



MSc Strategy and Entrepreneurship
&
MSc Advanced Marketing Management

Dissertation

Analysis of the preferences of young adults regarding
Touristic destinations

Student's name: Miguel Martins

CLSBE Student's number: 152111064

LUMS Student's number: 30687032

Supervisor: Fernando Machado

Word Count: 14.154

Date Submitted: 16th September 2013

Abstract

Analysis of the preferences of young adults regarding Touristic destinations

Miguel Martins

Católica Lisbon School of Business and Economics & Lancaster University Management School

The Portuguese economy has been struggling for the last decade. However, Portuguese tourism is rising due to the growth of external demand. Thus, it is very important to be aware of the strengths and weaknesses of the Portuguese touristic sector once it is helping Portugal's economy. This study analyses the preferences of young adults for travel destinations. More specifically, those preferences are explained based on different variables such as the travellers' awareness, the personality and image of competing travel destinations, the tourists' motivations regarding types of vacations and also the demographic characteristics. Both qualitative and quantitative research was conducted to address those issues. The results suggest that the greater the awareness people have about a country, the more likely is that they will prefer to visit it. However, Portugal has a low awareness among young adults and as a consequence it is less likely to attract them. Additionally, the results also suggest that if the destination personality is "Adventurous" or its image is "Friendly" then there will be higher likelihood that young adults will visit that destination. Nevertheless, Portugal is perceived to have a "Family Oriented" personality which makes it harder to attract young adults. Moreover, an interesting result obtained was the fact that Portugal was the only country whose likelihood of visiting decreases if the respondents are Asians. Nonetheless, Portugal was also the only destination whose likelihood of visiting increases for individuals who have previously visited the country.

Key Words: Travellers' preferences, destination personality, destination image, destination awareness, destination positioning, identity, tourist, young adults, willingness to pay, Portugal, Spain, France

Acknowledgements

I would like to express my sincere gratitude to my supervisor, Fernando Machado, who has guided me from the start until the submission of my thesis. My supervisor played an essential role in supporting the different phases of the thesis and without his assistance this thesis would not be the same. For that I am really thankful to all the time he dedicated to the progress of my thesis.

Furthermore, I also want to take the opportunity to thank all people who participated in my focus groups and to those that completed the survey, without them I would not have enough information to achieve significant results.

Table of Contents

Abstract.....	i
Acknowledgements.....	ii
Table of Contents.....	iii
List of Tables	iv
List of Appendices.....	v
1. Introduction.....	1
2. Literature Review	3
2.1 Destination Image.....	4
2.2 Destination personality & self-congruity	5
2.3 Positioning the destination	6
2.4 Place Identity	6
2.5 Tourists' motivations	7
3. Exploratory Research	8
3.1 Tourists' motives when choosing a travel destination	9
3.2 Destination Image.....	10
3.3 Associating countries with different types of vacations.....	12
3.4 Emotional involvement between travellers and travel destinations	13
3.5 Main channels providing information regarding travel destinations	13
3.6 Motivation to visit Portugal	14
4. Research Objectives.....	16
5. Quantitative research: Methodology	18
5.1 Sampling Process	18
5.2 Structure of the Questionnaire.....	19
5.3 Research Design.....	20
5.3.1 Scenario	20
5.3.2 Conjoint Design.....	20
6. Quantitative research: Results.....	21
6.1 Respondents' Profile.....	21
6.2 Tourism destinations' preferences of young adults	22
6.3 Impact of awareness and visited countries on preferences for travel destinations	24
6.4 Impact of destination personality/image on preferences for travel destinations	25
6.5 Destinations' Positioning	30
6.6 Impact of tourist motivations on preferences for travel destinations	31
6.7 Impact of demographic variables on preferences for travel destinations	32
7. Conclusions	34
8. Recommendations, Limitations and Further Research.....	37
9. Appendices.....	41
10. References	70

List of Tables

Table 1 – Ranking of Tourism measures between Portugal, Spain and France

Table 2 – Ranking of Heritage and Culture measures between Portugal, Spain and France

Table 3 – Hierarchical Decision Model of Portugal and Spain

Table 4 – Geographical regions of Respondents

Table 5 – Most representative demographic characteristics of Respondents

Table 6 – Awareness and likelihood of visiting Portugal, Spain and France

Table 7 – Estimates of WTP for travelling to Portugal, Spain and France

Table 8 – Impact of ‘destination awareness’ on likelihood of visiting a country

Table 9 – Impact of ‘Already visited destination’ on likelihood of visiting a country

Table 10 – Impact of ‘Destination Personality’ factors on likelihood of visiting destinations

Table 11 - Impact of Destination Image factors on the likelihood of visiting destinations

Table 12 – Impact of awareness, personality and image on likelihood of visiting Portugal

Table 13 - Impact of Destination Awareness, Personality & Image factors on WTP for visiting Portugal

Table 14 - Descriptive Statistics of Destination Personality

Table 15 - Descriptive Statistics of Destination Image

Table 16 – Impact of types of vacations on likelihood of visiting Portugal, Spain and France

Table 17 – Impact of Demographic variables on likelihood of visiting Portugal, Spain and France

List of Appendices

Appendix 1 – Destination Image items

Appendix 2 – Destination Personality items

Appendix 3 – Self-concepts, Person concepts and Product concepts

Appendix 4 – Countries of origin by continent

Appendix 5 – Respondents' Gender

Appendix 6 – Respondents' Age

Appendix 7 – Respondents' Education

Appendix 8 – Average likelihood of visiting Portugal, Spain and France depending on having already visited France

Appendix 9 – Impact of self-concept characteristics on preferences for Adventurous vacations

Appendix 10 – Asian and European respondents' awareness of Portugal, Spain and France

Appendix 11 – Asian respondents' likelihood of visiting Portugal, Spain and France

Appendix 12 - Discussion Guide for Focus Groups

Appendix 13 - Transcript of the European Focus Group

Appendix 14 - Transcript of the Asian Focus Group

Appendix 15 - Questionnaire

1. Introduction

Tourism is an important and a developed sector of the Portuguese economy (Kuellmer 2007). According to the World Tourism Organisation (2012), in 2011 Portugal attracted a total of 7.4 million international tourists. Nevertheless, if it is compared to other countries in Europe, that number of tourists that visited Portugal will look relatively poor. For instance, in 2011 Spain and France attracted a total of 56.7 and 79.5 million international tourists, respectively. Even after comparing the total area of Portugal (92,212 km²) with Spain (505,992 km²) and France (674,843 km²) it can be seen that Spain has a total area 5,5 times bigger than Portugal but then it attracts 7,6 times more tourists than Portugal. Regarding France, it has a total area 7,3 times bigger than Portugal but then it attracts 10,7 more tourists than Portugal (World Tourism Organization 2012).

According to the Country Brand Index (CBI) 2012-13 Tourism is one of the dimensions that is taken into account when ranking a country, since it is a global industry that plays a vital role for countries. Potentially bringing income on goods and services and GDP growth in general, the Tourism industry can help strengthen job creation and drive innovation across a variety of businesses. The 2012-13 CBI measures for Tourism include: Food, Attractions, Beaches, Nightlife and Shopping. In this study Spain and France were used as benchmarks, Spain because it is Portugal's most direct competitor due to the high similarity of their offerings and France because it is the most successful country worldwide when it comes to attract tourists. In Table 1 we compare Portugal, Spain and France in all Tourism measures and it can be seen that Portugal always ranks worse than the two other touristic destinations (Country Brand Index 2012-13).

Table 1 – Ranking of Tourism measures between Portugal, Spain and France

	Portugal	Spain	France
Attractions	48 ^o	15 ^o	4 ^o
Food	16 ^o	6 ^o	2 ^o
Beach	Out of Top 15	14 ^o	13 ^o
Nightlife	Out of Top 15	6 ^o	3 ^o
Shopping	Out of Top 15	15 ^o	2 ^o

Source: Country Brand Index 2012-13

Heritage and Culture is another dimension that is used to rank countries and it is the culmination and expression of a country's own unique cultural assets. The 2012-13 CBI measures for Heritage and Culture include: Art and Culture, Authenticity, History and Natural Beauty. As it happened before, Portugal has again the worst rank in all measures, but now in terms of Heritage and Culture, as it can be seen in Table 2. (Country Brand Index 2012-13).

Table 2 – Ranking of Heritage and Culture measures between Portugal, Spain and France

	Portugal	Spain	France
Art & Culture	38 ^o	4 ^o	2 ^o
Authenticity	69 ^o	29 ^o	15 ^o
History	40 ^o	11 ^o	4 ^o
Natural beauty	77 ^o	26 ^o	Out of Top 15

Source: Country Brand Index 2012-13

The country rankings of Tourism and of Heritage and Culture suggest therefore that Portugal as a brand is not as strong as Spain and France. In the Country Brand Index 2012-13 there is a model that measures variables such as people's awareness about the country of destination (Familiarity), people's likelihood to visit the country of destination (Decision) and visitors' likelihood of recommending the country of destination (Advocacy). I will use this model, which is named the Hierarchical Decision Model, to compare Portugal and Spain. France will not enter in this comparison due to lack of information. It can be seen, in table 3, that Portugal always ranks worse than Spain in all the three steps of the Hierarchical Decision Model. Thus, it can be hypothesised that countries that are strong as brands, like Spain, will be better ranked in the Hierarchical Decision Model. Those countries will naturally tend to have more tourists. Once Portugal is not strong as a brand, it will not be well ranked in the Hierarchical Decision Model, which means that it will attract lower number of tourists.

