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TOURISTIC DESTINATION IMAGE:
A STUDY ON LISBON'S TOURISTIC
DESTINATION IMAGE

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RESUMO

A presente dissertação estuda a imagem turística de Lisboa, analisando, em detalhe, a sua estrutura e determinantes.

O Turismo é um dos sectores mais importantes para qualquer economia. O enquadramento teórico sugere que conhecer a estrutura da Imagem de Destino Turístico, para uma localização específica, pode ter impactos significativos no marketing e estratégia turística. Apesar de não existir acordo, sobre qual o melhor modelo, o valor de aplicar o conhecimento teórico à área do Turismo é altamente reconhecido.

Propõe-se uma metodologia que, primeiramente, analise as diferentes perspectivas de profissionais do meio, através de entrevistas. De seguida, e através de um questionário, pretende-se a recolha das perspectivas de turistas estrangeiros sobre a imagem turística de Lisboa, permitindo assim testar o modelo especificado, em termos das relações entre variáveis.

Os resultados apontam para uma imagem muito positiva de Lisboa, em termos da imagem cognitiva, afectiva e geral. Os resultados permitem, também, concluir que imagem cognitiva e afectiva influenciam a imagem geral. No entanto, a influência de características demográficas, motivações pessoais e fontes de informação não é clara, com base nos resultados deste estudo.

Conclui-se que a imagem de destino turístico obedece a uma estrutura que é valiosa para a avaliação da posição competitiva do destino. A maioria dos itens pertencentes à imagem cognitiva são bem classificados, tanto na importância como no desempenho, mas para turistas que não tenham visitado a cidade, muitos destes atributos parecem ser desconhecidos, algo que a promoção do destino necessita de melhorar.

Palavras-Chave: Turismo, Viagem, Marca, Marketing.

Classificação: M31 Marketing ; L83 Sports; Gambling; Recreation; Tourism

ABSTRACT

This investigation studies the touristic destination image of Lisbon, analysing in detail its structure and determinants and also the situation of its cognitive image, in terms of importance-performance analysis.

Tourism is one of the main sectors for any economy. The theoretical ground suggests that knowing and understanding the structure of tourism destination image, of a specific location, can have significant impacts in tourism marketing and strategy. Even though, there isn't an agreement in which model is the best, there is agreement that applying theory to the tourism field carries great value for the same.

The proposed methodology consists in analysing the different views of tourism related professionals, through interviews and through a survey, supported in one of the models of tourism destination image, collect the views of foreign tourists on Lisbon's image, building a demographic and traveller profile, and test the TDI model.

The results point to a very positive image of Lisbon, in terms of cognitive, affective and overall image. Also, the model in theory showed that cognitive and affective image both affect overall image. However, the influence of demographics, motivations and information sources wasn't clear from the results.

In sum, tourism destination image proved to have some structure that can be valuable to understand the competitive position of the destination. Most cognitive image items are classified highly in performance and importance but they are unknown for prospective tourists and promotion needs to address this.

ACKNOWLEDGEMENTS

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SUMÁRIO EXECUTIVO

A presente dissertação estuda a imagem turística de Lisboa, analisando, em detalhe, a sua estrutura e determinantes.

O Turismo é um dos sectores mais importantes para qualquer economia, como fonte e potenciador de receitas. Na revisão de literatura estão patentes os dados que reflectem esta importância, a nível mundial e nacional.

O enquadramento teórico sugere que conhecer a estrutura da Imagem de Destino Turístico, para uma localização específica, pode ter impactos significativos no marketing e estratégia turística. Apesar de existirem vários modelos, este estudo focou-se na aplicação do modelo que classifica a imagem geral do destino como dependente da imagem cognitiva, referente a características físicas e visíveis, e da imagem afectiva, referente à percepção emocional do destino. Foi também investigada a influência de factores de ordem pessoal, como características demográficas e motivações pessoais, e factores de estímulo, como o número de visita, duração da mesma e as fontes de informação utilizadas para reunir informação sobre o destino.

Apesar de não existir acordo sobre qual o melhor modelo, o valor de aplicar o conhecimento teórico à área do Turismo é altamente reconhecido e pode potenciar melhorias ao nível do marketing e estratégia turística.

Propõe-se uma metodologia que combina entrevistas com a aplicação de um questionário. As entrevistas foram realizadas a profissionais do meio, pretendendo recolher as suas perspectivas sobre a imagem turística de Lisboa em termos de pontos fortes, fracos e possíveis melhorias. O questionário foi respondido por 102 turistas estrangeiros, tendo sido utilizada a Internet como principal meio de divulgação. Com o questionário caracterizou-se as perspectivas dos turistas em termos de imagem cognitiva, afectiva e geral, mas também quais as suas motivações, características demográficas e tipo de fontes de informação utilizadas. Foi também avaliada a intenção de recomendar Lisboa a outros e a intenção de revisitar a cidade.

Os resultados testaram as possíveis relações entre as várias dimensões do modelo teórico.

No geral, os resultados apontam para uma imagem muito positiva de Lisboa, em termos da imagem cognitiva, afectiva e geral. Os resultados permitem, também, concluir que imagem cognitiva e afectiva influenciam a imagem geral e que a imagem cognitiva é precedente da imagem afectiva. No entanto, a influência de características

demográficas, motivações pessoais e fontes de informação não é clara, apresentando na sua maioria correlações fracas e poucos significativas. Conclui-se que a imagem de destino turístico obedece a uma estrutura que é valiosa para a avaliação da posição competitiva do destino.

De acordo com os resultados, Lisboa tem uma avaliação positiva na maior parte dos atributos, excepto naqueles que se relacionam com a categoria Natureza, que foram classificados como menos importantes, em relação aos restantes. No que respeita às motivações, verificou-se que as mais importantes estão relacionados com a procura de relaxamento, conhecimento e aventura e no que respeita às fontes de informação, as mais utilizadas pelos turistas foram a Internet, Família e Amigos e Guias Turísticos.

Pode concluir-se que a gestão de imagem é possível através da gestão da imagem cognitiva que influencia a imagem afectiva e geral. É também importante o reconhecimento de factores demográficos e de motivação como factores de segmentação de mercado e de targets, ambos de grande importância para campanhas promocionais.

Dadas as limitações do estudo, nomeadamente a sua amostra reduzida e a falta de uma abordagem que integre todas as variáveis numa análise estatística mais profunda e holística, os estudos futuros trarão respostas mais claras a algumas questões relacionadas com a influência de certos factores para a formação da imagem de destino turístico. Espera-se que este estudo constitua uma base na qual pesquisas futuras possam assentar e investigar o tema, sob diferentes perspectivas, a diferentes regiões e destinos turísticos nacionais.

1. INTRODUCTION

1.1 Study Motivation

The motivation for this thesis arises from the importance of the tourism sector for the national economy and also a personal interest on the field.

Tourism has been one of the areas that the Portuguese State has invested more in the past decades. In the period of 2000 to 2006, the public investment amounted up to one billion Euros[1]. This area has been defined of extreme strategic importance for the Portuguese economy, yet, the academic research, that advances each year, remains to be applied to the Portuguese reality, as there are so many investigations, but few or none are focused on a Portuguese city or even the country, as a whole. However, there is a great amount of studies performed by consultancy companies or by the National Tourism Agency. In this studies, it is clear the lack of solid theoretical research about the Portuguese Tourism, as most studies are made solely on an empirical basis, having no theoretical ground as a support.

In a time, where the economic crisis strikes the country, it becomes more important than ever to have a profound, solid and theoretical knowledge about Tourism, integrating investigation, academic work and empirical research.

By assessing the image of Lisbon as a tourism destination, focusing on the attributes that are perceived to be more positive for tourists, it will be possible to achieve a better positioning and also a better promotion, adapted to the different markets.

This work aims to be the intersection of the international research on tourism destination image and cross it with the national paradigm, by applying it to the city of Lisbon and perform a measurement of its image as a touristic destination.

1.2 Research Objective

This thesis aims to collect the opinions of tourists that have visited Lisbon in order to characterize the image of Lisbon, as a touristic destination, in two dimensions.

First, it is intended to assess the attributes that are more important for tourists and to assess the performance of those same attributes, framing them into a graphic visualization in which each quadrant has a recommendation attached. Also, this thesis tries to assess the perception of the overall image that tourists' have of Lisbon.

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[1] PENT 2007 - Plano Estratégico Nacional para o Turismo (National Strategic Plan for Tourism)

Second, it is intended to understand what forms touristic destination image, when it comes to Lisbon, and what are the main factors that influence it. All the analysis was directed to answer the following answers:

- ✓ Is cognitive image affected by demographic characteristics?
- ✓ Is cognitive image affected by the type and variety of information sources?
- ✓ Is affective image dependent of the tourists' motivations?
- ✓ Is affective image dependent of cognitive image?
- ✓ Is overall image dependent of affective and cognitive image?
- ✓ In what measure does overall image perception affects the intention to revisit and/or to recommend?

2.LITERATURE REVIEW

2.1 Definition of Tourism

Nowadays, Tourism is a complex and globalised phenomenon, that affects a country's society and economy (Darbellay, Stock, 2012). It is of extreme difficulty to provide a single definition for tourism, as it is a multifaceted concept, but also a multinational one.

A well spread concept is the one by Hunziker and Krapf (1942, p. 21), that states: "tourism is the relationships and phenomena that stem from the sojourn of strangers to a place if through the sojourn no establishment for paid work is founded". The United Nations World Tourism Organization (UNWTO), states that "tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." However tourism can also be understood as a product, in an intangible form: a service. This service relates exactly to the activities developed to fulfil the purpose stated above, of travelling to and staying in other places than the usual environment.

For tourists, the tourism product is the whole experience that satisfies their multiple needs, providing the respective benefits (Xu, 2010).

Tourism, as an industry, comprises services as transportation services, hospitality services (accommodation) and entertainment venues and as Schmoll (1977) stated "in isolation, the various products elements are of limited value to the tourist - their combination creates great value and desirability". This superior value can be achieved through synergies between the different players of this industry, in order to provide a coherent, pleasant and memorable experience to the visitor, as this one is confronted with a wide range of offers.

In the work of Smith (1994) we find one of the definitions and investigations made about the tourism product. This author, based on the need of product development to assure the tourists' satisfaction and the long-term profitability of the industry, found that a void existed in the definition of the generic basic tourism product. The model proposed presents tourism as a product constituted by five elements: Physical Plant, Freedom of Choice, Service, Involvement and Hospitality. The Physical Plant refers to the core of any tourism product as a site or a natural resource, but also to the physical environment (weather conditions, water quality, etc.) Service refers to the performance of specific tasks necessary to meet the tourist's needs (e.g. a hotel needs management,

front desk operation, etc). Hospitality refers to the expectation of something extra, that is beyond quality service, meaning the attitude or style in which the task is performed. Freedom of choice refers to the traveller's need to have a variety of options to provide him a satisfactory experience. Finally, Involvement points to the consumers' desire to participate, in some degree, in the delivery of services. This involvement must be a feature of many service products. According with this theory, the Physical Plant and Freedom of Choice are tangible elements and all the other elements are intangible.

PP - Physical Plant
S - Service
H - Hospitality
FC - Freedom of choice
I - Involvement
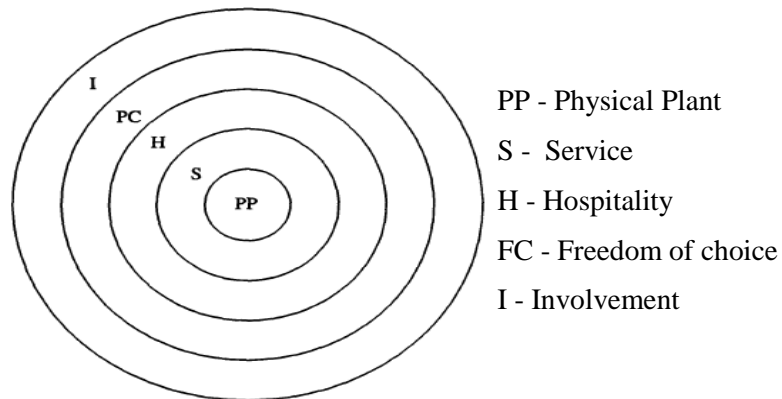
Figure 1 - Model of Tourism Product developed by Smith(1994)

Xu (2010) developed further the work of Smith (1994) and purposed, after his study findings, that the model should be one of a core-peripheral structure, where the physical plant is at the core and all the other elements are complementary, in a peripheral circle, playing supporting roles. For the author, the core Physical Plant is only a partial determination for customer satisfaction and the support elements produce satisfaction with experiences.

Tourism can be characterized by three main features: a) subjectivity, as perceptions of the place are mixed with perceptions about residents, retailers, employees; b) intangibility, as perceptions of visitors may depend on invisible elements, such as pre-visit influences, and c) multidimensionality, as tourism comprises so many industries and/or providers (Gallarza et al., 2002). Therefore, this specific complexity that arises from the multiple elements, in addition to phenomena like the globalisation and diversity of places, amongst others (Darbellay, Stock, 2011) has a significant implication: managers need to adopt an holistic view when it comes to the tourism product (Xu, 2010).
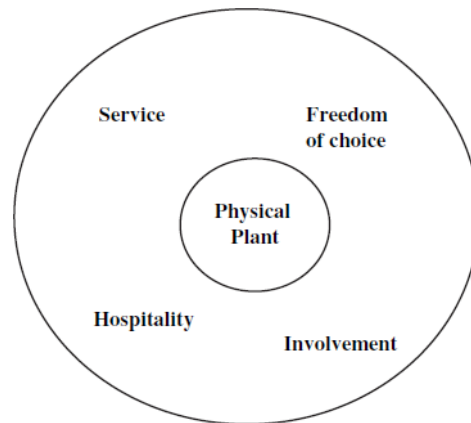
Figure 2 - Model of Tourism Product developed by Xu(2010)

2.2. Tourism Economic Importance in the World

Tourism has been one of areas that has experienced a faster and bigger growth. According with the World Tourism Organization's Former Secretary-General Francesco Frangialli "The dramatic growth of tourism over the last 50 years is one of the most remarkable economic and social phenomena of that period. International tourist arrivals grew, in real terms, from a mere 25 million in 1950 to 698 million in 2000. That represents an average annual growth rate of 7% over a period of 50 years". In 2011, there were over 983[2] million international tourist arrivals worldwide, representing a growth of 4.6%[3] when compared to 940[4] million in 2010.

In 1980, Tourism was recognized as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations" in the *Manila Declaration on World Tourism*. The economic impacts of tourism activities have been recognized, all over the world, and today all changes in tourism activity, whether they are boosted by changes in transport modes and tax changes or festivals and sporting events carry a great meaning for a country's or region's economy, as tourism is seen as a source of economic benefits to the region and its population.

Economically speaking, tourism is a major player in international commercial movements. The World Travel and Tourism Council (WTTC) states, that in 2011 travel and tourism industries contributed with $6 trillion to the world economy, representing 9% of global GDP, and supported 260 million jobs worldwide[5]. For this, most of the

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[2] UNWTO- United Nations World Tourism Organization
[3] UNWTO- United Nations World Tourism Organization
[4] UNWTO- United Nations World Tourism Organization
[5] World Travel and Tourism 2001, published by World Travel and Tourism Council (WTTO)

countries have made substantial investments in different touristic areas. These investments aim to capture a part of the growing market of tourism and to establish an image for the region. Most of it is applied in building entertainment and cultural spaces in order to promote economic and visitors growth (Rosentraub and Joo, 2009).

Tourism is definitely, not only a major element in a country's economy, but also a driving force for regional development (Chen and Tsai, 2007). Today most cities are equipped with sports, cultural and entertainment related venues, fruit of these investments, and Lisbon is no exception. In the last years, it can be witness the public investment in the rehabilitation of public spaces (ex: rehabilitation and improvements at Praça do Comércio, Martim Moniz, Mouraria and Ribeira das Naus), reconstruction of buildings (LX Factory, Cais do Sodré and Príncipe Real) . In the publication "Lisboa na Rua", by Cushman and Wakefield, from September of 2012, it is clear the urban rehabilitation and conversion processes of the past few years.

In order to develop a successful destination with an offer that presents itself as interesting for prospective visitors, the selection of which venues and amenities to install is of great importance and has to be able to appeal to prospective visitors but also to residents, so that the combination of these two can create a vibrant tourism service economy (Rosentraub, Joo, 2009). The planning of tourism sector, normally provided by a general national agency and then by small regional agencies (the case of the Portuguese organizations), is based on the assumption that the travel destination reflects feelings, beliefs, and opinions that an individual has about a destination. Therefore, it is possible to see how the established image of a destination is so important for the success of its tourism activity.

A great way to develop the economic benefits that derive from tourism is to integrate it in the national economy, by building a strong link between tourism and other sectors (e.g. agriculture, fisheries, service industries, etc.)

2.3. Tourism Statistics in the European Union

According with the data provided by Eurostat, in 2011, the residents (aged 15 or above) of the European Union's 27 countries made 1 055 million holiday trips.

In some EU Member Countries, such as for Luxembourg, Belgium, Slovenia and the Netherlands , more than half the total number of holidays trips were to foreign destinations. This contrasts with the situation in Romania, Spain, Greece and Portugal, where less than 10 % of holiday trips taken by residents were abroad. According with

the conclusion stated on the database (Eurostat), these figures show to be influenced by both the size of the country and its geographical location (smaller and more northerly countries tended to report a higher propensity for their residents to take holidays abroad). The European Union estimation point to that fact that 51,9% of the European union population made, at least, one trip of a minimum of four overnight stays, and that Germans, British and French are the ones that spent more night abroad, in 2011.

	Nights abroad	Share (%)
EU-27 (1)	2 263 239	100.0
Top 10 (2)	1 973 263	87.3
1 Germany	655 598	29.0
2 United Kingdom (3)	502 865	22.2
3 France	204 139	9.0
4 Netherlands	158 425	7.0
5 Italy (4)	102 576	4.6
6 Spain	89 955	4.0
7 Sweden	81 350	3.6
8 Belgium	75 984	3.4
9 Austria	55 396	2.4
10 Denmark	46 974	2.1

(1) Estimate made for the purpose of this publication, based on annual and quarterly data.
(2) Sum of the available information.
(3) Estimate based on quarterly data.
(4) 2010.
Source: Eurostat (online data codes: tour_dem_tnw and tour_dem_tnq)

Table 1 - Top 10 Member States of origin for outbound holidays: number of night spent abroad

2.4. Economic Importance and Characterisation of Tourism in Portugal

According with the report "O retrato do Turismo em Portugal 2011", elaborated by the National Agency Turismo de Portugal, the tourism activity is still showing signs of growth, even though the country is experiencing economic restrictions,

In this publication, the flow of passengers from international flights presented an annual growth of 8,6% in the national airports. The Lisbon's airport had 6,4 million passengers, representing 52% of the passengers from international flights. 71% of the movement of international passengers was concentrated between the months of April to October, with the month of July registering the higher major number of passengers of 1,5 million, an increase of 8% from 2010.

The top five markets are United Kingdom, France, Spain, Germany and Brazil and these represent 64% of the revenues of 2011.
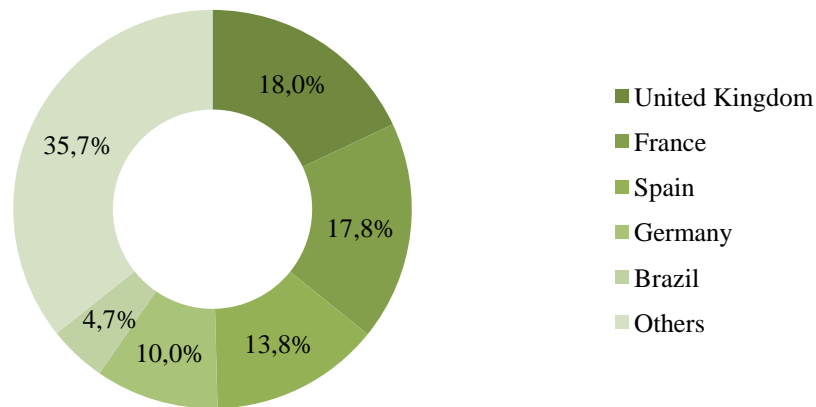
Table 2 - Tourism Revenues by country of residence, 2011

Source: INE (Instituto Nacional de Estatística - National Statistics Institute)

The revenues associated with the tourism industry were of 8,1 billion Euros. The markets that contributed the most for this performance, with increases of 21% and 13,4%, respectively, were the USA and Brazil markets. This represented an increase of 7,2%, which is superior to the average registered in the Mediterranean Region of 4,9%. However, the economic restrictions impacted the internal market, where decrease of 1,2% of touristic travels was felt.

In the world context, Portugal occupies the 26th position in the ranking of touristic revenues, a place that the country occupies since 2009. Regarding its position in Europe, it occupies the 14th place and the countries of southern/Mediterranean Europe, where Portugal is included, accounted for 38% of the global tourism revenues of the European continent with 127 billion Euros.

The balance of tourism activity has present a positive sale of 5.172 million Euros, and over the years, it has been contributing for the chronic deficit of the Portuguese's balance of trade. The estimation, in 2010, was that tourism represented 9,2%[6] of the Portuguese GDP.

The Lisbon region is the region with more hospitality facilities, 458, and represents 24,5% of the available beds in the country, being second as the region Algarve occupies the first place. From all hospitality facilities, the hotels are the ones that are more significant and in the Lisbon region they account for 39% of the overnight stays. Of the total of the overnight stays in 2011, 66% were from the external markets and 28% were in the Lisbon region.

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[6] INE (Instituto Nacional de Estatistica - National Statistics Institute) - Conta Satélite do Turismo

Algarve   LVT   Madeira   Norte   Centro   Açores   Alentejo
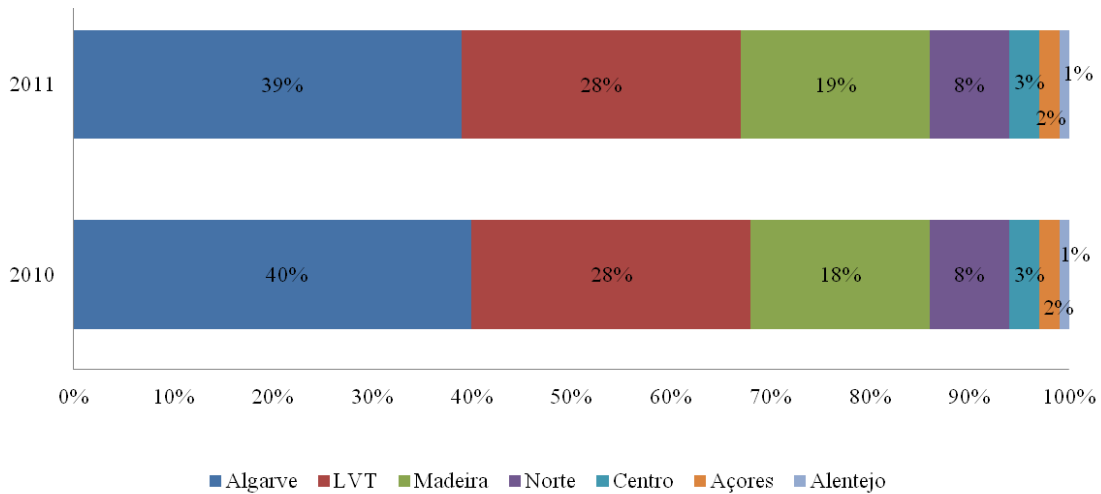
Table 3 - Total of overnight stays from external markets, by region (2011)

Source: INE (Instituto Nacional de Estatística - National Statistics Institute)

In 2011, the Lisbon region received 4,8 million guests that originate 634 million euros of revenues. The average stay in hospitality facilities was 2,2 nights.

Regarding the markets, Spain occupies the first place, accounting for 20% of the overnight stays. The second place belongs to Brazil that increased 22%, facing 201 and France occupies the third place, with 651 thousands of overnight stays. It is important to note the evolutions in the British, Dutch and Russian market with increases of 39 thousand, 27 thousand and 52 thousand of overnight stays, respectively.
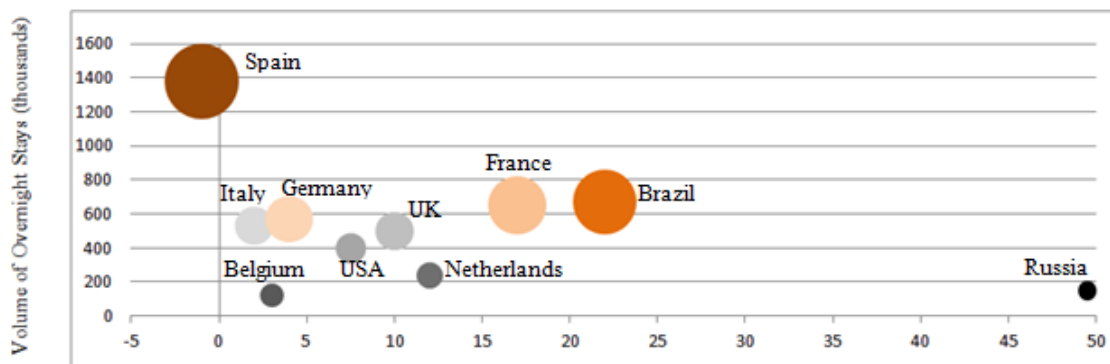
Table 4 - Overnight stays in the Lisbon Region (evolution of external markets) Top 10 - 2011

Source: INE (Instituto Nacional de Estatística - National Statistics Institute)

One of the most important aspects for tourism in Portugal is its seasonal nature. Portugal verifies peaks in demand in the summer months. For the Lisbon region the external demand varied between 25%, in the low season and reached its peaked in the middle season with 39%. The high season (summer months) registered 36% of the external demand.

The Lisbon region registered, in holidays or weekends, higher occupancy rates than in weekdays (49,1% vs 44,1%) that points to the fact that Lisbon can be faced as a city break destination.

In the " Travel & Tourism Competitiveness Index " of 2011, a report produced by the World Economic Forum, Portugal was in the 18th position in the most competitive destinations all over the world. In the European context, Portugal occupies the 13th place, ahead of countries like Norway, Ireland, Belgium, Italy, Greece and Turkey. Regarding the Mediterranean Bay, Portugal was in 3rd place in the competitive set, behind France and Spain, out of a set of 14 countries.

According to PENT - Plano Estratégico Nacional do Turismo, the National Strategic Plan for Tourism, Lisbon's region should seize the world trend of the increase of the short breaks/city breaks type of travel to increase the number of guests and overnight stays. It is hoped that, by 2015, Lisbon will have 3 million of foreign guests and 7 million of foreign overnight stays. In results, profits should increase to an annual rhythm of 8,3%.

2.5. Concept of Image and Tourism Destination Image

Naturally, such an important activity has been subject of extensive academic research. Academic research has focused on the habits of tourists, which are analyzed and used to draw conclusions with contributes to different areas such as economics, politics and psychology. Moreover, it has focused on marketing destinations, competitive issues and theoretical models of destination choice. The proof of this is the great number of academic journals, official organizations and even universities research centres that exist and dedicate themselves to study tourism, hospitality and leisure time.

A particular field of tourism research is the one that focus on the touristic destination image (TDI). The topic appeared in the 70's and started receiving a growing attention in the 1990's, as both academics and practitioners perceived the importance of destination image in destination promotion (Tasci, Gartner and Cavusgil, 2007)

It is of prime importance to clarify the concept of destination image. As a complex field, there isn´t a single definition of destination image. Image itself is a far more complex concept, as well as, controversial and multidisciplinary. Image is linked to several fields of research, from psychology to philosophy, and naturally, there are many definitions and meanings associated with the word "image" (Rodrigues, Correia, Kozak, 2011).

Starting with the Philosophy point of view, this area has been focused on the study of the relationship that exists between reality and humankind's perceptions about that same reality. On the other hand, Psychology focus on the processing system of information, that is, the process of how human beings extract information from the surrounding environment and then processes it to form individual perceptions and beliefs (Rodrigues, Correia, Kozak, 2011). The various disciplines, that study the concept of image, help to understand that there is a difference on the actual reality and the perceived image by the human being of that same reality. For a touristic destination, this is of major importance. Achieving a positive and appealing image at the eyes of prospective visitors is then vital for the success of the tourism industry in a particular location, since it is not enough "to be" but the destination also has "to appear".

Image, in the context of destination image, refers not only to the visual construct of a destination place, but to a broader concept that relates with the internal impressions held about the destination image. However, the subjective nature (e.g. changes from person to person) and dynamics (e.g. different information sources, experiences at the destination and motivations) of the construct have led to multiple definitions, as explained below.

The research on the concept of destination image has been summarized by Gallarza et al.(2002) as they characterized it as relativistic, which means that it is both subjective and comparative. The subjective nature of the concept is stated above and refers to the fact that image changes from person to person. Comparative means that it involves perceptions about several objects since tourism is then defined as a service composed by several objects. Also, the authors state that the concept is still dynamic, as it is affected by both time and space, meaning that each destination image is a manageable instrument.

It is possible to see that there are a few aspects that the majority of the authors agrees on. According to Kotler et al.(1993), destination image refers to "the sum of beliefs, ideas and impressions that a person holds about a destination". Gartner's (1986) definition is, slightly different, "one's perception of attributes or activities available at a destination.", dealing more with the functional attributes of a destination, as the Crompton's definition includes a more psychological view of the subject. There are many other definitions, but what Tasci, Gartner and Cavusgil (2007) noticed it that each one deals with one or more elements of destination image, but none accounted for all the components that are present in this complex subject. It appears that, it is of general

agreement, that the concept has to contain both functional and affective components, referring to the perceptions of visitors about physical and non physical spaces.

For Baloglu and McCleary (1999) the components of destination image are cognitive and affective image, that then result in overall image, whereas for Gartner (1993) are cognitive, evaluative and conative. One of the results of the investigation led by Baloglu and McCleary (1999) is the integration of the models of destination image, like the common/unique/holistic (Echtner and Ritchie, 2003) and the cognitive-affective-conative (Gartner, 1993). This integration has led to a more comprehensive definition of destination image, in which each item can be both the cause or effect of a change and there is a multiplicity of relations between them. For the authors, "destination image is an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination". Destination image is then considered as the image formed by tourists through their own interpretation of both emotional and cognitive aspects (Beerli and Martín, 2004).

In the work developed by Pike(2002), one can see the multiplicity of studies and body of research of the past three decades about destination image. Most studies focuses in themes that relate with the role and influence of destination image in traveller's buyer behaviour and satisfaction. Other ones focus on the destination image formation, its components and what influences it and apart from these, there has been studies that focus on more particular subjects, such as the familiarity to the destination (McKay and Fesenmaier, 2000), the tourists' geographical provenience, temporal influences on the image of the same destination (Gartner, 1986) or the interaction of socio-demographic variables (Baloglu and McCleary,1999).

Despite the multiplicity of studies, destination image continues to be a complex, dynamic and controversial concept, characterized mostly by its multidisciplinarity, as there are so many approaches to study it (Gallarza et al, 2002). although there has been much research on the topic, there are critiques that state that destination image studies lack a theoretical support and background, since many of the studies are mainly empirical. Contributing to this criticism is the fact that tourism, as a service, is itself complex and multidimensional (Gallarza et al, 2002). One of its main characteristics is intangibility and that may consist in one of the difficulties in achieving solid theoretical ground, as the image depends on invisible elements (Fakeye and Crompton, 1991), meaning that the tourists' decisions are mainly supported in impressions and perceptions, as consumers buy invisible elements of the product/destination. Therefore,

the subjectivity that characterizes the theme has been an obstacle to achieve consensus regarding theoretical substance, as tourism is constituted by a multiplicity of elements such as the heterogeneity of actors, the multi-locality, the globalisation of practices and places and the extreme diversity of the same (Darbellay and Stock, 2012).

In sum, the tourism product is based on images and thus the importance of destination image studies to understand better the consumers' choices regarding the destinations.

In order to clarify the research that has been done in destination image it is important to see that the theoretical framework has been focused either on the supply side, the destination positioning or the demand side, the tourist's perception. In recent times, most of the attention has been drawn to the demand supply as authors understood that the emotional responses are, sometimes, more important for the basis of tourists' perceptions (Rodrigues, Correia and Kozak, 2011)

2.6. Importance for tourism marketing and strategy

Tourism destination image's importance is recognized since it impacts the individual's perception of a place and its consequent behaviour, normally measured through the re-visitation intentions (Baloglu, McCleary, 1999). This is what is defined as the static approach on destination image formation process (Gallarza et. al, 2002) that focus on the relationship between image and the tourist's satisfaction and posterior choice. In fact, this relationship has been the focus of many studies (Chon, 1991; Phelps, 1986; Pearce, 1982) that have proposed models to measure and assess the image of a touristic destination.

The management of tourism destinations represents a challenge, but also a complex process, especially in urban centres, as these are organized according with the needs of local residents, not with the tourists' needs. The image of a place formed by a visitor and the one formed by a resident are usually very different from each other (Phelps, 1986).

