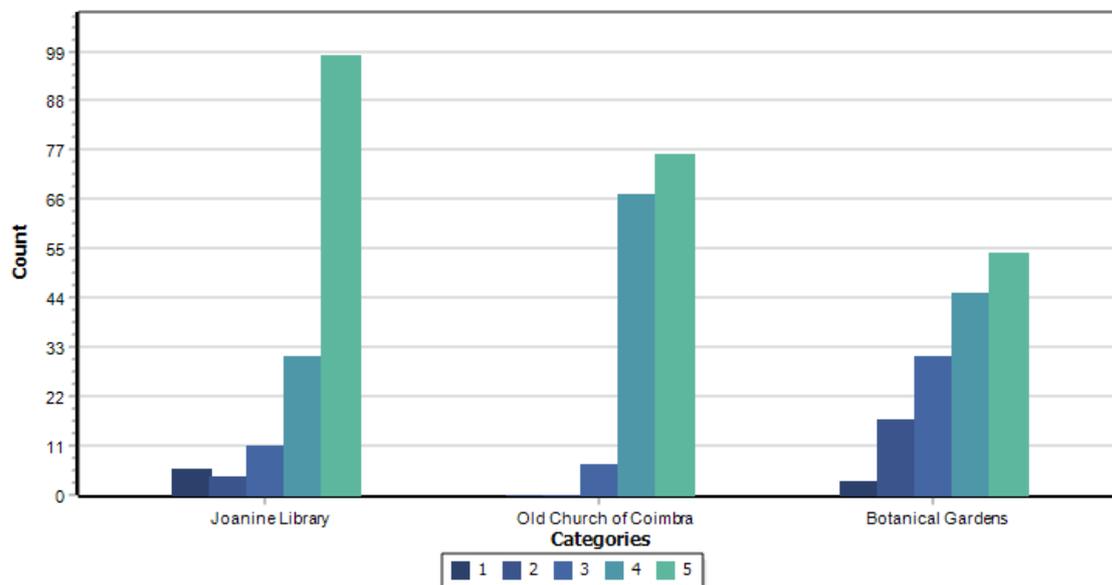
The preliminary analysis was directed to the total number of words displayed in the dataset comprising the Joanine Library, the Old Church of Coimbra, and the Botanical Gardens. A total of 450 reviews contained a total of 23.657 words. The Joanine Library is the monument that in absolute terms uses more words (number of words = 8.844). The Old Church of Coimbra follows the library (7.531) and the Botanical Gardens use the least amount of words (7.282).

A complementary analysis was also performed to identify the words with more occurrences in the blended dataset and for each monument, as per Table 8. “Library” is expressively more exhibit in the dataset than any other word.

	JOANINE LIBRARY	OLD CHURCH OF COIMBRA	BOTANICAL GARDENS	F	P (2-TAILS)
BEAUTIFUL	33	55	33	3,632	0,027
CATHEDRAL	1	110	0	118,887	0,000
COIMBRA	39	69	32	5,694	0,004
GARDEN	1	7	97	66,645	0,000
LIBRARY	176	2	3	165,262	0,000
PLACE	38	35	59	6,862	0,001
UNIVERSITY	57	31	43	2,739	0,066
VISIT	76	74	30	9,311	0,000
WORTH	37	56	27	5,410	0,005

Table 8 Contingency table of absolute count of occurrences per monument

The former analysis specifies which are the monuments presenting more words, as the words that appear with more frequency. However, it says nothing about the visitor satisfaction. As such, Graph 1 below is a vertical bar chart which compares the two variables in question: monument (the Joanine Library, the Old Church of Coimbra, and the Botanical Gardens) and rating (1, 2, 3, 4, and 5). This allows the comparison not only within the monument but also across monuments. Therefore, it becomes perceptible that the library is not only the monument which has a higher percentage of higher level of rating (5 stars), but also that in relation to the other two monuments, it is the monument with a higher level of rating (5 stars).