Table 3 – Hierarchical Decision Model of Portugal and Spain

	Portugal	Spain
Familiarity	16 ^o	6 ^o
Decision	20 ^o	6 ^o
Advocacy	27 ^o	4 ^o

Source: Country Brand Index 2012-13

Therefore, the main focus of this dissertation will be to find a relation between Portugal's personality/image and the preferences for the country as a travel destination. I will also focus

on respondents' awareness of Portugal as a touristic destination, on respondents' self-concept and on demographic variables in order to investigate the country's relatively modest performance as a travel destination when compared to Spain and France. Nonetheless, when analysing all the factors mentioned above, my focus will be on a particular segment that I defined as 'Young Adults' whose age is comprised between 18 to 29 years-old. I have decided to focus on 'Young Adults' partly for convenience motives since I only had access to a representative sample of international people ranging that age but also because this is a rather interesting segment to analyse.

This thesis is organized as follows. Chapter 2 will provide an overview of the present state of research on several topics regarding country image, personality, identity and positioning and travellers' self-concept and motivations. Chapter 3 presents the exploratory research that will enable the development of the research objectives. In Chapter 4 research objectives will be developed regarding how the topics presented in chapter 2 would influence the consumers' WTP and likelihood of visiting Portugal. Chapter 5 explains the methodology adopted in the study aiming to answer the research objectives previously developed. The empirical results are presented and discussed in chapter 6. Chapter 7 illustrates the main conclusions based on both qualitative and quantitative research. Finally, in chapter 8, recommendations are given bearing in mind the existing problems. Moreover, the last chapter also discusses the limitations of this study as well as further research.

2. Literature Review

Throughout the literature review I will focus on five different topics. Firstly, I will focus on Destination Image once according to Tasci and Kozak (2006) it can influence the customer's loyalty to a destination. Therefore, this is an essential topic as it allows us to identify how destination image contributes to a higher loyalty of young adults. Secondly, I will focus on Destination Personality which, according to Ekinci and Hosani (2006), is a set of human characteristics associated with a destination. Then, I simultaneously focus on Self-Congruity that defines that people prefer brands whose psychological characteristics are congruent with their own characteristics (Opoku 2009). Accordingly, destination personality and self-congruity are vital to understand how to create a fitting relationship between a destination's personality and a traveller's personality and consequently increasing the likelihood of visiting the

destination. Thirdly, Destination's Positioning will be analysed since it will enable us to know how to successfully differentiate a destination from its competitors in the minds of consumers (Echtner & Ritchie 2003). Fourthly, I will look into the topic Place Identity which takes into account all the previously mentioned topics like Destination Image, Destination Personality, Self-Congruity and Destination's Positioning, thus providing a general logic regarding all these different concepts. Finally, I will focus on tourists' motivations, which is an area with few existing results (Fodness 1994). However, it is an important topic once it helps to identify markets in which tourist motivations and destination features match (Kozak 2001).

2.1 Destination Image

According to Echtner and Ritchie (2003) destination image consists on functional characteristics, concerning the more tangible aspects of the destination such as climate or natural scenery, and psychological characteristics, concerning the more intangible aspects such as friendliness. This destination image is a key determinant influencing tourists' attitudes toward the destination (Yoon & Uysal 2005). Furthermore, Kotler and Gertner (2002) agree that a country's image result from its geography, history, music, art, famous citizens, products, gastronomy and other features. Thus, when the country decides to invest on its image, he has to deliberate which features he wants to be acknowledged by all consumers and then create a strong and distinctive image that will make consumers enhance the perceived utility they have of a country. This is why destination image is an important element in travel decision-making (Woodside, Frey & Daly 1989).

Many researchers in the tourism field make frequent use of the term 'destination image' such as Hunt (1975), Crompton (1977), Goodrich (1977), Pearce (1982), Phelps (1986), Gartner (1989) or Reilly (1990). However, many of these researchers are quite vague when using a scale to measure 'destination image' and as a consequence, for this study, it was used the destination image scale presented by Hosany, Ekinci and Uysal (2006) which consisted in 12 bipolar items (see Appendix 1).

2.2 Destination personality & self-congruity

While brand image refers to both functional and symbolic benefits of a brand (Low & Lamb 2000), brand personality only refers to the symbolic function of a brand (Keller 1993). As a consequence brand personality has a closer link to consumer self-concept once it solely focuses on the personality traits associated with a brand. According to Ekinci and Hosany (2006) destination personality should be used for building destination brands, understanding travellers' perceptions of destinations and creating a unique identity for tourism places. Although brands are inanimate objects, consumers often view them as having human characteristics (Aaker 1997), meaning that one may use the word "masculine" for Marlboro cigarettes (Ekinci & Hosany 2006). Understanding brand personality is important because consumers select brands with personalities that are acceptable to them (Aaker 1999). Besides, a distinctive and attractive destination personality can effectively leverage the perceived image of a destination and as a consequence, influence tourist choice behaviour (Ekinci & Hosany 2006).

Brands differentiate countries and represent a promise of value. Furthermore, they incite beliefs, evoke emotions and prompt behaviours. Thus, the absence of a brand will lead to a lack of beliefs and emotions associated to it and consequently it will be harder to prompt any behaviour. They also enhance the perceived utility and desirability of a country (Kotler & Gertner 2002). This means that consumers will be emotionally involved with a country if they feel the country's personality is similar to their own personality. Building an emotional destination attachment is a key tourism destination branding issue in today's tourism market (Veasna, Wu & Huang 2013). According to Chon (1992) when tourists have higher levels of self-image attached to a destination, they will also have higher levels of satisfaction.

Aaker (1997) created the Brand Personality Scale (BPS). However, research on the application of the BPS to tourism destinations has been sparse. Thus, for this study, it was used the destination personality scale presented by Hosany, Ekinci and Uysal (2006) adapted from Aaker's (1997) research. The adapted personality scale used for this study is formed by 13 items (see Appendix 2).

Self-concept was defined as "the totality of individual's thoughts and feelings having reference to himself as an object" (Rosenborg 1979, p. 7). Self-concept is very useful to understand and explain consumer choice behaviour (Usakli & Baloglu 2011). Then there is self-congruity that can be considered a natural extension of the self-concept, meaning that the consumer will

choose brands that correspond to one's self-concept (Sirgy 1982). Consequently, there should be congruence between destination personality and travellers' self-concept once the greater the match between the destination personality and the travellers' self-concept, the more likely it is that the traveller will have a favourable attitude toward that destination and that might result in a visit or word of mouth (Sirgy & Su 2000). According to Malhotra (1981), self-concept can be measured through a bipolar scale formed by 15 items (see Appendix 3).

2.3 Positioning the destination

Managing and controlling a country's branding has grown its importance due to the increasing competition among nations and to the product's similarity. Consequently consumers have thousands of destination choices and they will choose those that they perceive to offer the best value (Kotler & Gertner 2002). The tourism market can be segmented by the attractions tourists seek, such as natural scenarios, sun, adventure, events or culture/history. The market can also be segmented by areas, by seasons or by customers' characteristics. To be successful in the tourism industry a country must be very specific about what it wants to market and to whom (Kotler & Gertner 2002). Consequently, it is fundamental to be aware of the strengths and weaknesses of the country to compete with others. One of the most significant marketing challenges arising from this situation is the need for an effective destination positioning strategy. In order to be successfully promoted in the target markets, a destination must be favourably differentiated from its competition in the minds of consumers (Echtner & Ritchie 2003). Nevertheless, many destinations still promote similar attributes such as beautiful scenery or golden beaches in their advertisements which is inconvenient since travellers can find many destinations with beautiful scenery and golden beaches (Ekinci, Sirakaya-Turk & Baloglu 2007). Consequently, using such kind of attributes does not help to differentiate destinations from competitors once positioning a destination based on functional attributes will make them easily substitutable (Usakli & Baloglu 2011).

2.4 Place Identity

Place identity expresses a notion of an interdependent relationship between person and place. This relationship involves perceptions of the qualities that are inherent to places with a

distinctive character, as well as an individual's association with place. People perceive places differently and differentiate between them by drawing on physical features, cultural attributes, historical associations, experiential ties and so on (Peterson 1998).

In the past, place marketing strategies focused primarily on functional attributes such as the beauty of specific environments, the magnificence of advanced infrastructures or the splendour of golden sand beaches. Recently, the focus of place marketing has shifted to promoting emotional and experiential attractions (Chernatony 2010). And according to Pike (2009) to grow place brands, the strategy should focus on the perspective of identity. To convey clear and consistent signals to the diverse target groups, a place brand must have brand identity characteristics that differentiate the place from other destinations. Thus, an effective way of presenting the identity characteristics in a way that differentiates from other destinations is to present the place through a story (Morgan, Pritchard & Pride 2002).

2.5 Tourists' motivations

Empirical research regarding the motives of tourists was identified by Fodness (1994) as an important area with few existing results. The research concerning the motives of tourists is very important once it will help to identify the attributes that are to be promoted, so as to match tourist motivations, or identify markets in which tourist motivations and destination features match (Kozak 2001). According to Shoemaker (1994) there are three segments of tourists based on the concept of benefit segmentation: Family travellers, Adventurous travellers and Fun travellers. Thus, it is of great importance to align the destination's attributes with each segment once different segments will have different motives for travelling and consequently will look for different attributes in the same destination and according to Johnson and Thomas (1992) consumer motivations differ between individuals and from one decision-making context to another.