To understand what tourists expect and which are the features that contribute to a better quality of their experience, can offer some guidelines for destination managers. But it is not only understanding which attributes are important, but also, which ones are affecting negatively the image of the destination and the experience's quality (Griffin, Edwards, 2012). When promoting a destination, marketeers should avoid over-emphasizing or over-promising the destination's attributes so that they are not

responsible for fake promises that can result in greater dissatisfaction for tourists (Chon, 1992).

The knowledge of the factors that influence destination image can help destination marketeers to influence the behaviour of prospective tourists and identify different target markets that require different promotion strategies (Godall,1990). In order to position a destination in a specific market, it is required an analysis of the cognitive and affective images held about the destination. The tourists' perceptions and the positioning of a destination are interconnected concepts, as understanding perceptions is vital to a correct and effective positioning (Rodrigues, Correia and Kozak, 2011). In this sense, image can be faced as, not only a marketing tool, but also a strategic tool.

Destination images studies have an essential role in perceiving the tourists' process of decision making and most studies state that the travellers' satisfaction or dissatisfaction depends greatly on the comparison between the travellers' expectations about the destination and his perceived performance of the destination (Pike, 2002).

For the tourism industry, it is essential to understand the destination competitive positive position and where improvements are needed, so that the destination can be differentiated, in a favourable way, from its competitors (other destinations), in the consumers' minds. This knowledge of a destination's strengths and weaknesses is relevant and helpful, since it can indicate the way for improvements in the core tourism product and/or marketing-mix elements (Matos, Mendes and Valle, 2012). To know the destination's strengths and which elements are perceived as more positive can provide guidelines for advertising campaigns, by emphasizing these elements. In fact, the pictorial element can have great importance, as the content of the promotional campaigns affects destination image (MacKay and Fesenmaier, 1997). However, which aspect is the one that influences image formation the most is still unknown and more empirical research on the role of information sources, for example, is needed to understand this.

The tourists' motivations, that are behind the decision about a certain destination, also need to be assessed, as the promotion of touristic products might be inconsistent with these motivations, leading to ineffective results. It is expected that the manner people view or perceive something, in this case, a destination, is influenced by their cultural background (MacKay and Fesenmaier, 2000) and visitors from different origins have different cultural values (Gallarza et al, 2002). Therefore, a key factor in managing

tourism must be the understanding the different components of the destination and match them, in the best possible way, with the tourists' motivations and expectations, in order to increase tourists' satisfaction. Hence, to segment the market according with motivations and/or cultural values might be a sound basis to promote the destination to different audiences, developing a communication that evokes affective responses related with the psychological motivations of each group (San Martín and del Bosque, 2008; Beerlí and Martín, 2004). The attention to or the exclusion of certain attributes can play an important part in the promotion of the destination (MacKay and Fesenmaier, 2000).

According to Chon (1991), the consumer's buying process is composed by several stages and the motivation to buy a certain product/service arises from the expectation that product/service will satisfy his/her needs. The meaning of this is that the images that visitors hold about a destination will perform a crucial role in the destination success, as the tourist's satisfaction or dissatisfaction functions according with his or hers evaluation of the match between the expectations hold and the perceived outcome of the visitation experience (Chon 1992). Also this image tends to change with the different stages of the travel, so it is logic to assume that images before and after the visit present some differences, as exemplified in Chon's study (1991), conducted in South Korea, where significant destination image modifications occurred after the traveller visited the destination.

When measuring the attitudinal and perceptual aspects of tourists, the level of precision is extremely important since, as seen above, the strategy for developing and promoting the destination can be supported in the studies that carry out these measurements (Driscoll, Lawson and Niven, 1994).

For a destination, whether it's a country, city or local, a brand name is required and when this brand name emerges from the level of satisfaction, previous visits and word-of-mouth advertising, this means an opportunity for decreasing marketing costs (Tasci and Kozak, 2006). The word of mouth effect matters a great deal for the services' industry, even more for the tourism industry, as previous studies show that the majority of tourists receives most of the information from friends and relatives (Tasci and Kozak, 2006; Baloglu and McCleary, 1999). This leads to the debate between brand and image, vastly discussed in the tourism field. It is important to discuss up to which extent these two concepts, "brand" and "image", are associated with each other and in which points do they differ from one another. Pike (2009) states that the concept of destination image is a pre-existing image concept. It is possible to conclude that image and branding are

interrelated concepts, as image is an important feature when building a destination's brand. However, the link between these two concepts is still not clear, as image, per se, is a very complex subject. Destination branding is, normally, defined as the way to communicate the destination, differentiating it from its competitors and similar to general concepts on branding, it has two main functions: identification and differentiation. Regarding destination, identification isn't about explaining the source of the product, but to explain a place as a large entity, with multiple elements (Qu, Kim and Im, 2011), which one can conclude of being a difficult task. In addition, the function of identification has to support the destination brand in establishing a meaningful relationship between the brand and the consumer, so it is crucial to understand which associations are positive and of greater value to the destination. Cai (2002) states that the core of destination branding is, in fact, to build a positive destination image, by selecting a brand element mix that differentiates the destination, indicating the need to investigate the fit between the projected image and the received one. Qu, Kim and Im (2011) argued that the core of destination branding is to create a positive and superior destination image and, as this last is composed by affective and cognitive evaluations (Baloglu and McCleary, 1999), so should brand associations.

In sum, what their study has focused is that the singular image of a destination must be regarded as an important part of brand's associations. This image will influence the destination brand's image, meaning that brand identity must support itself on the clear understanding of the destination image elements to create the proper brand image for the destination, which will then be projected to the consumers. This process of branding a destination basis itself in a sender that projects the destination brand and a receiver that perceives the destination's image. If this perceived image is not consistent with the brand identity/associations, this might lead to dissatisfaction and disappointment and impact negatively in the tourism industry revenues.

On the empirical study conducted by Tasci and Kozak (2006), the following question was asked to a "group of academia, researchers and practitioners in the field of travel and tourism": *"How do you compare the 'brand' concept with the 'image' concept in tourist destination context? Are there similarities and/or differences between them? If yes, what are they?"*. The results were more or less clear that brand is viewed as a result of marketing actions and image is considered to be more of a product resulting of the consumer's perception.

2.7. The process of the formation of destination image

To understand the theoretical ground about destination image, it is very important to understand the subject's main characteristic: multidisciplinarity. As seen above, the concept can be studied from different angles, with different implications, relating greatly with human behaviour. More than multidisciplinary, this field is also complex, subjective and multidimensional and as it is an intangible "product", the difficulty of a correct and accurate measurement increases.

According to Baloglu and McCleary (1999), the initial image formation stage, before actual visitation, is the most important phase in the selection of a destination. For these authors there are two approaches to study the image formation process. The first one is called static and focus in the relationship between image and the tourists' satisfaction and consequent behaviour. The other one is the dynamic one and refers to study of the structure and formation of tourism destination images. Both approaches help to identify which factors influence image, so that image can be used to influence tourists' behaviour.

Although TDI is such a multidisciplinary field, Mazanec (1994) showed that all studies presented, until now, are designed under three dimensions: the first one refers to the subjects perceptions on a given object, the second dimension, concerning determinate characteristics, the third dimension. In the empirical research presented until today, it is very common to see studies focusing on one of these dimensions, with different goals. If a study focus on the subject dimension, it is clear that it focuses on a segmentation point of view. On the opposite, if a study focus on the second dimension, it's more likely to be a competitive analysis. To focus on the third dimension, "the characteristics", is to focus on the analysis of the components that make part of that image and even though tourists might not have a lot of knowledge about destinations that they have not visited, they are still able to create a mental picture and construct of the "ideal" destination (Mayo,1975).

In the dynamic approach, it is clear that the discussion on destination image concept doesn't stem only from the disagreement about concepts or its characteristics but also from the different points of view on its structure. In the investigation carried by Lai and Li (2012), two streams of thought are considered: i) the structured view supported by researchers like Baloglu and McCleary (1999), Echtner and Ritchie (2003) and Gartner (1993), stating that Tourism Destination Image has some kind of internal

structure and ii) the view defended by Reilly(1990), stating that there is no proven structure in the field. Even though the recent efforts to structure or restructure TDI, the debate on its structure and if the same exists, which kind it is, is still a debated subject that has reached little agreement. Lai and Li (2012) point to the importance of structure, as the relationship between the different parts and the whole is fundamental for a clear understanding of the concept and also for a more useful propose of the same to management, strategy and marketing.

The process of image formation has also many views. One developed by Fakeye and Crompton (1991) state that image is formed through three stages: organic, that corresponds to the state of awareness about the destination and exists before any intervention of promotion; induced, referring to the image formed after the intervention of promotion and complex images that result from real visitation and experience with the destination. The authors also link these three types of image with the three functions of promotion/advertising: inform, persuade and remind. By knowing how image is formed, it becomes easier to create, improve or to change it, despite the different and multiple interpretations of the same image (MacKay and Fesenmaier, 1997). Investigations like the one developed by Kim, McKercher and Lee (2009) investigate exactly this: in the same sample, they investigate the perceptions on destination image of a group of tourists before, during and after their visit to the destination. The results can lead to conclusions about the volatility of cognitive and affective images and, in this particular study, affective image proved to be more volatile mainly because the cognitive image was supported on a previous acquisition of knowledge, while affective image is a more emotional one.

The multiplicity and complexity of characteristics have an undeniable influence in the image formation process: it can be understood that destination image is, normally, composed by multi attributes, that are the elements that compose the final image and also that this final image comes from a sequence of stages and results from the influence of several factors (Gallarza et al., 2002). From the tourism destination image formation process results two areas of investigation: destination selection and tourism satisfaction (when actual visitation happens).

There are several factors that influence the image formation process. Most authors sate that these are related with the information obtained about the destination and a variety of individual characteristics. Gallarza et al (2002) synthesized the influence of distance, as the geographical location of visitors might influence their

image of the destination, the influence of time, as the length of stay and previous visitation, the influence of residents' role, the active one as they might have different perspectives that can be compared with the ones hold by visitors and the passive one as residents play an important role as they are part of the image and can provide support for the industry.

Baloglu and McCleary (1999) found that image is caused by two factors: stimulus and personal factors. The first group, stimulus factors, derive from external environment stimulus, for example, physical objects. The second, the personal factors, refer to the social and psychological characteristics of the perceiver. Also, in the absence of actual visitation to one place, the authors found that three major determinants exist in touristic destination image: tourism motivations, sociodemographics and information sources. However, which aspect is the one that influents image formation the most is still unknown and more empirical research on the role of information is needed to understand this (MacKay and Fesenmaier, 1997).
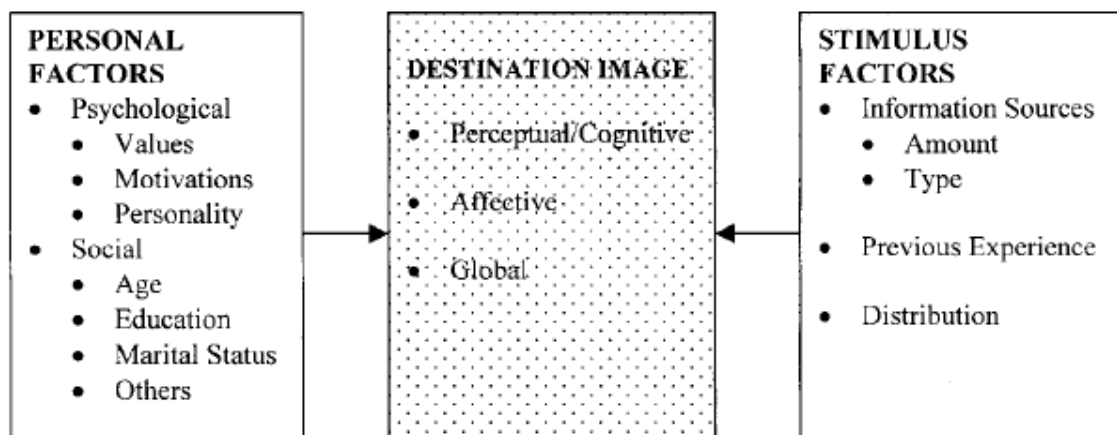
Figure 3 - Factor that influence Destination Image (Baloglu and McCleary,1999)

2.7.1. Information sources

Information sources are part of the stimulus factors and influence the forming of perceptions and evaluations about a destination. According to Phelps (1986) , image can be classified depending on the information sources. Image can be secondary, which is the one perceived before experience and primary, the image formed after actual visitation, normally, more realistic and complex. In opposite, Gartner (1993) classifies the information sources, called by the author as image forming agents, according with exactly this, the agents: a)overt induced, referring to the traditional advertising in mass media; b) covert induced, which are the ones that recur to the use of celebrities in

promotion or the ones that refer to promotion activities; c) autonomous, the ones that include mass media news, documentaries, films, television programs about the place; d) organic, referring to friends and relatives' own experience and e) the actual visit to the destination. It is common to accept that the image formed after actual visitation is more complex and realistic, than the one formed only through secondary sources of information (Beerli and Martín, 2004). Information sources that are viewed/consulted before actual visitation, normally, have three functions: to minimize the risk inherent to the decision about a certain destination, to create an image of the destination and to serve as an instrument to justify the decision made (Beerli and Martín, 2004). However the relationship between the perceived image and the information sources can only be analyzed in term of first time visitors, as repeated visitors might not remember which kind of sources they utilized before the first visit to the destination.

In the study conducted by Beerli and Martín (2004), the authors carried out a research on the destination image of Lanzarote. In their results, it was clear that assessing the information sources used by visitors was crucial to achieve the best choice of the communication mix of the destination. They emphasize the need for those that are responsible for promoting a destination to develop a relationship with the communications' channels to ensure that the message transmitted is coincident with the defined and desired image of the destination. It seems a logic conclusion that, since destination markeeters or national tourism agencies have no control on organic sources (family and friends), they need to provide them a pleasant and memorable experience, so that the word-of -mouth effect can be positive, by making the destination to live up to the tourists' expectations. It is important that the person or association in charge keeps a close eye on the image broadcasted by the media to assess whether it is positive and in accordance with the message they want to transmit. One curious effect, found in their study, was that the more a tourist visits a destination, the worse its assessment of the place (the authors state that this is due to the fast and disorderly touristic expansion lived in Lanzarote).

2.7.2. Psychological Factors and Motivation

Psychological factors refer to the psychological characteristics such as gender, age, education level and place of residence (culture). One's psychological characteristics affects the perceptions both at the cognitive and affective level and, consequently, the resulting destination's image.

The psychological nature of the individual, such as its motivations, values and personality play an important role in assessing a place's image.

The way people judge and perceive the surrounding environment has found to be related with demographic variables (MacKay and Fesenmaier, 1997). Social and demographic characteristics can be seen as internal inputs that influence the visitor's perception of a place (Beerlí and Martin, 2004). There has been some studies that found differences in perceived image that varied with gender, age or level of education (Baloglu and McCleary, 1999) , while in the work of Baloglu (1997), the author found no differences in the visitors' perception, in the cases of gender, education level or income.

Also, it is believed that motivation, defined as a socio-psychological force, is central to comprehend the tourists' behaviour, as it is behind of actions and/or decisions (Baloglu and McCleary, 1999). Therefore, it becomes necessary to understand which dimensions tourists use to form their destination images and what is the role of psychological factors, such as motivation, in that formation, since different motivations and cultural values will lead to different perceptions of the same destination. (San Martín and del Bosque, 2008). It is suggested that motivation influences directly the affective image, and therefore, as this influences overall image, one conclude that motivation influences directly or indirectly the overall image ((Gartner, 1993), (Beerli and Martín, 2004)).

2.7.3. Assessment and Measurement of Tourism Destination Image

As noted by Gallarza et al (2002), in their profound analysis of the existing literature on the subject, two approaches exist, in terms of assessing and measuring tourism destination image. The first one are the ones that without developing any theoretical construct, apply statistical tools, conducting an essentially empirical research. The second type are those that conduct an empirical research, explain a detailed methodology and deal with the possible problems of measuring image (Echtner and Ritchie, 1993). Unfortunately, the first type studies are more common, due to the problems of image's measurement.

2.8. Theoretical Models

In the academic research about destination image, that has grown considerably in the last three decades, one can find several models to assess and determine a

destination's image. For a while, most studies focused only on the cognitive element, leaving behind the affective construct and the behavioural one (Tasci, Gartner and Cavusgil, 2007).

The work of Echtner and Ritchie (2003) has set numeral foundations for future investigations. These authors included the affective element in their structure, by presenting a more comprehensive definition of image as the perceptions about destination attributes, but also the holistic impression of the destination. Therefore image is consisted not only by the functional characteristics (tangible aspects) but also by psychological characteristics (intangible aspects). In their three dimensional model, they defined three axes: functional/psychological, the common/unique and the holistic/attributes. The functional/psychological makes a distinction between the directly observable parts and the parts that are intangible, the common-unique axe search to recognize what it is unique and distinctive about that destination and what it is common and the attribute-holistic dimension refers to a range of individual elements to an overall impression. A sum of their model would be that destination image is formed by both functional and psychological attributes, with some of them being common to other destinations and others are unique, and represent a strength for the destination, and that destination has to be understood as an holistic image, that is bigger than the sum of the functional/ psychological and common/unique attributes.

Another model, was the one developed by Gartner (1993), that has been utilized in numerous empirical studies and is referred as the cognitive-affective-conative model. Inspired in this model is the one created by Baloglu and McCleary (1999). Their model is said to be of great value to the field as it presents a structured view of the construct, based on the factors that influence image and relationships between different components. For the authors, the structure of destination image is composed by cognitive and affective images, that then create the overall image. This is also supported by Gartner (1986) that stated that the multiplicity of perceptions about a place will interact with each other to form an overall image.

2.8.1.Cognitive Image and Affective Image

Cognitive element refers to the beliefs and knowledge about a place's objective attributes, such as physical characteristics. Cognitive image is believed to be greatly influenced by the information acquired before actual visitation and its development can

be presented as a function of the variety and type of information sources that the tourist is exposed to or utilizes (Gartner 1993).

The affective component is seen as the value that individuals attach to destinations based on previous motivations (Gartner, 1993). It is the knowledge about the environment's affective quality (Baloglu and McCleary, 1999)

It is also agreed that, from a theoretical point of view, the cognitive component is an antecedent of the affective perception (Beerli and Martin, 2004). So, the affective evaluation depends on the cognitive assessment and the affective responses are formed as a function of the cognitive ones (Gartner 1993, Baloglu and McCleary 1999). Both components interact, since physical qualities of places have also meanings attached to them, even though they are distinct in definition.

2.8.2.Overall Image and Conative Image

The overall image is considered as an independent dimension of image, that will be greater than the sum of the cognitive and affective components (Baloglu and McCleary, 1999), composed by both functional and psychological characteristics of the destination, very similar to the definition stated above, about the holistic image formulated by Echtner and Ritchie (2003). This overall image is then the positive or negative evaluation of the product/brand, in this case, the destination. Both cognitive and affective image compose the overall image (Baloglu and McCleary, 1999) and it is important to understand the different relationships existent between the three concepts and if the overall notion is favourable or not.

The conative element contains the behavioural intention towards the destination, which normally is measured by the likeliness to recommend and/or to visit again the destination in study. One interesting study is the one that investigates the relationship between the future behavioural intentions and its determinants, in order for managers to improve more effectively the attractiveness of the destination's image (Chen and Tsai, 2007). In this sense, a favourable pre-visit destination image would contribute greatly for the tourist to perceive his or hers experiences in a positive way when actual visitation takes place.

In the study conducted by Balogly and McCleary (1999), it is clear that the overall image is directly influenced by the evaluative perceptions of the cognitive and affective attributes and many empirical studies test and analyze the relationship between the cognitive and/or affective component and the overall image about the place.
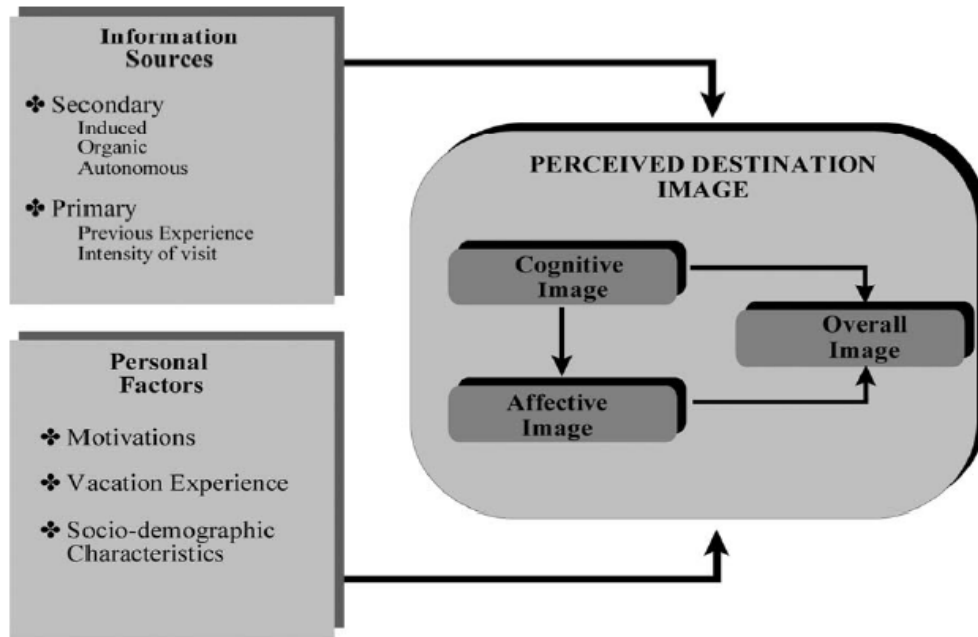
Figure 4 - Model of Destination Image (Baloglu and McCleary, 1999)

2.8.3. Study Methods

Pike (2002) noted that most studies measure the perceptions of only one destination, without framing into a set of competing destinations. This might happen because the difficulty of finding a sample that is familiar with all the destinations. One way to solve this problem is to conduct an investigation into a group of tourists that is visiting a defined itinerary, with several cities, and then focus the study in those cities, or with several countries, and then focus the study in those countries (Driscoll, Lawson and Niven, 1994).

Most of the first empirical studies have exclusively analysed the cognitive component of destination image through the structured technique or multi-attribute approach (e.g. Chon, 1991; Echtner & Ritchie, 2003; Fakeye & Crompton, 1991; Baloglu and McCleary, 1999; Beerli and Martín, 2004).

Normally destination images studies use different scales for the different types of image Through surveys, using quantitative methods, most studies analysed the cognitive image by using Likert scales. Then, recently, several studies began to include both cognitive and affective aspects when measuring the destination image. (Baloglu, 2001; Baloglu & McCleary, 1999a; Beerli & Martín, 2004; Kim & Richardson, 2003). Most studies measure the affective image through bipolar scales, using a set of adjectives, or they recur to Likert type scales.

Recently, some studies began to apply other techniques, such as importance-performance analysis (Driscoll, Lawson and Niven, 1994;Enright and Newton, 2004; Go and Zhang, 1997; Griffin and Edwards, 2012; Coghlan, 2012)

The most observed format, in the investigation for this literature review, were questionnaires base in a set of several attributes where the respondent had to rate the destination in each of the attributes, in 7-point Likert scale, with the adjectives important and/ or positive. It exists also the option to use the grid format, consisting in a page that has the destination or destinations in the horizontal axis and the attributes along the vertical axis and its more used when the study focuses on multiple destinations.

3. METHODOLOGY

The investigation methodology of this investigation combines both quantitative and qualitative research methods.

3.1. Qualitative Research

The qualitative research, also called as field research, combines methods in which the researcher is personally involved, as he interprets the human field of the activity in study, trying to collect perspectives/descriptions/explanations of the human subjects. (Miles and Huberman, 1994). The qualitative research method used in this investigation were interviews, that allowed to collect personal perspectives of five professionals, linked to the field of tourism.

Ellram (1996) presents three types of interviews: - unstructured, semi-structured, and structured. In this study, the chosen type was the semi-structured. The nature of the semi-structured interview allows the participant to share his/hers opinions and observations, instead of answering strictly to closed questions. This provides a degree of spontaneity to the participant insights that will be valuable to obtain accurate and reliable information (Yin, 1994; Eisenhart, 1989).

The interview was composed by four open questions and aimed to capture insights of tourism professionals on their assess of the current touristic image of Lisbon, as well as, their views on performance of the important attributes and personal opinion in ways to improve the position of Lisbon and marketing campaigns. The open questions were part of the interview script and the answers were recorded, allowing the participants to freely speak their opinion, without any constraint.

The panel of interviewees consisted in five professionals: Gavin Eccles, a Tourism Consultant, chosen by its international experience; Nuno Santos, CEO of Espírito Santo Viagens, a travel agency, chosen by its professional experience in the tourism area; Mário Machado, Adjunct President of the Associação de Turismo de Lisboa (Lisbon's Tourism Association), chosen by its role in the promotion of Lisbon as a touristic destination; Margarida Vasconcelos, Comercial Director of the Evidencia Astoria Hotel in Lisbon and Diogo Domingos, Manager of the Equity Point Hostel, both chosen by their experience in the accommodation industry.

3.2. Quantitative Research

The quantitative research was conducted through a questionnaire composed with closed questions to individuals, which had to obey the main requirements of being non Portuguese, tourist and had visited or were visiting Lisbon. The survey was distributed and shared online in multiple social networks, such as Facebook and Travel Forums. The goal of the questionnaire was to obtain a demographic profile of the respondents and obtain their perception on the cognitive, affective and overall image about the city of Lisbon, as well as, to correlate variables in order to better understand the image formation process and factors that influence it.

The survey for this study was organized, in different structures according with the platform of distribution. In the paper form it was organized in the following: in the first section, section A, there were questions that aim to built the demographic profile of the respondent; in section B, the questions aimed to built a travellers' profile and to reunite information about the visit to Lisbon and respective motivations; the third section, C, was focused on the different image components, the cognitive, affective and overall image, and also the behavioural intention by asking the respondent the likeliness of recommending Lisbon to others or to visit again, in three years' time. The survey ended with an open question, non mandatory, asking why would the respondent re-visit Lisbon.

In the online form, the survey had to be organized in a different way to increase the response rate: first, there was the section regarding the image components (cognitive, affective and overall); second, there was the section with the questions regarding the visit to Lisbon and respective motivation; the third section corresponded to the demographic profile and the fourth section one could find the questions about behavioural intention and the ending open question.

The demographic profile contains questions about: age, gender, education level, professional status, nationality, country of residence and gross monthly income. The traveller's profile section contains questions about number of travels per year, usual motivations behind travels and classification of travels in internal or external. In the specific section about the travel to Lisbon, the respondent is asked how many visits to Lisbon has he/she experience, how long was the stay or last stay, the motivation behind their visit to Lisbon and which information sources were used.

To measure the motivations behind the visit to Lisbon, a 7-point Likert scale in importance was used. Respondents were asked to classify a set of sentences, describing different motivations, from 1 to 7, being 1 not important at all, and 7 extremely important.

In the information sources sections, respondents are asked to signal which sources do they utilized, in a multiple choice selection question.

In the measurement of cognitive image, the attribute list was elaborated by recurring to multiple studies (Baloglu and McCleary, 1999;Beerli and Martín, 2004; Gallarza et al., 2002; Phelps, 1986). The attribute list is composed by 21 items (Variety of fauna and flora; Wealth and beauty of landscape; Good Beaches; Opportunities for sports activities; Good sport infrastructures; Places of cultural and/or historical interest; Good and varied Museums; Variety of gastronomy; Variety of wines; Existence of good restaurants; Offers personal safety; Good weather conditions; Good infrastructure of hotels and apartments; Variety of shops; Good relationship value for money; Good public transportation network; Good transport infrastructures and materials; Variety of entertainment and/or nightlife places; Quality of entertainment shows and/or night spaces; Unusual ways of life and customs and Clean public spaces). The chosen method to evaluate the cognitive image was to apply importance-performance analysis, basing this study in the work presented by Pike and Ryan (2004), using 7-point Likert scales, being 1 not at all important and 7 Extremely important for the importance axe. For the performance axe, 1 represents Extremely Negative and 7 represents Extremely Positive.

Importance performance analysis is a simple graphical tool that analyses customer satisfactions basing itself in key attributes an perceived quality of service. It was developed by Martilla and James (1977) and recognizes satisfaction as a function of two components: the importance of a product/service to the customer and the performance of the provider of that product/service.

IPA analysis is of particular interested as it provides an overall view of satisfaction but also because it provides clear directives for management where to focus and where to invest and/or divest. The normal result of an IPA analysis is a graph with two axes: importance and performance. In that graph is possible to identify the four quadrants, to which one of them a meaning is associated and where every attribute is placed according with the given rating in the importance and performance scales. In the end, the result are four areas that classify attributes as (i) performing well and to maintain investment, (ii) requiring additional investment as they are underperforming,

(iii) of low priority and requiring little investment, or (iv) of risk of overinvestment as they are of low importance to customers (Coghlan, 2012).

In the past few years, IPA begin to be used in more areas, than the traditional ones, including tourism management and destination marketing. Apply it to urban destination, as suggested by Griffin and Edwards (2012), is, however, of extreme difficulty as managers exert little or no control over some attributes of the destination being assessed. IPA might diagnose some problems but the challenge relies on defining appropriate responses to such diagnoses. The primary usefulness of IPA is that it facilitates communication between managers and it can provide some organization focus (Coghlan, 2012).

Today, as we live in an increasingly competitive environment, marked by an international crisis, the assessment of a service/product's strengths and weaknesses can be of crucial importance for its success and IPA analysis can contribute greatly for this, as it allows to identify the areas where action is needed. For the tourism industry, it is even more important, as the quality of services and facilities are what determines the competitive advantage over other destinations, as it contributes for a positive word-of-mouth advertising and repeated visitation.

Two limitation pointed to IPA analyses are the lack of definition of the concept "importance" as it highly subjective (Coghlan, 2012) and also the selection of attributes, since the researcher has to choose attributes that are important for the consumer but this last might not know if they are important or not (until they experienced it), or even the consumer might have experienced a failure of service which will impact negatively its opinion on that specific attribute (Baker, Crompton, 2000).

The affective image was measured through the application of four bipolar scales, where the respondent registers his or hers opinion along a range of values. The four bipolar scales used in this study are: Arousing-Sleepy, Pleasant-Unpleasant, Exciting-Gloomy and Relaxing-Distressing. These scales intend to accurately measure the environmental perception and are used in multiple studies in the field (Baloglu and McCleary, 1999; Beerli and Martín, 2004)

The overall image is then measured with a 7-point Likert scale, being 1 extremely negative and 7 extremely positive. The conative component is measured through the question of how likely is for the respondent to re-visit Lisbon and to recommend it to others. Both questions are measured with a 7-point Likert scale, being 1 extremely unlikely and 7 extremely likely.

All data was analysed through the softwares: SPSS, a statistical software and Microsoft Excel.

The analysis included descriptive, correlation and non parametric analysis between the suitable variables and it was based in a theorized model of relationships between variables, inspired in the one theorized by Baloglu and McCleary (1999).
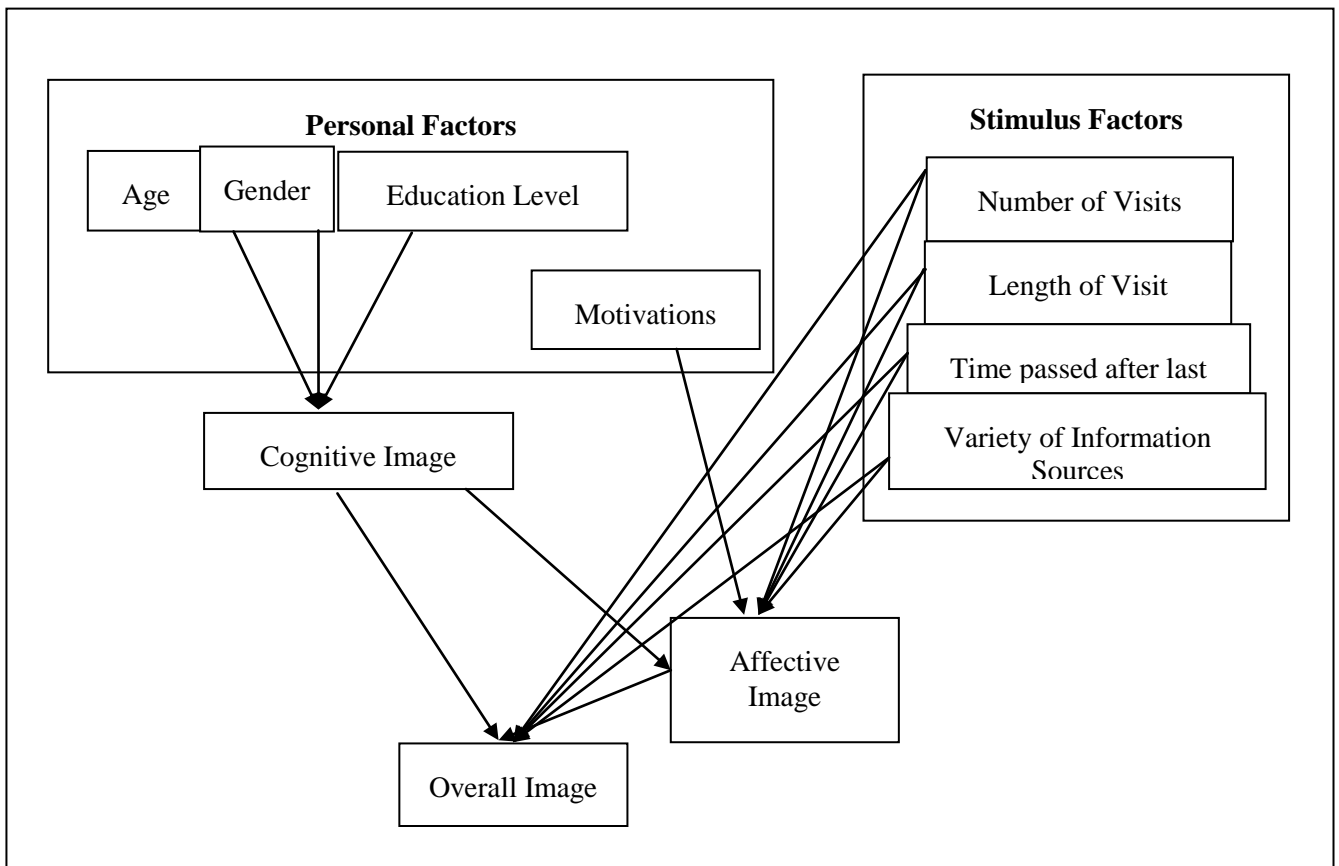
Figure 5 - Model of Relationships, tested in the Results section

4.RESULTS

4.1. Qualitative Research

On this research, it was found that the answers were, in general, very similar to all respondents. As the interviewees were professionals, it was possible to obtain a very critical view of the industry. The results, presented below, are organized by question, in order to facilitate their interpretation. The script and the reports of each interview can be consulted in section A of Annex

4.1.2 Interview answers

1.a) What is the image you think that tourists have of Lisbon, as a touristic destination?