Graph 1 Vertical bar chart of absolute count of occurrences per star rating per monument

Joanine Library

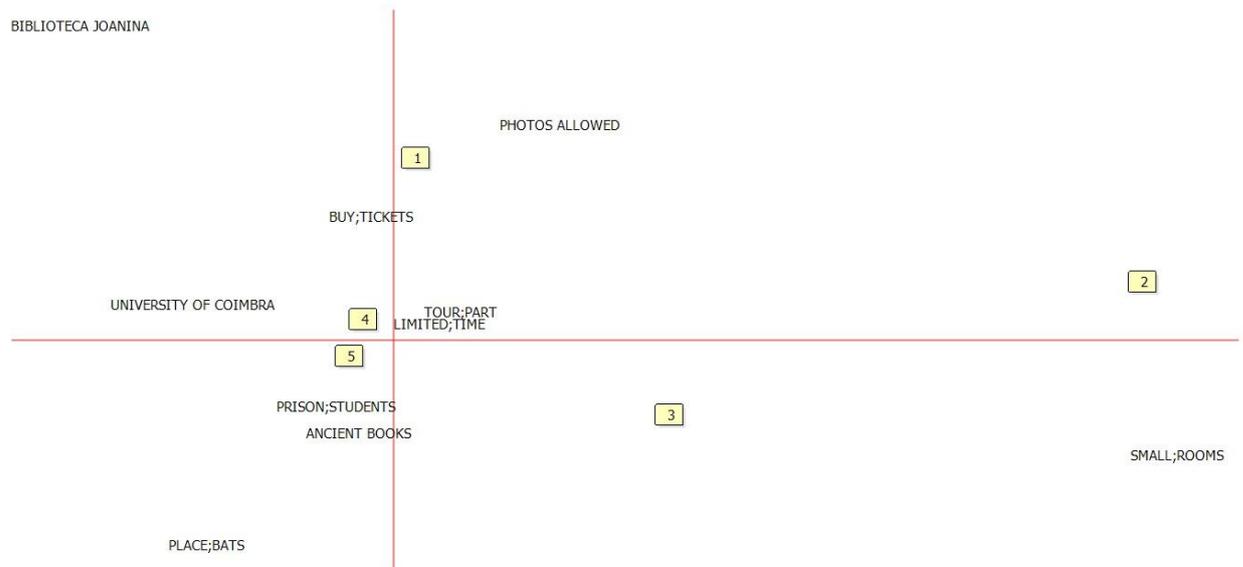
A ten topics design was settled as suitable to construe the data. The topic matrix generated can be observed in Table 9. The extracted data is presented by topic name, keywords (group of keywords associated with the topic), coherence (the degree of acceptable interpretability designed by the program), frequency (number of word occurrences in total), cases (number of reviews in which the word occurred) and percentage of cases.

As perceptible from Table 9, “limited time” (coherence = 0.404, frequency = 45) “University of Coimbra” (0.352, 77), “place bats” (0.329, 32), “photos allowed”(0.325, 31), “buy tickets” (0.318, 27), “small rooms” (0.316, 10), “Biblioteca Joanina” (0.299, 21), “prison students” (0.297, 15), “ancient books” (0.288, 19), and “worth the visit” (0.263, 42) were acknowledged as the ten prevailing themes.

TOPIC	KEYWORDS	COHERENCE	FREQ	CASES	% CASES
LIMITED TIME	LIMITED; TIME; ENTER; NUMBER; PEOPLE; AFTER; WAIT; LONG; INSIDE; MINUTES;	0,404	45	26	17,33%
UNIVERSITY OF COIMBRA	UNIVERSITY; TOUR; COIMBRA; LIBRARY; GUIDE; CITY; COIMBRA UNIVERSITY; UNIVERSITY OF COIMBRA;	0,352	77	57	38,00%
PLACE BATS	PLACE; BATS; AMAZING; LONG; DAY; BOOKS; BUILDING; TIMED;	0,329	32	25	16,67%
PHOTOS ALLOWED	ALLOWED; PHOTOS; PICTURES; INSIDE; FLOOR; PHOTOS ALLOWED;	0,325	31	23	15,33%
BUY TICKETS	BUY; TICKETS; WALK; TICKET; TIMED;	0,318	27	19	12,67%
SMALL ROOMS	SMALL; ROOMS; BUILDING; ROOM; PEOPLE; WALK;	0,316	10	7	4,67%
BIBLIOTECA JOANINA	JOANINA; BIBLIOTECA; FLOOR; COIMBRA; CITY; BIBLIOTECA JOANINA;	0,299	21	12	8,00%
PRISON STUDENTS	PRISON; STUDENTS; FLOOR; ROOM; HISTORY;	0,297	15	10	6,67%
ANCIENT BOOKS	ANCIENT; BOOKS; WORLD; HISTORY; IMPRESSIVE; ANCIENT BOOKS;	0,288	19	15	10,00%
WORTH THE VISIT	WORTH; VISIT; WAIT; WORTH A VISIT; WORTH THE VISIT;	0,263	42	34	22,67%

Table 9 Joanine library topic matrix

Besides understanding which are the most relevant themes around each monument, it is also important to acknowledge which is the correspondence between those themes and the overall satisfaction of the reviewers (star rating from 1 to 5, being 5 the highest level of satisfaction). Graph 2 represents the referred multiple correspondence analysis map.