Bansal and Eiselt (2004) have defined and summarized tourists' motives in five classes which were designed to cover similar data as the works of Lundberg (1971), Crompton (1979) and Shoemaker (1994). The five classes of motives are presented below:

The first one is Climate which is a term used in the widest sense, ranging from Lundberg's (1971) idea of avoidance of winter, to travellers with the desire to "soak up some rays". This

category also includes any temporary “escape from a mundane environment” as Crompton (1979) called it.

The second one is Relaxation which is defined by Crompton (1979) as taking the time to pursue activities of interest. The category “relaxation” includes Lundberg’s (1971) motive to get away from the everyday routine, having a “good time”, and romantic experiences.

The third one is Adventure. Both, Lundberg (1971) and Shoemaker (1994), view adventure as “something new”, whereas Crompton (1979) sees it as the socio-cultural motive for “novelty” and “curiosity”.

The fourth one is Personal reasons that include Crompton’s (1979) terms such as “nostalgia”, ‘old times’ sake”, “exploration of self” and “facilitation of social interaction”. This category also includes family visits and genealogy.

The last one is Educational motives which according to Lundberg (1971) it ranges from “see how people in other cultures live”, to “see particular sights” and “attend special events”.

3. Exploratory Research

I conducted an exploratory research in order to understand the motives behind the choices of destination to travel, the image they have about certain destinations, how they associate certain destinations with different types of vacations, analyse their emotional involvement with a specific country, how they form their opinions about countries as touristic destinations and finally probe their motivation to visit Portugal. Furthermore, I also conducted this exploratory research in order to be able to establish my research questions.

My exploratory research consisted on two focus groups, one for European students and another one for Asian students. I used the Facebook platform to contact several students from Lancaster University and in the end I carefully selected two groups of students. The participants in both focus groups were university Master students aged between 22 to 26 years-old. Furthermore, both groups had participants of both genders and from different countries in order not to bias the information obtained in the exploratory research. The focus group discussion guide that enabled me to get the information which is analysed in the following sub-chapters is presented in Appendix 10.

3.1 Tourists' motives when choosing a travel destination

When analysing the main reasons that lead the interviewees choosing their travel destinations, it was concluded that among the European travellers there were three out of the five classes of tourist's motives defined by Bansal and Eiselt (2004) that were more common. Those classes were Climate, Personal and Educational. According to Crompton (1979), the Climate category consists on getting away from a mundane environment in order to enjoy a good weather. John Paul, one of the interviewees from Malta, said "I went to Cyprus so that I could get away from the stressful life of university, since I was always running from one place to another, but also to chill out in those awesome beaches and to get tanned". The second category is Personal which was defined by Crompton (1979) as including family/friends visits and also pursuing old time's sake moments. Christa, another interviewee but from Greece, said "I usually travel to countries where I have friends that I met previously during my Erasmus experience once it is a win-win situation since I have the opportunity to catch up with my friends and remember old times but also I get to know a different country much better since I'm travelling with locals". The last category that was also very popular among European travellers was Educational which according to Lundberg (1971), ranges from seeing how other cultures live to seeing particular sights/monuments. Sara, an interviewee from Austria, said "Sights, architecture and blending with a different culture are the most important features I have in mind when travelling since I won't feel satisfied if I go back home with the feeling that I learned nothing about that new place".

Regarding the Asian travellers it can be concluded that when it comes to the main reasons influencing their travel destinations, there was one class out of the five classes of tourist's motives defined by Bansal and Eiselt (2004) that clearly stood out. That class was the Educational. William, one of the interviewees from China, said "It was winter when I decided to travel, thus I decided that the most interesting place to go was the Scandinavian countries since I was really curious to see how those northern countries celebrated Christmas with all the snow they have". As for Anchisa, an interviewee from Thailand, said "I have chosen several places in UK to travel where the Harry Potter movies were filmed once I wanted to learn more about those places since I am a huge fan of Harry Potter. Besides, to be physically in places where those movies were filmed is something magical to me". Amanda, an interviewee from Taiwan, was also influenced by an Educational reason to travel once according to her "I went to Spain because I watched a movie that showed the Spanish culture and also their sights.

Automatically, I felt a strong will of getting to know more about Spain and consequently I decided to go there”.

3.2 Destination Image

The focus groups also explored what images participants have about France, Spain and Portugal. When asked about the image of France, European travellers used words such as: “Cuisine”, “Wine”, “Eiffel Tower” and “Louvre”. While Asian travellers used words such as: “Romance”, “Luxury brands”, “Eiffel Tower”, “Louvre”, “5 star Michelin restaurants” and “Wine”. Thus, it can be concluded that Europeans have two categories of images related to France which are 1) gastronomy and 2) art, while Asians have three categories of images related to France which are 1) personality, 2) art and 3) gastronomy. It can be seen that the first images Europeans had about France were mainly related to Gastronomy (cuisine and wine). Asians also related France to Gastronomy but this relation was the last one. However, the first images Asians had about France were mainly related to the personality of France (Romance and luxury). Furthermore, both Europeans and Asians related France to art (Eiffel Tower and Louvre) but in both cases the association was secondary since this relation came after France’s gastronomy association, in the case of Europeans, and after France’s personality association, in the case of Asians.

When asked about the image of Spain, European travellers used words such as: “Flamenco”, “Chorizo”, “Tapas” and “architecture”. While Asian travellers used words such as: “architecture”, “Bull fighting”, “Tomatina”, “Paella”, “Tapas” and “Flamenco”. Thus, it can be concluded that Europeans have three categories of images related to Spain which are 1) culture, 2) gastronomy and 3) art, while Asians have four categories of images related to Spain which are 1) art, 2) events, 3) Gastronomy and 4) culture. It is curious to see that as it happened in the case of France, Europeans and Asians also relate Spain to images in a different order, once Europeans first images about Spain were related to culture (flamenco) but Asians related Spain to culture (flamenco) as their last association. The first images Asians had about Spain were related to art (architecture), while Europeans also related Spain with art (architecture) but as their last association. Furthermore, both Europeans and Asians related Spain to gastronomy (chorizo, tapas and paella) but while for Europeans this was the second association, for Asians it was the third association once Asians had a second association which

consisted in events (bull fighting and tomatina) and this secondary association that Asians had with Spain was not showed by Europeans.

When asked about the image of Portugal, European travellers used words such as: “Surf”, “Fado”, “Mourinho”, “Porto Wine” and “Seaside”. While Asian travellers used words such as: “Seaside”, “egg tart (pastel de Belém)”, “17th century ships” and “Rosé Wine”. In the case of Portugal, European travellers have more categories than Asian travellers since they relate Portugal with five categories which are 1) sports, 2) culture, 3) Personalities, 4) Gastronomy and 5) Sun and Sea, and Asians only relate with three categories which are 1) Sun and Sea, 2) Gastronomy and 3) heritage. Once again, the first image of Asians about a country is the last image Europeans associate to a country once Europeans last association to Portugal was Sun and Sea (seaside), while Asians first association to Portugal was Sun and Sea (seaside). Furthermore, the Asians’ second association was gastronomy (egg tarts and rosé wine), while the Europeans’ association with gastronomy (Porto wine) was their second-last. Regarding Europeans strongest associations to Portugal, there was the first one which was sports (surf) and the second one which was culture (fado).

In this part of the exploratory research it can be seen that Portugal lacks some associations that Spain and France have. The participants associated Spain with events such as bull fighting and the Tomatina but no one associated Portugal with events. They associated France with an affective component which was romance but no one associated Portugal with any kind of affective components. Furthermore, France and Spain were associated to art since the participants mentioned the Eiffel Tower and the Louvre for France and architecture for Spain. However, Portugal was not associated to the category of art. Consequently, it can be said that Spain and France have a stronger presence in the participants’ minds once these have several associations with these two countries. Conversely, Portugal has a weaker presence in the participants’ minds since there is a lack of associations. Baloglu and McCleary (1999) provided evidence that the image of a place influence touristic destinations. Thus, if people do not have a solid knowledge of Portugal, meaning that the image of Portugal in their minds is weak, then it will be difficult that Portugal’s image influence positively to be chosen as touristic destination. Conversely, if people’s image of Spain and France in their minds is strong, then it will be easy that Spain’s and France’s image influence positively to be chosen as touristic destination.

3.3 Associating countries with different types of vacations

In a third phase of the focus group, the interviewees were asked to choose between Portugal, Spain, France, Germany and Italy depending on the type of vacations they would do there.

When the purpose of vacations was Sun and Sea, the European travellers chose Portugal and Spain. According to Sara, the interviewee from Austria, "I would choose Portugal because I have a friend that went to Portugal and she kept on emphasising how pretty the Portuguese seaside is and that really stroked my curiosity". John Paul, the interviewee from Malta, said "I would go to Spain, more specifically to Barcelona, because there you can enjoy the beach and at the same time visit the historical sights and absorb all the culture they have to offer".

Regarding the Asian travellers, when they were asked to choose among those countries if they had the purpose of having vacations which consisted in Sun and Sea, the answers were very balanced since three people chose Portugal, three people chose Spain and again three people chose France.