In general, all professionals agreed that the image that tourists have of Lisbon, after visitation, is very positive and above expectations. Mário Machado, from ATL-Associação de Turismo de Lisboa, quoted satisfaction levels on the 90% level. Nuno Santos, from ESV - Espírito Santo Viagens, believes that Lisbon is a very interesting city to spend 3 to 4 days, indicating the human dimension, the increased accessibility and the safety as three reasons that make Lisbon an attractive destination and contribute to the positive image of Lisbon. Margarida Vasconcelos, from EAH - Evidência Astoria Hotel, says that the image before and after visitation are completely different and that image depends, also, on the country of origin of the tourist. She considers that for tourists that come from the American continent have the idea that Lisbon is still a very rural and traditional city, and then realize that Lisbon is clean and charming, whereas for Europeans, Lisbon represents a pleasant surprise, for its welcoming and friendly people and fantastic light and geography. For Gavin Eccles, the image is good, but Lisbon is a second tear city, as we have Paris, London, Rome, Berlin as "cities 1". The reason for this is that Lisbon doesn't have enough museums and/or historical monuments. He believes that Lisbon has a local concept, with all the historic neighbourhoods, being quite different and very much "Old Europe". For Gavin Eccles, the fact that it is a small city, it makes it easier to see. Diogo Domingos, manager of the Equity Point Hostel, thinks that tourists have a different image of Lisbon, due to the geographical aspect, the old look that also gives Lisbon a different charm and the

weather. Also, he believes that the fact that the population is usually warm, welcoming and helpful contributes also for a very positive and unique image of Lisbon.

1.b) In your professional opinion, what are the most important elements, that work as promoters and characteristics of Lisbon's touristic image?

In this question, there are two answers that were the more quoted: the light element and the natural geographic situation. All respondents feel that the closeness to the river and the sea, together with the great climate conditions, are two of the strongest elements of Lisbon. The price-quality relationship is also very notable but it is pointed by some of the interviewees as a negative aspect in the industry, as it lowers revenues. Other common answers referred to gastronomy, safety and the welcoming people. Mário Machado, says that that ATL tries to adapt the campaigns to the demand and to the market as each tourist has its motivation and he can found satisfaction for almost everyone in Lisbon, due to the multiple offer. He also noted the architectural and historical patrimony and multicultural life. For Nuno Santos, gastronomy, the multicultural aspect are also very important, as well as the hospital and friendly people. Margarida Vasconcelos noted that Lisbon is also starting to be a shopping location, mainly for markets like Angola and Brazil. Gavin Eccles noted that Lisbon is a very good city to merge with the local culture, as people here are more sensitive to tourists. Also he believes, that the small streets and the old shops in Lisbon are one of its more appealing elements, as they provide the feeling of an Old Europe Diogo Domingos stated that many markets don't know the characteristics and come because of its low price, but he believes that the gastronomy element is important, as most tourists really enjoy it, after trying it.

1.c) How would you consider Lisbon's performance on these elements? And in elements such as quality of service/accommodation?

Most respondents feel that Lisbon offers a very high quality service, to a very low price. Mário Machado, quoting the results of the satisfaction survey of 2011, performed by ATL, said tourists have rated price-quality relationship, cultural aspects, accommodation, restaurants and safety as having high levels of performance. Nuno Santos highlighted the price-quality relationship, by comparing Lisbon to Barcelona, where the tourists have to pay about 30 or 40% more for the same or worst level of service, and the high performance on the human dimension. Margarida Vasconcelos highlighted the negative impact of the low price and high quality, as she feels that

Lisbon offers fantastic hotels to prices of little motels/pensions. For Gavin Eccles, he considered Lisbon's performance as a touristic destination as being characterized with a fantastic offer, in terms of accommodation, but incredibly cheap, which is good for tourists, but generally bad for the industry. Diogo Domingos agreed with all the respondents, saying that Lisbon offers a service of high quality but to a very cheap, which for his market (hostels) and target (youth) is good.

2. Which are the weaknesses that you see, that make Lisbon a less popular destination, when compared with other European cities?

In this question, there is one weakness that was most stated by the interviewees: the peripheral location, that makes the air fares more expensive, and when compared to other destinations, a worse accessibility to Lisbon. For Mário Machado, it relates also with a promotion/knowledge deficit caused by a smaller financial dimension, than the competing destinations, and too many changes in policy, as each time an administration changes, the strategy and the concept also change and there is no long term strategy that holds. For him, it is clear that if all the surveys point to the fact that Lisbon is 90% of time above the expectations, then the image is not being effectively promoted in the markets. Nuno Santos and Gavin Eccles shared a common point view when it comes to one of Lisbon's weaknesses: the lack of a distinctive icon, that other cities seem to have (such as Paris and the Eiffel Tower) as people don't have an image that they immediately associate with Lisbon, which in fact relates with the small dimension of the country and that Lisbon is not a global city, so it does not have a global brand. Another thing, pointed by Nuno Santos is the lack of an event venue of substantial dimension that could boost the tourism of events. For Margarida Vasconcelos, Lisbon lacks a cultural offer more appealing, that matches with the accommodation offer. In terms of financial revenues, Mário Machado point out for the fact that Lisbon is definitely behind other countries for two reasons: a deficit in the number of tourists and/or excessive offer of accommodation. Mário Machado, explained that the low revenue per available room (rev-par) impacts in the ability to attract great hotel chains, as they move away from low returns. Nuno Santos reflected on the fact that by having few hotel chains and a lot of independent hotels, their main strategy is to low the price, leading to lower returns. Both Gavin Eccles and Diogo Domingos focused, also, in the lack of a more appealing cultural offer, in terms of art. Also, Diogo Domingos talked about the

promotion that he believes lacks an appropriate budget to be able to attract more tourists.

3. Which are the aspects that you think that should be improved, to a better positioning and also to a better marketing of Lisbon, as a touristic destination?

For Mário Machado and Nuno Santos, the low returns and the cheap prices have hurt Lisbon's positioning. Mário Machado considers that the concept is logical but the application fails, lacking a more specific and detailed promotion to the market and he recognizes a deficit in the volume of promotion, due to the financial structure. For him, the management of the offer is fundamental and Nuno Santos says that this is what makes Lisbon lacking the feeling of exclusivity, because it is so easy to find a cheap accommodation. He recognizes the double aspect of this fact: it is good because Lisbon is a cheap destination, but it is hurting the industry's revenues. Nuno Santos says that the positioning of Lisbon is correct but is influenced by the price and since people are not available to pay more (because the offer has such a low price), it is impossible to transmit the value of Lisbon. For Margarida Vasconcelos, there is a lack of institutional promotion that promotes Lisbon as a whole. She speaked of mistakes in the choice of the markets, as promotion was focused on instable markets that are now in crisis (Italy and Spain) and that the German market should have been invested in earlier, as it is a market where people have more vacation days, plan their vacation ahead and have always been know for travelling. Margarida Vasconcelos suggests the development of new flight connections and a bigger investment in markets as Angola and Brazil, and points out the danger of parallel accommodation to a quality tourism in Lisbon. To Gavin Eccles, Lisbon maybe great but more people need to know about it. For him, the problem is the lack of budget to do so. To this consultant, the emergent markets are not the markets to bet, as they will still want to visit the iconic cities, before they visit Lisbon. Moreover, he states that are so many Europeans that haven't been in Lisbon and, agreeing with Margarida Vasconcelos, says that Germany is a very good market to bet. For him, the flight connections here are very important, as there are countries in Europe that are connected with Lisbon by air. Even now, that TAP is flying to Russia, they're not selling Lisbon but they're selling the Brazil's connection. Gavin Eccles pointed a number of cities, such as Stockholm, Frankfurt and Brussels, that are connected with TAP flights and have no competition from an low-cost airline, that can mean a significant market for Lisbon and for TAP, if they sell to them Lisbon, as the

destination, and not Brazil. Diogo Domingos suggest a bigger investment in art and cultural matters and also a more broad training for the professionals as he feels that sometimes there is a lack of professionalism. Moreover, he says that Lisbon needs to be recovered, as some areas are in fact degraded and too old.

4.1.3 Conclusions and remarks

After performing these interviews, it can be concluded that in fact Lisbon has a lot to offer as a touristic destination and that tourists have a positive image of Lisbon, after visitation. Yet, it seems to exist the general opinion that they do not have a positive image, or an image at all, of Lisbon, prior to the visitation. This may happen due to a lack of a well defined promotion that also lacks sufficient budget to be effective. Another negative aspect, quite noted by the interviews was the offer management, as most feel there has been an inefficient and damaging management from tourism operators that results in low revenues for the industry. From the interviews, one gets the feeling that the problem it is not in its ability to attract tourists or even the promotion, but to an excess from side of the offer.

Despite this, Lisbon presents some significant attributes that can mean great value in the ability to attract tourists: its natural geographical localization, its climate and its people, more sensitive to tourism. This elements combined with the great food and with an interesting cultural and historical patrimony make Lisbon an interesting and charming city. Yet, the problem seems the lack of a distinct icon that people can easily identify. This study can contribute to this matter, as it intends to assess what are the most important attributes to visitors and in which is Lisbon performing best. By knowing this, promotion can be better adapted to prospective visitors and the experience of visitation can be even more successful, by achieving a better match between expectations and reality.

4.2 Quantitative Research

4.2.1.Sample's social and demographic characterization

The sample is made of 102 respondents, from which, 100 were obtained through an online questionnaire (Annex B1), that was shared in multiple platforms during a month (21st February 2013 till 21st March 2013), such as online social networks and travel forums and 2, were obtained in an hotel reception, located in Lisbon (Annex-Section B). This means that it is not a random sample, as it was obtained through people that were predisposal to answer and fulfil some requirements.

All respondents fulfil the requirement of having experienced, at least once, an actual visitation to Lisbon. The number of respondents to the online survey were, in fact, 296. However, two questionnaires were eliminated due to the nationality of the respondent, as it was Portuguese, and this study intends to study the perception of foreigners. From the remaining 294 respondents, 40 were eliminated as the respondents did not fulfil the requirement of having visited Lisbon, at least once. From the remaining 254 positive answers, only 100 answered the complete questionnaire, giving us a response rate of, approximately, 40%. Also, 5 questionnaires obtained in an hotel reception were excluded as they were not completed.

From the final and appropriate sample (102), one can verify that it is made by a majority of female respondents, 57%, versus 43% of male respondents (Annex-Section C-Graphic 11). In terms of educational level, 90% responded to have an university level degree, either graduate or postgraduate level. It can be concluded that it is a sample with a very high educational level.
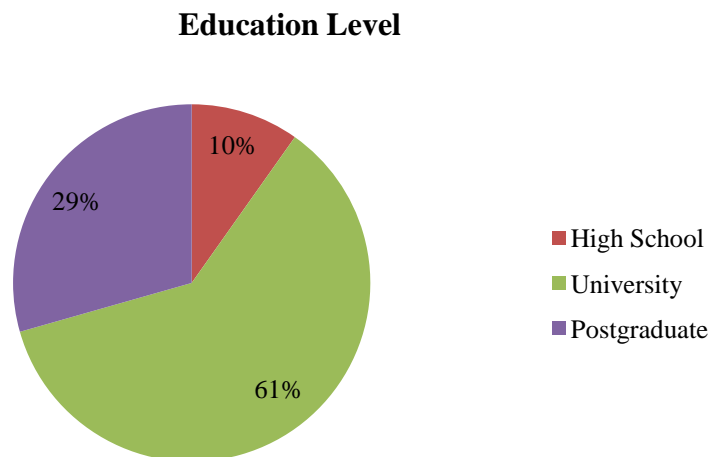
Education Level

Graphic 1 - Education Level of the Survey's Respondents

In respect to the age of the respondents, 42% of the sample has its age between 18 and 30 years old and only 5% was above 65 years old (Annex-Section C-Graphic 8 and Table 54). The sample is very young perhaps because it was obtained online and youth groups are usually know for using more online platforms.

In terms of professional status, the majority of the respondents, 51%, are employed for wages, 26% are students and 12,7% responded to be self-employed (Annex-Section C-Graphic 9 and Table 55).

The average gross monthly income was, in 23,6% of the cases, inferior to 1000€ and to 23,5% of the cases was superior to 3000 €. The most selected option, was between 1000 and 3000€ and it was selected by 38% of the respondents (Annex-Section C- Graphic 14 and Table 56).

Regarding Nationality and for purposes of a better understanding, it was decided to group the respondents by continents. Therefore, the sample was constituted by 66% of Europeans, 20% were from North America, 10% were from South America and Oceania and Asia were represented, both, by 2% of the sample, each. The country with the highest percentage was Spain, with 23%, followed by the U.S.A, with 17%. The full graph can be consulted in Section C, of Annex, in Graphic 15.
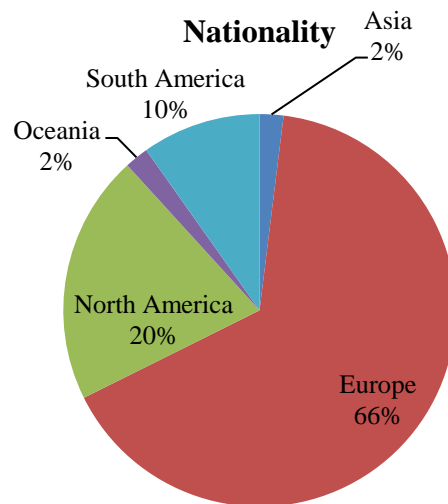
Graphic 2 - Sample's distribution by Nationality (Continent)

4.2.2. Traveller's Profile Characterization

In terms of traveller related information, 41,2% of the sample answered to travel between 3 and 4 times per year, 35% said that this number was between 1 and 2 and 21,6% responded to travel more than 4 times a year (Annex-Section D-Table 57 and

Graphic 17). When asked about their usual motivations to travel, 80,4% of the respondents all agree that their usual motivation is leisure (Annex-Section D-Table 58 and Graphic 18) and when ask about the kind of travels they usually do, if more inside their own country or to other countries, 82,4% said to travel more to other countries (Annex-Section D-Table 59 and Graphic 19). It is possible to conclude that our sample is constituted by frequent international travellers, that usually travel by leisure.

It is important so assess the number of previous visits to Lisbon. In this question, 52% answered to have visited Lisbon, only once, 13,7% had already visited Lisbon twice and 34,3% admitted to have visited Lisbon 3 or more times (Annex-Section D-Table 60 and Graphic 20). Due to this high percentage of respondents that admitted to have visited Lisbon 3 or more times, it was analysed if this was related with the usual motivation for travelling, as it indicated to be business travellers. A crosstabs analysis was performed with the corresponding data. The results denied this assumption, as from those who answered to have visited Lisbon at least three times, 68,6% indicated that their usual motivation to travel was leisure and only 11,4% indicated that their usual motivation was business (Annex-Section D-Table 61). This might tell us that, when visitors return, they return multiple times, even though a more thorough analysis is required, investigating what are the reasons for several returns..

In the online questionnaire, it was asked how long ago had been the last visit to Lisbon: 53,9% responded to have visited Lisbon less than one year ago, which is a good indicator of their capacity to remember and recall attributes and experiences, and only 11,8% responded to have visited Lisbon more than three years ago (Annex-Table 62 and Graphic 21).

In terms of the duration of the last visit to Lisbon: 31,4% answered to have been in Lisbon between 4 and 5 days, 26,5% said this number had been between 2 and 3 days and 21,6% said their visit had a week (Annex-Section D-Table 63and Graphic 22). It can be concluded, that the majority of visitors stays for a period up to seven days.

4.2.3. Information sources

Respondents were asked to select which information sources had they used, when gathering information about Lisbon, in a multiple choice question. Internet, family and friends and tourism guides were the most selected choices. Of the 102 respondents, 85,3% indicated that they had used internet and 50% indicated family and friends and/or tourism guides, as a source (Annex-Section D-Table 64 and Graphic 19).

The sources less used were organized event (2,29%), radio (3,9%) and fairs/exhibitions (3,9%). From the 50% that selected family and friends as a source of information, 82,4% also used internet and 18,6% used tourist guides (Annex-Section D-Table 65).

One can conclude, that the three most used sources are, according with Gartner's (1993) classification: organic sources, referring to family and friends and induced sources, referring to the online resources (Internet) and tourist guides. Also, the survey results confirm previous studies' results as it is indicated that Internet and Family and Friends are the most used sources of information when searching for information about a touristic destination.

4.3. Motivations to Visit Lisbon

4.3.1 Descriptive Analysis

From the 15 options presented, respondents were asked to rate each of the option in a scale from 1 to 7, in terms of their importance to the respondent. For purpose of analysis, it is considered that the ones above 4, the neutral medium in the scale, are the ones that present themselves as having some degree of importance to the visitors.

Motivation Items	Minimum	Maximum	Mean	Median	Mode
	Statistic	Statistic	Statistic	Statistic	Statistic
Experiencing new/different places	2	7	**6,08**	6,00	7
Experiencing different cultures and ways of life	1	7	**5,69**	6,00	6
Enriching myself intellectually	1	7	**5,51**	6,00	6
Having fun/Being entertained	1	7	**5,14**	5,00	5
Escaping from the routine	1	7	**5,10**	5,00	6
To attend cultural events	1	7	**4,37**	4,00	4
Finding thrills and excitement	1	7	**4,35**	5,00	5
Being adventurous	1	7	**4,30**	4,00	4
Relaxing physically and mentally	1	7	**4,09**	4,00	5
Meeting People with similar interests	1	7	**4,02**	4,00	4
Relieving Stress and tension	1	7	3,94	4,00	4
Telling my friends about the trip	1	7	3,81	4,00	4
Going to places my friends have not been	1	7	3,59	4,00	1
Getting away from the crowds	1	7	3,54	4,00	4
Developing close friendships	1	7	3,45	4,00	4

Table 5 - Descriptive Analysis for the Motivation Items

There was only one option that had a mean above 6, which was "Experiencing new/different places". This option has the highest mean, 6,08, and its mode, the value

that was selected more often, is 7. The next two most high rated options are : "Experiencing different cultures and ways of life" and "Enriching myself intellectually", both with means above 5,50. "Experiencing different cultures and ways of life" has a mean of 5,69 and its mode is 6. The option "Enriching myself intellectually" has a mean of 5,51 and its mode is 6. These options are the ones seem more important to the sample's respondents. The following options were rated above 4 and reveal to be of some importance for the visitor: "Having fun/Being entertained" with a mean of 5,14; "Escaping from the routine" of mean, 5,10; "To attend cultural events", with a mean of 4,37; "Finding thrills and excitement" with a value of 4,35 as its mean value; "Being adventurous", with a mean of 4,30; "Relaxing physically and mentally" of mean 4,09 and "Meeting People with similar interests" with a mean of 4,02

One can conclude that the usual motivations, the ones more important for tourists, to visit Lisbon are related with seeking new experiences and new cultures, with an intellectual interest and also with relaxation purposes. However, it is not clear, which account for more variance and so the following analysis is needed to understand which items explain better the usual motivation to visit Lisbon.

4.3.2 Factor Analysis to Motivation

An exploratory factor analysis was computed to motivation items, in order to reduce the 15 items. The methods used were the principal components and varimax rotation. To extract factors, the Kaiser criteria was applied (eigenvalues superior to 1) and a minimum of 0,40, as a factor loading, was the value used to decided about item inclusion.

To apply the factor analysis model, it must exist a correlation between the variables. To verify this, it was used the KMO (Kaiser-Meyer-Olkin) and Bartlett's tests. Both tests are used to assess the quality of the correlations between the different variables. The results have shown a value of 0,732 for the KMO test, which indicates a middling correlation between the variables. In the Bartlett's test, the significance level is 0,000 which means that the null hypothesis, that the correlation matrix is the identity matrix, can be rejected. It can be concluded that both tests allow the continuation of the factor analysis (Annex-Section E-Table 66). To confirm this conclusion, an analysis of the diagonal values of the anti-image correlation matrix was performed and no value under 0,5 was found, indicating that factor analysis is, indeed, appropriate to perform (Annex-Section E - Table 68).

Performing the analysis, using the extraction method of the principal component Analysis, one can see that 15 factors were extracted, the same number as variables factored. To know the number of factors to retain, the table "Total Variance Explained" needs to be consulted (Annex-Section E-Table 69). According with the Kaiser criteria, only 5 factors have the initial eigenvalues higher than 1, meaning that only these 5 factors explain more variance than a single variable and only these 5 factors should be retained.

In this table, one can see that these 5 factors account for 76% of the variance, meaning that 76,065% of the common variance shared by the 15 variables can be accounted for by these 5 factors. For the first factor, it explains 4,903 times as much variance as one single variance does (observable in the eigenvalues column). As there were variables that had elevated weights in more than one factor, a rotation method was applied, the varimax rotation, so that one variable is only associated with one factor. The criteria used for variable inclusion in each factor was that factor loadings had to equal or higher than 0,40. All variables complied with these requirement.

	Relaxation	Excitement	Knowledge	Social	Prestige
Relieving Stress and tension	,888	,128	,029	,180	,083
Relaxing physically and mentally	,887	,170	,123	,170	,062
Getting away from the crowds	,796	-,042	,056	,063	,200
Escaping from the routine	,524	,411	,448	-,128	,027
Finding thrills and excitement	,192	,848	,153	,027	,150
Being adventurous	,152	,846	,229	,021	,144
Having fun/Being entertained	-,038	,784	,209	,203	,004
Enriching myself intellectually	,110	,258	,745	,088	-,030
Experiencing different cultures and ways of life	,104	,110	,874	,044	-,030
Experiencing new/different places	,002	,162	,815	-,071	,125
To attend cultural events	-,024	-,167	,249	,754	,124
Meeting People with similar interests	,210	,289	-,111	,783	,158
Developing close friendships	,364	,253	-,176	,702	,233
Going to places my friends have not been	,150	,119	,020	,187	,871
Telling my friends about the trip	,142	,113	,043	,168	,882

Table 6 - Rotated Componenet Matrix for Motivation Items

After, it was identified what each set of variables had in common, in order to name the factor. Factor I presented high correlations with first four variables. All four variables related with relaxation motivations, therefore, factor I was named Relaxation.

In Factor II, the three variables, that are highly correlated, all relate with adventure and excitement purposes. Therefore, Factor II was named Excitement. In Factor III, there are 3 variables, all referring to new experiences/places, that are highly correlated. For this, Factor III was named Knowledge. In Factor IV, the variables that present a high level of correlation with the factor, refer to social interaction/events and therefore, Factor IV was named Social. Factor IV is related with the last two variables referring to prestige and social status and so, it was named Prestige.

Factor	Factor Loading	Eigenvalue	Variance Explained
Factor I: Relaxation (,840)		4,903	32,688 %
Relieving Stress and tension	,888		
Relaxing physically and mentally	,887		
Getting away from the crowds	,796		
Escaping from the routine	,524		
Factor II: Excitement (,850)		2,495	16,637 %
Finding thrills and excitement	,848		
Being adventurous	,846		
Having fun/Being entertained	,784		
Factor III: Knowledge (,805)		1,615	10,769 %
Enriching myself intellectually	,745		
Experiencing different cultures and ways of life	,874		
Experiencing new/different places	,815		
Factor IV: Social (,726)		1,316	8,774 %
To attend cultural events	,754		
Meeting People with similar interests	,783		
Developing close friendships	,702		
Factor V: Prestige (,817)		1,080	7,197 %
Going to places my friends have not been	,871		
Telling my friends about the trip	,882		
Total Variance Explained			76,065 %

Table 7 - Sum of Factorial Analysis and Internal Reliability Test to Motivation related attributes

In the table above, a sum of the factor analysis for the motivation to visit Lisbon is presented. In this table, one can see, which variables correspond to each factor, their factor loadings, factor's eigenvalues and the variance explained by each factor. Also, in this table it is presented the Cronbach's coefficient alpha as a measure of internal consistency (Annex-Section E-Table 71 to Table 75). Normally, a coefficient alpha of,

at least, 0,7 is considered to be reliable. In this study, all coefficients, for all factors, are above 0,7, which is a good indicator of internal consistency.

Relaxation is the factor that explains more variance, followed by excitement and knowledge. One can conclude that these three factors are the most significant in explain the motivations to travel to Lisbon, in the obtained sample.

4.3.3. Correlation Between Motivation and Demographic Characteristics

It seems important to assess if it exists a correlation between motivation and age, assessing, this way, which are the motivations for each age group. This can be significant for promotional campaigns to be better adapted to each target audience.

First of all, non-parametric tests were applied, as the variables are ordinal. To test the correlation it was computed the Spearman's correlation coefficient to test if the two variables are correlated with each other.

Correlations

			Age
Spearman's rho	Relaxation	Correlation Coefficient	,180
		Sig. (2-tailed)	,070
		N	102
	Excitement	Correlation Coefficient	**-,429**
		Sig. (2-tailed)	**,000**
		N	102
	Knowledge	Correlation Coefficient	,119
		Sig. (2-tailed)	,233
		N	102
	Social	Correlation Coefficient	-,080
		Sig. (2-tailed)	,421
		N	102
	Prestige	Correlation Coefficient	,062
		Sig. (2-tailed)	,536
		N	102

Table 8 - Spearman's coefficients for variables Motivation and Age

Analysing the table above, it is clear that the correlation between Relaxation and Age is very week (0,100) and also, as the sig. value is higher than 0,05, the value for alpha, this very week correlation coefficient has no statistical significance. The next correlation, Excitement with age is weakly correlated with age, but still, it presents the

highest correlation of all presented in the table. The sig. value is 0,000, so it is possible to conclude that this weak correlation is statistically significant. Also, the variables present to be negatively correlated, meaning, that as age increase, the excitement motivations' importance decreases. The remaining correlations all present very weak correlation coefficients and all have sig. values that allow to conclude that the correlations are not statistically significant.

The motivation factors were also analysed in terms of their differences, between gender. For this analysis, a non parametric test was used: Mann-Whitney test. In this test, the null hypothesis states that two groups have the same distribution, having no differences between them.

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Relaxation	Female	58	57,21	3318,00
	Male	44	43,98	1935,00
	Total	102		
Excitement	Female	58	53,93	3128,00
	Male	44	48,30	2125,00
	Total	102		
Knowledge	Female	58	54,57	3165,00
	Male	44	47,45	2088,00
	Total	102		
Social	Female	58	53,62	3110,00
	Male	44	48,70	2143,00
	Total	102		
Prestige	Female	58	48,62	2820,00
	Male	44	55,30	2433,00
	Total	102		

Table 9 - Mean Ranks for Motivation Factors, by Gender

Test Statistics[a]

	Relaxation	Excitement	Knowledge	Social	Prestige
Mann-Whitney U	945,000	1135,000	1098,000	1153,000	1109,000
Wilcoxon W	1935,000	2125,000	2088,000	2143,000	2820,000
Z	-2,236	-,953	-1,203	-,831	-1,128
Asymp. Sig. (2-tailed)	,025	,341	,229	,406	,259

a. Grouping Variable: Gender
Table 10 - Mann-Whitney's Test For Motivation Factors

Due to the value of sig., 0,025, we can conclude that the null hypothesis can be rejected and that there are differences, in the mean values, between male and female respondents, for the importance of relaxation motivations. Also, one can see that the mean rank for male respondents is statistically significantly lower than for female respondents.

The same procedure, was applied to all five motivation's factors. All sig. values were superior to 0,05, the alpha value, meaning that the null hypothesis is not rejected and concluding that aren't differences between each factor's means for male or female respondents.

In sum, the only factor that presented significant differences between male and female respondents was Relaxation, perhaps because it is the factor that accounts for more variance of all the extracted factors.

Motivation factors were also tested, in search for differences between different level of income and education level. The country or continent of origin were left out since the sample is mainly European and has few cases of certain continents, such as Oceania or Asia.

All motivation factors were analysed between the groups of income level. The test used was the Kruskall-Wallis. In the null hypothesis, this test states that there no differences between the difference groups. In the results, all sig. values for all factors presented values higher than the alpha value (0,05), meaning that the null hypothesis can't be rejected. In conclusion, there aren't significant differences between the income level groups in what respect to motivations.

Test Statistics[a,b]

	Relaxation	Excitement	Knowledge	Social	Prestige
Chi-Square	10,615	8,144	12,441	8,299	3,997
Df	5	5	5	5	5
Asymp. Sig.	,060	,148	,029	,141	,550

a. Kruskal Wallis Test

b. Grouping Variable: Gross Monthly Income

Table 11 - Kruskall Wallis Test for Motivation Factors, by Income Level Group

The last analysis was performed to motivation factors and education level. The process was the same used in the analysis performed to motivation factors and income level and the results were similar. The sig. values indicated the non rejection of the null hypothesis, allowing the conclusion that there aren't any significant differences in motivation between the different education levels.

Test Statistics[a,b]

	Relaxation	Excitement	Knowledge	Social	Prestige
Chi-Square	,054	2,762	,746	,689	2,093
df	2	2	2	2	2
Asymp. Sig.	,974	,251	,689	,709	,351

a. Kruskal Wallis Test

b. Grouping Variable: Education Level

Table 12 - Kruskall Wallis Test for Motivation Factors, by Education Level

4.4 Touristic Destination Image-Model Components

4.4.1. Descriptive Analysis of Cognitive Image

4.4.1.1.Cognitive Image Importance

Foremost, an internal reliability analysis was performed to all different attributes. To assess this, Cronbach's Alpha test was used. The value obtained indicated a good value of internal reliability and further analysis was developed.

Cronbach's Alpha	N of Items
,883	21

Table 13 - Reliability Statistics applied to Cognitive Image Attributes, in the scale of Importance

Each item was evaluated in terms of its mean, mode, median, maximum, minimum values and respective frequencies. Since four is the middle of the scale, it was decided that items above 4, have a significant degree of importance.

	Minimum	Maximum	Mean	Median	Mode
Places of cultural and/or historical interest	3	7	**6,24**	6,00	7
Variety of gastronomy	1	7	**5,67**	6,00	6
Offers personal safety	1	7	**5,60**	6,00	6
Good weather conditions	2	7	**5,56**	6,00	6
Existence of good restaurants	1	7	**5,54**	6,00	6
Good public transportation network	1	7	**5,47**	6,00	6
Good and varied Museums	1	7	**5,40**	6,00	6
Good infrastructure of hotels and apartments	1	7	**5,39**	6,00	6
Good relationship value for money	1	7	**5,38**	6,00	6
Clean public spaces	1	7	**5,25**	5,50	6
Wealth and beauty of landscape	1	7	**5,21**	5,00	6
Variety of wines	1	7	**5,06**	5,00	5
Good transport infrastructures and materials	1	7	5,02	5,00	5
Variety of entertainment and/or nightlife places	1	7	4,78	5,00	5
Unusual ways of life and customs	1	7	4,72	5,00	5
Quality of entertainment shows and/or night spaces	1	7	4,57	5,00	5
Variety of shops	1	7	4,46	5,00	5
Good Beaches	1	7	3,69	4,00	1
Variety of fauna and flora	1	7	3,42	3,50	1
Opportunities for sports activities	1	7	2,90	2,00	1
Good sport infrastructures	1	7	2,88	2,00	1

Table 14 - Descriptive Analysis to Cognitive Image's Attributes

In the table above, one can see the less important attributes rated by the survey's respondents are: "Good Beaches", "Variety of fauna and flora"; "Opportunities for sports activities" and "Good sport infrastructures". All these elements are rated from low to slightly important. The fact that these attributes are rated lowest, might mean that when it comes to visit Lisbon, the elements nature, beach and sports are not of primal important for the experience visitors intend to have. On the other hand, "Places of cultural and/or historical interest" is the element with the highest rate, in accordance with the motivations that respondents stated as being one of the most important to them: Knowledge. "Places of cultural and/or historical interest" is considered to be very to extremely important.