Graph 2 Multiple correspondence analysis map between Joanine Library topics and overall satisfaction

Old Church of Coimbra

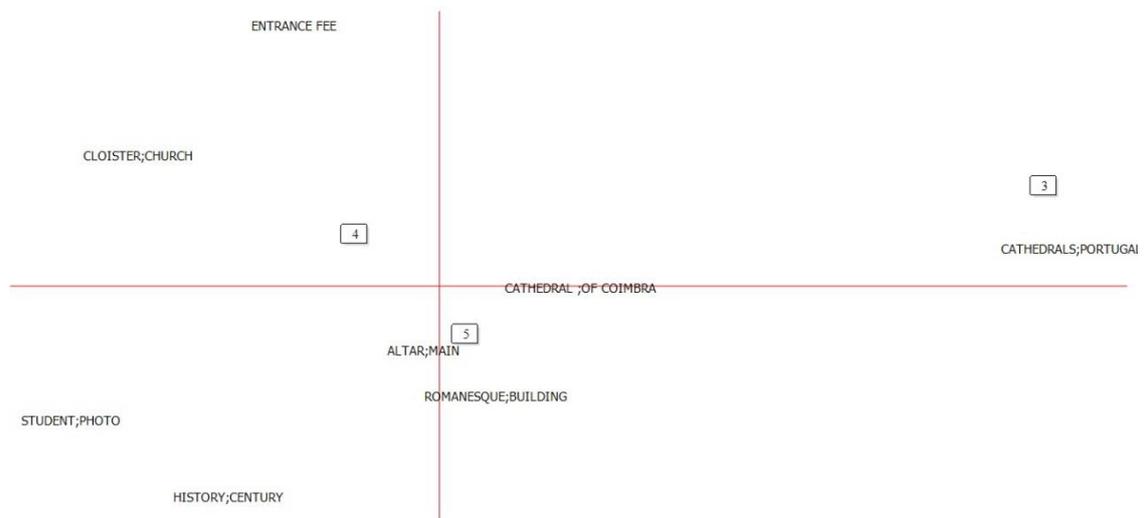
An eight topics design was settled as suitable to construe the data. Table 10 illustrates the topic matrix generated, as previously explained.

TOPIC	KEYWORDS	COHERENCE	FREQ	CASES	% CASES
HISTORY CENTURY	CENTURY; HISTORY; PORTUGUESE; INTERESTING; AMAZING; GOTHIC; SE; FEE; ENTRANCE; SMALL; WORTH;	0,350	109	26	17,33%
ENTRANCE FEE	ENTRANCE FEE; SMALL FEE; PAY; EUROS; ENTRY; WORTH; STOP	0,321	98	61	40,67%
STUDENT PHOTO	STUDENT; PHOTO; CLOISTERS; PEACEFUL; PLACE; LOVELY	0,321	19	15	10,00%
CATHEDRALS PORTUGAL	CATHEDRALS; PORTUGAL; TIME; CHURCHES; PORTUGUESE; COIMBRA	0,318	122	25	16,67%
CATHEDRAL OF COIMBRA	UNIVERSITY; COIMBRA; TOWN; CATHEDRAL; STOP; SE;	0,314	78	56	37,33%
ROMANESQUE BUILDING	CATHEDRAL OF COIMBRA; BUILDING; ROMANESQUE; INSIDE; BEAUTIFUL; ARCHITECTURE; CATHEDRAL	0,307	31	28	18,67%
CLOISTER CHURCH	CLOISTER; CHURCH; NICE; INTERESTING; GOTHIC; INTERIOR	0,305	37	31	20,67%
MAIN ALTAR	ALTAR; MAIN; IMPRESSIVE; CENTURY; AFTER	0,272	14	12	8,00%

Table 10 Old church of Coimbra topic matrix

As per Table 10, “History century” (coherence = 0.350, frequency = 109), “entrance fee” (0.321, 98), “student photo” (0.321, 19), “cathedrals Portugal” (0.318, 122), “cathedral of Coimbra” (0.314, 78), “Romanesque building” (0.307, 31), “cloister church” (0.305, 37), and “main altar” (0.272, 14) were acknowledged as the eight prevailing themes.