When European travellers were asked to choose among those five countries if the purpose of the holidays was to enjoy the gastronomy, European girls chose Italy, while European boys chose Spain. Furthermore, Portugal was the only country out of the five that Europeans had nothing to associate when it came to gastronomy (the focus was on food only, thus Porto wine was excluded). Regarding the Asian travellers, the choices were wider since every country, except Portugal, was chosen. Nicole, the interviewee from Taiwan, said "I would choose Germany because we were there and we loved their food!" Amanda, another interviewee from Taiwan, said "I would go to France or Italy because we have a lot of French and Italian restaurants in Taiwan and I really enjoy when I go to those restaurants". According to William, the interviewee from China, "I would go to Spain because I really like their typical dishes like tortilla and paella".

When European travellers were asked if there was a country they would exclude due to the lack of kindness of people, there was again two different answers. European girls would exclude France, while European boys would exclude Germany and both genders justified their choices due to the fact that people in those countries do not give an effort to communicate in English with foreigners. Regarding Asian travellers, this time there was unanimity in the answer once all of them would exclude France.

Then, it was asked which countries they would visit if they wanted to spend vacations with a historic and cultural purpose. Most of the European travellers would choose Italy due to the

history of the Roman Empire but there was one interviewee that said he would choose France in order to see all the famous museums such as Louvre. Regarding the Asian travellers, there was unanimity again since all of them said they would choose France and Italy if they wanted to spend holidays with a more historic and cultural purpose.

When European and Asian travellers were asked about which countries they would choose if they wanted to have cheap vacations, all of them agreed that Spain and Portugal would be the cheapest destinations.

3.4 Emotional involvement between travellers and travel destinations

After getting information about the images Europeans and Asians have about these countries and what type of vacations they relate with each country, in a fourth phase of the focus group it was probed what was the country to which they considered to have the greatest emotional attachment. Most of the Europeans said that they had the greatest emotional attachment with Italy and they agreed with Sara, the interviewee from Austria, when she said "Italy is the country I consider to have greater emotional attachment once I really love the idea of their 'dolce vita', I love their food and their language is so beautiful". Only Marko, the interviewee from Ukraine, said "I have greater emotional attachment to Germany once their culture is really serious and hardworking and I see myself in their way of life". Regarding to Asian travellers' opinion, most of them said that they had greater emotional attachment to France. All the girls agreed that France was the country with which they identified themselves once it was the best one to go shopping and where they could enjoy fashion. William, one of the interviewees from China, said "I have greater emotional attachment to Spain and Portugal because I really enjoy Sun and Sea and consequently I easily identify myself with these countries' way of life".

3.5 Main channels providing information regarding travel destinations

During the fifth phase of the focus group, there was the goal of understanding how all those travellers formed their ideas about the countries discussed throughout the focus group and also their motivations to visit those countries. Both European and Asian travellers used the same channels in order to create impressions about countries in their minds. Those channels

were: 1) the experiences of friends, 2) information in Internet like Trip Advisor, 3) movies, music and TV documentaries, 4) information learnt in school. All the interviewees agreed that the travelling experiences of their friends influence a lot their choices of travel destinations and greatly defines what they know about a country. According to Anchisa, the interviewee from Thailand emphasised that by saying “After seeing the pictures of my friends’ trip to London and after listening to all of their adventures there, I was immediately convinced that London was the next place I had to visit”. There was also unanimity among the interviewees according to the importance of Internet in the creation of impressions about a country and also in establishing their motivations to visit countries. As Victoria, the interviewee from Russia said “Every time I want to obtain information about a destination I don’t know, I just go online and search everything the site Trip Advisor has to offer. Then I will know if it is worthy to visit that place or not”. Not as important as the first two referred channels but also mentioned by the interviewees as important, once they also influence their impressions of a country, is the movies, music and TV documentaries channel and also the information learnt in school channel. Regarding the first channel, Christa the interviewee from Greece, said “I remember to have watched a movie from Woody Allen called “Midnight in Paris” and as the title indicates, the movie was filmed in Paris and it had some parts where it represented Paris in the 20s. I completely fell in love with Paris in that movie and one month later I was travelling to Paris”. Also related to the first channel, Willy one of the interviewees from China, said “One day I was watching a documentary about Egypt that showed all the touristic entertainments someone could do there and that really got my attention since it was so different. The funniest thing was that I never had thought about Egypt as a future travel destination”. Regarding the second channel, Nicole and Coke two of the interviewees from Taiwan, said “When we were in elementary school we had history classes where we learned some stuff about Portugal. Because of that, nowadays we know that Portugal was very important in the sea discovery of other countries and we also know that Portugal is located near the Atlantic Ocean, otherwise we would probably not know anything about Portugal”.

3.6 Motivation to visit Portugal

In the last phase, the main objective was to probe the motivation of all interviewees to visit Portugal in the future. European travellers said that the crucial factors that would make them visit Portugal were its privileged seaside location, being low cost and the positive experiences

shared by friends that were in Portugal. Regarding the Asian travellers, most of them had no idea about what would make them be willing to visit Portugal, but William one of the interviewees from China said that good weather and seaside were crucial factors that would make him visit Portugal. Furthermore, all of the Asian travellers agreed when saying that the fact that Portugal is cheap was not a crucial factor that would make them go there since they go where they want to go, even if those places are expensive.

When asked about the main reasons to not have visited Portugal so far, Europeans travellers gave different explanations. Marko, the interviewee from Ukraine, said "I did not visit Portugal because it is very far from Ukraine and there are few direct flights to Lisbon". John Paul, the interviewee from Malta, said "In Malta we are all the time being bombarded with touristic promotion about Spain, Italy and Greece but there is no information about Portugal. If I don't see pictures of Portugal being promoted, then it is almost impossible to consider Portugal when going on vacations since you have other touristic destinations on your mind". Sara, the interviewee from Austria, said "Italian beaches are not that nice but they are closer to me and that is why I have been there and I was never in Portugal". According to Asian travellers, there was unanimity when saying that they had very few information about Portugal, thus they did not even consider going to Portugal. According to Willy, one of the interviewees from China, "I don't know any friends that visited Portugal and as a consequence I have no curiosity of going there but I had a lot of friends going to France and consequently from what I was seeing and hearing I was pleased and decided as well to go to France". Amanda, one of the interviewees from Taiwan, said "When I bought a touristic book, it only had very few pages about Portugal and I started thinking that maybe Portugal does not have that much to offer". And according to Nicole, another interviewee from Taiwan, "It's my first time in Europe and there are so many countries to see and I have limited budget, which makes it hard to go to Portugal since I have other countries I would prefer to visit".

In the end a final question was asked to all the interviewees, which consisted in understanding if they would be willing to spend their money to visit Portugal. While all the European travellers said "Yes", the Asian travellers were divided since some said "Yes" but others said "Maybe". Nevertheless, all of the interviewees that answered that they would be willing to spend their money to visit Portugal, none of them showed real commitment and willingness to visit Portugal, once all of them said "Yes, I'm willing to spend my money to visit Portugal but only if I still have enough money to spend because I have other priorities in terms of travel destinations".

4. Research Objectives

The literature review and the exploratory research were essential to help me define the research objectives for this study.

Throughout this study six research questions will be addressed in order to obtain information that enable us to elicit the preferences of young adults for Portugal, Spain and France.

Furthermore, we will also be able to understand the impact of variables such as awareness, destination personality/image and some demographic variables on the preferences of young adults relatively to these three countries.

During the exploratory research it became clear that the participants had different preferences regarding tourism destinations. This first research question will address the preferences of young travellers for Portugal relative to Spain and France. The answer to this question will inform us about Portugal's success as a touristic destination among young travellers.

Q1 What are the preferences of the young travellers for Portugal relative to other European tourism destinations?

Throughout the exploratory research it was obvious that the participants had different levels of awareness regarding different travel destinations. When asked about what they knew about Portugal, Spain and France, the participants always had lower level of knowledge about Portugal when compared to Spain and France. This second research question will try to obtain evidence of a relation between destination awareness and preferences for travel destinations.

Q2 What is the impact of destination awareness on preferences for travel destinations?

The third research question has great importance once the main focus of this dissertation is to find a relation between destination personality/image and preferences for travel destinations. As it was seen in the literature review, a distinctive and attractive destination personality can effectively leverage the perceived image of a destination and consequently, influence tourist choice behaviour. Thus, this research question will examine if the personality/image of Portugal is influencing negatively the tourist choice behaviour relatively to Spain and France.

Q3 What is the impact of destination personality/image on preferences for travel destinations?

It was recognized in the literature review that managing the positioning of a country has grown its importance due to the increasing competition among nations and to the similarity of their offers. Furthermore, in order to be successfully promoted, a destination must be favourably differentiated from its competition in the minds of the consumers. Consequently, it is important to understand how Portugal is positioned relatively to other European countries and that is what the fourth research question tries to analyse.

Q4 How is Portugal positioned relatively to other European countries?

In the literature review it was concluded that research concerning the motives of tourists is very important once it will help to identify markets in which tourist motivations and destination features match. Then, in the exploratory research it was observed that the participants had different levels of preference depending on the different types of vacation of each destination. Therefore, this research question will analyse the impact of tourists' motivations regarding types of vacations on preferences for travel destinations.

Q5 What is the impact of tourist motivations (regarding types of vacations) on preferences for travel destinations?

Finally, it was seen in the exploratory research that participants from different continents of origin had different levels of awareness regarding the countries being discussed. Consequently, it was decided to investigate if the variable continent of origin and other demographic variables, such as gender and age, had an impact on preferences for travel destinations.