The next more important attributes are "Variety of gastronomy", "Offers personal safety" and "Good weather conditions". All have means superior to 5,5,

indicating that these elements are considered to be important to very important by survey's respondents. Presenting slightly lower means, but still above 5, are the elements "Good public transportation network", "Good and varied Museums", "Good infrastructure of hotels and apartments", "Good relationship value for money", "Clean public spaces", "Wealth and beauty of landscape", "Variety of wines", "Good transport infrastructures and materials". From the survey data, all these elements were considered to be important by survey's respondents.

The remaining elements presented means between 4,46 and 4,78, values that indicate a neutral to positive importance for visitors. Those elements were "Variety of entertainment and/or nightlife places", "Unusual ways of life and customs", "Quality of entertainment shows and/or night spaces" and "Variety of shops". This doesn't mean that tourists don't value these elements, but rather in comparison to the others, these show to be of less importance to the survey's respondents.

In an general analysis, the respondents answered high levels of importance in most of the attributes. This is a good sign that the attributes were appropriate for an analysis to Lisbon, yet, there is a possibility that are elements equally important that are not contemplated in the analysis.

4.4.1.2. Cognitive Image Performance

As similar to what was done in the section above, the first measure to be applied to this attributes was to assess the internal consistency of the data. The results of Cronbach's Alpha test were good and it was possible to proceed with further analysis.

Cronbach's Alpha	N of Items
,880	21

Table 15 - Reliability Statistics performed at Cognitive Image 's Attributes, in the scale of performance

The descriptive analysis was performed, comprising information about descriptive measures, such as mean, median, mode, minimum and maximum values.

	Mean	Median	Mode	Minimum	Maximum
Places of cultural and/or historical interest	5,98	6	6	3	7
Good weather conditions	5,76	6	6	2	7
Variety of gastronomy	5,68	6	6	1	7
Existence of good restaurants	5,68	6	6	2	7
Variety of wines	5,65	6	5[a]	2	7
Good infrastructure of hotels and apartments	5,61	6	6	1	7
Good relationship value for money	5,6	6	6	2	7
Wealth and beauty of landscape	5,36	5	5	2	7
Good and varied Museums	5,36	5,5	6	2	7
Good public transportation network	5,29	5	5	1	7
Offers personal safety	5,17	5	5	1	7
Good transport infrastructures and materials	5,1	5	5	2	7
Variety of shops	5,08	5	4	3	7
Variety of entertainment and/or nightlife places	5,03	5	4	1	7
Unusual ways of life and customs	4,98	5	4	2	7
Quality of entertainment shows and/or night spaces	4,84	5	4	2	7
Good Beaches	4,7	4	4	1	7
Clean public spaces	4,62	5	5	1	7
Variety of fauna and flora	4,51	4	4	1	7
Opportunities for sports activities	4,27	4	4	1	7
Good sport infrastructures	4,25	4	4	1	7

Table 16 - Descriptive Analysis to Cognitive Image's Attributes Performance

Analysing the table above, one can see that the attribute rated highest, in terms of performance, is "Places of cultural and/or historical interest", demonstrating that the survey's respondents feel that Lisbon is performing well in the cultural and historical offer. The attribute rated lowest is "Good sport infrastructures". This might not be because the offer is inefficient or insufficient. The results from the scale of Importance showed that this was one of the least important attribute for tourists and that might explain its lowest rate in the Performance scale. Yet, as its importance rate mean was below four, the performance mean is above four, meaning that in this attribute is valued less by tourists but is still perceived as having a relatively positive performance.

All attributes present means superior to 4, which is indicative of good levels of performance. "Good weather conditions" is the second attribute with the highest mean, pointing to Lisbon as a touristic destination that offers pleasant climate conditions.

"Variety of gastronomy", "Existence of good restaurants" and "Variety of wines" all present high means, of values around 5,7, indicating that survey's respondents perceived these elements as having good performances. This results match the

interviews' results, where interviews often quoted gastronomy as an important element that makes part of Lisbon's image. One point below, with means around the 5,6, are attributes such as "Good infrastructure of hotels and apartments" and "Good relationship value for money". Once again, these elements are perceived as having a good performance and match with the interviews' results, since the interviewees noted that price-quality relationship and accommodation were very favourable to tourists.

The lowest rated attributes in the scale performance, also match the lowest rated attributes in importance. This can mean that what tourists experience less and/or it is of less importance them, they perceived it as having a lower performance

4.4.1.3 Importance Performance Analysis

As explained in the section Methodology, all attributes were analysed in terms of their importance and performance in order to have a graphical visualization of their

position in both scales. To know which items are more important and which ones are performing better is of crucial importance to managers. It allows them to know which areas need action and it even categorizes the type of action, depending on the quadrants the item is placed. As expected, from the posterior analysis, the majority of the items were highly rated in performance and importance, still, this tool can still frame the present situation for the attributes and provide future guidelines. By presenting each item, and not only the factor, a more detailed and accurate knowledge is provided on each item. The full graph can be consulted in Annex, Section F, Graphic 24.
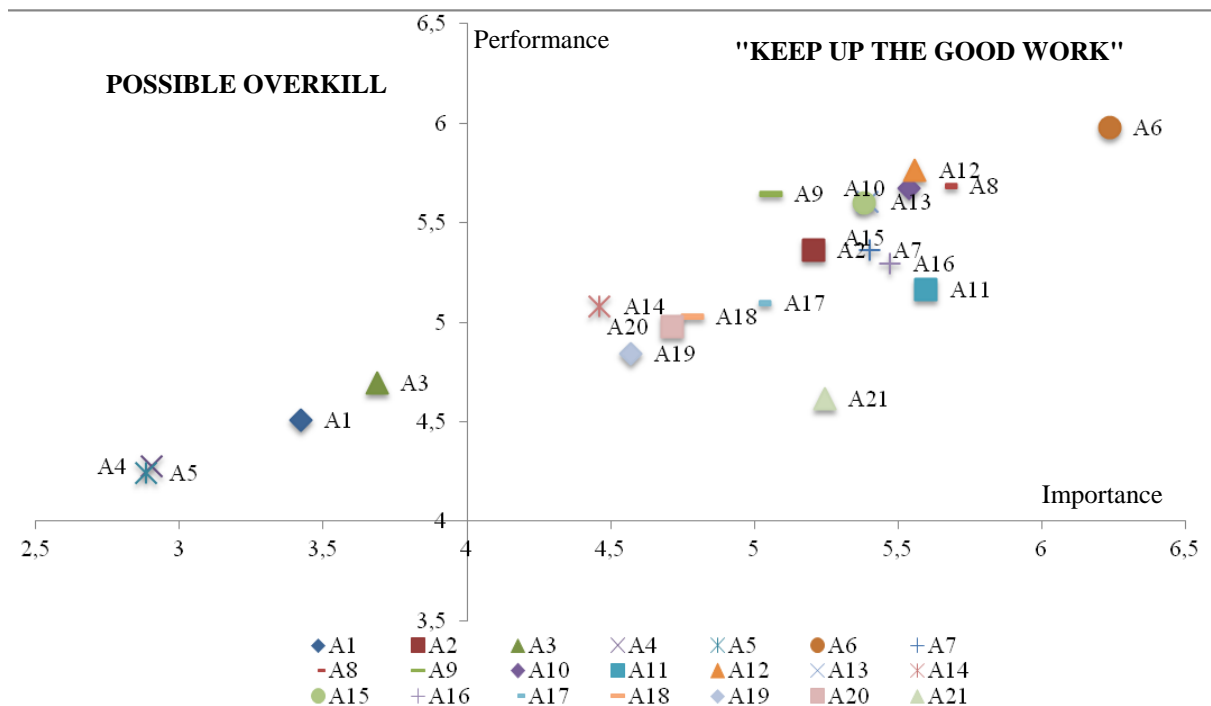
A1 - Variety of fauna and flora

A2 - Wealth and beauty of landscape

A3 - Good Beaches

A4 - Opportunities for sports activities

A5 - Good sport infrastructures

A6 - Places of cultural and/or historical interest

A7 - Good and varied Museums

A8 - Variety of gastronomy

A9 - Variety of wines

A10 - Existence of good restaurants

A11 - Offers personal safety

A12 - Good weather conditions

A13 - Good infrastructure of hotels and apartments

A14 - Variety of shops

A15 - Good relationship value for money

A16 - Good public transportation network

A17 - Good transport infrastructures and materials

A18 - Variety of entertainment and/or nightlife places

A19 - Quality of entertainment shows and/or night spaces

A20 - Unusual ways of life and customs

A21 - Clean public spaces

Graphic 3 - Importance Performance Analysis To Cognitive Image

The attributes that are in quadrant four are: "Variety of fauna and flora", "Wealth and beauty of landscape", "Good Beaches", "Opportunities for Sports Activities" and "Good Sport Infrastructures". All these attributes were better rated in performance than in importance and according with the IPA methodology are considered to be overkill attributes, representing risk of overinvestment as they are of low importance to customers. It makes sense that these are the attributes that are less important for tourists, when assessing Lisbon, as it is a city and these attributes are more related with other kind of travels, other than "city breaks". Still and even though these results, it is not mandatory to conclude that these attributes should be put aside. Lisbon can be faced as major region with a good offer of beaches and water sports that can appeal to a specific target. The results point to the conclusion that, according with visitors perception, it is better to invest in attributes that are related with a city environment such as "Places of cultural and/or historical interest", "Good and varied museums". Also, the gastronomy element appears highly rated. Elements like "variety of shops", entertainment and nightlife related items and clean public spaces present substantial space to improve and so do transport related items. The analysis of item by item presents a comprehensive view of where each is place in the consumers' mind. The decision on which to focus or not it is still depending on other factors and it depends on policies, as well.

To conclude, the results are very positive, as most attributes are rated high in importance and performance. This doesn't mean that the image is perfectly established and no further work is needed as this study is based on the perceptions of those who have visited Lisbon. Those who haven't might have a pre-established idea very far from this one, presented in the graphic This results can be a basis to support future marketing strategies for Lisbon's image as a touristic destination image.

4.4.2. Factorial Analysis to Cognitive Image

An explanatory factor analysis was performed on the cognitive image items, in the scale of importance. This was chosen as importance is the scale that it is more valuable to understand what tourists value or not, in their visitation to Lisbon.

The methods used were the principal components and varimax rotation. To extract factors, the Kaiser criteria was applied (eigenvalues superior to 1) and a minimum of 0,40 was the value used to decided about item inclusion (Hair et al., 1994).

In order to apply the factorial analysis, there must exist a correlation between variables. This is correlation was measured through the KMO (Kaiser-Meyer-Olkin) and Bartlett's tests. The value of 0,764 in the KMO's test is considered to be a middling value and sustains a posterior factor analysis. Bartlett's test has as its null hypothesis that the correlation matrix is an identity matrix. Since its significance level is lower than 0,05, we can reject the null hypothesis and conclude, also, that there are some correlation between the variables in analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,764
Bartlett's Test of Sphericity	Approx. Chi-Square	1183,889
	df	210
	Sig.	,000

Table 17 - KMO and Bartlett's test to Cognitive Image Items

To confirm the previous tests' results, the Measure of Sampling Adequacy (MSA) test was performed. This test considers values above 0,5 as unacceptable. Therefore, the anti-image correlation matrix was analysed and no values inferior to 0,5 were found in the diagonal, confirming that all variables are suitable to factor analysis (Annex-Section F-Table 77).

From the table "Total Variance Explained", and applying the Kaiser's criteria, 5 factors are extracted, that together account for 67% of the total variance. To increase this value, it was decided to include a sixth factor, in order to have a set of factors that together account for more than 70% (Annex-Section F-

Table 78). Factor analysis was again computed with 6 factors and the orthogonal rotation process Varimax was applied to obtain a simpler and theoretically more significant factor pattern, as an unrotated solution tends to present Factor I with almost every variable loading significantly. The next table shows the factor loadings each

variable presents with each factor. Factor loadings are the correlation between each variable and the factor, indicating a higher or lower degree of correspondence with the factor. High loading indicate that the variable is a good representative of the factor. As stated above, the criteria to include a variable to a specific factor is that the factor loading is equal or superior 0,4.

	Component					
	Cultural offer	Nature/Sports	Mobility/Value	Quality of Experience	Nightlife/Locals	City Spaces
Existence of good restaurants	**,838**	,137	-,001	,185	,058	,038
Variety of gastronomy	**,785**	,128	,032	-,133	,165	,149
Variety of wines	**,760**	,285	,040	,139	,060	-,125
Good and varied Museums	**,727**	-,017	,054	,050	-,144	,138
Places of cultural and/or historical interest	**,603**	-,276	,094	,223	-,138	,014
Opportunities for sports activities	,099	**,876**	,090	,186	,088	,120
Good sport infrastructures	,168	**,848**	,169	,051	,103	-,046
Good Beaches	-,028	**,693**	,187	,162	,320	,306
Variety of fauna and flora	,056	**,621**	,046	,108	-,009	,535
Good public transportation network	-,036	,108	**,877**	,141	,015	,019
Good transport infrastructures and materials	,018	,225	**,812**	,281	-,044	-,040
Good relationship value for money	,349	-,005	**,642**	,161	,314	,217
Variety of shops	,208	,329	,180	**,741**	,010	-,042
Good infrastructure of hotels and apartments	,367	,035	,201	**,688**	,031	,261
Good weather conditions	-,071	,183	,401	**,593**	,292	,132
Offers personal safety	,282	-,079	,390	**,489**	,189	,335
Unusual ways of life and customs	,104	-,008	,248	-,111	**,785**	,228
Quality of entertainment shows and/or night spaces	-,085	,361	-,018	,357	**,722**	,101
Variety of entertainment and/or nightlife places	-,126	,395	-,061	,518	**,644**	-,038
Wealth and beauty of landscape	,102	,169	,021	,209	,170	**,805**
Clean public spaces	,101	,159	,494	-,094	,223	**,506**

Table 18 - Rotated Component Matrix from Factor Analysis to Cognitive Image Items

From the observation of the "Rotated Component Matrix", one concludes that all variables comply with the 0,4 criteria and that each item relates with one and only factor.

The items "Places of cultural and/or historical interest", "Good and varied Museums", "Variety of gastronomy", Variety of wines" and "Existence of good restaurants" belong to Factor I. As these items refer to the cultural and historical offer, Factor I was labelled as "Cultural Offer".

The items "Variety of fauna and flora", "Good Beaches", Opportunities for sports activities" and "Good sport infrastructures" present higher loadings with Factor II. These items relate with nature (fauna, flora and beaches) and sports. Therefore it was labelled Nature/Sports.

Factor III presents higher loadings in the items "Good relationship value for money", "Good public transportation network" and "Good transport infrastructures and materials". These last two present loadings around 0,8, meaning that they have a higher weight in the factor. For this, Factor III was labelled Mobility/Value.

Factor IV presents high loadings with a variety of items: "Good weather conditions", "Good infrastructure of hotels and apartments", "Variety of shops" and "Offers personal safety". From the interviews' analysis, it is agreed that climate is definitely important for Lisbon's appeal and as all the other variables relate with the variety and quality of spaces, including accommodation and shopping facilities and also with safety, Factor IV was named "Quality of Experience".

Factor V presents high loadings on the items "Unusual ways of life and customs", "Quality of entertainment shows and/or night spaces" and "Variety of entertainment and/or nightlife places". The factor appears to be related with broader categories as nightlife and interaction with locals, that probably happens more frequently in entertainment and nightlife spaces. Therefore, Factor V was labelled Nightlife/Locals.

Factor VI presents high loadings with the remaining items: "Wealth and beauty of landscape" and "Clean public spaces". Two of these variables relate with landscape and public spaces. As landscape and public spaces can be considered a part of the surrounding city environment, Factor V was labelled as "City Spaces".

The following table summarizes the information extracted from all the relevant outputs of factor analysis.

Factor	Factor Loading	Eigenvalue	Variance Explained
Factor I: Cultural Offer (,813[a])		6,463	30,776 %
Existence of good restaurants	,838		
Variety of gastronomy	,785		
Variety of wines	,760		
Good and varied Museums	,727		
Places of cultural and/or historical interest	,603		
Factor II: Nature/Sports (,856 [a])		2,955	14,074 %
Opportunities for sports activities	,876		
Good sport infrastructures	,848		
Good Beaches	,693		
Variety of fauna and flora	,621		
Factor III: Mobility/Value (,799 [a])		2,000	9,524 %
Good public transportation network	,877		
Good transport infrastructures and materials	,812		
Good relationship value for money	,642		
Factor IV: Quality of Experience (,786[a])		1,410	6,713 %
Variety of shops	,741		
Good infrastructure of hotels and apartments	,688		
Good weather conditions	,593		
Offers personal safety	,489		
Factor V: Nightlife/Locals (,771[a])		1,329	6,327 %
Unusual ways of life and customs	,805		
Quality of entertainment shows and/or night spaces	,506		
Variety of entertainment and/or nightlife places	,785		
Factor VI : City Spaces (,515 [a])		,952	4,534 %
Wealth and beauty of landscape	,722		
Clean public spaces	,644		
Total Variance Explained			71,947 %

a - Value for Factor's Cronbach Alpha

Table 19 - Factor Analysis for Cognitive Image Items

Also, it includes information about the internal consistency of each factor. To assess this, Cronbach's Alpha was computed to all factors (the information about Cronbach's Alpha to all 21 items can be found in the section "Descriptive Analysis for Cognitive Image Importance"). The values all indicate a good level of reliability, except for Factor VI, that its Cronbach's Alpha is 0,515, indicating a poor level of reliability

(Annex- Section F- Table 79 to Table 84). However, this lower alpha value might be associated with the fact that Factor VI includes a smaller number of items, than the remaining factors and because it was chosen, on purpose, to increase the total variance explained. Therefore, in such cases, the acceptable alpha limit can be considered as low as 0,5 (Hair et al., 1995).

4.4.3. Cognitive Image relationship with demographic variables

According with the literature review, several studies have tried to assess the influence of demographic factors on cognitive image perception with different results. In this section it is assessed if there are any correlation or significant differences in cognitive image according with age, gender and educational level.

As cognitive image items have been reduced to six factors, these will be used in this analyse. The factor scores were computed as variables automatically by SPSS, through a regression method.

Spearman's correlation coefficients for the six factors with the variable age, are presented above. Only two factors show to have significant correlations (p-value < alpha level) with age. These factors are "Nature/Sports" and "Nightlife/Locals". "Nature/Sports" presents a statistically significant negative weak correlation with age, meaning that as age increases, the importance of these items decreases. This correlation appears to be logic as sports are normally more associated to youth audiences. The same happens for "Nightlife/Locals". It presents a statistically significant negative weak correlation with the variable age, meaning as age increases, the considered importance for this factor decreases. Again, this results is in accordance with the general consideration that nightlife is more important and more experience by youth audiences.

			Age
Spearman's rho	Cultural Offer	Correlation Coefficient	,114
		Sig. (2-tailed)	,252
		N	102
	Nature/Sports	Correlation Coefficient	-,243[*]
		Sig. (2-tailed)	,014
		N	102
	Mobility/Value	Correlation Coefficient	,043
		Sig. (2-tailed)	,665
		N	102
	Quality of Experience	Correlation Coefficient	-,133
		Sig. (2-tailed)	,184
		N	102
	Nightlife/Locals	Correlation Coefficient	-,372[**]
		Sig. (2-tailed)	,000
		N	102
	City Spaces	Correlation Coefficient	,058
		Sig. (2-tailed)	,561
		N	102
	Age	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	102

Table 20 - Spearman's Correlation between Cognitive Image Factors and Age

In order to better understand these correlation, even if weak, non parametric tests were computed to all factors, grouping them according with the age groups. The Kruskall Wallis test showed only one factor having statically significant differences between the age groups. Nightlife/Locals, confirming the results from Spearman's correlation coefficient, presents significant differences within the different age groups, where the youth groups presents mean ranks considerable higher than the ones present by older groups.

Test Statistics[a,b]

	Cultural Offer	Nature/Sports	Mobility/Value	Quality of Experience	Nightlife/Locals	City Spaces
Chi-Square	4,755	6,284	1,513	3,814	17,733	2,427
df	4	4	4	4	4	4
Asymp. Sig.	,313	,179	,824	,432	,001	,658

a. Kruskal Wallis Test; b. Grouping Variable: Age

Table 21 - Kruskall Wallis for Cognitive Image Factors, by age

The same procedure was applied to the demographic variables gender and educational level. The gender correlation coefficients are presented in the table below. Only one factor shows a statistically significant correlation with gender: City Spaces. These factor refers to the cleanness and beauty of scenery in the destination. To better assess this correlation, a non parametric test was computed to clarify the difference between male and female respondents. The results showed a statistically significant differences between the two groups. Female respondents showed a higher mean rank, according with the Mann-Whitney test, than male respondents (Annex-Section F-Table 85 and Table 86). The results point to the conclusion that women attribute more importance to this factor than men. A bigger sample could, however, denied this conclusion, so one has to be caution about this.

Correlations

			Gender
Spearman's rho	Cultural Offer	Correlation Coefficient	-,005
		Sig. (2-tailed)	,963
		N	102
	Nature/Sports	Correlation Coefficient	-,032
		Sig. (2-tailed)	,747
		N	102
	Mobility/Value	Correlation Coefficient	,027
		Sig. (2-tailed)	,788
		N	102
	Quality of Experience	Correlation Coefficient	-,112
		Sig. (2-tailed)	,264
		N	102
	Nightlife/Locals	Correlation Coefficient	-,081
		Sig. (2-tailed)	,416
		N	102
	City Spaces	Correlation Coefficient	-,261[*]
		Sig. (2-tailed)	,008
		N	102
	Gender	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	102

Table 22 - Spearman's Correlation Coefficients between Cognitive Image factors and Gender

The final correlation assessed was between the cognitive image factors and educational level. No statistically significant correlations were found, allowing us to conclude that there isn't a significant correlation between education level and cognitive image. Non-parametric tests were computed to assure that there aren't any significant differences in cognitive image factors within different educational levels. The results confirmed this and its possible to conclude than educational level has none or little effect on the cognitive image perceptions (Annex-Section F-Table 87 and Table 88).

			Education Level
Spearman's rho	Cultural Offer	Correlation Coefficient	-,003
		Sig. (2-tailed)	,979
		N	102
	Nature/Sports	Correlation Coefficient	,024
		Sig. (2-tailed)	,812
		N	102
	Mobility/Value	Correlation Coefficient	,102
		Sig. (2-tailed)	,308
		N	102
	Quality of Experience	Correlation Coefficient	,146
		Sig. (2-tailed)	,143
		N	102
	Nightlife/Locals	Correlation Coefficient	-,179
		Sig. (2-tailed)	,072
		N	102
	City Spaces	Correlation Coefficient	-,078
		Sig. (2-tailed)	,438
		N	102
	Education Level	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	102

Table 23 - Spearman's Coefficient between Cgnitive Image Factors and Educational Level

In sum, a few cognitive image factors present weak correlations with the variables age and gender, but not with educational level. Still, it is not safe to assume that there isn't any relationship, since the educational level of the sample was, majorly, very high. A bigger and more varied sample could be of use to test again this relationship. Age and gender influence the importance of some attributes of cognitive image, but they do not seem to be major determinants of cognitive image perception.

4.4.4. Relationship between Cognitive Image and Information Sources

This relationship is hypothesized in the model test by Baloglu and McCleary (1999). In this thesis, the relationship in study is if the variety of information sources has any relationship with cognitive image and if it has, what differences are in cognitive image depending on the variety of information sources. The variety of information sources is a latent variable, computed by summing the number of information sources used by each respondent. This relationship was analysed in terms of correlation and using non parametric test to check for significant differences in cognitive image factors depending on the number of information sources used.

			Variety of IS
Spearman's rho	Cultural Offer	Correlation Coefficient	-,023
		Sig. (2-tailed)	,821
		N	102
	Nature/Sports	Correlation Coefficient	-,040
		Sig. (2-tailed)	,691
		N	102
	Mobility/Value	Correlation Coefficient	,060
		Sig. (2-tailed)	,549
		N betwee	102
	Quality of Experience	Correlation Coefficient	-,204[*]
		Sig. (2-tailed)	,039
		N	102
	Nightlife/Locals	Correlation Coefficient	-,101
		Sig. (2-tailed)	,312
		N	102
	City Spaces	Correlation Coefficient	,047
		Sig. (2-tailed)	,638
		N	102
	Variety of IS	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	102

Table 24 - Spearman's Correlation Coefficient between Cognitive Image factors and variety of Information Sources

The results showed only one statically significant correlation with Quality of Experience and variety of information sources. The value for the correlation was -0,204, indicating a weak negative correlation between the two variables. This result suggests,

that respondents that used a bigger number of information sources, attribute a lower importance to the items that integrate the factor Quality of Experience. This might happen because the information is different in different sources, pointing to the need to control what is published and wrote about the destination.

The Kruskall Wallis test showed that aren't any significant differences for the cognitive image factors for the different groups of variety of information sources (Annex-Section F-Table 89and Table 90)

In conclusion, the variety of information sources appears to have little influence in the cognitive image factors importance. However, as theorized in the literature review, people might have trouble reminding which information sources they used in the first time. Due to this, it was decided to focus on visitors that responded to have visited Lisbon, only once. To this specific group, there are no statically significant correlations between the different factors and variety of information sources, so the role of information sources and the influence they are considered to have on cognitive image is still unclear.

Correlations			
Number of Visits			Varietyof Information Sources
1	Spearman's rho	Cultural Offer	Correlation Coefficient	,178
			Sig. (2-tailed)	,202
			N	53
		Nature/Sports	Correlation Coefficient	-,167
			Sig. (2-tailed)	,232
			N	53
		Mobility/Value	Correlation Coefficient	,126
			Sig. (2-tailed)	,368
			N	53
		Quality of Experience	Correlation Coefficient	-,188
			Sig. (2-tailed)	,179
			N	53
		Nightlife/Locals	Correlation Coefficient	-,054
			Sig. (2-tailed)	,700
			N	53
		City Spaces	Correlation Coefficient	,012
			Sig. (2-tailed)	,934
			N	53
			N	53

Table 25 - Spearman's Correlation between Cognitive Image Factors and Variety of Information sources for first-time visitors

4.4.5. Descriptive Analysis of Affective Image

The affective image was measured through four bipolar scales, that intended to measure the environment perception of tourists, in an emotional way. Respondents had to answer through a range of values in the four scales. All four bipolar attributes were tested for reliability using Cronbach's Alpha as a reliability measure (Annex-Section E-Table 91). This test produced a value of 0,848, resulting in a very good indication of internal reliability of the variables. According with the survey results, Lisbon's affective image is very positive. All four bipolar scales were highly rated by the survey respondents.

		Unpleasant (1) - Pleasant (7)	Distressing (1) - Relaxing (7)	Sleepy (1) - Arousing (7)	Gloomy (1) - Exciting (7)
N	Valid	102	102	102	102
	Missing	0	0	0	0
Mean		**6,08**	**5,56**	**5,15**	**5,51**
Median		6,00	6,00	5,00	6,00
Mode		7	6	6	6
Std. Deviation		1,059	1,131	1,410	1,257
Variance		1,123	1,279	1,988	1,579

Table 26 - Descriptive Analysis to Affective Image Bipolar Scales

All bipolar scales were rated above 5. The attribute Pleasantness was rated highest, with a mean of 6,08. The less rated attribute was the bipolar scale "Sleepy-Arousing", but still its mean is 5,15, a significant value.

As Gartner (1993) states, the affective component is seen as the value that individuals attach to destinations based on previous motivations. According with the survey results, the value that the respondents attribute to Lisbon is high, meaning that Lisbon is matching their travel motivations. One can conclude that Lisbon is perceived by tourists as a pleasant, quite relaxing and exciting and fairly arousing city.

Figure 6 - Affective Image's Perceptual Map

4.4.5.1. Relationship between number of visits, length of visit and time passed after the visit with affective image.

A number of correlations were analysed in order to understand if these items affect/influence the affective component of touristic destination image. To better understand this relationship, an analysis was computed relating these 3 variables with affective image. Since affective image is composed of four different bipolar scales, a factor analysis was computed to reduce it to only one variable. The process for the factor analysis was exactly the same used in Motivation and Cognitive Image Factor Analysis, except, as it was expected, the factor analysis produced only one factor so it was not necessary to perform any rotation method. The factor was named "Affective Image" and, in order to be applied, in posterior analysis, it was computed, automatically by SPSS, through a regression as a new variable.

In order to analyse if any of the variables is correlated with affective image, Spearman's correlation coefficient was computed to all possible correlations.

The first correlation between the number of visits and affective produced a very weak correlation and since the sig. value is higher than the alpha value (0,05), the correlation coefficient is not statistically significant.

The value for the correlation between the time passed after the last visit and the affective image is -0,245, indicating a negative weak correlation between the two variables. The sig. value indicates that the correlation coefficient is statistically significant, allowing to conclude that the affective value attributed to the destination decreases as the times passes after visit. This is logical, since people have trouble reminding experiences, after a certain period of time.

The correlation coefficient between affective image and the length of visit is also statistically significant, as the sig. value is lower than the alpha value. The value indicates a positive weak correlation between the two variables, meaning, that the longer the visit, the more positive the affective image tends to be.

Correlations

			Affective Image
Spearman's rho	Affective Image	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	102
	Number of Visits	Correlation Coefficient	-,025
		Sig. (2-tailed)	,805
		N	102
	Length of Visit	Correlation Coefficient	,205
		Sig. (2-tailed)	,038
		N	102
	Time passed after the last visit	Correlation Coefficient	-,245
		Sig. (2-tailed)	,013
		N	102

Table 27 - Affective Image's Correlations with number of visits, time passed after the last visit and length of visit

To have a better understanding of the relationship between these variables, a series of non-parametric tests were computed to assess the equality of distributions, since the test for equality of means can't be used as the variables are ordinal.

The Kruskall-Wallis test was used to assess the distribution of affective image, by dividing the respondents by number of visits. The results present an asymptotic significance of 0,228, a value that is higher than the alpha value (0,05), leading to the non rejection of the null hypothesis. It is possible to conclude that that are no significant differences in the variable affective image according with the number of visits.

Test Statistics[a,b]

	Affective Image
Chi-Square	2,707
Df	2
Asymp. Sig.	,258

a. Kruskal Wallis Test

b. Grouping Variable: Number of Visits

Table 28 - Kruskal-Wallis Test, by number of visits

The next variable as grouping variable is the time passed after visit. According with the test's results, there are statistically significant differences between the different groups, in what respects to affective image considerations.

Test Statistics[a,b]

	Affective Image
Chi-Square	10,202
Df	4
Asymp. Sig.	,037

a. Kruskal Wallis Test b. Grouping Variable: Time passed after the last visit

Table 29 - Kruskal Wallis Test for Affective Image, by time passed after visit

To assess better these differences, the mean rank values of affective image for each group were analysed.

The two questionnaires that were performed at the moment of visiting presented the higher median. However, as they were only two, this result doesn't offer enough stability or consistency to be considered a good indicator that the affective value is higher when people are visiting the destination. For the first two groups, less than one year and between one year and two years, present almost equal mean ranks. For those, who have visited between two and three years ago, the mean rank value decreases greatly and it slightly increases for those who have visited more than three years ago, This differences are difficult to explain. They can be because as time passes, people have more difficulty remembering certain attributes or certain experiences related with the visitation, whether the positive or the negative ones.

Ranks

Time passed after the last visit		N	Mean Rank
Affective Image	Visiting at the moment of survey	2	63,25
	Less than one year ago	55	56,41
	Between one year and two years ago	20	56,48
	Between two years and three years ago	13	30,92
	More than three years ago	12	41,04
	Total	102	

Table 30 - Affective Image Mean Ranks, grouped by time passed after visit

The final variable as grouping variable is length of visit. The analysis intends to evaluate if the affective image presents significant differences depending on the length of visit. Again, the Kruskall Wallis test was computed and presented a value for the asymptotic significance higher than the alpha level (0,05), meaning that there are no statistically significant differences in the variable affective image depending on the length of visit.

Test Statistics[a,b]

	Affective Image
Chi-Square	6,373
Df	4
Asymp. Sig.	,173

a. Kruskal Wallis Test

b. Grouping Variable: 11. 2. What was the duration of your last visit to Lisbon?

Table 31 - Kruskall Wallis Test, by length of visit

Affective Image is said to be influence by the tourist's motivations. In order to test this relationship, correlation coefficients, non-parametric tests and regression methods were applied.

First, it was computed Pearson's and Spearman's correlation coefficients between motivation factors and affective image factor. All correlations presented values that were not statically significant. Also the correlation values are all weak. It ma exist a relationship between affective image and motivation but it is not clear from the results. This might be because the sample is small and a stronger correlation might be found in a bigger sample.