In what concerns the correspondence between the themes and the overall satisfaction of the reviewers (star rating from 1 to 5, being 5 the highest level of satisfaction), Graph 3 represents the referred multiple correspondence analysis map.



Graph 3 Multiple correspondence analysis map between Old Church of Coimbra topics and overall satisfaction

Botanical Gardens

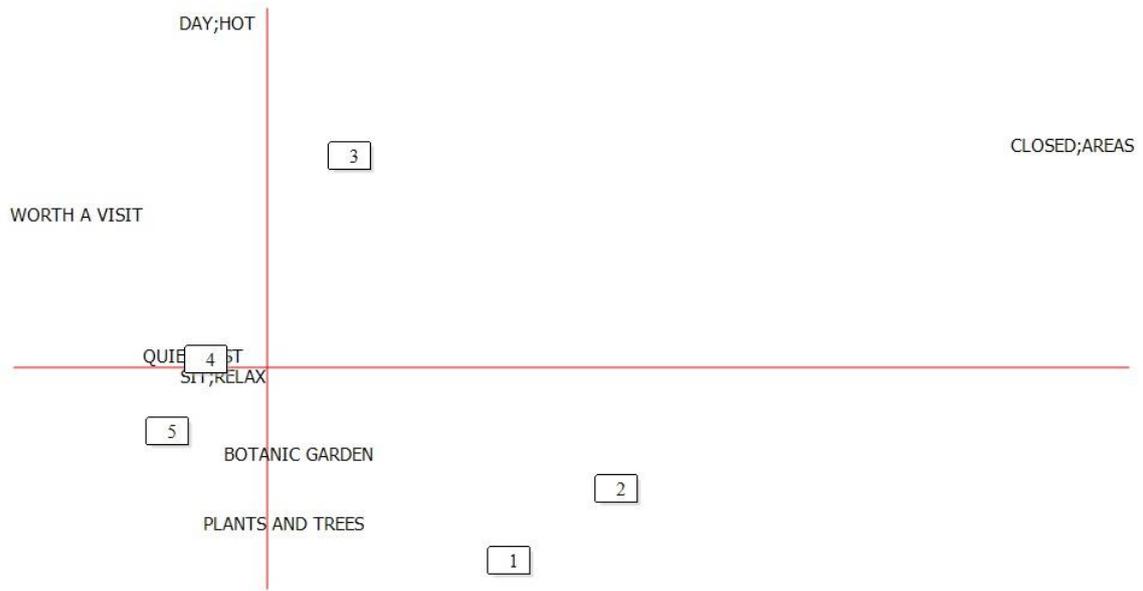
A seven topics design was settled as suitable to understand the data. The topic matrix generated can be observed in Table 11.

As perceptible from Table 11, “sit relax” (coherence = 0.383, frequency = 35), “quiet rest” (0.355, 22), “botanic garden” (0.345, 148), “hot day” (0.343, 25), “plants and trees” (0.330, 64), “closed areas” (0.265, 9) and “worth a visit” (0.241, 19) were acknowledged as the seven prevailing themes.

TOPIC	KEYWORDS	COHERENCE	FREQ	CASES	% CASES
SIT RELAX	SIT; RELAX; GOOD; LOTS; LOVELY; PLACE; AREA; GREAT; SHADE	0,383	35	27	18,00%
QUIET REST	QUIET; REST; PLACE; VIT; CIT; ENJOY; SHADE; VISITING; BEAUTIFUL;	0,355	22	15	10,00%
BOTANIC GARDEN	BOTANIC; GARDEN; PART; COIMBRA; CITY; AFTER; WALKING; BOTANICAL; UNIVERSITY; GARDENS; VISITING; WALK; AFTER; VISITED; HILL;	0,345	148	88	58,67%
HOT DAY	BOTANIC GARDEN; BOTANICAL GARDENS; BOTANICAL GARDEN;				
HOT DAY	DAY; HOT; NICE; TIME; SHADE; PLACE; STROLL	0,343	25	20	13,33%
PLANTS AND TREES	PLANTS; TREES; INTERESTING; BEAUTIFUL; LOTS; GARDEN; ENTRANCE	0,330	64	48	32,00%
CLOSED AREAS	PLANTS AND TREES; TREES AND PLANTS;				
CLOSED AREAS	CLOSED; AREAS;	0,265	9	6	4,00%
WORTH A VISIT	WORTH; VISIT; HILL;	0,241	19	16	10,67%
WORTH A VISIT	WORTH A VISIT;				

Table 11 Botanical gardens topic matrix

Graph 4 represents the multiple correspondence analysis map.