Q6 What is the impact of demographic variables (gender, age and continent of origin) on preferences for travel destinations?

5. Quantitative research: Methodology

Once the research questions are already settled, now it will be decided on how to address those questions in order to obtain the desired information. Therefore, it was decided to run a survey among young travellers, but mainly directed to European and Asian travellers, so as to collect data on: i) preferences for destinations, ii) destinations' awareness, iii) destinations' positioning, iv) destinations' personality/image, v) tourists' motivations and vi) demographic variables such as gender, age and continent of origin . Then it was decided to use appropriate statistical techniques, mainly regression analysis, to investigate the main drivers of preference for touristic destinations. A conjoint design was also used in order to help measure and explain the preferences of young adults for touristic destinations.

Throughout this chapter, the sampling process will be explained. Then the structure of the questionnaire will be presented. Finally, the conjoint design will be described.

5.1 Sampling Process

As it was seen in a previous chapter, the target population for this empirical study was defined to be 'young adults', who consisted in people aged from 18 to 29 years-old. In terms of geographic location, there was only a constraint that restricted people from Portugal, Spain and France to participate in this process since the focus of the study was to elicit the foreigners' preferences for each of these three countries as touristic destinations.

In order to find people to participate in the survey, it was used a non-probability sampling technique called 'snowball sampling'. This way, I was able to obtain many more respondents since the few foreigner friends I have shared this study with their friends. The recruitment of participants was made through the social media platform Facebook. An online link to the questionnaire, designed at the online survey platform www.qualtrics.com, was distributed via private message on Facebook. Furthermore, events on Facebook were created where hundreds of people were invited to join and answer the questionnaire.

5.2 Structure of the Questionnaire

The survey required respondents to (1) provide information on their awareness regarding Portugal, Spain and France as touristic destinations, (2) to answer a conjoint design in order to provide their WTP for those three countries, (3) to rate Portugal, Spain and France in terms of destination personality and image, (4) to evaluate their self-concept, their preferred type of vacations and the likelihood of visiting those three countries and (5) to answer several socio-demographic questions (the questionnaire is presented in appendix 13).

Before initiating the questionnaire, a message was shown that indicated the purpose of the survey and also warned that people from Portugal, Spain and France were not suitable to participate in the study being carried out.

The purpose of the first section was to collect information regarding how knowledgeable respondents were about Portugal, Spain and France. Thus, in Q1 respondents were asked about which countries they had visited already and Q2 analysed their level of awareness regarding those three countries as touristic destinations. This second question was measured in percentage, where 0% meant the respondent had no awareness regarding the country as a touristic destination and 100% meant the respondent was fully aware of the country as a touristic destination.

In the second section participants had to rank nine options of the conjoint set by using a drag and drop menu. This section will be explained in detail in the following sub-chapter.

In the third section, from Q4 to Q6, respondents had to rate Portugal, Spain and France in terms of destination personality on a seven-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree” according to ten items which were adapted from the scale used by Hosany, Ekinci and Uysal (2006). Also in this section, from Q7 to Q9, the same three countries were assessed in terms of destination image on a seven-point bipolar scale according to nine bipolar items which were adapted from the scale used by Hosany, Ekinci and Uysal (2006).

In the fourth section, respondents were asked (in Q10) to rate themselves in terms of self-concept on a seven-point scale according to thirteen bipolar items which were adapted from the scale used by Malhotra (1981). Then in Q11, respondents had to rate a list of seven different types of vacations according to their preferences on a five-point scale ranging from “Very Unlikely” to “Very Likely”. The likelihood of visiting Portugal, Spain and France in the

future, which was measured on a five-point scale ranging from “Very Unlikely” to “Very Likely”, was analysed in Q12.

Finally, at the fifth section, the questionnaire included the socio-demographic questions related to gender, age, education and country of origin (Q13 – Q16).

5.3 Research Design

5.3.1 Scenario

Respondents were asked to imagine that they would have the possibility of spending one week of vacations either in Portugal, Spain or France. They were also told that there would be different levels of prices and also different types of vacations when choosing among the several possibilities given. Then, they were asked to rank several options that varied, as described above, on 1) Travel destination, 2) Price and 3) Travel motive (type of vacation) according to their preferences (see Q3 at appendix 13).

5.3.2 Conjoint Design

The main purpose of a conjoint analysis is to determine how people value different attributes that together form an individual offering. Accordingly, the conjoint analysis will tell us the most important combination of attributes that influence the respondents decision making.

For this analysis I have used three attributes: travel destination, motive (type of vacation) and price. Each attribute was assigned with the following levels:

Travel Destination: “Portugal”, “Spain” and “France”.

Motive (type of vacation): “Sun&Sea” and “Culture&Heritage”

Price: 350€, 500€ and 700€.

Based on these attributes, 18 vacations profiles were formed (3x2x3). However, I could not ask respondents to reveal their preferences for such a high number of vacation profiles, as the

questionnaire was already quite long. An orthogonal design was used in order to reduce the number of vacation profiles.

In order to elicit respondents' preferences, participants had to rank 9 different vacation profiles from 1 to 9 where 1 indicates their most-preferred travel option and 9 their least-preferred travel option.

Dummy variables were created for the "Travel destination" and "Motive (type of vacation)" attributes. The price was measured as a metric variable. The three price levels were chosen bearing in mind the wide variety of possibilities a tourist can choose when it comes to accommodation, food, nightlife, museums and other attractions.

Generally, a metric dependent variable is used to estimate linear regression models. However, in this study the ranking data obtained from the participants was ordinal (not-metric). Nevertheless, according to Acito and Arun (1980) using regression analysis with an ordinal dependent variable will only cause a very small distortion in conjoint estimates when compared to metric data. Based on the results of this study I used an ordinal dependent variable in the conjoint regression model.

6. Quantitative research: Results

6.1 Respondents' Profile

There were 322 people that started the survey. However, after eliminating all the incomplete questionnaires and the questionnaires responded by people from Portugal, Spain and France it was obtained 199 valid questionnaires. Now it is going to be analysed the demographic characteristics of this sample of 199 respondents.

Regarding the geographical region of the respondents, as it can be seen in table 4, the most representative regions are Europe with 60,3% of the respondents and Asia with 29,6% of the respondents. Together these two regions represent 90% of all respondents, the other 10% are distributed by Africa (3,5%) , America (5%) and Oceania (1,5%) (see Appendix 4).

Table 4 –Geographical regions of Respondents

	Frequency	Percent
Africa	7	3,5
America	10	5,0
Asia	59	29,7
Europe	120	60,3
Oceania	3	1,5
Total	199	100

Most respondents (62,3%) are female. Furthermore, most respondents' age is situated in two intervals, which are 24 – 29 years –old (59,8%) and 18 – 23 years-old (32,7%). Thus, more than 90% of all respondents' age is from 18 to 29 years-old, which means that the sample is formed mainly by young adults. Additionally, 28,6% of the respondents hold a Bachelor's degree and 62,3% of the respondents hold a Master's degree. Thus, more than 90% of all respondents hold at least a Bachelor's degree, which means that the sample is formed mainly by highly educated individuals (see appendix 5,6 and 7 for more detailed information).

Table 5 –Most representative demographic characteristics of Respondents

		Frequency	Percent	Total
Gender	Female	124	62,3	62,3
	Male	75	37,7	37,7
Age	18 - 23	65	32,7	92,5
	24 - 29	119	59,8	
Education	Bachelor	57	28,6	90,9
	Masters	124	62,3	

6.2 Tourism destinations' preferences of young adults

Q1 What are the preferences of the young travellers for Portugal relative to other European tourism destinations?

Young adults' preferences for European tourism destinations will be measured through two different variables: 1) Likelihood of Visiting the destination, 2) Willingness to Pay (WTP) for travelling to the destination.

The respondents were asked to define the likelihood of visiting Portugal, Spain and France in a scale from 1 to 5. As it can be seen in table 6, Spain is the young travellers' most preferred destination once it has the highest mean (4,33 out of 5). Surprisingly, the respondents are more likely to visit Portugal than to visit France, as it can be concluded by comparing Portugal's mean which is 4,21 and France's mean which is only 3,97. Nevertheless, France is the most visited country among the three and respondents that have already visited France have lower likelihood of visiting France again and higher likelihood of visiting Portugal and Spain (see Appendix 8). Furthermore, another reason that suggests an explanation for this lower likelihood of young adults visiting France is the fact of France being perceived as the least "Adventurous" country. As it will be seen in a following chapter, young adults' likelihood increases the most when destinations have an "Adventurous" personality.

Table 6 – Awareness and likelihood of visiting Portugal, Spain and France

Variables	Portugal	Spain	France
Average likelihood of visiting destination	4,21 (0,856)	4,33 (0,932)	3,97 (1,080)
Average awareness about destination	45,5 (28,3)	67,3 (25,5)	67,7 (26,2)
N	199	199	199

Note: The values in parenthesis are the standard deviations.

The respondents were also asked to rank their preferences for different countries, different types of vacations and different levels of price. Then, a new spreadsheet was created where I calculated the WTP of each respondent. When analysing table 7, it is concluded that if respondents receive 113,68 € for visiting Portugal, then the likelihood of visiting Portugal is the same as the likelihood of visiting Spain. In other words, they are willing to pay extra 113,68 € for visiting Spain rather than visiting Portugal. Nevertheless, if respondents pay extra 18,87 € for visiting Portugal, then the likelihood of visiting Portugal is the same as the likelihood of visiting France. In other words, they are willing to pay extra 18,87 € for Portugal rather than visiting France.