		Affective Image			Affective Image	
Relaxation	Pearson Correlation	,112		Spearman's Correlation Coefficient		,155
	Sig. (2-tailed)	,264		Sig. (2-tailed)		,119
	N	102		N		102
Excitement	Pearson Correlation	-,076		Spearman's Correlation Coefficient		-,030
	Sig. (2-tailed)	,446		Sig. (2-tailed)		,765
	N	102		N		102
Knowledge	Pearson Correlation	,119		Spearman's Correlation Coefficient		,156
	Sig. (2-tailed)	,233		Sig. (2-tailed)		,119
	N	102		N		102
Social	Pearson Correlation	,078		Spearman's Correlation Coefficient		,079
	Sig. (2-tailed)	,434		Sig. (2-tailed)		,429
	N	102		N		102
Prestige	Pearson Correlation	-,071		Spearman's Correlation Coefficient		-,026
	Sig. (2-tailed)	,477		Sig. (2-tailed)		,799
	N	102		N		102

Table 32 - Pearson's and Spearman's Correlation Coefficient between Affective Image and Motivation Factors

The correlation coefficients were also applied to affective image and cognitive image factors, in order to understand better if cognitive image is in facto a precedent of affective image. Only one correlation presented itself as statistically significant: Nightlife/Locals and Affective Image. The correlation coefficient indicated a weak negative correlation between these two variables, meaning that the more important nightlife/locals are rated by respondents, the less positive tens to be the affective image. The reasons that might be behind this correlation are hard to explain and do not seem clear.

Correlations

			Affective Image
Spearman's rho	Affective Image	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	102
	Cultural Offer	Correlation Coefficient	,114
		Sig. (2-tailed)	,253
		N	102
	Nature/Sports	Correlation Coefficient	,182
		Sig. (2-tailed)	,068
		N	102
	Mobility/Value	Correlation Coefficient	,155
		Sig. (2-tailed)	,119
		N	102
	Quality of Experience	Correlation Coefficient	,134
		Sig. (2-tailed)	,178
		N	102
	Nightlife/Locals	Correlation Coefficient	-,214
		Sig. (2-tailed)	,031
		N	102
	City Spaces	Correlation Coefficient	,127
		Sig. (2-tailed)	,202
		N	102

Table 33 - ´Spearman's Correlation Coefficient between Affective Image and Cognitive Image Factors

4.4.5.2. Affective Image Determinants - Motivations and Cognitive Image

The regression analysis was performed considering Affective Image as a result of Cognitive Image factors and Motivation Factors. The model was obtained through

AMOS software, using the generalized least squares method to calculate the regression weights.

The first thing to analyse is the fit of the model. The column Default model, contains the fit statistics for the model specified in AMOS (Annex-Section F-Figure 7). As the p-value is higher than the significance level (0,05), the model is a good fit for the data. Still, it is important to considered that there are other determinants for affective image that might be still unknown and are not contemplated in this model

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	33	56,419	45	0,118	1,254
Saturated model	78	0	0		
Independence model	12	75,2	66	0,205	1,139
Zero model	0	606	78	0	7,769

Table 34 - Amos Output for Model Fit I

Even though the absolute fit test sustains that the model fit to the data, there are other tests, of relative fit, that can be considered. The Comparative Fit Index (CFI), Goodness of fit index (GFI) and the Mean Square Error of Approximation (RMSEA) can be used to assess the relative fit. For CFI and GFI, a good fit is indicated with values closer to one, which is verified and for RMSEA, a good fit is indicated by values lower than 0,08, also verified.

RMR, GFI			
Model	RMR	GFI	AGFI	PGFI
Default model	0,127	**0,907**	**0,839**	0,523
Saturated model	0	1		
Independence model	0,143	0,876	0,853	0,741
Zero model	0,4	0	0	0

Table 35 - Amos Output for Model Fit II

RMSEA			
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	**0,050**	0,042	0,11	0,092
Independence model	0,054	0	0,084	0,404

Table 36 - Amos Output for Model Fit III

The model produced the regression weights, indicating the effects of each exogenous variable (cognitive image and motivation) in the exogenous variable affective image. The variables that impact the most are the cognitive image factors "Knowledge" with 0,175, a positive moderate impact in affective; "Mobility/Value" with a positive moderate impact of 0,163 and "Nature/Sports" also with a positive moderate impact of 0,145.

Regression Weights	
	Affective Image
Knowledge	0,175
Mobility/Value	0,163
Nature/Sports	0,145
Relaxation	0,087
City Spaces	0,044
Cultural offer	0,031
Social	0,013
Quality of the Experience	-0,003
Excitement	-0,034
Prestige	-0,082
Nightlife/Locals	-0,191

Table 37 - Regression Weigths for Cognitive Image and Motivation Factors

Nightlife/Locals presents a negative moderate impact in the variable affective image and all the other factors present low regression weights, indicating weak impact in the affective image.

In conclusion, Knowledge, Mobility/Value, Nature/Sports and Nightlife/Locals are the factors that determine the most the results in Affective Image. Therefore, items of cognitive image in these factors might be of extreme importance to a successful and positive affective image.

4.4.6. Overall Image Descriptive and Frequencies Analysis

The overall image is the positive or negative evaluation of the touristic destination, as an overall notion about the product/brand.

Statistics

Overall Image

N	Valid	102
	Missing	0
Mean		6,06
Median		6,00
Mode		6
Minimum		4
Maximum		7

Table 38 - Descriptive Analysis to Overall Image

A descriptive analysis was performed and the results were in very positive. The mean presented a value of 6,06, indicating a very positive overall image of Lisbon. Also, the minimum value the survey respondents chose was 4, corresponding to "neither positive or negative", meaning that none of the 102 respondents classified the overall image as negative. From the frequencies analysis, around 44% rated Lisbon's overall image as being "Very Positive", 35% considered it as "Extremely Positive", 14,7% as "Positive" and only 6,8% of the respondents considered it as "Neither Positive or Negative".
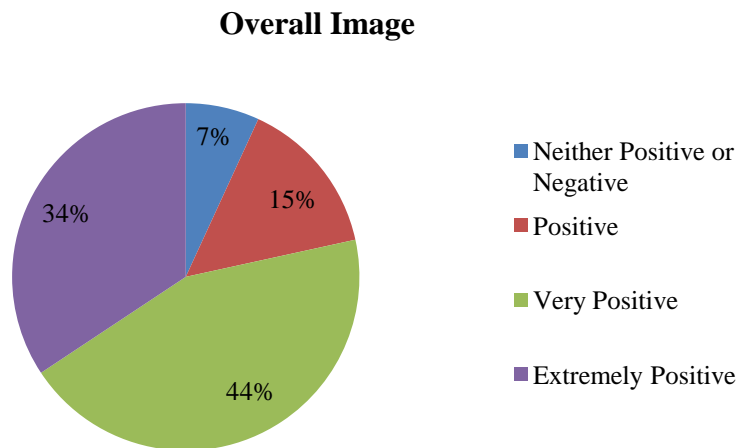
Overall Image

Graphic 4 - Overall Image's Frequencies

4.4.6.1. Relationship between Overall Image and number of visits, length of visit and time passed after the visit

This section investigates the relationship between the overall image and variables related with the number of visits, length and time passed after the visit. It is intended to examine if the overall image varies according with the other variables.

To start the analysis, it was computed Spearman's Coefficient between overall image and all the other variables.

			Overall Image
Spearman's rho	Overall Image	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	102
	Time passed after visit	Correlation Coefficient	-,215[*]
		Sig. (2-tailed)	,030
		N	102
	Number of visits	Correlation Coefficient	,014
		Sig. (2-tailed)	,890
		N	102
	Length of visit	Correlation Coefficient	,231[*]
		Sig. (2-tailed)	,020
		N	102

Table 39 - Spearman's Coefficient for variables overall image, time passed after visit, number of visits and length of visit

The correlation coefficient between overall image and the time passed after visit presents a value of -0,215, indicating a weak correlation. According with the significance value, the correlation coefficient is statically significant. It can be concluded that, through this week correlation, the overall image appreciation slightly decreases as time passes after the visit.

The variables overall image and number of visits show no statically significant correlation, since the significance value is higher than the alpha value (0,05).

The length of visit presents a statistically significant weak positive correlation with overall image. Therefore, it is possible to say that the longer the stay, the better the overall image tends to be, even though the relationship is weak.

To have a better understanding of the relationship between these variables, a series of non-parametric tests were computed to assess the equality of distributions, similar to what was done for the variable affective image.

The Kruskall Wallis test was computed to overall image and the variable number of visits. With this test, it is intended to assess if there are significant differences in overall image, according with different number of visits. The test result denied this, as the asymptotic significance value was higher than the alpha value (0,05), indicating the

non rejection of the null hypothesis. It is possible to conclude, then, that that aren't any significant differences in the overall image, according with different number of visits.

Test Statistics[a,b]

	Overall Image
Chi-Square	,266
df	2
Asymp. Sig.	,876

a. Kruskal Wallis Test

b. Number of Visits

Table 40 - Kruskall Wallis, by number of visits

The overall image and the variable length of visit were also analysed with the Kruskall Wallis test, for the same reasons stated above. Again, the asymptotic significance presents a value higher than the alpha value (0,05), pointing to the conclusion that that aren't any significant differences in overall image, when comparing respondents by length of visit.

Test Statistics[a,b]

	Overall Image
Chi-Square	8,050
df	4
Asymp. Sig.	,090

a. Kruskal Wallis Test

b. Length of Visit

Table 41 - Kruskall Wallis test, by length of visit

Finally, the Kruskall Wallis test was applied to the variables overall image and the time passed after visit. The asymptotic significance value is higher than the alpha value, leading to the non rejection of the null hypothesis. In conclusion, according with the test's results, there aren't any significant differences in overall image, in the different groups of the variable time passed after visit.

Test Statistics[a,b]

	Overall Image
Chi-Square	8,150
df	4
Asymp. Sig.	,086

a. Kruskal Wallis Test

b. Time passed after visit

Table 42 - Kruskall Wallis, by time passed after visit

4.4.6.2. Relationship between cognitive image, affective image and overall image

To test the relationship between these variables, an ordinal regression was computed having overall image as the dependent variable and the cognitive and affective factors as independents. The ordinal regression was chosen because overall image is an ordinal variable and this is the suitable method.

First, it is important to assess the model fitting to the data. The significance level of the chi-square test is lower than the alpha level (0,05) indicates that the model is statically significant, compared with the null model with no predictors.

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	243,536			
Final	197,714	45,823	7	,000

Link function: Logit.

Table 43 - Goodness of Fit Measures for Overall Image Ordinal Regression

The ordinal regression output, provided by SPSS, also contains a table with the pseudo R-squared measures, since as it is an ordinal regression, the traditional R-square cannot be computed. The values are low, when compared to the maximum of 1. Still, they indicate that some of the variation of the model is accounted by the dependent variables.

Pseudo R-Square

Cox and Snell	,362
Nagelkerke	,398
McFadden	,188

Link function: Logit.

Table 44 - Pseudo R-Square Measures for Overall Image Ordinal Regression

The test of parallel lines was also computed, where the null hypothesis states that the slope coefficient in the model are the same across response categories, meaning that it tests if the one-equation model is valid (Annex-Section H-Table 92). From the p-value, 0,061, it can be concluded that the null hypothesis cannot be reject and the assumption holds. In sum, the test allow the conclusion that the model allows one equation for all response categories of overall image.

The threshold represent the response variable in the ordinal regression. They are also called as cut off points. The difference between the cut off point Overall Image =4 and Overall Image = 6 are is around four times higher than the difference between Overall Image=4 and Overall Image=5. This is consistency with the frequencies histogram, than shows a high node at response 6 (Annex-Section G-Graphic 21) . All cut off points present statistical significant values, according with p-value, in the sig. column.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[OverallImage = 4]	-3,493	,482	52,583	1	,000	-4,437	-2,549
	[OverallImage = 5]	-1,684	,296	32,455	1	,000	-2,264	-1,105
	[OverallImage = 6]	1,020	,257	15,712	1	,000	,516	1,525
Location	Cultural_Offer	,390	,200	3,829	1	,050	-,001	,781
	Nature_Sports	,061	,208	,085	1	,771	-,347	,468
	Mobility_Value	,403	,204	3,916	1	,048	,004	,803
	Quality_Experience	,200	,199	1,006	1	,316	-,191	,591
	Nightlife_Locals	,034	,203	,028	1	,868	-,364	,431
	City_Spaces	-,054	,197	,075	1	,784	-,441	,332
	Affective_Image	1,425	,263	29,231	1	,000	,908	1,941

Table 45 - Parameter Estimates for Ordinal Regression of Overall Image

Analysing the parameters, only three show to be statistically significant according with the p-values in the sig. column. These variables are Cultural Offer, with a p-value of 0,05, indicating there is 95% probability that this variable has some effect in the depend variable; Affective Image with a p-value of 0,000 indicating that this variable is statistically very significant to predict overall image and Mobility/Value, with a p-value of 0,048. Cultural offer has a positive effect in Overall Image and it is expected that when Cultural Offer increases by 1, overall image will have an increase of 0,390, assuming that all the other variables remain constant. Affective Image is the variable with the highest coefficient, meaning that when affective image goes up by one, it is expected that overall image increases 1,425, if all the other variables remain constant. Mobility/Value presents a positive coefficient value of 0,403, meaning that when Mobility/Value increases 1, Overall Image is expected to increase by 0,403, if all the other variables remain constant.

The other variables, even though they appear not to be statically significant, they are still valuable to understand the different relationships in the model presented and it is not prudent to exclude them. Their lack of significance might be altered with a bigger sample or with the introduction of more variables.

In conclusion, overall image is, in fact, influence by cognitive image and affective image. Also, the idea that overall image is bigger than the sum of these two components is clear, since they do not explain fully its behaviour.

4.4.7. Conative Image Descriptive and Frequencies' Analysis

The conative image refers to the behavioural intention towards the destination. This element was measured through the likeliness to recommend and to visit again the destination in study.

First, it was analysed the likeliness to recommend. From the survey data, the mean value for the likeliness to recommend was 6,35, indicating that visitors indicating a high probability level to recommend Lisbon to others.

Statistics		
		Likeliness To Recommend
N	Valid	102
	Missing	0
Mean		6,35
Median		7,00
Mode		7
Minimum		1
Maximum		7

Table 46 - Descriptive Statistics to Likeliness to Recommend Lisbon to others

The maximum value was 7, corresponding to the label "Extremely Likely" and 57,84% of the respondents chosen this option, which is a good sign that tourists that visit Lisbon will recommend the city to family and friends. This specific results matches the results obtained in the variable information sources that indicated family and friends as a primal source of information for the respondents to collect information about Lisbon. 28,43% of the sample chosen the option "Very Likely", meaning that about 86% of the sample refers a high probability of recommending the city, after they visit.

Likeliness To Recommend Lisbon to Others
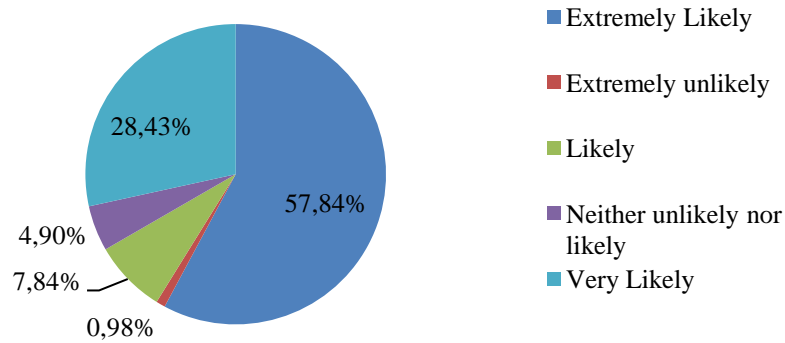
Graphic 5 - Frequencies of the variable Likeliness to Recommend Lisbon to others

In the frequencies analysis, from the 102 respondents, 33% responded to be extremely likely to revisit Lisbon, in the next three years, 18% considered it to be very likely and 21% as likely. Meaning that 72% of the respondents indicating that, in some degree, it would be likely to visit again Lisbon, in the next three years, proving that the experience of visitation had been pleasant enough to make tourist want to visit the city again. The percentage of respondents that indicated to be unlikely, in various degrees, to revisit Lisbon, in the next three years was 17% and only 11% indicated neither likely or unlikely to revisit.

The next question was about the likeliness of revisiting Lisbon, in the next three years. The descriptive analysis produced a mean value of 5,34, corresponding to a probability of likely to very likely, according to the scale.

		Likeliness To Revisit, in the next three years
N	Valid	102
	Missing	0
Mean		5,34
Median		6,00
Mode		7
Minimum		1
Maximum		7

Table 47 - Descriptive Analysis to the variable "Likeliness to revisit Lisbon"

Likeliness to Revisit Lisbon, in the next three years
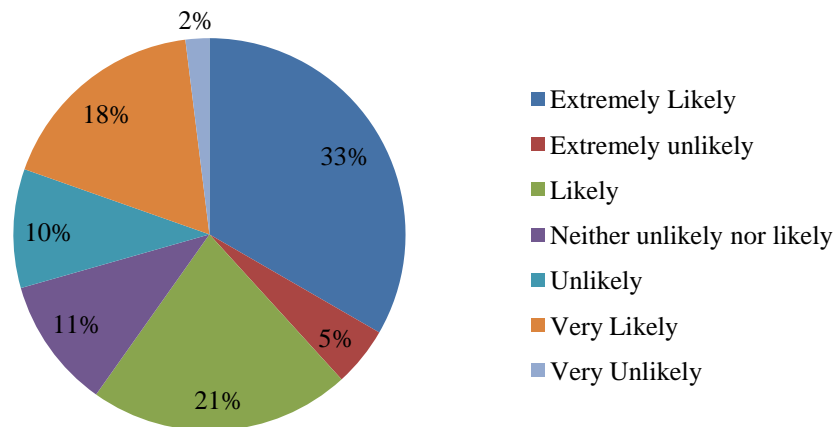
Graphic 6 - Frequencies of the variable "Likeliness to Revisit"

4.4.7.1.Relationship Between Overall Image and Likeliness to Recommend and to Revisit Lisbon

The variable "Likeliness to Recommend Lisbon to others" was analysed in terms of its relationship with the overall image. Both variables were ordinal, so an ordinal regression was computed. The model fit information presented a p-value inferior to 0,05, indicating that the model fit the data and it is statistically significant.

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	94,945			
Final	43,855	51,090	1	,000

Link function: Logit.

Table 48 - Model Fitting Information for Ordinal Regression for Likeliness to Recommend Lisbon

The pseudo R-squared measures present low values, when compared to the maximum of 1. Still, they indicate that some of the variation of the model is accounted by the dependent variables.

Pseudo R-Square

Cox and Snell	,394
Nagelkerke	,447
McFadden	,235

Link function: Logit.

Table 49 - Pseudo R-Square Measures for Ordinal Regression for Likeliness to Recommend Lisbon

The test of parallel lines was computed, where the null hypothesis states that the slope coefficients in the model are the same across response categories, meaning that it tests if the one-equation model is valid (Annex-Section H-Table 93). From the p-value, 0,760, it can be concluded that the null hypothesis cannot be reject and the assumption holds. In sum, the test allow the conclusion that the model allows one equation for all response categories of the likeliness to recommend Lisbon to others.

The cut off points are all statistically significant and their value is increasing from one cut off point to the other. This is consistent with the frequencies histogram that shows that highest frequencies are in the higher rates (Annex-Section G- Graphic 22).

The overall image presents a statistically significant positive coefficient. The value of 2,008 means that when overall image increases by 1, the likeliness to recommend Lisbon to others increases by 2,008.

This relationship supports the idea that the more positive the overall image is, the more likely tourists will recommend it to others.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Recommend= 1]	5,817	1,835	10,052	1	,002	2,221	9,413
	[Recommend= 4]	8,064	1,682	22,981	1	,000	4,767	11,361
	[Recommend = 5]	9,449	1,769	28,547	1	,000	5,983	12,916
	[Recommend= 6]	11,812	1,954	36,531	1	,000	7,981	15,642
Location	OverallImage	2,008	,324	38,333	1	,000	1,372	2,643

Link function: Logit.

Table 50 - Parameter Estimates for Ordinal Regression for Likeliness to Recommend Lisbon

Similar to what was done above, the likeliness to revisit was also analysed in terms of its relationship with overall image. The model fitting information supported that the model fitted the data.

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	89,729			
Final	71,398	18,331	1	,000

Link function: Logit.

Table 51 - Model Fitting Information for Ordinal Regression for Likeliness to Revisit

The Pseudo R-Square measures indicated that Overall Image accounts for little of the variance in the mode and the test of Parallel Lines indicated that the one-equation model assumption is sustained (Annex-Section H-Table 94)

Pseudo R-Square

Cox and Snell	,164
Nagelkerke	,170
McFadden	,054

Link function: Logit.

Table 52 - Pseudo R-Square for Ordinal Regression for Likeliness to Revisit

The cut off points[Revisit=1] is not statistically significant, perhaps because the frequencies histogram shows a small frequency in this value. All the other cut off points are statistically significant. The increasing differences between the cut off points are consistent with the increases in the frequencies in the different response values (Annex-Section H - Graphic 23).

The estimate value for overall image is statistically significant (p-value < 0,05) and presents a positive coefficient of 0,955. This means that when overall image increases by 1, it is expected an increase of 0,955 in the likeliness to revisit Lisbon, in three years time.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Revisit= 1]	2,224	1,320	2,837	1	,092	-,364	4,811
	[Revisit= 2]	2,667	1,296	4,236	1	,040	,127	5,207
	[Revisit = 3]	3,880	1,292	9,018	1	,003	1,347	6,412
	[Revisit = 4]	4,667	1,315	12,603	1	,000	2,090	7,244
	[Revisit= 5]	5,731	1,356	17,852	1	,000	3,073	8,389
	[Revisit= 6]	6,535	1,386	22,227	1	,000	3,819	9,252
Location	OverallImage	,955	,221	18,711	1	,000	,522	1,388

Table 53 - Parameter Estimates for Ordinal Regression for Likeliness to Revisit

Even though the pseudo r-square measures indicate that the dependent variable accounts for little of the variance in the model, it is still possible to conclude that overall image influences the intention of revisiting Lisbon.

5.CONCLUSIONS

This study intended to study Lisbon's touristic image perceived by tourists as well as its determinants and structure.

The importance of tourism for the Portuguese economy is widely demonstrated in the literature review and that shows how studies that assess the perspective of visitors can be of value to the industry.

This study focus on two dimensions: to understand the structure of Lisbon's destination image, supported in a tested model and the importance-performance analysis of cognitive image (the one that focuses on physical attributes).

First, it is important to assess the results in what respects to the structure. The finding show that there are, in fact, different relationships between the different variables, still it is not safe to assume that this model here tested is the correct one. The application of different models is suggested and recommended. The results are presented divided by model parts.

5.1.The influence of Demographic Variables:

The influence of demographic variables such as gender, age and educational level, in cognitive image was very light as it presented weak correlations. The relationship was present but showed not to be of primal influence in cognitive image and thus its effect in overall image also appear not be determinant. Yet, one should not conclude that demographic variables are not important. In fact, demographic variables can be important in adapting promotional materials, even if in terms of touristic destination image, they appear not be influent, at least in the case of Lisbon.

5.2.The influence of Information Sources

Information sources influence on cognitive image presented to be weak. Yet, it still valid that it is of a destination's best interest to control and to establish relationship with most of the communication channels to assure coherence in the information available for the tourist. Also as internet and family/friends are the most used information sources, the importance to invest in online promotion is showed and the importance to provide a solid and pleasant experience to potentiate the word-of-mouth effect is also demonstrated.

5.3.The influence of Motivation in Affective Image

The results showed a weak relationship between motivations and affective image, indicating that affective image has some other determinant, perhaps, something much more internal, than motivations. However, it is still important to see which motivations are rated the highest to understand what tourists expected when they visited Lisbon. Relaxation, Excitement and Knowledge were the three most important motivations. T know what tourists seek can help to develop a more appropriate touristic offer that will lead to higher levels of satisfaction. Also, to know a specific target's motivations to travel can help to develop more efficient promotion campaigns. One of the interviewees suggested that Lisbon should be seen and promoted as "Resort City", due to its proximity to the river and the sea. It seems this matches the importance of relaxation motivations that appear to explain most of the variance in Motivation Factors Analysis.

5.4. The influence of Cognitive and Affective in Overall Image

Overall Image is, in fact, composed and influenced by the perceptions on cognitive and affective image, but, as theorized by the Echtner and Ritchie (2003) is greater than the sum of these two dimensions. From the results, it seems that affective image affects more the perceptions of overall image than cognitive image, meaning that the more emotional attachment a subject attributes to the destination, the more positive the overall image tends to be. It is important to remember that cognitive image also influences affective image and the effects, on overall image, are diluted in these multiple relationships

In sum, affective and cognitive image influence the overall image of a destination, so it is clear that both need to be managed. Affective image is hard to manage as it is related with emotional perception, but since cognitive image is composed with manageable instruments and it affects affective, it can be managed to improve affective image and overall image and thus, the importance of a specific analysis to cognitive image.

5.5. The Importance Performance Analysis To Cognitive Image

The analysis to the survey data revealed a very positive situation for Lisbon. Most of the attributes were rated highly in the scale of importance and performance and only some, related with nature and sports, were rated above four (the scale's medium) in the importance scale. The guidelines provided by the IPA matrix, indicate that Lisbon

performs well in all the attributes that are rated as important to the survey's respondents. It seems important to integrate the IPA analysis with the interviews performed to professionals. In general, all interviewees agreed that tourists had a very positive image of Lisbon, after visiting it . Also, it was recognized that a promotion deficit existed and that the offer management was also inadequate and it was hurting the industry.

One of the major conclusions when looking at the data, as a whole, is that the low revenues of the industry aren't just because of the demand side, but perhaps also because of the offer side. The synergies referred in the literature review between the different industry players have to be developed. Also the promotion needs to focus on those attributes that are perceived as more important and with higher performance, but also that fit the tourists' motivations and expectations.

5.6. Comparison with the results from previous studies

The results obtained in this study were compared with the ones obtained in Satisfaction Survey performed in 2011, by the Lisbon's Tourism Association (ATL). This survey intended to know:

- Characterization of the demographic profile of tourists;
- Identification of the buying process, which information sources are used and what are the critical factors for the decision;
- Identification of the tourists' motivations, what are the services that integrated their visit and length of visit;
- Evaluation of the tourists' image of Lisbon.

The ATL survey's sample was constituted by 2 838 of foreign tourists interviewed while visiting the region of Lisbon. Also, there are some results that respect only to Lisbon, with a sample of 2040 individuals. 30,5% of the sample had already visited Lisbon previously. In this study data, that number was 48%. Still, both studies had a significant number of respondents that have visited Lisbon more than once.

In terms of the information sources, in ATL's survey, 66,4% considered as relevant in the destination choice the advice from friends and family. Considering other types of information sources, the ones that were most experienced by tourists were internet, with 55,3% and brochures publicity, with 59,3%. In this study's results, the information sources more used by respondents were family and friends (48%), internet (83%) and tourist guides (48%). The results are similar, indicating that family and

friends, internet, tourist guides and promotion brochures are primary sources of information and are determinants in the decision process.

The average global evaluation of the visit, in a scale from 1 to 10, was 8,45. The percentage of evaluations superior to 7 was 88%. If this overall satisfaction is compared with the overall image rating and the top 3 classes are included (5+6+7), the results are that 93% of the sample has a positive overall image. The results, even though they measure different concepts (overall satisfaction and overall image) match to the idea that the perception, after visiting Lisbon, is highly positive and satisfactory.

In the ATL survey, the main relevant attributes were: Friendliness/help from the locals; Access to interesting places; Safety; Quality-Price relationship; Easy communication to locals 91,7%; Mild Climate; Service quality in restaurants ; Offer of local gastronomy; Service Quality in Accommodation and Offer of monuments or remarkable buildings. In the study performed in this thesis, the main important attributes were: Places of cultural and/or historical interest; Variety of gastronomy; Offers personal safety; Good weather conditions; Existence of good restaurant; Good public transportation network; Good and varied Museums; Good infrastructure of hotels and apartments; Good relationship value for money; Clean public spaces; Wealth and beauty of landscape and Variety of wines. Some of the attributes match between the two surveys. The tourists in both surveys classified as important and relevant, elements referent to Places/Buildings of historical interest, Gastronomy, Safety and Climate. It is safe to assume that these elements are important to tourists and can be considered as determinant to a successful visiting experience.

In terms of performance, in the ATL's survey, the best rated elements in terms of performance were: Mild Climate; Friendliness/help from the locals; Offer of local gastronomy; Rest and Relaxation conditions; Safety; Type of Accommodation; Service Quality in Accommodation; Public Transportation Network and Nightlife Offer.

In this study, the attributes that were rated highest in, the scale of performance were: Places of cultural and/or historical interest; Good weather conditions; Variety of gastronomy; Existence of good restaurants; Variety of wines; Good infrastructure of hotels and apartments; Good relationship value for money; Wealth and beauty of landscape; Good and varied Museums; Good public transportation network; Offers personal safety; Good transport infrastructures and materials; Variety of shops and Variety of entertainment and/or nightlife places.

Once again, there are attributes that match between the two surveys, namely those that relate with Climate, Gastronomy, Safety, Accommodation and Nightlife. The perceptions of tourists on the performance of the attributes was fairly similar in both surveys.

The attributes of the value proposition most identified by the tourists in the ATL survey were: "Old city, filled with history"; "Open air destination"; "Varied Offer"; "City of Feelings" and "Capital city". When these results are compared with the interview results, it is also possible to find some matches. The professionals interviews talked about the old city appeal, the open air destination and the multiple offer that characterizes Lisbon. This particular element, was not evaluated in this study's survey, however it was analysed by the professionals of the industry.

Also, in the ATL survey, tourists when asked about the differentiation of Lisbon, comparing it to other destinations, referred: Authenticity Feelings, Human Dimension and Historical Relevance. The interviews were also asked about this and some referred the Human Dimension and the Historical Relevance. This match between professionals and tourists perceptions is a good sign that professionals are aware of what tourists find distinguishing about Lisbon.

90,9%% from the ATL survey respondents reveal that it is very likely or likely to return to Lisbon. From the data collected for this study, 72% indicated with some of degree of probability the intention to revisit Lisbon, within the next three years. The smaller value in this thesis results can be explained due to moment of answering the survey. In the ATL survey, tourists were still in Lisbon, at the time of the survey, whereas in this thesis' survey, most respondents were already in the country of residence. This timing might change the re-visitation intentions.

In terms of the recommendation of Lisbon, in the ATL survey it was measured through the placement of Lisbon in a top of destinations. 29,3% placed Lisbon in the top 5 of destinations to visit and 77,8% placed Lisbon in the Top 10. In this thesis' study, the recommendation intentions were measured through the likeliness to recommend the destination to others: 86% responded that it was extremely likely to very likely to recommend Lisbon to others. Even though the semantics are different, it is possible to conclude that tourists, after visit, present high probability of recommending the city to others.

To conclude, the results from both surveys show many similarities, indicating that the study performed in this investigation, even though with a small sample, was

able to collect valuable opinions, that are confirmed in the ATL survey with a much bigger sample. The main difference between the two studies is the theoretic ground. This thesis aimed to study the relationship between different variables and present the determinants that lead to positive image, attempting to be more complete than a satisfaction survey.

5.7. Conclusions Summary

Even though this thesis' sample was small, the results, when compared to the previous surveys with bigger samples, present some similarities that point to the fact that they are reliable. The touristic destination image of Lisbon proved to be very positive in all model's components but, from the interviews, it is not widely disclosed and there are still valuable markets to promote it.

In what relates to the model, it was proven that there is some kind of strucuture, where overall image is a result bigger than the sum of cognitive and affective perpceptions. Managing these perceptions is what will create a positive experience for tourists that visit, that then will generate a positive word-of-mouth effect. To know the structure, what influences it and what is the current position of Lisbon's image can provide guidelines for the future.

5.8.Implications

This present study alerts to the need to integrate tourism studies and satisfaction surveys with the available theoretical and scientific knowledge. It provides a theoretical model to investigate how the touristic image of Lisbon is structured but also a graphic tool that allows the identification of the present situation of Lisbon, in terms of its cognitive image.

It is concluded in this study that touristic destination image studies are in fact valuable to understand which are the elements more important to tourists and this knowledge can be used in promotion and strategy.

The methodology of the study, that proposes a theoretical model, also allows a significant change in previous studies that are mainly empirically. The application of theoretical and scientific investigation to the standard satisfaction surveys can be a great improvement in understanding and managing tourism destinations.

To Lisbon, specially, due to the importance of tourism to the national and regional economy, this study is even more important, since its pioneer on its theoretical basis and application.