Graph 4 Multiple correspondence analysis map between Botanical Gardens topics and overall satisfaction

6. Discussion

6.1. Theoretical model: destination image, visitor satisfaction and loyalty

Developing a conceptual framework for destination image and loyalty

Table 5 previously presented under the results section, has the same categories as in Styliadis, Shani and Belhassen (2017) model. Therefore, confirming the model in hands. The codes listed under the dimensions, however, may be less than authors' model, since automatic coding was executed instead of manual coding and the software cannot associate certain themes as they require interpretation and the programme can only associate by similarity of words.

It is only natural that the most frequent code regards cultural/historic attractions, as the University of Coimbra is itself as a whole a heritage place. Additionally, accessibility and infrastructures is also a common topic in the reviews.

Relationship between variables: destination image, visitor satisfaction and loyalty

In accordance with the Pearson correlation it is possible to statistically prove the pathway between destination image, visitor satisfaction (rate) and loyalty, as per the written hypothesis.

6.2. The most relevant themes in reviews

The blended dataset

To count the number of words may matter to perceive the image of the monument. The library has shown to be the monument whose dataset has more words, which according to Hanna and Rowley (2019) means that it adopts a more proactive approach in communicating its image, being more capable to create more themes and consequently providing more information for managers.

The individual dataset

Joanine Library

The topics can be divided in two groups: services related topics and non-services related topics (Nugroho and Sihite, 2016). Services related topics include: “limited time” (which refers to the restriction of time spend in each room), “buy tickets” (relates to where to buy the tickets and the queue), “photos allowed” (regards the fact that photos are not allowed inside the library). Non-services related topics include: “place bats” (refers to the ancient biologic pest control system – bats), “prison students” (refers to the 1st floor room, where students were kept for misbehaviour) “ancient books” (regards the description of the books inside the library), “small rooms” (refers to the size of the rooms, claustrophobic some may say) and “worth the visit” (reviewers found the place worth visiting and recommend). The features of one of the topics in each group are now analysed in more detail.

In what concerns the services related topics, the second most significant theme related to “limited time”, which was mentioned 45 times in the 150 reviews. The conceptual structure in the referred theme encompassed words as “limited”, “time”, “enter”, “number”, “people”, “after”, “wait”, “long”, “inside” and “minutes” which have shown to be strongly related. Representative reviews stated the experience behind service, providing tips for visitors and suggestions to improve it:

*“You have to purchase **timed** tickets, which are **time**-consuming to get - (tip - get them at the Science Museum a short wander away - no queues at all, and **MUCH** quicker than **waiting** in the **long** queues at the usual place - tip from a student!). Groups go round every 20 **minutes**, are large, and somewhat noisy”. Since, “The visits are **timed** to 20 **minutes** and restricted to only 60 **people**”.*

It is perceptible that reviewers felt displeased with the situation and did not understand the why behind it. *“But it’s chaotic to get the ticket (need to get in advance), and you get 10 **minutes** in each room crowded with others. Felt very herd like. Someone opening the “next door” every 10 **mins** and in 20 **mins** you’re kicked out”. Also, “we had to **wait** 4 hours from when we bought our ticket”. Since visitors “cannot book in advance as this system is backwards”. “With all those clever students and restriction of **numbers**, we wondered why they hadn't come up with online tickets yet”.*

In what concerns the non-services related topics, the theme “Ancient books” was expected since the monument in question is a library. Its conceptual structure included words as “ancient”, “books”, “world”, “history” and “impressive”, which have shown to be strongly related. Representative reviews described the books and shelves, its maintenance and usage today, and once more suggestions to improve the service although this is a non-service topic:

Once again, visitor provide descriptive information in their review regarding what surrounds them. *“The beauty and **history** of the library comes to you from every table, the ceilings with splendid frescoes, the shelves with the gilded decorations, and from all the 60,000 old **books** placed there”. “It hosts **ancient books** and manuscripts in Portuguese from the pre **book** print era. **World** famous is the second stock with the **ancient books** on shelves decorated with gold. **Impressive**”.*

*“Did you know that the Library has an **ancient** biologic pest control system?”. “The **books** are preserved naturally without air conditioning or other modern technique. They say that bats live in the ceiling and come out at night to eat any insects before the insects can eat the **books**”.*

*“This beautiful library not only has incredibly rare **books**, but its rich baroque interior is truly stunning. (...) Amazingly - the **books** in the library are still used to this day”.*

Additionally, information regarding of what could have improved their experience is also commented. *“Although the building and **books** are excellent and unprecedented, the library is lacking any information about the content of the **books**. What are they about, who collected them, until when were they used etc. Now, a visit is just focused on the visual aspect of this magnificent library, but very shallow regarding the intellectual content”.*

In what regards the correspondence between the themes and the overall satisfaction of the reviewers, it is perceptible the positive connection between negative themes (“limited time”) and lower star rating (1).