In order to elicit the respondents' WTP, the following formulas were used:

$$\text{WTP}_{\text{Portugal vs. Spain}} = - \frac{\beta_{\text{Portugal}}}{\beta_{\text{Price}}}$$

$$\text{WTP}_{\text{Portugal vs. France}} = - \frac{(\beta_{\text{Portugal}} - \beta_{\text{France}})}{\beta_{\text{Price}}}$$

The WTP estimates for each model are reported in table 7.

Table 7 – Estimates of WTP for travelling to Portugal, Spain and France

Variables	(Portugal/Spain)	(Portugal/France)
WTP	-113,68 €	18,87 €
N	136	136

Note: ‘Travel destination’ is a dummy variable where Portugal is coded as “1”, France is coded as “0” and Spain is the default. ‘Type of vacation’ is a dummy variable where Sun&Sea is coded as “1” and Culture&Heritage is coded as “0”. ‘Price’ is a metric variable with three price levels (350€, 500€ and 700€).

6.3 Impact of awareness and visited countries on preferences for travel destinations

Q2 – What is the impact of destination’s awareness on preferences for travel destinations?

Impact of destination’s awareness:

I did a regression analysis in order to find out if tourists’ awareness would influence the tourists’ likelihood of visiting a country. As it can be seen in table 8 the independent variable “Awareness” is statistically significant (p-value is always below 0,05) which means that the more aware people are about these countries’ touristic offers, the more likely is that they will visit the country. However, the country that benefits the most about its awareness influencing the number of tourists visiting the country is France. For example, if the awareness rises 1 unit then the likelihood of visiting Portugal increases 0,006, the likelihood of visiting Spain increases 0,008 and the likelihood of visiting France increases 0,012 (always in a scale from 1 to 5).

Table 8 – Impact of ‘destination awareness’ on likelihood of visiting a country

Variables	Model 1 (Portugal)	Model 2 (Spain)	Model 3 (France)
Awareness	0,006** (-0,002)	0,008** (-0,003)	0,012*** (-0,003)
Constant	3,933	3,82	3,181
R2	0,041	0,043	0,081
N	199	199	199

Note: The values in parenthesis are the standard errors.

****p < 0,001 **p < 0,01 *p < 0,05*

Impact of having already visited the destination:

I did a One-way ANOVA in order to compare the mean likelihood of visiting Portugal, Spain and France between respondents that have already visited the destination and those that did not visit the destination. As it can be seen in table 9 the only statistically significant case is Portugal (p-value is 0,015). The p-value of Spain is 0,821 and the p-value of France is 0,692 which means that the fact that the person visited those countries before is not going to influence neither positively or negatively the likelihood of visiting them again. However, the fact of a person having already visited Portugal will positively influence the likelihood of visiting it again.

Table 9 – Impact of ‘Already visited destination’ on likelihood of visiting a country

	Visit Portugal	Visit Spain	Visit France
Mean Square Between Groups	4,317*	0,045	0,185

***p < 0,001 **p < 0,01 *p < 0,05

6.4 Impact of destination personality/image on preferences for travel destinations

Q3 – What is the impact of destination personality/image variables on preferences for travel destinations?

Formation of destination personality/image variables:

In order to look for common factors in the data and potentially reduce the number of variables to a more manageable set, a factor analysis was conducted. Once the personality and image variables were associated with Portugal, Spain and France, I created another SPSS spreadsheet where those variables were not associated to countries, meaning that each variable had 597 results (199x3 represents the results of Portugal, Spain and France together). Consequently, I was able to run a factor analysis that reduced the number of variables equally for the three countries.

Regarding the data reduction of destination personality, the Bartlett’s test of Sphericity rejects that the correlation matrix is an identity matrix (p-value is 0,000), which means that there is correlation among the items and consequently factors can be created. Furthermore, the KMO was 80,9% which means that correlations between pairs of variables can be explained by other

variables, thus it is appropriate to use factor analysis. The data was reduced from 10 variables to 3 factors, the first factor had high loadings on the items “Exciting”, “Daring” and “Original”, the second factor had high loadings on the items “Intelligent”, “Reliable”, “Successful” and the third factor had high loadings on the items “Friendly” and “Family Oriented”. Subsequently, the first factor was named “Adventurous”, the second factor was named “Prosperous” and the third factor was named “Family Welcoming”. The creation of these three destination personality dimensions goes towards the conclusion reached by Ekinci and Hosany (2006), which was that destination personality consisted on three salient dimensions: Excitement that is related with the factor “Adventurous”, Conviviality that is related with the factor “Family Welcoming” and Sincerity that is related with the factor “Prosperous”.

Regarding the data reduction of destination image, the Bartlett’s test of Sphericity rejects that the correlation matrix is an identity matrix (p-value is 0,000), which means that there is correlation among the items and consequently factors can be created. Furthermore, the KMO was 72,5% which means that correlations between pairs of variables can be explained by other variables, thus it is appropriate to use factor analysis. The data was reduced from 9 variables to 3 factors, the first factor had high loadings on the items “Unpleasant/Pleasant”, “Distressing/Relaxing” and “Friendly/Cold”, the second factor had high loadings on the items “Easily Accessible/Isolated” and “Interesting/Boring” and the third factor had high loadings on the items “Quiet/Noisy” and “Innocent/Sinful”. Accordingly, the first factor was named “Friendliness”, the second factor was named “Remoteness” and the third factor was named “Sinfulness”.

Destination personality impact on visiting any country:

Before analysing which destination personality/image variables influence the likelihood of visiting Portugal, Spain and France, it was firstly analysed if those variables were statistically significant and which ones influence the most the likelihood of visiting a country.

Regarding the destination personality variables it can be seen in table 10 that all the variables are statistically significant (p-value is always 0,000) which means that the three independent variables are going to influence the likelihood of visiting a country. However, when the coefficients are analysed it is concluded that the independent variable “Adventurous” is the one that greatly influences the likelihood of visiting a country since it has a coefficient of 0,352 while the variable “Family Welcoming” has a coefficient of 0,159 and the variable “Prosperous” has a coefficient of 0,131.

Destination Personality impact on visiting Portugal, Spain and France:

Although all independent variables positively contribute to the likelihood of visiting a country, the variable “Adventurous” is the one that contributes the most. By looking at table 10 it can be seen that the variable “Adventurous” is always statistically significant. However, the countries that benefit the most are Spain and France since they have higher coefficients for the variable “Adventurous”. For example, if the variable “Adventurous” increases one standard deviation then the likelihood of visiting Portugal will rise 0,246, the likelihood of visiting Spain will rise 0,395 and the likelihood of visiting France will rise 0,353.

It can also be seen in table 10 that the variable “Family Welcoming” will positively contribute to the increase of visits in Portugal since the p-value is 0,002. In this case, the likelihood of visiting Portugal will rise 0,232 if the variable “Family Welcoming” is increased one standard deviation. Then looking at the variable “Prosperous”, it will positively contribute to the increase of visits in Spain since the p-value is 0,000. In this case, the likelihood of visiting Spain will rise 0,214 if the variable “Prosperous” is increased one standard deviation. Finally, it is concluded that the variable “Family Welcoming” is not going to positively nor negatively influence the likelihood of visiting France since it is not statistically significant.

Table 10 –Impact of ‘Destination Personality’ factors on likelihood of visiting destinations

Variables	Model 1 (Portugal)	Model 2 (Spain)	Model 3 (France)	Model 4 (Any Country)
Adventurous	0,246*** (0,063)	0,395*** (0,061)	0,353*** (0,068)	0,352*** (0,036)
Prosperous	0,088 (0,065)	0,214*** (0,057)	0,165* (0,084)	0,131*** (0,036)
Family Welcoming	0,232** (0,074)	0,097 (0,069)	0,082 (0,080)	0,159*** (0,036)
Constant	4,108	4,303	4,037	4,173
R2	0,127	0,240	0,152	0,176
N	597	597	597	597

Note: The values in parenthesis are the standard errors.

***p < 0,001 **p < 0,01 *p < 0,05

Destination image impact on visiting any country:

Regarding the destination image variables it can be seen in table 11 that only two variables are statistically significant (p-value is 0,000 in these two cases) which are the variables

“Friendliness” and “Remoteness”. The variable “Sinfulness” has a p-value of 0,540 which means that it is not going to influence the likelihood of visiting a country. However, among the variables that are statistically significant, the variable “Friendliness” is the one that greatly influences the likelihood of visiting a country since it has a coefficient of 0,357 while the variable “Remoteness” has a coefficient of -0,180. For example, the more a person associates a country as being friendly, the more likely is that he going to visit it and the more a person associates a country as being remote, the less likely is that he going to visit it.

Destination Image impact on visiting Portugal, Spain and France:

It was already seen that the independent variable “Friendliness” is the one that influences the most the likelihood of visiting a country and according to table 11 it is concluded that this variable is always statistically significant (p-value is always 0,000). However, as it happened before, Spain is the country that benefits the most, followed by France and then Portugal. For example, if the variable “Friendliness” increases one standard deviation then the likelihood of visiting Portugal will rise 0,294, the likelihood of visiting Spain will rise 0,396 and the likelihood of visiting France will rise 0,368.