5.9. Study Limitations

Despite the fact that it was possible to test many of the relationships theorized in the model, there were still some limitations, namely:

- It was still not possible to compute a fully integrated analysis with all the variables, in order to understand direct, indirect and total effects.
- The sample size was not the better one, as with more observations, the statistical validity would have been bigger. This was due to two main constraints: time and resources. Also, in long surveys as it was the one presented in this study, it is usual to offer some kind of reward to encourage response.
- The nationality of the respondents didn't allow an analysis to the effect of the same on different variables as only two countries showed enough observations to be considered adequate. The rest was too spread, with one or two observations by country.
- Since the sample wasn't random it is not possible to generalize the results to the universe of tourists that visited Lisbon

5.10. Further Research Recommendations

This study as its goal to assess the touristic destination image of Lisbon. Since, it is the first one to integrate a theorized model with an empirical research and apply it to the city of Lisbon, it can be a platform for future works. Based on this and on the conclusions and results, it becomes important to:

- Test the theorized model with a bigger and more varied sample;
- Perform an integrated analysis of all the variables in the model, with deeper and more advanced statistical technique;
- Investigate, in more detail, the influence of determinants such as information sources or nationality in the perceptions of tourists;
- Investigate the changes in the image's perceptions over time, before and after visit, assessing the gap, in order to reduce it.

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7.ANNEX

Section A. Qualitative Research - Interviews

A.1. Interview Script

1.a) What is the image you think that tourists have of Lisbon, as a touristic destination?

1.b) In your professional opinion, what are the most important elements, that work as promoters and characteristics of Lisbon's touristic image?

1.b) How would you consider Lisbon's performance on those elements, in terms of service, accommodation, etc..

2. Which are the weaknesses that you see, that make Lisbon a less popular destination, when compared with other European cities?

3. Which are the aspects that you think that should be improved, to a better positioning and also to a better marketing of Lisbon, as a touristic destination?

The interviews were conducted in Portuguese and what is presented here is an attempt of the most truthful reproduction of the interviewees' words translated into English.

A.2. Interview 1 - Mário Machado, Associação de Turismo de Lisbon (Lisbon's Tourism Association) and Nuno Santos, Espírito Santo Viagens' (ESV) CEO.

1.a) What is the image you think that tourists have of Lisbon, as a touristic destination?

M.M. In general, the image that tourists have of Lisbon is very positive and usually, according to the studies of ATL, above expectations. So Lisbon for them is a pleasant surprise. Which also means, that they were expecting less and that we need to something more relating with the image we try to pass. In case of repeated tourists, of course, their expectations are lower, but they are still in 90% level. But in general, tourists have a very good image of Lisbon and the percentage that doesn't is absolutely very small.

N.S. Nowadays, Lisbon is a "hip" city, trendy city. I believe that people found Lisbon to be very interesting to spend 3-4 days. From my perception, I also agree with Mario, that people don't have high expectations when it comes to Lisbon. We do not have the great museums, the great locations as other cities. But I believe we have the human dimension, that Lisbon is a nice and friendly city, with a great weather, great variety of attractions, great nightlife, where people are close, and that everything is near and can be seen in 3-4 days, rather than the Louvre, where you take seven days to see it completely. Lisbon, in March, you can see a lot of tourists walking in the streets at night, safely. And now the accessibility of Lisbon has increased, with the low cost airline companies and I believe that people face Lisbon as a nice and very hospitable city.

1.b) In your professional opinion, what are the most important elements, that work as promoters and characteristics of Lisbon's touristic image?

M.M. Lisbon doesn't have a unique distinctive icon as other cities have (Louvre, Eiffel tower, statue of Liberty). And that is one of the reasons why the city is usually advertised as a multiple offer, allowing people to see the city by their own

perspective, according with their own interests. each tourist has its motivations and they can found/satisfy almost every one, here in Lisbon. We usually sell these elements to professionals, although we try to adapt the offer to the demand and to market segment:

- Lisbon is an old city, with lots of history and with lots of monuments and we try to highlight that component (Belém);

- It's an open city, an outdoor city with a construction's level relatively low (low buildings) with an extraordinary light that it is hard to find in any other city location

- It is a safe city. tourists don't want to go somewhere where they feel unsafe and Lisbon offers that safety to tourists, where they can walk freely in the streets. Portugal remains of the safest destinations in Europe.

- Gastronomy is starting to be of the strengths of the Lisbon's image, it is not duly promoted but with this new chefs generation (avillez,...) that have improved the presentation of dishes (which were badly presented in the past, even though it was amazing food), that have won Michelin stars and have made it very equal to the remaining European cuisine. Also the gastronomy works as a surprise, as people discover it after they arrived.

- Human scale: it is a city where the people are hospitable and friendly, they are empathic with the tourists, they try to speak their languages, and that is noted and appreciated;

- Multicultural: a city where one can feel and see the influences of emigrants in a very healthy way, where people live together peacefully (we do not see the ghettos that exist in other cities. That brings a certain charm and it helps to spread the international history of Portugal and Lisbon, because it went beyond Europe, all over the world.

- Price: high quality offer with a low price (value for money) which can be negative because it lowers the price of accommodation, lowering revenues;

N.S

- Natural Localization: the light, the sea, the river, the hills...I believe that the only similar city is Istanbul;

- Gastronomy: I believe people associate Portugal with good food;

- Cosmopolite: multicultural, several influences, etc;

- Hospitable / Receptive / Friendly ;
- Price: I agree with Mário - low price and high quality;

1.c) How would you consider Lisbon's performance on those elements, in terms of service, accommodation, etc..

M.M. In accordance with our survey results, the tourists' evaluation of the performance of Lisbon in these aspects is very positive, revealing several strengths as high level of service in cultural aspects, accommodation , restaurants and safety. All these aspects are rated above 90%. And of course the quality-price relationship

N.S. Low price and high quality, high performance on the human dimension and high quality in gastronomy and in accommodation services. And when we compare it with other European cities, for the same quality, a person needs to pay the double or triple that it pays in Lisbon. In Barcelona, one pays 30 or 40% more and the service is not better.

2. Which are the weaknesses that you see, that make Lisbon a less popular destination, when compared with other European cities?

M.M The peripherical localization, which makes the air connections more expensive and makes us loose competitiveness in the European markets, mostly. We have also a promotion deficit that is caused mainly by two factors: one is the financial dimension where we are small. We compete with destination that have financial structures far more developed than ours. and the other is that the each time an administration changes, the strategy, the concepts also changed and we don't have a long term strategy that has lasted through time. And the fact is that we have a variety of images, but perhaps 2 or 3 are stronger, and we are promoting 17. And also, perhaps it shouldn't be called a promotion deficit but a knowledge deficit because in fact, we are not passing the image since people always say that Lisbon is above their expectation, so it is clear that there the promotion we do is not effective as it should.

In terms of financial revenues, specifically about revenue per available room (REVPar) we are definitely behind other countries due to two reasons: a deficit in the number of tourists and/or the excessive offer of accommodation. This has a great impact in something that it is also important which is the ability to attract the great hotels'

brands/chains, because in fact, we are not appealing to them as we have such lower returns. And we can't sell Lisbon at the prices of Barcelona.

And in terms of promotion, the concepts throughout the industry are very different and there is a lack of common agreement between professionals of the industry. And it is important to see that the tourism of Lisbon start with Expo 98 and grew at a considerable rate until 2008/2009.

N.S. Peripheral localization and i believe that we lack the great icons that other cities have, something distinctive (city of culture, Berlin alternative movements). We also lack the diversity of cultural programs (opera, musicals) but we also don't resident population that feeds a show for ten years as it happens in London. We lack an image that people associate immediately with Lisbon and that relates with our small dimension as a country. In terms of revenue, in fact we have few hotel chains, a lot of independent hotels and their strategy is to low the price (our price is about 50% below the one that exists in Barcelona, which is normally our benchmarking.

In terms of tourism of events, we also have a difficulty is that we lack a space with a substantial dimension. We lack a congress centre that allows Lisbon to welcome word class event, that could be the distinctive icon about Lisbon and could boost revenues and tourists.

3. Which are the aspects that you think that should be improved, to a better positioning and also to a better marketing of Lisbon, as a touristic destination?

M.M. The concept makes sense but the application is much more difficult. There are several segments and we try to sell the city in different ways, in different segments. And the promotion has to be adapted to the market. In terms of promotion I believe the promotion has quality but we have a deficit of economical volume, due to our financial structures.

To manage the installed capacity is fundamental. Also the promotion we are investing is not anymore the hardselling campaigns but through more indirect means like journalists, opinion makers, etc.. The added value is bigger and last longer as we are selling by the eyes of the tourist himself.

N.S. I believe that the lack of revenues of the structure is also something that interferes in the positioning of Lisbon. Lisbon lacks the feeling of exclusivity, it is so

easy to find a cheap accommodation. And that is a problem of managing the offer. Take the example of Paris: one has to pay a lot to go a 3 star hotel in most of the seasons, Lisbon no, you can always find a room in a 5 star hotel for the same price as the 3 star. And it can be good in the aspect that we are cheap, but it is bad, because the industry doesn't achieve what it could, because people don't pay for the high quality they're getting. I believe we have a great positioning but is skewed/influenced by the price and the people are not available to pay for Lisbon what they for Barcelona, because we can't transmit the value of Lisbon.

A3. Interview 2 - Margarida Vasconcelos, Comercial Manager of the Evidencia Astoria Hotel, Lisbon.

1.a) What is the image you think that tourists have of Lisbon, as a touristic destination?

M.V. The image tourists have before and after visitation is completely different and also it depends on their country/region of origin. A tourist that comes from the American continent thinks that Lisbon is a lot less cosmopolitan that it is, thinks it's older and rural and less advanced that in reality. When these tourists leave, they think of Lisbon as a clean, charming city with a fantastic light, realizing that its full of nice people, with as much traffic as other capitals where there's good food. For a European, most of them have a pleasant surprise. They leave with the idea that Lisbon is a clean city, where are people are welcoming and friendly with a fantastic light and geography. In general, I believe the image that tourist have after visitation is very positive.

1.b) In your professional opinion, what are the most important elements, that work as promoters and characteristics of Lisbon's touristic image?

M.V.
- Geography: the light, the sea, the river, the beaches;
- People: very welcoming, nice
- The food
- Shopping: Lisbon is more and more a recognized city to shop
- Historical Patrimony and Cultural life : even though that are cities that are more know by it, Lisbon still offers a very interesting choice in this matter

1.c) How would you consider Lisbon's performance on those elements, in terms of service, accommodation, etc..

M.V I believe it's very superior when compared with other European cities. We have a very good price-quality relationship in all our offer (accommodation, restaurants, other services). And it ends being a bad thing, because we sell fantastic hotels at a price of a little pension. And it's not because we don't have enough tourists, perhaps it's due to poor politics that have been implemented.

2. Which are the weaknesses that you see, that make Lisbon a less popular destination, when compared with other European cities?

M.V. We are a peripheral country and that affects the flights, that become more expensive. We lack a cultural offer more appealing, even adapted to the accommodation offer. We have a lot of 5 star hotels but then we don't have a cultural offer that matches (an opera, fashion events).

3. Which are the aspects that you think that should be improved, to a better positioning and also to a better marketing of Lisbon, as a touristic destination?

M.V. The institutional promotion has to promote Lisbon as a whole: the culture, the shopping and lifestyle. Lifestyle is an aspect that contributes for people to return. And there has been mistakes: the bad politics that have bet in markets that are in crisis (Italian and Spanish) and were not ever stable. Only recently, they started to bet in the German market, that is the market with more vacation days per year, plans their vacation ahead and are known for travelling. Developing the flight connections would also be important: new connections, new tourists. For markets as Angola and Brazil, they need to be worked, they need to be invested in. Also, I believe that the parallel accommodation is danger to a quality tourism: independent flats and the growing offer of hostels, that are a blank in our legislation (local accommodation) can damage the offer management and the quality of the industry.

A4. Interview - Gavin Eccles- Tourism Consultant

1.a) What is the image you think that tourists have of Lisbon, as a touristic destination?

G:E. I believe it's a good image. Lisbon is a "second city". It doesn't have enough museums, monuments but it has good weather, it's easy to see, so it is an easy city. It has this local concept, with all the neighbourhoods, it's quite different, very "Old Europe", which also means it is dirtier. But yes, it's a good image.

1.b) In your professional opinion, what are the most important elements, that work as promoters and characteristics of Lisbon's touristic image?

G:E The weather, the light, the river. Lisbon is a city river, near the beach. It should be seen as a city of blue, sky, resort city.

Also, it's a global village: small city, where you can be with the locals. Because people here are more sensitive to tourists. In London, no one will help you as a tourists, they don't care. But here, you can merge with the locals.

The small streets, the shops that haven't changed in 50 years, very vintage. Lisbon it's Europe 50 years ago and that charm attracts people now.

1.c) How would you consider Lisbon's performance on those elements, in terms of service, accommodation, etc.

G.E. It's fantastic. It's incredibly cheap with amazing quality. 5 star hotels for less than 100 Euros. You can't find that anywhere else, in Europe. Great for tourists, they get fantastic accommodation at a low price. It's bad for the industry, they have low returns and it leads to the shortage of international brands, here in Lisbon.

2. Which are the weaknesses that you see, that make Lisbon a less popular destination, when compared with other European cities?

G.E. The lack of an icon. it's a global city, but it doesn't have a global brand. It's at the end of Europe, it lacks a more interesting cultural offer and it lacks art. Lisbon is a very good in tear 2, but it's not a tear 1 city. It should be known for city break, close to the beach.

3. Which are the aspects that you think that should be improved, to a better positioning and also to a better marketing of Lisbon, as a touristic destination?

G.E. More people need to know about it, but you don0t have budget to do it. The emergent markets are not the market because they still want to go, first, to the tear 1 cities. The German market is very attractive, with cities and the regions of Dusseldorf. Austria is also interesting. The problem here relates with flights. There are a number of cities that are connected with Lisbon, still. Also, Lisbon's airport is incredibly expensive. TAP, started to flight to Russia and you might think that Russians are coming more to Lisbon. They are, yes. But TAP is selling to them the Brazil's connection, not Lisbon. And TAP has been a problem, because they don't sell Lisbon. Cities like Stockholm, Frankfurt, Munich, Vienna and Brussels they are a market to bet, because the flight connections are made by TAP, with almost no competition, so TAP can sell: Lisbon weekend city break.

And you keep building hotels, without any new flight connections to fill them. I can't create new flight connections at the same rhythm people build hotels, here. And then, they're empty. Of course, there aren't any new markets. Even with Russians, the number of flights should be bigger.

A5. Interview-Diogo Domingos- Manager at the EquityPoint Lisbon Hotels

1.a) What is the image you think that tourists have of Lisbon, as a touristic destination?

D.D. I think it is different, for its historical appeal. old, and that's part of its charm and at the same time, contrasting, because it have really new areas, like Parque das Nações The weather is fantastic and the human dimensions: I think tourists love the locals, because they're helpful, open and this happens because we have small numbers of tourists, when compared to other cities, where the locals "hate" the tourists. And I think we have a great service.

1**.b) In your professional opinion, what are the most important elements, that work as promoters and characteristics of Lisbon's touristic image?**

D.D. That will depend on the markets. Americans don't know anything about us. They come because it's cheap. A part from those I stated in the first question, I would say the gastronomy and the fact that's it's a cheap city with great service. Also surf, it's a growing segment and I feel it's important to bet on it.

1.c) How would you consider Lisbon's performance on those elements, in terms of service, accommodation, etc.

D.D. The price is great, for tourists and our quality in service is great. So, great performance.

2. Which are the weaknesses that you see, that make Lisbon a less popular destination, when compared with other European cities?

D.D. We don't have the museums, the cultural offers, the art offer to attract tourists and to attract publicity. Also the promotion, if it's adequate or not, I really don't know, but I feel it lacks a bigger budget to reach more persons, more markets.

3. Which are the aspects that you think that should be improved, to a better positioning and also to a better marketing of Lisbon, as a touristic destination?

D.D. Definitely, a bigger investment in art, in cultural aspects. Also, to focus more on our fantastic weather. Sometimes, I feel that there is a lack of professionalism,

so it would be good to have a bigger investment in training, in order to raise awareness in workers that deal with tourists, the importance to transmit a good image. And I think, Lisbon needs to be recovered: there are parts that are just too old.

Section B. Survey

B1. Online Survey

Lisbon Visit

1.Have you ever visited Lisbon? *

○   Yes

○   no

A. Lisbon's Image

1.You are asked to rate the following attributes in terms of importance and performance to you and your experience in Lisbon:

	Not at all important	2 - Low importance	3 - Slightly important	4 - Neutral Importance	5 - Moderately important	6 - Very important	7 - Extremely important
Variety of fauna and flora	○	○	○	○	○	○	○
Wealth and beauty of landscape	○	○	○	○	○	○	○
Good Beaches	○	○	○	○	○	○	○
Opportunities for sports activities	○	○	○	○	○	○	○
Good sport infrastructures	○	○	○	○	○	○	○
Places of cultural and/or historical interest	○	○	○	○	○	○	○
Good and varied Museums	○	○	○	○	○	○	○
Variety of gastronomy	○	○	○	○	○	○	○
Variety of wines	○	○	○	○	○	○	○
Existence of good restaurants	○	○	○	○	○	○	○

Offers personal safety	○	○	○	○	○	○	○
Good weather conditions	○	○	○	○	○	○	○
Good infrastructure of hotels and apartments	○	○	○	○	○	○	○
Variety of shops	○	○	○	○	○	○	○
Good relationship value for money	○	○	○	○	○	○	○
Good public transportation network	○	○	○	○	○	○	○
Good transport infrastructures and materials	○	○	○	○	○	○	○
Variety of entertainment and/or nightlife places	○	○	○	○	○	○	○
Quality of entertainment shows and/or night spaces	○	○	○	○	○	○	○
Unusual ways of life and customs	○	○	○	○	○	○	○
Clean public spaces	○	○	○	○	○	○	○

Performance/Quality *

	1-Extremely Negative	2-Very Negative	3-Negative	4-Neither Negative or Positive	5-Positive	6-Very Positive	7-Extremely Positive
Variety of fauna and flora	○	○	○	○	○	○	○
Wealth and beauty of landscape	○	○	○	○	○	○	○
Good Beaches	○	○	○	○	○	○	○
Opportunities for sports activities	○	○	○	○	○	○	○
Good sport infrastructures	○	○	○	○	○	○	○
Places of cultural and/or historical interest	○	○	○	○	○	○	○
Good and varied Museums	○	○	○	○	○	○	○
Variety of gastronomy	○	○	○	○	○	○	○
Variety of wines	○	○	○	○	○	○	○
Existence of good restaurants	○	○	○	○	○	○	○
Offers personal safety	○	○	○	○	○	○	○
Good weather conditions	○	○	○	○	○	○	○
Good infrastructure of hotels and apartments	○	○	○	○	○	○	○
Variety of shops	○	○	○	○	○	○	○
Good relationship value for money	○	○	○	○	○	○	○
Good public transportation network	○	○	○	○	○	○	○
Good transport infrastructures and materials	○	○	○	○	○	○	○
Variety of entertainment and/or nightlife places	○	○	○	○	○	○	○

Quality of entertainment shows and/or night spaces	○	○	○	○	○	○	○
Unusual ways of life and customs	○	○	○	○	○	○	○
Clean public spaces	○	○	○	○	○	○	○

2.Regarding Lisbon's image, please rate it according with the following adjectives. Each bipolar scale has to be classified from 1 to 7. eg:

• **If you find Lisbon an extremely boring place, rate 1**

• **If you find Lisbon an extremely exciting place, rate 7**

a) *

	1	2	3	4	5	6	7	
Unpleasant	○	○	○	○	○	○	○	Pleasant

b) *

	1	2	3	4	5	6	7	
Distressing	○	○	○	○	○	○	○	Relaxing

c) *

	1	2	3	4	5	6	7	
Sleepy	○	○	○	○	○	○	○	Arousing

d) *

	1	2	3	4	5	6	7	
Gloomy	○	○	○	○	○	○	○	Exciting

3.Classify your overall image of Lisbon, as a touristic destination, according with the following scale: *

	Extremely Negative	Very Negative	Negative	Neither Negative or Positive	Positive	Very Positive	Extremely Positive
Overall Image	○	○	○	○	○	○	○

B. Characterization of the travel to Lisbon

1.How many times have you visited Lisbon? *

- ○ 1
- ○ 2
- ○ +3

2.How long ago was your last visit to Lisbon? *

- ○ Less than one year ago
- ○ Between one year and two years ago
- ○ Between two years and three years ago
- ○ More than three years

3. What was the duration of your last visit to Lisbon? *

- ○ 2-3 days
- ○ 4-5 days
- ○ 1 week
- ○ 2 weeks
- ○ >2 weeks

4.What are you motivations to visit/have visited Lisbon *

	Not Important at all	Low Importance	Slightly Important	Neutral	Moderately Important	Very Important	Extremely Important
Relieving Stress and tension	○	○	○	○	○	○	○
Relaxing physically and mentally	○	○	○	○	○	○	○
Getting away from the crowds	○	○	○	○	○	○	○
Escaping from the routine	○	○	○	○	○	○	○
Finding thrills and excitement	○	○	○	○	○	○	○
Being adventurous	○	○	○	○	○	○	○
Having fun/Being entertained	○	○	○	○	○	○	○
Enriching myself intellectually	○	○	○	○	○	○	○
Experiencing different cultures and ways of life	○	○	○	○	○	○	○
Experiencing new/different places	○	○	○	○	○	○	○
To attend cultural events	○	○	○	○	○	○	○
Meeting People with similar interests	○	○	○	○	○	○	○
Developing close friendships	○	○	○	○	○	○	○
Going to places my friends have not been	○	○	○	○	○	○	○
Telling my friends about the trip	○	○	○	○	○	○	○

5.What were the information sources utilized to reunite information about Lisbon as destination? Choose one or more, if that is the case. *

☐ Family and friends

☐ Newspapers

☐ Television

☐ Organized Event

☐ Tourism Board

☐ Promotional Material (brochures, flyers, etc)

☐ Fairs and/or exhibition

☐ Travel Agency

☐ Magazines

☐ Internet

☐ Tourist Guides

☐ Radio

☐ Others

C. Demographic Information

1.Please enter you age *

○ 18

○ [18 - 30]

○ [31-45]

○ [46-65]

○ >65

2.Gender *

○ Female

○ Male

3.Please enter your nationality

[▼]

4.Please enter your country of residence

[▼]

5.Education level *

○ Primary School

○ High School

○ University

○ Postgraduate

6.Professional Status *

○ Employed for wages

○ Self-employed

○ Out of work and looking for work

○ Out of work but not currently looking for work

○ Homemaker

○ Student

○ Military

○ Retired

○ Unable to work

7.Gross Monthly Income (in Euros) *

○ < 1000

○ 1000-3000

○ 3001-5000

○ 5001-7000

○ 7001-9000

○ >9000

○ DN/DA

D. Traveller's Profile

1.How many travels, in average, do you make per year? *

○ Less than 1

○ Between 1 and 2

○ Between 3 and 4

○ More than 4

2.What are the usual motivations behind your travels? *

○ Leisure

○ Business

○ Health

○ Others

3.What kind of travels do you usually do? *

Please, select the option that fits you the most.

○ Most of my travels are to other countries;

○ Most of my travels are inside my country;

4.Will you recommend Lisbon, as a touristic destination, to others? *

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

5.Is it likely for you to visit Lisbon, again, in the next three years? *

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

6.Why would you re-visit Lisbon?

B2. Survey Version in Paper

This survey is being conducted in an investigation for a Master Thesis, with the theme "Tourism Destination Image: The Lisbon's Image".

This survey has only academic purposes.

Thank you very much for having the time to answer!

A. Demographic Profile

1. Age:

<18 ☐		[45-65] ☐
[18 - 30] ☐		>65 ☐
[30-45] ☐		

2. Gender: Female ☐   Male ☐

3. Nationality: _____

4. Country of Residence: _____

5. Education Level:
- Primary School ☐
- High School ☐
- University ☐
- Postgraduate ☐

6. Professional Status:
- Employed for wages ☐
- Self-employed ☐
- Out of work and looking for work ☐
- Out of work but not currently looking for work ☐
- Homemaker ☐
- Student ☐
- Military ☐
- Retired ☐
- Unable to work ☐

7. Gross Monthly Income: (in Euros)

- < 1000 ☐
- 1000-3000 ☐
- 3001-5000 ☐
- 5001-7000 ☐

- 7001-9000 ☐
- >9000 ☐
- DN/DA ☐

B. Traveller's Profile:

1. How many travels, in average, do you make per year?

- Less than 1 ☐
- Between 1 and 2 ☐
- Between 3-4 ☐
- More than 4 ☐

2. What are the usual motivations behind your travels?

- Leisure ☐
- Business ☐
- Health ☐
- Others ☐

3.What kind of travels do you usually do: Select the option that fits you the most

- Most of my travels are to other countries ☐
- Most of my travels are inside my country ☐
-

C. Characterization of the travel to Lisbon

1. How many times have you visited Lisbon (including this one)?

- 1 ☐
- 2 ☐
- +3 ☐

2. How many days will you spend in Lisbon during this stay?

- 2-3 days ☐
- 4-5 days ☐
- 1 week ☐

- 2 weeks ☐
- >2 weeks ☐

3.What is your motivation to visit Lisbon? (Please classify each of the sentences, signing your opinion with a cross)

	1.Not Important at all	2.Low Importance	3.Slightly Important	4.Neutral	5.Moderately Important	6.Very Important	7.Extremely Important
Relieving Stress and tension							
Relaxing physically and mentally							
Getting away from the crowds							
Escaping from the routine							
Finding thrills and excitement							
Being adventurous							
Having fun, being entertained							
Enriching myself intellectually							
Experiencing different cultures and ways of life							
Experiencing new/different places							
To attend cultural events							
Meeting People with similar interests							
Developing close friendships							
Going to places my friends have not been							
Telling my friends about the trip							

4.What were the information sources you utilized to reunite information about Lisbon as destination? Sign with a cross the one(s) you used.

Sources of Information	Sources Utilized
Family and friends	
Newspapers	
Television	
Organized Event	
Tourism Board	
Promotional Material (brochures, flyers, etc)	
Fairs and/or exhibition	
Travel Agency	
Magazines	
Internet	
Tourist Guides	
Radio	
Others	

D. Lisbon's Image

1.You are asked to rate the following attributes in terms of importance to you and your experience in Lisbon and rate them in terms of your perception of its performance/quality. Classify them according with the following scales:

Importance:
1- Not at all important
2 - Low importance
3 - Slightly important
4 - Neutral
5 - Moderately important
6 - Very important
7 - Extremely important

1-Extremely Negative
2-Very Negative
3-Negative
4-Neither Negative or Positive
5-Positive
6-Very Positive
7-Extremely Positive

Performance/Quality:

	Importance	Performance/Quality
Variety of fauna and flora		
Wealth and beauty of landscape		
Good Beaches		
Opportunities for sports activities		
Good sport infrastructures		
Places of cultural and/or historical interest		
Good and varied Museums		
Variety of gastronomy		
Variety of wines		
Existence of good restaurants		
Offers personal safety		
Good weather conditions		
Good infrastructure of hotels and apartments		
Variety of shops		
Good relationship value for money		
Good public transportation network		
Good transport infrastructures and materials		
Variety of entertainment and/or nightlife places		
Quality of entertainment shows and/or night spaces		
Unusual ways of life and customs		

Clean public spaces		

2.Regarding Lisbon's image, please rate it according with the following adjectives. Each bipolar scale has to be classified from 1 to 7.

	1	2	3	4	5	6	7	
Unpleasant	☐	☐	☐	☐	☐	☐	☐	Pleasant
Distressing	☐	☐	☐	☐	☐	☐	☐	Relaxing
Sleepy	☐	☐	☐	☐	☐	☐	☐	Arousing
Exciting	☐	☐	☐	☐	☐	☐	☐	Gloomy

3.Classify your overall image of Lisbon, as a touristic destination, according with the following scale:

	Extremely Negative	Very Negative	Negative	Neither Negative or Positive	Positive	Very Positive	Extremely Positive
Overall Image	☐	☐	☐	☐	☐	☐	☐

4.Will you recommend Lisbon, as a touristic destination, to others?

1-Extremely unlikely ☐

2-Very unlikely ☐

3-Unlikely ☐

4-Neither unlikely nor likely ☐

5-Likely ☐

6-Very likely ☐

7-Extremely unlikely ☐

5.Is it likely for you to visit Lisbon, again, in the next three years?

1-Extremely unlikely ☐

2- Very unlikely ☐

3-unlikely ☐

4-neither unlikely nor likely ☐

5- likely ☐

6-very likely ☐

7- extremely unlikely ☐

6. Why would you re-visit Lisbon?

Thank you very much for your collaboration and your help!

Section C - Sample's social and demographic Univariate Analysis

Graphic 7- Sample's Distribution by Gender
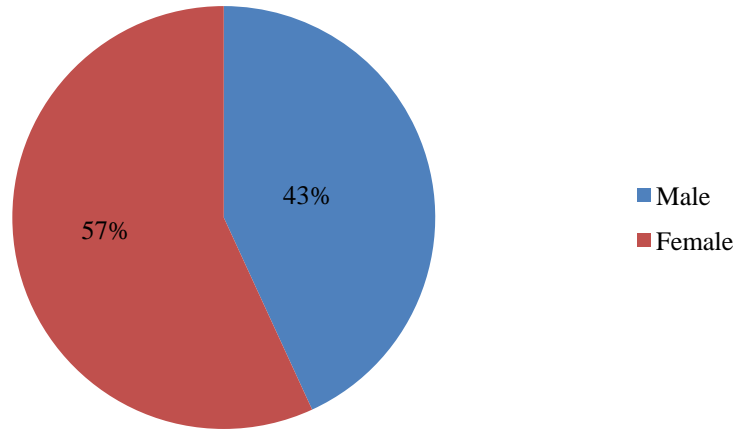
Graphic 8 - Sample's Distribution by Age Class
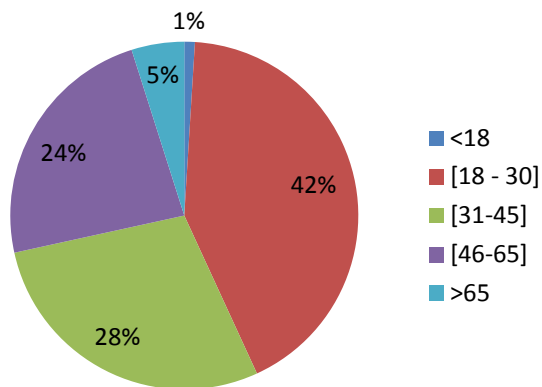
Table 54 - Age Class Frequencies

	Frequency	Percent	Valid Percent	Cumulative Percent
	8	7,3	7,3	7,3
[18-30]	43	39,1	39,1	46,4
[31-45]	29	26,4	26,4	72,7
[46-65]	24	21,8	21,8	94,5
>65	5	4,5	4,5	99,1
<18	1	,9	,9	100,0
Total	110	100,0	100,0	

Graphic 9 - Sample's Distribution by Professional Status

- Employed for wages
- Homemaker
- Out of work and looking for work
- Out of work but not currently looking for work
- Retired
- Self-employed
- Student
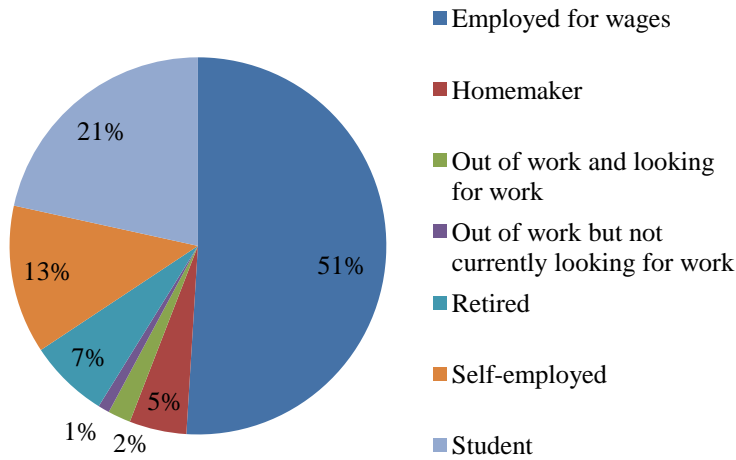
Table 55 - Sample's Distribution by Professional Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed for wages	52	51,0	51,0	51,0
Homemaker	5	4,9	4,9	55,9
Out of work and looking for work	2	2,0	2,0	57,8
Out of work but not currently looking for work	1	1,0	1,0	58,8
Retired	7	6,9	6,9	65,7
Self-employed	13	12,7	12,7	78,4
Student	22	21,6	21,6	100,0

Graphic 10 - Sample's Distribution by Gross Income Level

- < 1000
- >9000
- '1000-3000
- '3001-5000
- '5001-7000
- '7001-9000
- DN/DA
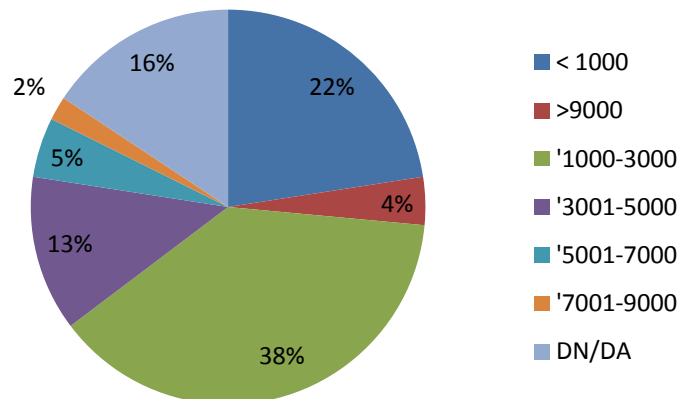
Table 56 - Gross Monthly Income Frequencies

20. 7.Gross Monthly Income (in Euros)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	'1000-3000	39	38,2	38,2	38,2
	'3001-5000	13	12,7	12,7	51,0
	'5001-7000	5	4,9	4,9	55,9
	'7001-9000	2	2,0	2,0	57,8
	< 1000	22	21,6	21,6	79,4
	<1000	1	1,0	1,0	80,4
	>9000	4	3,9	3,9	84,3
	DN/DA	16	15,7	15,7	100,0
	Total	102	100,0	100,0	

C5.