Old Church of Coimbra

The topics can be split in two groups: services related topics and non-services related topics (Nugroho and Sihite, 2016). Services related topics include: “entrance fee” (which refers to the small entrance price). Non-services related topics include: “main altar” (refers to the altar inside the cathedral), “cloister church” (refers to the gothic cloisters inside the cathedral) “student photo” (regards the students inside trying to sell you a photo of you in the cathedral), “cathedral of Coimbra” (refers to the building as seen from the outside), “cathedrals Portugal” (reviewers usually referred to other cathedrals in comparison to this one), “History century” (refers to the history of and around the building), “Romanesque building” (refers to the architecture of the building). The features of one of the topics in each group are now analysed in more detail.

In what regards the services related topics, the “Entrance fee” theme was broadly approach. Its conceptual structure included words as “fee”, “entrance”, “small” “worth”, “pay”, “euros”, “entry” and “stop”, which have shown to be strongly related. Representative reviews stated the price, considering it cheap in exchange for the experience:

*“A quiet, calm yet beautiful reminder of Coimbra's past, this is a fascinating building that is well **worth** the tiny **entrance fee** in order to explore”. “And its cheap 2 **euros**, which seemed to me more like a symbolic pricing because it is really **worth** more than that for an **entrance fee**”. “The high altar alone is reason enough to **pay** the **entry** ticket, but the beautiful cloister is also well **worth** a look”. “If you don't **pay**, you can see a lot from the **entry** for free, but it's so cheap it's **worth** paying the **entry** price to see everything”.*

Moreover, reviewers seem to describe the specificities of the price. *“Beautiful Old Cathedral is a treasure and well **worth** the **small fee** (2.50 Euro) to visit”. “There is a **small entry fee** (to help with the high cost of continuous upkeep) that includes a helpful map of the cathedral and cloister”. “The **entrance fee** of 2.5€ each (kids enter for free) is **worth** the money”. “There is a two euro **entrance fee** to help with the restoration of this lovely old cathedral”.*

In what regards the non-services related topics, the “History century” theme was expected given the tourism branch in question, heritage tourism. Its conceptual structure included words as “century”, “history”, “Portuguese”, “interesting”, “amazing”, “gothic” and “se” (Sé Velha). Representative reviews describe the History associated with the place, although it is not part of their personal History:

*“This is definitely a mandatory visit in the **Portuguese** heritage”. “Serene and calm, it is like an oasis of **history**. **Gothic history!**” “Simple **Gothic** cathedral but walls are completely covered of **amazing** azulejos which represents saints life”. “Visit the past where Islamic and **gothic** culture meets”.*

*“It dates back to the Visigoths, but was destroyed in 1117 and rebuilt by the first King of Portugal, Afonso Henriques in 1162. There are Arabic influences on the main portal, and the left portal, described as a masterpiece of Renaissance **Portuguese** architecture, was actually built by a French architect in the 16th **century**. (...) A beautiful location steeped in **history**”.*

In a total of 150 reviews, most of the comments are positive ones, which is strongly perceptible by Graph 3, which characterises the multiple correspondence analysis map between the topics and the star rate. As per the referred graph, reviews only evaluate the monument from 3 to above. However, when compared with other Cathedrals in Portugal, the visitors tend to rate with lower stars.

Botanical Gardens

The topics can be divided in three groups: descriptive topics, evaluative topics and monument specific topics (Alexander *et al.*, 2018). Descriptive topics include: “plants and trees” (which refers to the flora of the gardens), “botanic garden” (refers to the gardens’ areas and location) and “hot day” (regards the climate). Evaluative topics include: “sit relax” (reviewers find the gardens a good place to sit and relax), “quiet rest” (reviewers find the gardens a wonderful place to rest due to its quietness). Finally, monument specific topics include: “closed areas” (regards the extensive number of areas closed inside the botanical gardens and its maintenance). The features of one of the topics in each group are now analysed in more detail.