Furthermore, the variable “Remoteness” also influences the likelihood of visiting a country. Nevertheless, according to table 11 it can be seen that this variable is only statistically significant in the case of France (p-value is 0,000). Consequently, France is the only country benefiting from this variable. For example, if the variable “Remoteness” decreases one standard deviation then the likelihood of visiting France will increase 0,242.

Table 11 - Impact of Destination Image factors on the likelihood of visiting destinations

Variables	Model 1 (Portugal)	Model 2 (Spain)	Model 3 (France)	Model 1 (Any Country)
Friendliness	0,294*** (0,067)	0,396*** (0,067)	0,368*** (0,074)	0,357*** (0,036)
Remoteness	-0,108 (0,067)	-0,126 (0,070)	-0,242*** (0,064)	-0,180*** (0,036)
Sinfulness	0,039 (0,064)	-0,109 (0,062)	-0,054 (0,076)	-0,022 (0,036)
Constant	4,138	4,313	4,120	4,173
R2	0,110	0,180	0,190	0,170
N	597	597	597	597

*Note: The values in parenthesis are the standard errors.
***p < 0,001 **p < 0,01 *p < 0,05*

Destination’s awareness, destination personality and destination image impact on visiting Portugal:

After comparing the likelihood of visiting Portugal, Spain and France based on the impact of destination personality and destination image, I decided to run a stepwise regression analysis to analyse which variables (destination personality, destination image and destination awareness) influence the likelihood of visiting Portugal.

When table 12 is taken into consideration, I reach the conclusion that only destination personality factors and destination awareness are statistically significant. All the destination image factors were excluded in the stepwise regression. If I increase the variable “Adventurous” in 1 standard deviation, then the likelihood of visiting Portugal will increase 0,245. Nevertheless, the destination personality factor “Family Welcoming” also contributes to the increase of the likelihood of visiting Portugal in 0,220 when this factor increases 1 standard deviation. Regarding the variable “Awareness”, if it is increased 1 unit then the likelihood of visiting Portugal will grow 0,005.

Table 12 – Impact of awareness, personality and image on likelihood of visiting Portugal

Variables	Portugal
Awareness	0,005* (0,002)
Adventurous	0,245*** (0,062)
Family Welcoming	0,220** (0,073)
Constant	3,893
R2	0,142
N	597

Note: The values in parenthesis are the standard errors.

*****p < 0,001 **p < 0,01 *p < 0,05**

Impact of destination awareness, destination personality and destination image on WTP for a vacation in Portugal:

As it was previously seen, I designed a conjoint design which enabled me to estimate the WTP of respondents for Portugal. In order to obtain individual-specific estimates of WTP a different conjoint regression model was estimated for each respondent. Then, I decided to run a

stepwise regression analysis to analyse which variables (destination personality and image and awareness) influence respondents' WTP for a vacation in Portugal.

After analysing, in table 13, if the destination awareness, destination personality and destination image variables influenced Portugal's WTP it was reached the conclusion that the variable "Adventurous" was the only one statistically significant (p-value is 0,007). What this means is that when the variable "Adventurous" increases one standard deviation, then people are willing to pay more 146,55 € for Portugal. This suggests that young adults are only willing to pay for a vacation in a destination if they perceive the destination as being adventurous.

Table 13 - Impact of Destination Awareness, Personality & Image factors on WTP for visiting Portugal

Variables	Portugal
Adventurous	146,545** (53,895)
Constant	-53,829
R2	0,052
N	199

Note: The values in parenthesis are the standard errors.

*****p < 0,001 **p < 0,01 *p < 0,05**

6.5 Destinations' Positioning

Q4 How is Portugal positioned relatively to other European countries?

Analysing a destination's positioning is essential since it allows me to know how to successfully differentiate a destination from its competitors in the minds of consumers. In table 14 and table 15 it is analysed how the respondents perceive Portugal, Spain and France in terms of destination personality and destination image. Furthermore, this analysis is important to understand its relation with travellers' self-concept.

After examining table 14, it can be seen that Portugal is perceived to have a "Family Welcoming" personality. Concerning Spain, respondents perceive it as having an "Adventurous" and a "Non Prosperous" personality. Regarding France, it is perceived to have a "Prosperous", a "Non Adventurous" and a "Non Family Welcoming" personality.

Table 14 - Descriptive Statistics of Destination Personality

	Portugal	Spain	France
Adventurous mean	0,014 (0,921)	0,216 (0,971)	-0,231 (1,057)
Prosperous mean	-0,091 (0,892)	-0,376 (1,029)	0,466 (0,886)
Family Welcoming mean	0,465 (0,793)	0,243 (0,863)	-0,708 (0,925)

Note: The values in parenthesis are the standard deviations.

Table 15 shows that respondents have an image of Portugal as being “Friendly”, “Remote” and “Discrete”. Spain’s image is associated to “Sinfulness”. Finally, it can be seen that respondents perceive France to have a “Hostile” and “Reachable” image.

Table 15 - Descriptive Statistics of Destination Image

	Portugal	Spain	France
Friendliness mean	0,436 (0,871)	0,123 (0,910)	-0,559 (0,949)
Remoteness mean	0,392 (0,880)	-0,169 (0,879)	-0,223 (1,109)
Sinfulness mean	-0,345 (0,906)	0,470 (0,986)	-0,125 (0,927)

Note: The values in parenthesis are the standard deviations.

6.6 Impact of tourist motivations on preferences for travel destinations

Q5 What is the impact of tourist motivations (regarding types of vacations) on preferences for travel destinations?

I did a regression analysis in order to find out if tourist motivations regarding types of vacations would influence the tourists’ likelihood of visiting a country. I concluded that there are only three types of vacations that would positively influence young adults to visit Portugal, Spain and France (table 16 only shows the statistically significant types of vacations). More precisely, young adults that prefer nightlife/entertainment have higher likelihood of visiting Portugal. While young adults that prefer climate/beaches are more willing to visit Spain. However, if the respondents prefer historic sites/museums, then Spain and France are the countries that will have higher likelihood of being visited.

Table 16 – Impact of types of vacations on likelihood of visiting Portugal, Spain and France

Types of Vacations	Model 1 (Portugal)	Model 2 (Spain)	Model 3 (France)
Nightlife/Entertainment	0,151** (0,052)	nss	nss
Climate/Beaches	nss	0,165* (0,068)	nss
Historic Sites/Museums	nss	0,169** (0,063)	0,179* (0,071)
Constant	3,695	3,014	3,326
R2	0,041	0,051	0,031
N	199	298	199

*Note: The values in parenthesis are the standard errors. nss means not statistically significant
 ***p < 0,001 **p < 0,01 *p < 0,05*

6.7 Impact of demographic variables on preferences for travel destinations

Q6 – What is the impact of demographic variables on preferences for travel destinations?

Formation of the variables “age”, “gender” and “education”:

All the three variables were formed through the creation of dummy variables. The variable “education” is a dummy variable which is formed by respondents with Bachelor’s degree that are coded as 0 and respondents with Master’s degree that are coded as 1. Respondents with High School or PhD represent less than 10% of all respondents and consequently they were left out of the variable. Concerning the variable “age”, it is formed by respondents aged between 18 – 23 years old which are coded as 0 and by respondents aged between 24 -29 years old which are coded as 1. Only these two groups were included since together they represent more than 90% of all respondents.

Impact of “age”, “gender” and “education”:

After analysing the variables “age”, “gender” and “education” through a regression analysis, it is reached to the conclusion that the variable “gender” is the only one that has an impact on the likelihood of visiting a country. Furthermore, this variable is only statistically significant for Portugal and France (both p-values are below 0,05). If table 17 is taken into consideration, it

can be understood that the fact of the respondent being female will increase the likelihood of visiting Portugal in 0,347 and the likelihood of visiting France in 0,408.

Formation of the variable “country”:

Bearing in mind that African respondents only represent 3,5% of all respondents, American respondents only represent 5% of all respondents and Oceania only represent 1,5% of all respondents, it was decided to study the impact of geographical region but only with Asia and Europe, that together represent 90% of all respondents.

Impact of geographical region variable:

If table 17 is analysed it can be concluded that the geographical region only is statistically significant for Portugal (p-value is below 0,05), which means that the fact of the respondent being from Asia or Europe will influence differently the likelihood of visiting Portugal. It was concluded that if the respondent is Asian, it will decrease the likelihood of visiting Portugal in 0,351.

Table 17 – Impact of Demographic variables on likelihood of visiting Portugal, Spain and France

Variables	Model 1 (Portugal)	Model 2 (Spain)	Model 3 (France)
Gender	0,347* (0,144)	0,106 (0,163)	0,408* (0,184)
Continent of Origin	-0,351* (0,154)	0,279 (0,175)	0,357 (0,198)
Age	0,271 (0,151)	0,063 (0,171)	-0,005 (0,194)
Education	-0,034 (0,153)	0,167 (0,173)	-0,134 (0,196)
Constant	3,967	4,000	3,639
R2	0,100	0,032	0,062
N	743	743	743

Note: The values in parenthesis are the standard errors. Gender is a dummy variable where all males are coded as 0 and all females are coded as 1. Continent of Origin is a dummy variable where all European countries are coded as 0 and all Asian countries are coded as 1.