Graphic 11 - Sample's Distribution by Country of Origin
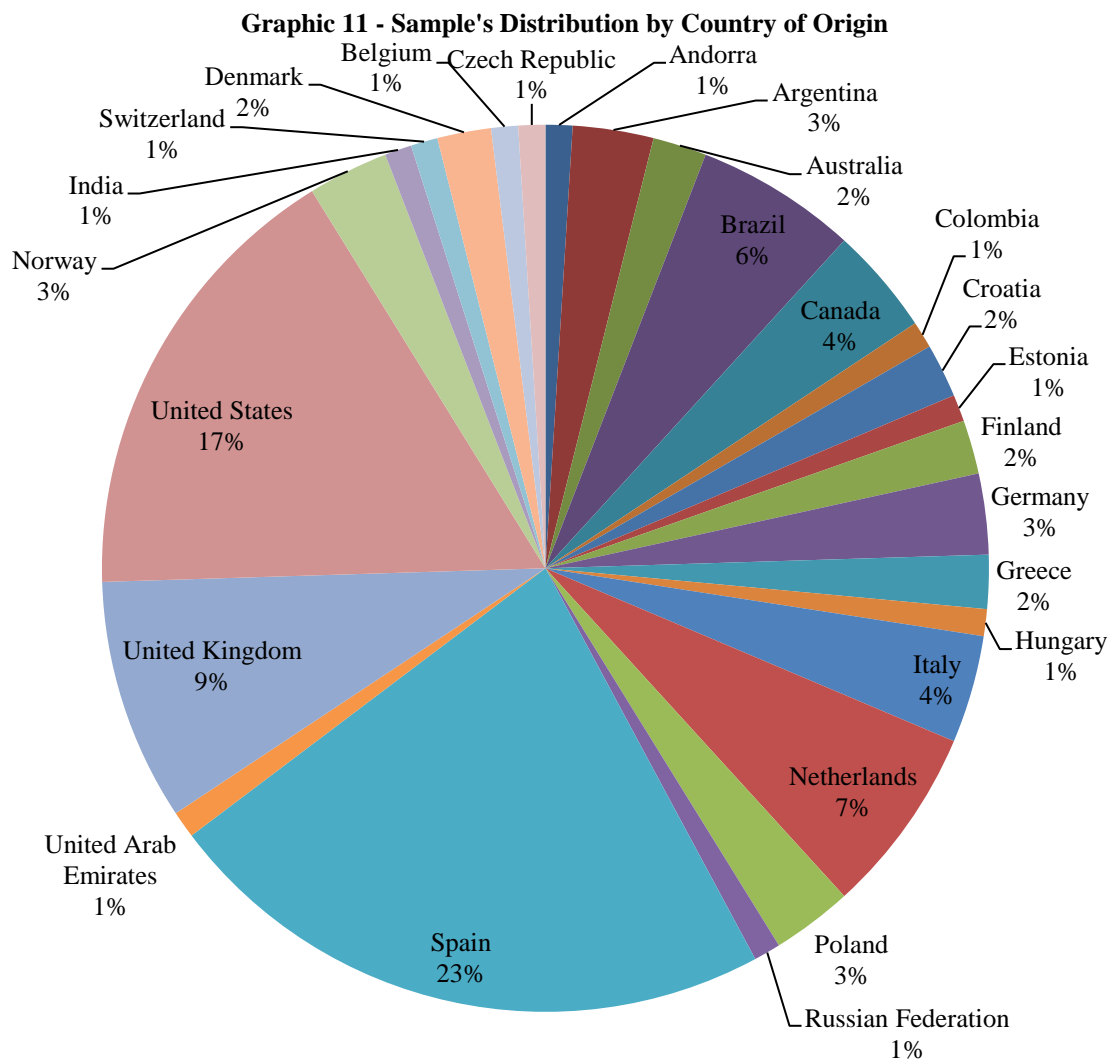
Section D. Sample's Travel Habits and Visit to Lisbon Characterization

Table 57 . Frequencies of Number of travels per year

Number of Travels per year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 1-2	36	35,3	35,3	35,3
	Between 3 and 4	42	41,2	41,2	76,5
Gra12LI - Sample's Distribution by Number of Travels per year					78,4
					100,0
	Total	102	100,0	100,0	

Graphic 13 - Sample's Distribution by Number of Travels per year

- 139 -
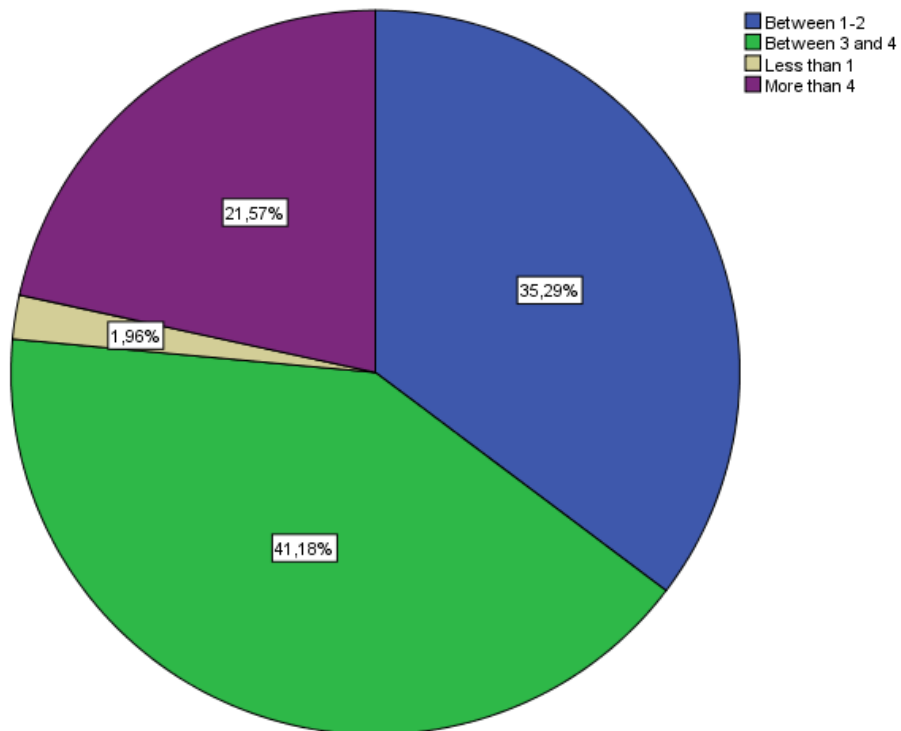
Table 58 - Frequencies of Travel Motivation

Travel Motivations

		Frequency	Percent	Valid Percent	Cumulative Percent
	Business	7	6,9	6,9	6,9
	Health	1	1,0	1,0	7,8
Valid	Leisure	82	80,4	80,4	88,2
	Others	12	11,8	11,8	100,0
	Total	102	100,0	100,0	

Graphic 14 - Sample's Distribution by Travel's Motivation
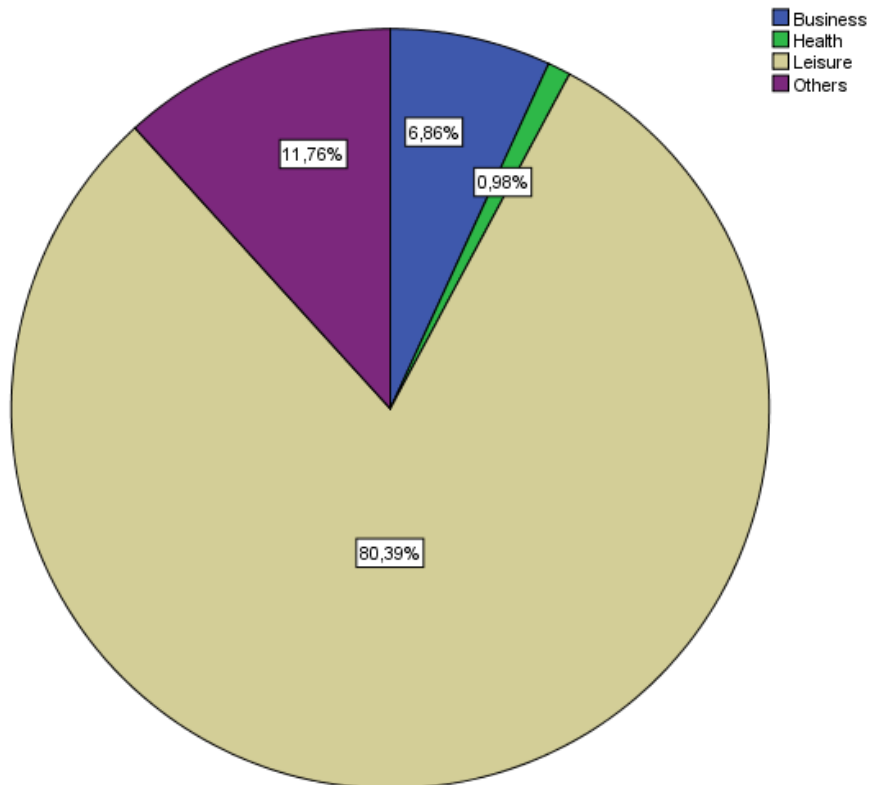
Table 59 - Frequencies of Type of Travels

Type of Travels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of my travels are inside my country	18	17,6	17,6	17,6
	Most of my travels are to other countries	84	82,4	82,4	100,0
	Total	102	100,0	100,0	

Graphic 15 - Sample's Distribution, by type of Travel
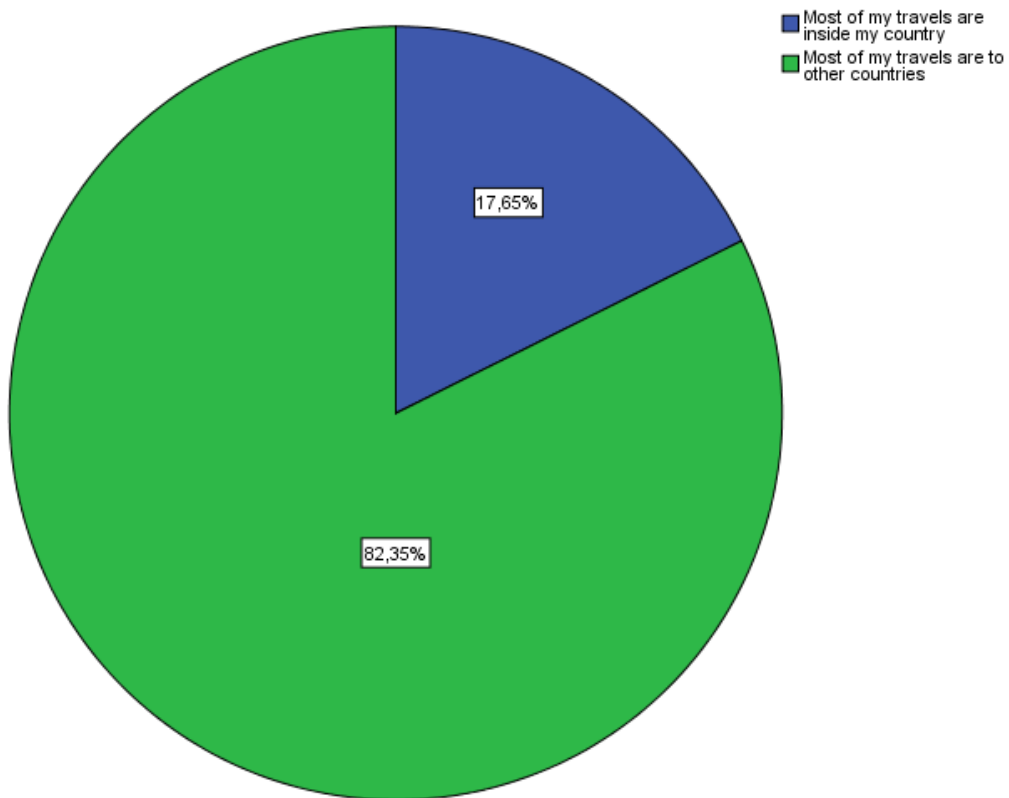
Table 60 . Frequencies of Number of Visits

Number of Visits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	53	52,0	52,0	52,0
	2	14	13,7	13,7	65,7
	+3	35	34,3	34,3	100,0
	Total	102	100,0	100,0	

Graphic 16 - Sample's Distribution, by Number of Visits to Lisbon
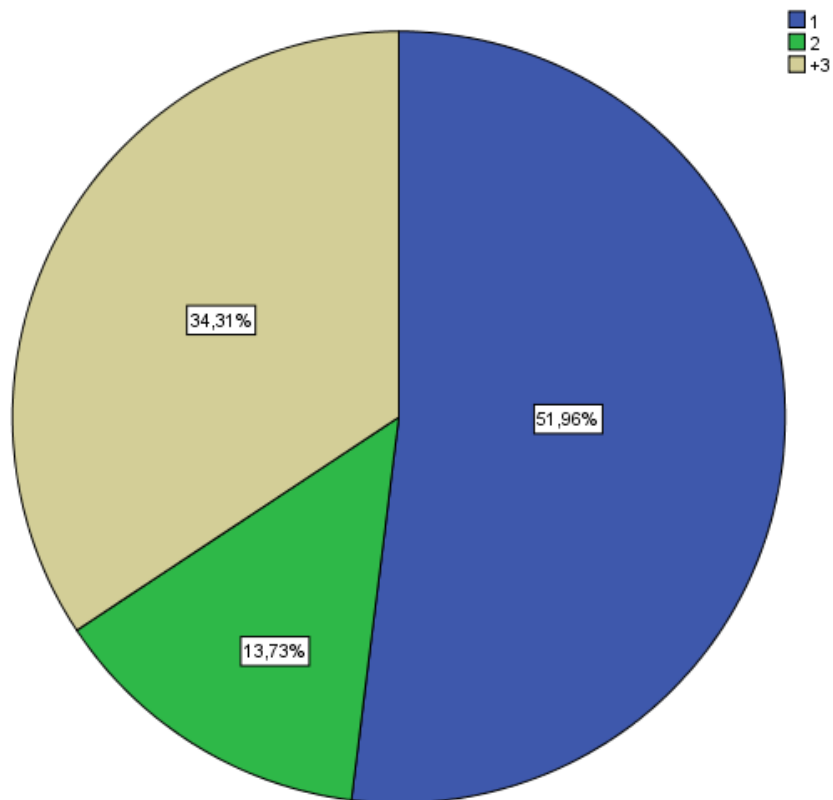
Table 61 - Crosstabulation Analysis to Number of Visits and Travel Motivations

Number of Visits * 22. 2.Travel Motivations Crosstabulation

			22. 2.What is the usual motivations behind your travels?				Total
			Business	Health	Leisure	Others	
Number of Visits	1	Count	2	0	47	4	53
		% within Number of Visits	3,8%	0,0%	88,7%	7,5%	100,0%
		% within Travel Motivations?	28,6%	0,0%	57,3%	33,3%	52,0%
		% of Total	2,0%	0,0%	46,1%	3,9%	52,0%
		Adjusted Residual	-1,3	-1,0	2,2	-1,4	
	2	Count	1	0	11	2	14
		% Number of Visits	7,1%	0,0%	78,6%	14,3%	100,0%
		% within Travel Motivations	14,3%	0,0%	13,4%	16,7%	13,7%
		% of Total	1,0%	0,0%	10,8%	2,0%	13,7%
		Adjusted Residual	,0	-,4	-,2	,3	
	+3	Count	4	1	24	6	35
		% within Number of Visits	11,4%	2,9%	68,6%	17,1%	100,0%
		% within Travel Motivations	57,1%	100,0%	29,3%	50,0%	34,3%
		% of Total	3,9%	1,0%	23,5%	5,9%	34,3%
		Adjusted Residual	1,3	1,4	-2,2	1,2	
Total		Count	7	1	82	12	102
		% within Number of Visits	6,9%	1,0%	80,4%	11,8%	100,0%
		% within Travel Motivations	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	6,9%	1,0%	80,4%	11,8%	100,0%

Table 62 - Frequencies of time passed after the last visit

Time Passed after the last visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between one year and two years ago	20	19,6	19,6	19,6
	Between two years and three years ago	13	12,7	12,7	32,4
	Doesn't apply	2	2,0	2,0	34,3
	Less than one year ago	55	53,9	53,9	88,2
	More than three years	12	11,8	11,8	100,0
	Total	102	100,0	100,0	

Graphic 17 - Sample's Distribution by time passed after the last visit
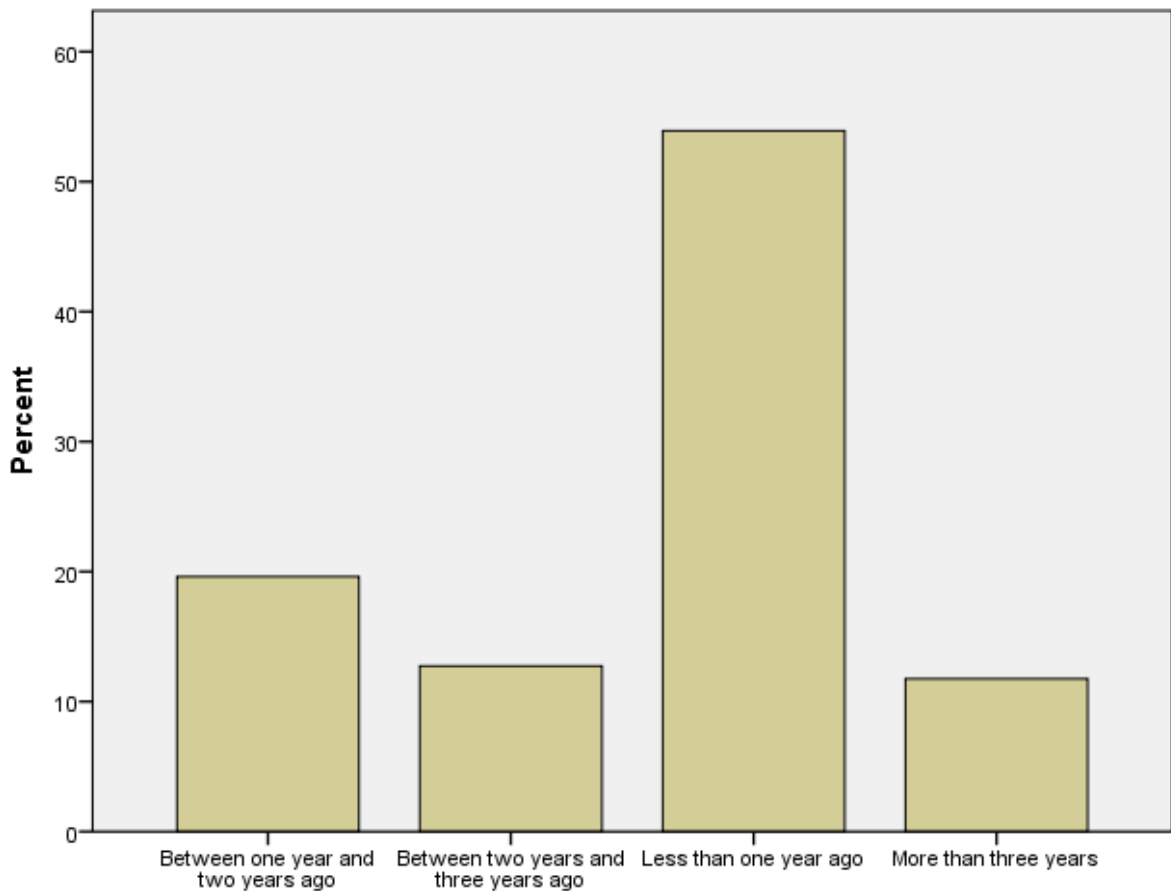
Table 63 . Frequencies of length of visit

Length of Visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>2 weeks	17	16,7	16,7	16,7
	>2weeks	1	1,0	1,0	17,6
	1 week	22	21,6	21,6	39,2
	2 weeks	3	2,9	2,9	42,2
	2-3 days	27	26,5	26,5	68,6
	4-5 days	32	31,4	31,4	100,0
	Total	102	100,0	100,0	

Graphic 18 - Sample's Distribution, by length of visit
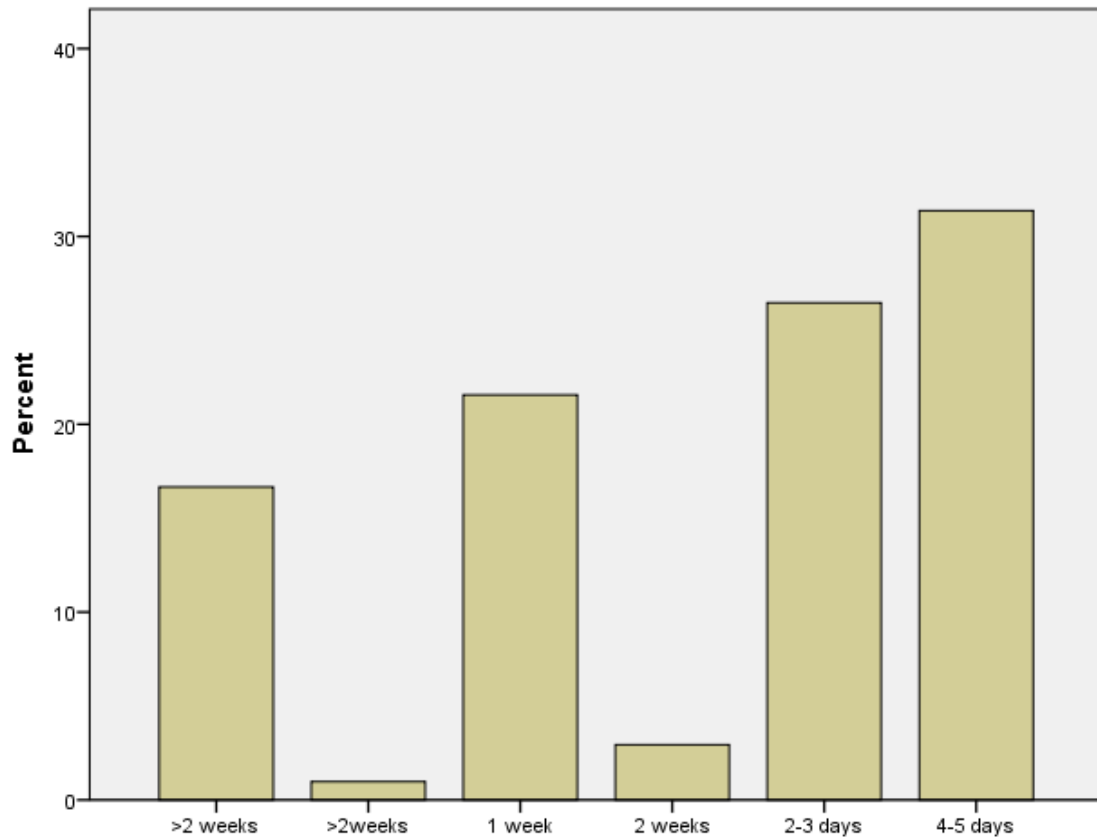
Table 64 - Frequencies of Sources of Information

$Sources Frequencies

		Responses		Percent of Cases
		N	Percent	
Sources[a]	Family and friends	51	17,2%	50,0%
	Newspapers	14	4,7%	13,7%
	Television	12	4,0%	11,8%
	Organized Event	3	1,0%	2,9%
	Tourism Board	24	8,1%	23,5%
	Promotional Material (brochures, flyers, etc)	18	6,1%	17,6%
	Fairs and/or exhibition	4	1,3%	3,9%
	Magazines	18	6,1%	17,6%
	Internet	87	29,3%	85,3%
	Tourist Guides	51	17,2%	50,0%
	Radio	4	1,3%	3,9%
	Others	11	3,7%	10,8%
Total		297	100,0%	291,2%

Graphic 19 - Sample's Distribution by Information Sources
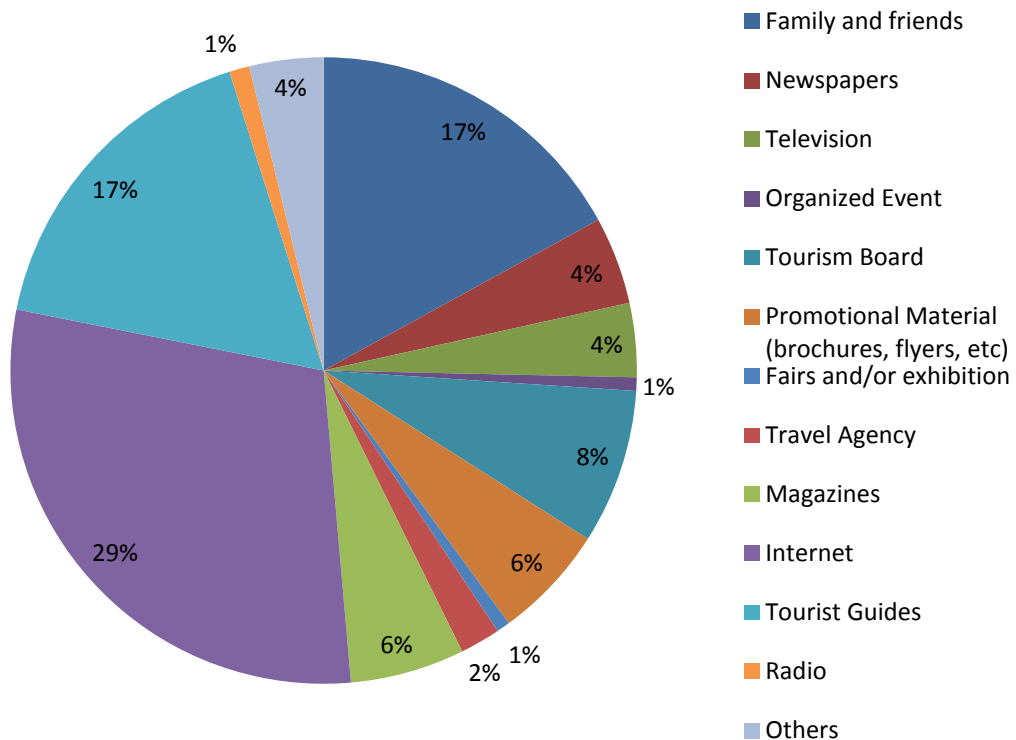
Table 65 - Cross tabulation Between Family and Friends and the remaining information sources

			Family and friends	Total
Sources[a]	Family and friends	Count	51	51
		% within $Sources	100,0%	
		% of Total	100,0%	100,0%
	Newspapers	Count	4	4
		% within $Sources	100,0%	
		% of Total	7,8%	7,8%
	Television	Count	7	7
		% within $Sources	100,0%	
		% of Total	13,7%	13,7%
	Organized Event	Count	2	2
		% within $Sources	100,0%	
		% of Total	3,9%	3,9%
	Tourism Board	Count	10	10
		% within $Sources	100,0%	
		% of Total	19,6%	19,6%
	Promotional Material (brochures, flyers, etc)	Count	7	7
		% within $Sources	100,0%	
		% of Total	13,7%	13,7%
	Fairs and/or exhibition	Count	4	4
		% within $Sources	100,0%	
		% of Total	7,8%	7,8%
	Magazines	Count	6	6
		% within $Sources	100,0%	
		% of Total	11,8%	11,8%
	Internet	Count	42	42
		% within $Sources	100,0%	
		% of Total	82,4%	82,4%
	Tourist Guides	Count	19	19
		% within $Sources	100,0%	
		% of Total	37,3%	37,3%
	Radio	Count	3	3
		% within $Sources	100,0%	
		% of Total	5,9%	5,9%
	Others	Count	4	4
		% within $Sources	100,0%	
		% of Total	7,8%	7,8%

Section E. Factor Analysis to the Variable Motivations to Visit Lisbon

Table 66 - Kaiser-Meyer-Olkin and Bartlett's Test of Factor Analysis Motivation Items

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,732
Bartlett's Test of Sphericity	Approx. Chi-Square	846,907
	df	105
	Sig.	,000

Table 67 - Correlation Matrix for Motivation Items

	Relieving Stress and tension	Relaxing physically and mentally	Getting away from the crowds	Escaping from the routine	Finding thrills and excitement	Being adventurous	Having fun/Being entertained	Enriching myself intellectually	Experiencing different cultures and ways of life	Experiencing new/different places	To attend cultural events	Meeting People with similar interests	Developing close friendships	Going to places my friends have not been	Telling my friends about the trip
Relieving Stress and tension	1,000	,909	,589	,446	,258	,272	,184	,147	,110	,070	,154	,330	,424	,267	,270
Relaxing physically and mentally	,909	1,000	,593	,477	,303	,349	,192	,250	,218	,144	,119	,331	,446	,242	,266
Getting away from the crowds	,589	,593	1,000	,386	,271	,121	-,054	,138	,120	,049	,109	,247	,352	,284	,245
Escaping from the routine	,446	,477	,386	1,000	,478	,444	,383	,427	,453	,389	-,015	,083	,184	,171	,124
Finding thrills and excitement	,258	,303	,271	,478	1,000	,802	,582	,391	,211	,242	,042	,293	,247	,268	,227
Being adventurous	,272	,349	,121	,444	,802	1,000	,579	,375	,353	,320	-,009	,282	,252	,258	,235
Having fun/Being entertained	,184	,192	-,054	,383	,582	,579	1,000	,325	,229	,310	,109	,261	,259	,148	,163
Enriching myself intellectually	,147	,250	,138	,427	,391	,375	,325	1,000	,584	,476	,178	,072	,002	,094	,065
Experiencing different cultures and ways of life	,110	,218	,120	,453	,211	,353	,229	,584	1,000	,676	,117	,053	-,010	,018	,058
Experiencing new/different places	,070	,144	,049	,389	,242	,320	,310	,476	,676	1,000	,045	-,017	-,050	,058	,170
To attend cultural events	,154	,119	,109	-,015	,042	-,009	,109	,178	,117	,045	1,000	,340	,302	,284	,171
Meeting People with similar interests	,330	,331	,247	,083	,293	,282	,261	,072	,053	-,017	,340	1,000	,765	,311	,351
Developing close friendships	,424	,446	,352	,184	,247	,252	,259	,002	-,010	-,050	,302	,765	1,000	,377	,410
Going to places my friends have not been	,267	,242	,284	,171	,268	,258	,148	,094	,018	,058	,284	,311	,377	1,000	,690
Telling my friends about the trip	,270	,266	,245	,124	,227	,235	,163	,065	,058	,170	,171	,351	,410	,690	1,000

Table 68 - Anti Image Correlation Matrix for Motivation Items

Anti-image Correlation Matrix															
	Relieving Stress and tension	Relaxing physically and mentally	Getting away from the crowds	Escaping from the routine	Finding thrills and excitement	Being adventurous	Having fun/Being entertained	Enriching myself intellectually	Experiencing different cultures and ways of life	Experiencing new/different places	To attend cultural events	Meeting People with similar interests	Developing close friendships	Going to places my friends have not been	Telling my friends about the trip
Relieving Stress and tension	,701[a]	-,841	-,146	-,160	,074	,026	-,139	,142	,144	,019	-,129	-,107	,141	-,047	-,019
Relaxing physically and mentally	-,841	,719[a]	-,130	,008	,062	-,169	,099	-,183	-,090	-4,274E-05	,095	,082	-,206	,089	-,025
Getting away from the crowds	-,146	-,130	,751[a]	-,133	-,368	,295	,335	,027	-,104	,014	,028	,035	-,139	-,105	,001
Escaping from the routine	-,160	,008	-,133	,858[a]	-,196	,059	-,153	-,090	-,251	-,073	,164	,204	-,141	-,090	,113
Finding thrills and excitement	,074	,062	-,368	-,196	,687[a]	-,698	-,268	-,196	,283	-,002	-,041	-,141	,134	,009	-,020
Being adventurous	,026	-,169	,295	,059	-,698	,727[a]	-,111	,082	-,280	,010	,180	-,010	-,054	-,131	,020
Having fun/Being entertained	-,139	,099	,335	-,153	-,268	-,111	,808[a]	-,072	,066	-,158	-,074	,003	-,165	,053	-,004
Enriching myself intellectually	,142	-,183	,027	-,090	-,196	,082	-,072	,825[a]	-,322	-,079	-,173	-,031	,135	-,043	,045
Experiencing different cultures and ways of life	,144	-,090	-,104	-,251	,283	-,280	,066	-,322	,663[a]	-,502	-,135	-,126	,099	,074	,028
Experiencing new/different places	,019	-4,274E-05	,014	-,073	-,002	,010	-,158	-,079	-,502	,765[a]	,015	,061	,067	,080	-,226
To attend cultural events	-,129	,095	,028	,164	-,041	,180	-,074	-,173	-,135	,015	,641[a]	-,134	-,105	-,240	,109
Meeting People with similar interests	-,107	,082	,035	,204	-,141	-,010	,003	-,031	-,126	,061	-,134	,716[a]	-,670	,048	-,054
Developing close friendships	,141	-,206	-,139	-,141	,134	-,054	-,165	,135	,099	,067	-,105	-,670	,722[a]	-,047	-,123
Going to places my friends have not been	-,047	,089	-,105	-,090	,009	-,131	,053	-,043	,074	,080	-,240	,048	-,047	,700[a]	-,627
Telling my friends about the trip	-,019	-,025	,001	,113	-,020	,020	-,004	,045	,028	-,226	,109	-,054	-,123	-,627	,707[a]

Table 69 - Total Variance Explained by Factors

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative e %
1	**4,903**	32,688	32,688	4,903	32,688	32,688	2,787	18,582	18,582
2	**2,495**	16,637	49,325	2,495	16,637	49,325	2,573	17,155	35,736
3	**1,615**	10,769	60,094	1,615	10,769	60,094	2,430	16,199	51,936
4	**1,316**	8,774	68,868	1,316	8,774	68,868	1,876	12,508	64,444
5	**1,080**	7,197	76,065	1,080	7,197	76,065	1,743	11,621	76,065
6	,735	4,898	80,963						
7	,611	4,075	85,038						
8	,492	3,283	88,321						
9	,443	2,954	91,275						
10	,379	2,525	93,800						
11	,270	1,797	95,597						
12	,252	1,681	97,278						
13	,211	1,406	98,684						
14	,123	,822	99,506						
15	,074	,494	100,000						

Table 70 - Factor Analysis' Component Matrix

	Component				
	1	2	3	4	5
Relieving Stress and tension	,680	-,326	-,514	-,097	,048
Relaxing physically and mentally	,728	-,236	-,516	-,080	,063
Getting away from the crowds	,543	-,317	-,522	,044	-,116
Escaping from the routine	,668	,325	-,302	-,104	-,082
Finding thrills and excitement	,696	,242	,256	-,433	-,076
Being adventurous	,698	,312	,274	-,386	-,069
Having fun/Being entertained	,560	,303	,409	-,321	,157
Enriching myself intellectually	,512	,537	-,026	,273	,129
Experiencing different cultures and ways of life	,462	,604	-,112	,433	,106
Experiencing new/different places	,422	,610	,003	,392	-,087
To attend cultural events	,277	-,252	,249	,537	,429
Meeting People with similar interests	,547	-,462	,322	,017	,402
Developing close friendships	,588	-,556	,195	-,019	,285
Going to places my friends have not been	,506	-,376	,314	,259	-,517
Telling my friends about the trip	,504	-,355	,312	,275	-,537

Extraction Method: Principal Component Analysis. a. 5 components extracted.