In what concerns the descriptive topics, the “Botanic Garden” theme was broadly approach. Its conceptual structure included words as “botanic”, “garden”, “part”, “Coimbra”, “city”, “after”, “walking”, “botanical”, “university”, “gardens”, “visiting”, “walk”, “visited” and “hill”, which have shown to be strongly related. Representative reviews stated the several areas of the gardens, as its location and accessibility:

*“Dating back to the late 18th century, this sprawling **garden** is **part** of (and used by) the **University of Coimbra**. There are upper and lower **gardens** separated by terraces. Some parts of the **garden** are meticulously manicured while others are left more in their natural state with trees and other flora from around the world. Many areas are lined with colorful flower beds. Unfortunately, the large glass greenhouse was under renovation/sealed off from public view when I **visited** (June, 2016). There are numerous pathways, fountains and impressive stone stairways. For the more adventurous, there is an area of the **gardens** known as 'Skygarden' where you can zipline and climb some of the tallest trees in the **garden**”.*

Regarding its location, while some may say the Gardens are worth it “*Spent a lovely **part** of a hot afternoon strolling through the **garden**. Well worth the **walk up the hill** and **after visiting the university** grounds that are adjacent to the **garden**. Paths take you back down to the river and near central **Coimbra**”, others may disagree “*gardens are minimal but old surroundings are lovely. Very hard to find locale and **UP HILL** the entire walk from the city cent[r]e. Not sure worth the strenuous walk for most, but we enjoyed the exercise*”. “*A[n] important information is that the place has stairs everywhere, so is not easy for anyone with physical disability*”. “*Incredibly difficult to walk to. You have to walk the steepest stairs you will ever see, then hike back up to the gardens. We were so tired (and we are in very good shape) that we turned around after seeing very little. I would not recommend this at all*”. Nowadays, with the increase of senior tourism it is crucial to take in consideration themes like accessibility.*

In what concerns the evaluative topics, the “sit relax” theme conceptual structure includes words as “sit”, “relax”, “good”, “lots”, “lovely”, “place”, “area”, “great” and “shade”. Representative reviews referred to the place as suitable to relax and perform other activities as reading, taking photos, picnics, jogging and watch the birds:

*“A nice **place** to stop while visiting the University Unesco site or after a day walking around in the city”*. “*Located directly by the roman aqueduct this garden is **great** for a leisurely stroll or to **sit** quietly with a good book. There are many benches to linger on near the giant fountain*”. “*Really nice **place**, lots of hidden spots to have a good reading or just talking and taking photos*”. “*Nice **place** for taking photos and having a picnic*”. “*Located just behind the famous university, this **place** is ideal for **relax** and also for jogging... And there was a little market on Saturday morning, with pumpkins and other actual products :)*”. “*A quiet **place** to read or watch the birds, far from the traffic of the city. Or, for the adventurous, try the zip line through the lush park canopy*”.

Reviewers also refer it is suitable for the several types of group composition (Alone, Business, Couples, Families, and Friends). “*The Garden is **great** for photos of families or Couples, and wonderful for a rest of contemplation underneath the **shade** of beautiful trees. Definitely worth a quick visit for those who enjoy the beauty and simplicity of nature*”.

In what concerns the monument specific topic, the “closed areas” theme conceptual structure includes only the words “closed”, and “areas”. Representative reviews referred not only the several moments through time where some areas were closed to visitors but also its lack of maintenance and information:

*“Unfortunately the gardens were **closed**, there was no notice giving opening times”.*
*“Moreover, signage was confusing and some **areas** of the garden were **closed** for no stated reason”.* *“This is a nice green space but has various **closed** off pathways and no explanation as to whether we could get out of the park at another gateway to the one we entered at by the aqueduct”.* *“The website should have been more accurate and should not have promised **areas** which were not accessible to the public. It is obvious that not enough money has been spent on the upkeep of these gardens”.* *“The gardens felt unloved - shabby, lacking directional signage, largely **closed** off to the public. It was frustrating not being able to work out how to get through the gardens to the other side. So after spotting a few frogs on lily pads and taking family pics under the banyan trees we left feeling there was a lot we should have seen but had been prevented from reaching”.* It is important to bear in mind that with the advance in technologies, information is a crucial point to take into consideration for heritage site managers.

*“We walked as much of the garden as possible, it has the potential to be world class, unfortunately it seems that funding is limited and so there are many **closed** pathways and limited maintenance in other **areas**”.* There was even a reviewer in July 2015 which blamed economic austerity *“I don't know if it is victim to the national austerities currently on or whatever, but the garden didn't have much in the way of flowers. Honestly, it was a bit overgrown and didn't look well taken care of”.* And another one that wished she could help *“It could be amazing. However, many **areas** were **closed** off with big iron gates, meaning that the area to be explored was quite small. I wished I had taken my gloves and secateurs and given them a hand to tidy up as some of the box hedging had died, there were weedy gardens and it all looked a bit unkempt”.*

In Graph 4, which represents the referred multiple correspondence analysis map, it is perceptible the connection between the theme “closed areas” and a lower star rating. It is also observable the link between evaluative themes (“sit relax” and “quiet rest”) and higher star rating.

7. Conclusions

In what concerns tourism research, there is an increasing interest in areas of investigation as destination image, visitor satisfaction and loyalty, for both scholars and practitioners. Their significant impact in destination competitiveness has drove interest in understanding not only the variables itself, but also its relationship (Coban, 2012; Della Corte *et al.*, 2015; Lee, 2009). The purpose of this study was to develop a conceptual model for destination image, visitor satisfaction and loyalty and validate its structure, as to gain better insights on visitors' perceptions of destination image, its satisfaction and loyalty, having both theoretical and managerial implications.

7.1. Theoretical contributions

Developing a conceptual framework for destination image and loyalty

Scholars (Yoon and Uysal, 2005; Stylidis *et al.*, 2017; Zhang *et al.*, 2014) have developed several models surrounding the issue in hands using various methods. The present study focused on testing Stylidis *et al.* (2017) model for the conceptual structure development. The content analysis uncovered that destination image is formed by two underlying dimensions (cognitive component and affective component), which in turn are constructed under several categories. The preceding dimensions culminate in the overall image. The content analysis also revealed the concept of loyalty through intention to recommend. Therefore, confirming the model in hands.

Relationship between variables: destination image, visitor satisfaction and loyalty

Two hypotheses were presented and tested through qualitative and quantitative data analysis methods. The overall results provided conclusive evidence in what concerns the relationship between destination image, visitor satisfaction and loyalty. The notion that destination image influences visitor satisfaction, which in turn influences loyalty, in a positive manner was statistically proven. Hence, the link between the variables is in accordance with the literature. This study makes a considerable contribution by proving the Stylidis *et al.* (2017) model.

7.2. Managerial contributions

For practitioners, one of the main objectives of understanding the links between the referred variables, is to understand how they are applicable to the destination itself and their influence on the destination competitiveness. As such, knowledge on destination image, its dimensions and its relationship with satisfaction and loyalty is crucial so they can act upon that data. Hanna and Rowley (2019) argue that monuments whose dataset has more words, namely the Joane Library, adopt a more proactive approach in communicating their image than those with less words, as the Botanical Gardens and in turn are capable to create more themes and consequently providing more information for managers.

This research provides a practical way to identify each monument image perception, as each monument set of themes provides a general overview of the issues that matter the most to reviewers and their experiences. Moreover, managers can understand which issues are seen as negative and vice versa. This breakdown is an essential contribute since it demonstrates that it is not the place by itself that matters, but the entire experience of the visit.

Additionally, this study brings substantial input by demonstrating the positive co-relation between a positive destination image and higher levels of satisfaction, which leads to a higher probability to recommend, meaning higher loyalty. As such, those responsible for managing and developing a tourist destination can accurately determine the themes which allow an increase in loyalty, with the aim to develop actions in its favour.

7.3. Limitations and suggestions for future research

The present research provides relevant insight into destination image, its dimensions and its relationship with satisfaction and loyalty. However, in what concerns the sample, it is important to note that to better comprehend the destination image, it would be relevant to analyse reviews in other languages besides English, as most comments in this case are from Portuguese speakers, or other cultures which usually write in their mother language (Spanish, Italian or French). Time frame may be another limitation since the themes may change over the years. In this line of thought, it would also be interesting to keep up with these changes, whether favourable or not. Particularly relevant research is to test the model in more than only one city.

In what concerns the model per se, other issues were not resolved and therefore there is ample scope for future research, including which factors will influence the destination image development, e.g. education, or the formation of the pre visit destination image. Moreover, it may not be enough to characterise a destination image and its established relation with loyalty. It is also vital to understand its relative positioning to other destinations. As such, research in positioning a tourism destination is imperative. Furthermore, research on destination branding could complement the model, which would be interesting for devising marketing strategies.

Regarding the methods in use, this study contributed to exploring approaches for qualitative data analysis software. Nonetheless there is significant scope for further research using other software and other branches of tourism, e.g. enotourism.

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