Table 71 - Cronbach's Alpha forMotivation Factor I

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,844	,840	4

Table 72 - Cronbach's Alpha for Motivation Factor II

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,852	,850	3

Table 73 - Cronbach's Alpha for Motivation Factor III

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,798	,805	3

Table 74 - Cronbach's Alpha for Motivation Factor IV

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,730	,726	3

Table 75 - Cronbach's Alpha for Motivation Factor V

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,816	,817	2

Section F. Statistical Analysis to Cognitive Image

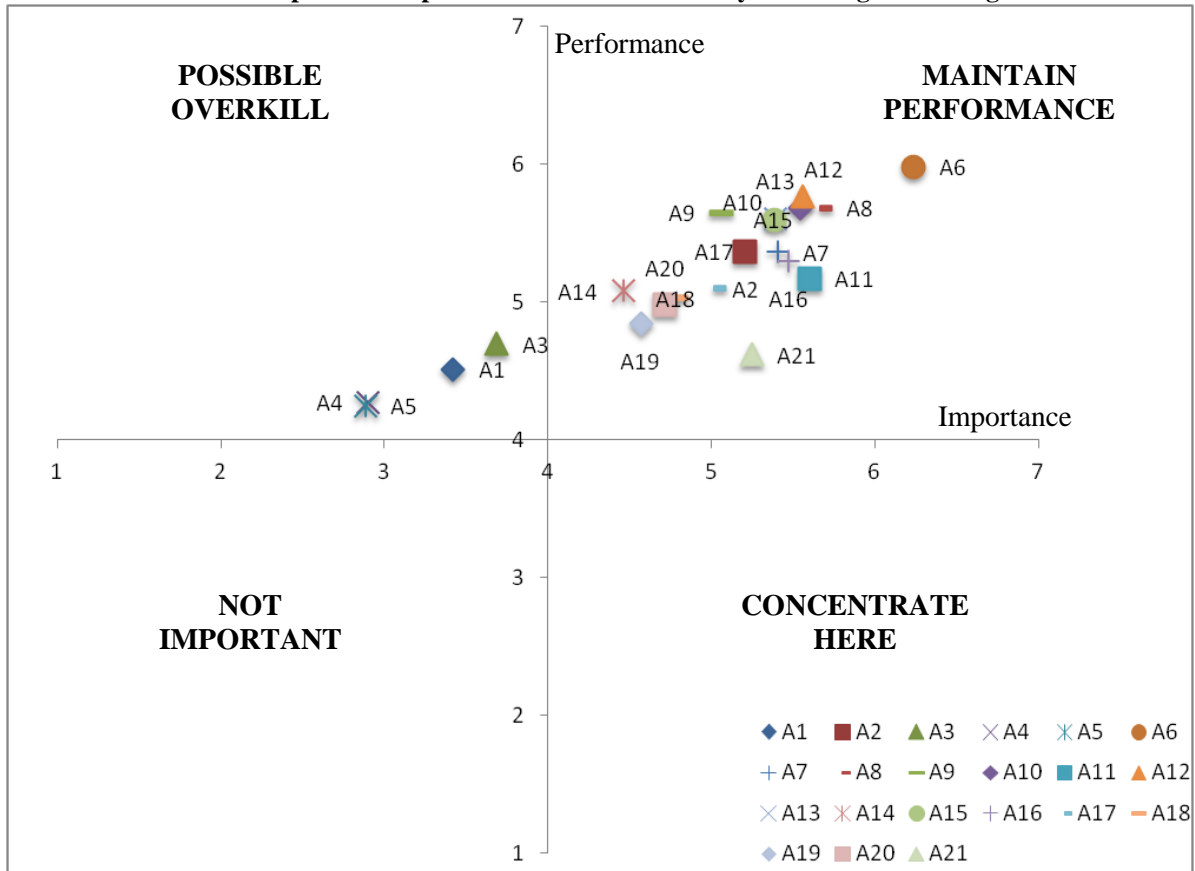**Graphic 20- Importance Performance Analysis To Cognitive Image Items**

Table 76 - Correlation Matrix for Cognitive Image Items

	Variety of fauna and flora	Wealth and beauty of landscape	Good Beaches	Opportunities for sports activities	Good sport infrastructures	Places of cultural and/or historical interest	Good and varied Museums	Variety of gastronomy	Variety of wines	Existence of good restaurants	Offers personal safety	Good weather conditions	Good infrastructure of hotels and apartments	Variety of shops	Good relationship value for money	Good public transportation network	Good transport infrastructures and materials	Variety of entertainment and/or nightlife places	Quality of entertainment shows and/or night spaces	Unusual ways of life and customs	Clean public spaces
Variety of fauna and flora	1,000	,444	,568	,513	,416	-,174	,158	,174	,234	,198	,168	,273	,280	,276	,162	,196	,213	,286	,327	,183	,293
Wealth and beauty of landscape	,444	1,000	,410	,332	,201	,095	,093	,257	,099	,201	,385	,324	,305	,177	,348	,124	,132	,273	,319	,263	,347
Good Beaches	,568	,410	1,000	,720	,548	-,119	,019	,169	,149	,108	,258	,457	,218	,372	,298	,257	,322	,518	,522	,351	,347
Opportunities for sports activities	,513	,332	,720	1,000	,837	-,028	,057	,189	,241	,227	,148	,362	,254	,458	,218	,155	,271	,432	,413	,139	,252
Good sport infrastructures	,416	,201	,548	,837	1,000	-,025	,087	,199	,324	,235	,153	,249	,173	,353	,194	,212	,289	,393	,355	,144	,261
Places of cultural and/or historical interest	-,174	,095	-,119	-,028	-,025	1,000	,543	,329	,215	,391	,215	,038	,293	,205	,227	,061	,089	-,132	-,160	,032	,008
Good and varied Museums	,158	,093	,019	,057	,087	,543	1,000	,351	,496	,497	,199	-,054	,315	,165	,261	,039	,074	-,143	-,006	,027	,170
Variety of gastronomy	,174	,257	,169	,189	,199	,329	,351	1,000	,560	,659	,227	,020	,261	,149	,388	,012	,032	-,013	,007	,191	,174
Variety of wines	,234	,099	,149	,241	,324	,215	,496	,560	1,000	,674	,326	,109	,330	,341	,254	,066	,192	,124	,136	,050	,098
Existence of good restaurants	,198	,201	,108	,227	,235	,391	,497	,659	,674	1,000	,338	,133	,457	,303	,327	,040	,117	,105	,039	,104	,111
Offers personal safety	,168	,385	,258	,148	,153	,215	,199	,227	,326	,338	1,000	,458	,546	,396	,489	,357	,397	,259	,236	,272	,382
Good weather conditions	,273	,324	,457	,362	,249	,038	-,054	,020	,109	,133	,458	1,000	,407	,505	,488	,393	,476	,484	,387	,303	,222
Good infrastructure of hotels and apartments	,280	,305	,218	,254	,173	,293	,315	,261	,330	,457	,546	,407	1,000	,580	,413	,280	,346	,308	,281	,140	,287
Variety of shops	,276	,177	,372	,458	,353	,205	,165	,149	,341	,303	,396	,505	,580	1,000	,320	,280	,363	,409	,339	,060	,149
Good relationship value for money	,162	,348	,298	,218	,194	,227	,261	,388	,254	,327	,489	,488	,413	,320	1,000	,533	,479	,144	,279	,390	,400
Good public transportation network	,196	,124	,257	,155	,212	,061	,039	,012	,066	,040	,357	,393	,280	,280	,533	1,000	,715	,149	,105	,212	,371
Good transport infrastructures and materials	,213	,132	,322	,271	,289	,089	,074	,032	,192	,117	,397	,476	,346	,363	,479	,715	1,000	,195	,183	,109	,349
Variety of entertainment and/or nightlife places	,286	,273	,518	,432	,393	-,132	-,143	-,013	,124	,105	,259	,484	,308	,409	,144	,149	,195	1,000	,824	,333	,120
Quality of entertainment shows and/or night spaces	,327	,319	,522	,413	,355	-,160	-,006	,007	,136	,039	,236	,387	,281	,339	,279	,105	,183	,824	1,000	,428	,298
Unusual ways of life and customs	,183	,263	,351	,139	,144	,032	,027	,191	,050	,104	,272	,303	,140	,060	,390	,212	,109	,333	,428	1,000	,360
Clean public spaces	,293	,347	,347	,252	,261	,008	,170	,174	,098	,111	,382	,222	,287	,149	,400	,371	,349	,120	,298	,360	1,000

Table 77 - Anti-Image Correlation Matrix

	Variety of fauna and flora	Wealth and beauty of landscape	Good Beaches	Opportunities for sports activities	Good sport infrastructures	Places of cultural and/or historical interest	Good and varied Museums	Variety of gastronomy	Variety of wines	Existence of good restaurants	Offers personal safety	Good weather conditions	Good infrastructure of hotels and apartments	Variety of shops	Good relationship value for money	Good public transportation network	Good transport infrastructures and materials	Variety of entertainment and/or nightlife places	Quality of entertainment shows and/or night spaces	Unusual ways of life and customs	Clean public spaces
Variety of fauna and flora	,796[a]	-,336	-,231	-,063	-,034	,338	-,228	-,045	-,027	-,050	,119	-,069	-,150	-,031	,209	-,148	,007	,096	-,041	-,044	,011
Wealth and beauty of landscape	-,336	,817[a]	-,022	-,130	,132	-,171	,095	-,100	,087	,010	-,242	-,056	-,012	,158	-,132	,069	,096	-,042	-,044	,063	-,133
Good Beaches	-,231	-,022	,843[a]	-,495	,215	,099	-,114	-,171	,052	,141	-,107	-,079	,171	-,011	,020	-,030	-,095	-,167	,004	-,174	-,068
Opportunities for sports activities	-,063	-,130	-,495	,725[a]	-,768	-,056	,091	,046	,106	-,123	,179	-,082	-,084	-,207	-,023	,141	,000	,122	-,070	,144	,030
Good sport infrastructures	-,034	,132	,215	-,768	,728[a]	,005	-,027	-,021	-,192	,056	-,076	,124	,142	,086	-,005	-,109	-,049	-,189	,085	-,065	-,121
Places of cultural and/or historical interest	,338	-,171	,099	-,056	,005	,594[a]	-,537	-,196	,227	-,064	-,036	-,027	-,058	-,171	,061	-,007	-,101	-,061	,148	-,128	,115
Good and varied Museums	-,228	,095	-,114	,091	-,027	-,537	,635[a]	,207	-,326	-,171	,050	,118	-,097	,064	-,126	,013	,096	,239	-,196	,086	-,103
Variety of gastronomy	-,045	-,100	-,171	,046	-,021	-,196	,207	,733[a]	-,323	-,353	,107	,193	-,005	,037	-,328	,112	,101	-,003	,115	-,082	-,095
Variety of wines	-,027	,087	,052	,106	-,192	,227	-,326	-,323	,749[a]	-,350	-,195	-,016	,109	-,180	,119	,038	-,150	,058	-,125	,051	,138
Existence of good restaurants	-,050	,010	,141	-,123	,056	-,064	-,171	-,353	-,350	,805[a]	-,035	,004	-,205	,058	-,088	,094	,002	-,240	,241	-,048	,003
Offers personal safety	,119	-,242	-,107	,179	-,076	-,036	,050	,107	-,195	-,035	,867[a]	-,118	-,262	-,066	-,115	,010	-,058	-,069	,107	-,064	-,187
Good weather conditions	-,069	-,056	-,079	-,082	,124	-,027	,118	,193	-,016	,004	-,118	,845[a]	-,009	-,207	-,336	,105	-,198	-,274	,198	-,126	,042
Good infrastructure of hotels and apartments	-,150	-,012	,171	-,084	,142	-,058	-,097	-,005	,109	-,205	-,262	-,009	,867[a]	-,337	-,046	-,001	-,067	-,098	-,021	,057	-,107
Variety of shops	-,031	,158	-,011	-,207	,086	-,171	,064	,037	-,180	,058	-,066	-,207	-,337	,867[a]	-,005	-,080	,038	-,050	-,049	,154	,049
Good relationship value for money	,209	-,132	,020	-,023	-,005	,061	-,126	-,328	,119	-,088	-,115	-,336	-,046	-,005	,759[a]	-,384	-,050	,363	-,359	-,137	,064
Good public transportation network	-,148	,069	-,030	,141	-,109	-,007	,013	,112	,038	,094	,010	,105	-,001	-,080	-,384	,697[a]	-,539	-,230	,300	-,097	-,158
Good transport infrastructures and materials	,007	,096	-,095	,000	-,049	-,101	,096	,101	-,150	,002	-,058	-,198	-,067	,038	-,050	-,539	,805[a]	,099	-,086	,193	-,092
Variety of entertainment and/or nightlife places	,096	-,042	-,167	,122	-,189	-,061	,239	-,003	,058	-,240	-,069	-,274	-,098	-,050	,363	-,230	,099	,654[a]	-,795	,008	,276
Quality of entertainment shows and/or night spaces	-,041	-,044	,004	-,070	,085	,148	-,196	,115	-,125	,241	,107	,198	-,021	-,049	-,359	,300	-,086	-,795	,661[a]	-,201	-,255
Unusual ways of life and customs	-,044	,063	-,174	,144	-,065	-,128	,086	-,082	,051	-,048	-,064	-,126	,057	,154	-,137	-,097	,193	,008	-,201	,805[a]	-,164
Clean public spaces	,011	-,133	-,068	,030	-,121	,115	-,103	-,095	,138	,003	-,187	,042	-,107	,049	,064	-,158	-,092	,276	-,255	-,164	,812[a]

Table 78 - Total Variance Explained for Factors Analysis To Cognitive Image item

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	**6,463**	**30,776**	**30,776**	**6,463**	**30,776**	**30,776**	3,417	16,274	16,274
2	**2,955**	**14,074**	**44,849**	**2,955**	**14,074**	**44,849**	3,113	14,825	31,099
3	**2,000**	**9,524**	**54,374**	**2,000**	**9,524**	**54,374**	2,781	13,245	44,344
4	**1,410**	**6,713**	**61,086**	**1,410**	**6,713**	**61,086**	2,644	12,590	56,934
5	**1,329**	**6,327**	**67,413**	**1,329**	**6,327**	**67,413**	2,201	10,479	67,413
6	**,952**	**4,534**	**71,947**						
7	,840	3,999	75,946						
8	,784	3,734	79,679						
9	,631	3,004	82,683						
10	,534	2,542	85,225						
11	,491	2,339	87,564						
12	,450	2,141	89,706						
13	,381	1,812	91,518						
14	,361	1,718	93,235						
15	,335	1,595	94,830						
16	,270	1,284	96,114						
17	,249	1,188	97,302						
18	,215	1,026	98,328						
19	,172	,818	99,146						
20	,100	,477	99,622						
21	,079	,378	100,000						

Extraction Method: Principal Component Analysis.

Table 79 - Cronbach's Alpha for Cognitive Image Factor I

Reliability Statistics

Cronbach's Alpha	N of Items
,813	5

Table 80 - Cronbach's Alpha for Cognitive Image Factor II

Reliability Statistics

Cronbach's Alpha	N of Items
,856	4

Table 81 - Cronbach's Alpha for Cognitive Image Factor III

Reliability Statistics

Cronbach's Alpha	N of Items
,799	3

Table 82 - Cronbach's Alpha for Cognitive Image Factor IV

Reliability Statistics

Cronbach's Alpha	N of Items
,786	4

Table 83 - Cronbach's Alpha for Cognitive Image Factor V

Reliability Statistics

Cronbach's Alpha	N of Items
,771	3

Table 84 - Cronbach's Alpha for Cognitive Image Factor VI

Reliability Statistics

Cronbach's Alpha	N of Items
,515	2

Table 85 - Mean Ranks for Cognitive Image Factors, by Gender

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Cultural Offer	Female	58	51,62	2994,00
	Male	44	51,34	2259,00
	Total	102		
Nature/Sports	Female	58	52,33	3035,00
	Male	44	50,41	2218,00
	Total	102		
Mobility/Value	Female	58	50,81	2947,00
	Male	44	52,41	2306,00
	Total	102		
Quality of Experience	Female	58	54,36	3153,00
	Male	44	47,73	2100,00
	Total	102		
Nightlife/Locals	Female	58	53,59	3108,00
	Male	44	48,75	2145,00
	Total	102		
City Spaces	Female	58	58,19	3375,00
	Male	44	42,68	1878,00
	Total	102		

Table 86 - Mann Whtiney Test for Cognitive Image Factors, by gender

Test Statistics[a]

	Cultural Offer	Nature/Sports	Mobility/Value	Quality of Experience	Nightlife/Locals	City Spaces
Mann-Whitney U	1269,000	1228,000	1236,000	1110,000	1155,000	888,000
Wilcoxon W	2259,000	2218,000	2947,000	2100,000	2145,000	1878,000
Z	-,047	-,324	-,270	-1,122	-,818	-2,622
Asymp. Sig. (2-tailed)	,962	,746	,787	,262	,414	,009

a. Grouping Variable: Gender

Table 87 - Mean Ranks for Cognitive Image Factors, by Educational Level

Ranks

	Education Level	N	Mean Rank
Cultural Offer	High School	10	58,70
	University	62	49,50
	Postgraduate	30	53,23
	Total	102	
Nature/Sports	High School	10	47,70
	University	62	51,95
	Postgraduate	30	51,83
	Total	102	
Mobility/Value	High School	10	55,50
	University	62	47,61
	Postgraduate	30	58,20
	Total	102	
Quality of Experience	High School	10	32,20
	University	62	53,13
	Postgraduate	30	54,57
	Total	102	
Nightlife/Locals	High School	10	52,60
	University	62	55,98
	Postgraduate	30	41,87
	Total	102	
City Spaces	High School	10	59,20
	University	62	51,37
	Postgraduate	30	49,20
	Total	102	

Table 88 - Kruskall-Wallis Test for Cognitive Image Factors, by Educational Level

Test Statistics[a,b]

	Cultural Offer	Nature/Sports	Mobility/Value	Quality of Experience	Nightlife/Locals	City Spaces
Chi-Square	,978	,183	2,791	4,765	4,618	,860
df	2	2	2	2	2	2
Asymp. Sig.	,613	,912	,248	,092	,099	,651

a. Kruskal Wallis Test

b. Grouping Variable: Education Level

Table 89 - Mean Ranks of Cognitive Image Factors, by Variety of Information Sources

Ranks

	Variety of IS	N	Mean Rank
Cultural Offer	1,00	15	53,47
	2,00	28	49,21
	3,00	30	54,30
	4,00	17	53,76
	5,00	8	42,00
	6,00	2	54,00
	11,00	1	7,00
	12,00	1	79,00
	Total	102	
Nature/Sports	1,00	15	62,73
	2,00	28	52,50
	3,00	30	40,60
	4,00	17	48,59
	5,00	8	61,88
	6,00	2	73,50
	11,00	1	90,00
	12,00	1	66,00
	Total	102	
Mobility/Value	1,00	15	44,27
	2,00	28	48,93
	3,00	30	59,50
	4,00	17	51,47
	5,00	8	51,50
	6,00	2	23,50
	11,00	1	17,00
	12,00	1	83,00
	Total	102	
Quality of Experience	1,00	15	64,67
	2,00	28	52,93
	3,00	30	50,17
	4,00	17	47,06
	5,00	8	41,00
	6,00	2	54,50
	11,00	1	21,00
	12,00	1	38,00
	Total	102	
Nightlife/Locals	1,00	15	52,93
	2,00	28	49,82
	3,00	30	61,00
	4,00	17	46,47
	5,00	8	43,88
	6,00	2	24,50
	11,00	1	31,00
	12,00	1	13,00
	Total	102	
City Spaces	1,00	15	46,13
	2,00	28	51,68
	3,00	30	54,53
	4,00	17	49,71
	5,00	8	46,63
	6,00	2	76,00
	11,00	1	27,00
	12,00	1	81,00
	Total	102	

Table 90 - Kruskall Wallis Test to Cognitive Image Factors, bt Variety of Information Sources

Test Statistics[a,b]

|	Cultural Offer	Nature/Sports	Mobility/Value	Quality of Experience	Nightlife/Locals	City Spaces
Chi-Square	4,566	10,452	7,585	5,778	8,079	4,140
df	7	7	7	7	7	7
Asymp. Sig.	,713	,164	,371	,566	,326	,763

a. Kruskal Wallis Test

b. Grouping Variable: Variety of IS

Section F. Statistical Analysis to Affective Image

Table 91 - Cronbach's Alpha for Affective Image Bipolar Attributes

Reliability Statistics

Cronbach's Alpha	N of Items
,848	4

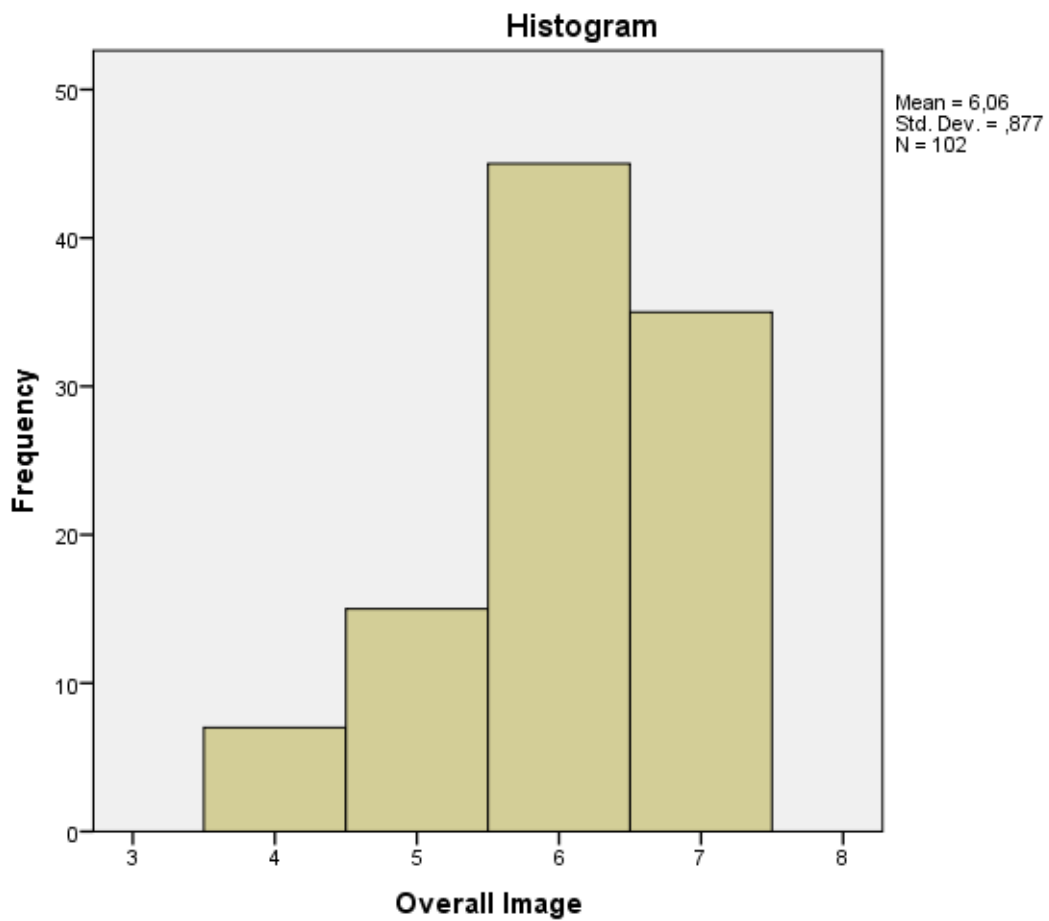**Figure 7 - Affective Image Amos Software Diagram**
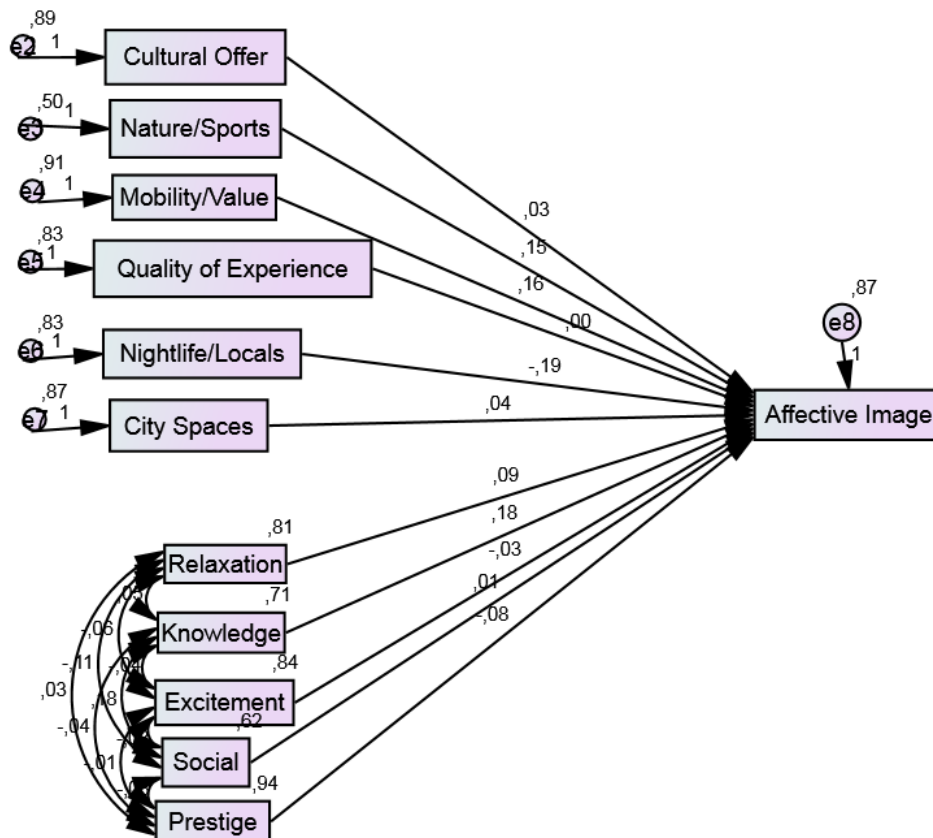
Section G. Statistical Analysis to Overall Image

Table 92 - Test of Paralell Lines for Overall Image Ordinal Regression

Test of Parallel Lines[a]

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	197,714			
General	174,757[b]	22,957[c]	14	,061

Graphic 21 - Overall Image's Histogram of Frequencies

Section H. Statistical Analysis to Conative Image

Table 93 - Test of Parallel Lines for Ordinal Regression for Likeliness to Recommend Lisbon to Others

Test of Parallel Lines[a]

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	43,855			
General	42,684[b]	1,170[c]	3	,760

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

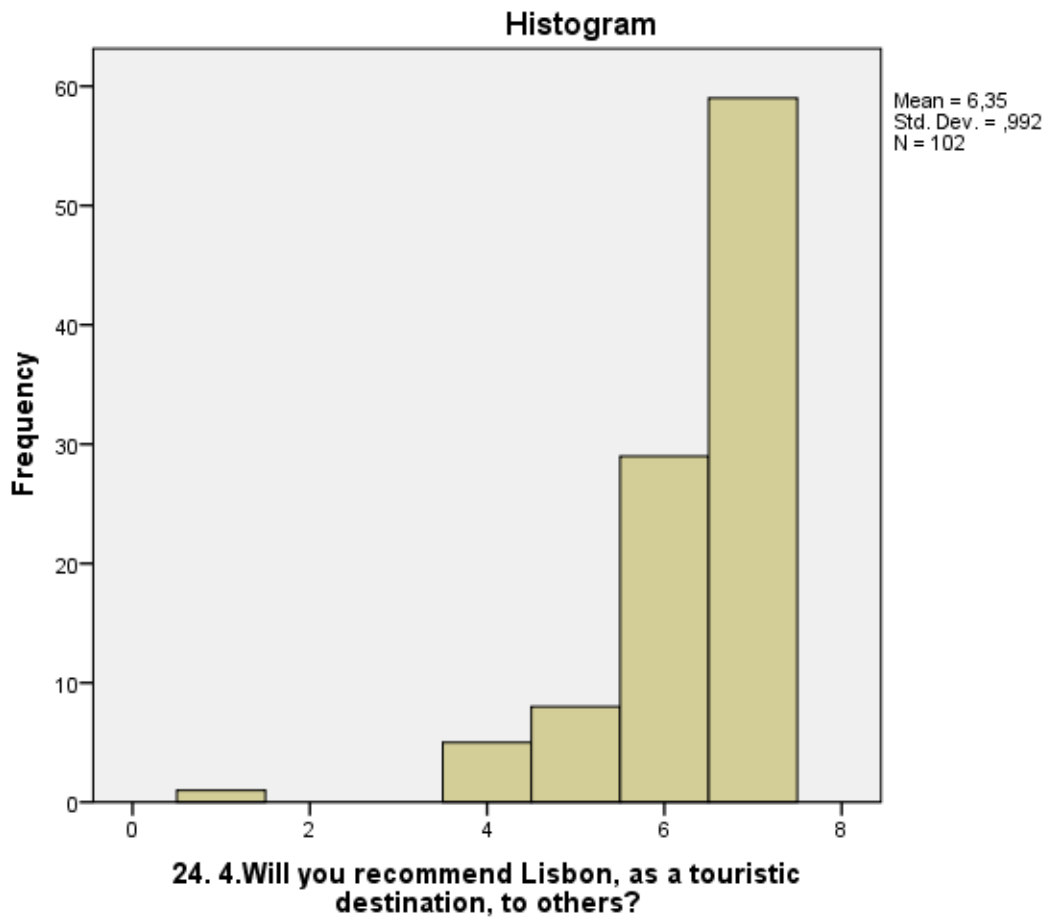**Graphic 22 - Likeliness to Recommend Lisbon to Others Histogram Frequencies**

Table 94 - Test of Paraell Lines for Ordinal Regression for Likeliness To Revisit Lisbon

Test of Parallel Lines[a]

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	71,398			
General	61,294[b]	10,104[c]	5	,072

The null hypothesis states that the location parameters (slope coefficients)

are the same across response categories.

a. Link function: Logit.

b. The log-likelihood value cannot be further increased after maximum

number of step-halving.

c. The Chi-Square statistic is computed based on the log-likelihood value of

the last iteration of the general model. Validity of the test is uncertain.

Graphic 23 - Likeliness To Revisit Lisbon Histogram Frequencies