*****p < 0,001 **p < 0,01 *p < 0,05**

7. Conclusions

Relation between Destination Personality and Destination Image

Destination personality is a part of destination image once brand image refers to both functional and symbolic benefits of a brand (Low & Lamb 2000) but brand personality only refers to the symbolic function of a brand (Keller 1993). Consequently an association between these two concepts is expected to exist.

When the destination personality and image were analysed in order to find out how the respondents perceive Portugal, Spain and France it was concluded that Portugal is perceived to have a “Family Welcoming” personality and people have an image of Portugal as being “Friendly”, “Remote” and “Discrete”. This suggests an association between the “Family Welcoming” personality and the “Friendly” and “Discrete” image. Since people have an image of Portugal as being a pleasant, peaceful and quiet country, then the personality is linked towards a family oriented country.

When it comes to Spain, it is perceived to have an “Adventurous” and a “Non Prosperous” personality and people have an image of Spain as being Sinful. Here there is also a clear association between the “Adventurous” personality and the “Sinful” image. Once people have an image of Spain as being a noisy, daring and wild country, then the personality is linked towards an adventurous oriented country.

Regarding France, it is perceived to have a “Prosperous”, a “Non Adventurous” and a “Non Family Welcoming” personality and people have an image of France as being “Hostile” and “Reachable”. There is again an association between the “Non Family Welcoming” personality and the “Hostile” image. Once people have an image of France as being an unfriendly and unreceptive country, then the personality is linked towards a non family oriented country.

It is important to have a strong and distinctive image that makes consumers enhance the perceived utility they have of a country. Nevertheless, according to Ekinici and Hosany (2006), a distinctive and attractive destination personality can effectively leverage the perceived image of a destination and as a consequence influence tourist choice behaviour once brand personality has a closer link to consumer self-concept since it solely focuses on the personality traits associated with a brand.

Geographical Region & Place Identity

It was already seen that respondents from Asia have a high likelihood to visit Spain and France but a low likelihood to visit Portugal. It was also seen that Asians' awareness of Portugal as a touristic destination was the lowest one among the three countries. Apparently, Asians' lack of knowledge of Portugal is negatively influencing their likelihood to visit it since Portugal has no identity to them. According to Peterson (1998), place identity expresses a notion of an interdependent relationship between person and place and this relationship involves perceptions of the qualities that are inherent to places with a distinctive character, as well as an individual's association with place. Thus, the creation of Portugal's identity is dependent on the perceptions Asians have about Portugal's qualities, but since Asians are not aware of Portugal's qualities then there will not be a relationship established between Asians and Portugal and consequently Portugal will not have an identity to Asians.

Destination Personality & Tourists' Motivations

It was concluded that young adults are more influenced to visit a certain country when they perceive it as being an adventurous and pleasant destination. It was also concluded that Portugal is the country which is the least perceived as being an adventurous destination according to young adults. On the contraire, Portugal is perceived to be the most family oriented destination out of the three countries. Consequently, the motivations of tourists to visit Portugal would fit in the "relaxation" category and not in the "adventurous" category. Crompton (1979) defined the "relaxation" category as taking the time to pursue activities of interest. Furthermore, this category "relaxation" includes Lundberg's (1971) motive to get away from the everyday routine, having a "good time", and romantic experiences. This "relaxation" category is greatly linked to older people rather to young adults and consequently it suggests the reason for the likelihood of young adults visiting Portugal being not that high. However, young adults' likelihood of visiting a country increases when the motivations to visit a country fit in the "adventure" category. According to Lundberg (1971), adventure is the seek for "something new" and exciting. Thus, this is why Spain is the most likely country to be visited by a young adult once Spain is perceived as the most exciting country out of the three and that goes towards the "adventure" motivation category.

Travellers' self-concept & Type of Vacation

According to Ekinici and Hosany (2006) a distinctive and attractive destination personality can effectively leverage the perceived image of a destination and as a consequence influence tourist choice behaviour. According to what was described in previous chapters, the

“Adventurous” personality is the one that increases the most the likelihood of young adults visiting a destination. Therefore, it is fundamental that Portugal understands the characteristics of these travellers that are more likely to choose “Adventurous” destinations and then build an attractive destination personality that influences the travellers’ choice of destination.

According to Sirgy and Su (2000) there should be congruence between destination personality and travellers’ self-concept once the greater the match between the destination personality and the travellers’ self-concept, the more likely it is that the traveller will have a favourable attitude toward that destination and that might result in a visit or word of mouth. Thus, when Portugal is positioning itself as a destination of “Adventure” it will have to create a destination personality that matches certain travellers’ characteristics (see Appendix 9). After running a regression analysis to determine which self-concept characteristics influence the preferences for “Adventurous” vacations, I reached to the conclusion that only three of them were statistically significant. Travellers that have a more humble, a more informal and a rougher personality are going to feel a greater association to Portugal if Portugal’s personality is based on being down-to-earth, casual and rough. Consequently, there will be higher likelihood of attracting more tourists since there will be congruence between destination personality and travellers’ self-concept.

How tourists’ knowledge about a country influences the likelihood of visiting it

When people are more aware of countries as touristic destinations, then there will be a higher likelihood of visiting the country, but as it was seen before, when respondents increase their level of awareness equally for Portugal, Spain and France, the country that is going to benefit the least in terms of increase of tourists’ visits is Portugal. However, when it is analysed the impact that having already visited the country has on the likelihood of visiting it again, it is concluded that Portugal is the only one that benefits with that.

It can be assumed that the perceptions that young adults have about Portugal go towards that image and personality of being a friendly and family oriented country. Since more than 90% of the respondents are aged within 18 – 29 years-old, they attach more value to a country with an exciting and daring personality (the factor “Adventurous” is the one that contributes the most to the increase of the likelihood of visiting a country) than to a country perceived to have a quiet and discrete personality. Thus, it is normal that these young adults are not willing that much to visit Portugal since their perceptions about Portugal are based on being a ‘family oriented’ country. Consequently, the misleading perceptions of Portugal as a discrete and

quiet country does not have a strong impact on the likelihood of visiting Portugal, since there is a lower match between Portugal's personality and young travellers' self-concept.

8. Recommendations, Limitations and Further Research

After gathering and analysing all data from focus groups and surveys there were some problems encountered that may explain the low number of tourists in Portugal when compared to Spain and France. A good start would be if Portugal focused in overcoming these negative issues in order to start competing with Spain and France with a similar number of tourists.

First, people have a low awareness of Portugal as a touristic destination. Both Asians and Europeans are less aware of Portugal as a touristic destination than Spain and France (see Appendix 10). Furthermore, Asians have a higher awareness of Spain (68,59%) and France (77,45%) when compared to the awareness Europeans have about the same countries as travel destinations (66,50% and 61,85% respectively), but regarding Portugal Asians have a lower awareness (39,32%) than Europeans (47,87%). Respondents' awareness of Spain and France is always higher than 60%, but Europeans' awareness of Portugal is lower than 50% and Asians' awareness of Portugal is lower than 40%. Therefore, Portugal needs to increase its awareness (specially focusing on Asians). However, increasing Portugal's awareness is not enough to attract more tourists, as it can be seen by the example of France. This country has higher awareness (77,45%) than Spain (68,59%) among Asians. However, Asians were found to be less likely to visit France (4,15) than to visit Spain (4,53) (see Appendix 11). As a consequence, increasing the awareness of Portugal is fundamental but at the same time Portugal has to reposition itself in order to captivate young adult tourists.

Regarding the lack of awareness concerning Portugal, in the focus groups it was concluded that there is no awareness about Portuguese gastronomy. Portugal was the only country that Europeans had nothing to associate when it came to gastronomy. Furthermore, Portugal was the only country that was not chosen by Asians when asked about choosing a travel destination based on its gastronomy. Although, gastronomy is not one of the types of vacations preferred by young adults, it is important to help establishing an emotional attachment with the country once as it was seen in the case of Italy, some of the interviewees were emotionally attached to this country and one of the main reasons was its gastronomy.

Second, Portugal's personality is not that well positioned for young adults when compared to Spain. As it was already seen young adults' likelihood of visiting a country is mostly influenced by the "Adventurous" variable. However, the fact that respondents perceive Spain as an "Adventurous" country, increases much more the likelihood of visiting it when compared to Portugal being perceived as an "Adventurous" country. Furthermore, Portugal's personality is also perceived by young adults to be "Family Welcoming" which is not very beneficial once this variable does not influence that much the likelihood of visiting a country when compared to the "Adventurous" variable. While young adults associate Portugal to a family oriented destination, they associate Spain to be the most exciting destination, which is a serious problem once Spain is Portugal's neighbour and most direct competitor. As it was said in the first recommendation, besides increasing Portugal's awareness, it is also recommended to position Portugal's personality in order to please young adults. Thus, when it comes to young adults, it is vital that Portugal positions itself as being a country highly "Adventurous" which fosters excitement and that is daring, in order to increase the likelihood of young adults travellers coming to Portugal.

Although young adults want to visit an exciting country, it was also found out in the focus groups that the educational motive is very important influencing the likelihood to visit countries. During the Asian focus group, an interviewee from Taiwan was influenced by an Educational reason to travel once according to her "I went to Spain because I watched a movie that showed the Spanish culture and also their sights. Automatically, I felt a strong will of getting to know more about Spain and consequently I decided to go there". According to Lundberg (1971) educational motive ranges from "see how people in other cultures live", to "see particular sights" and "attend special events". In both European and Asian focus groups it was concluded that there was no curiosity in learning about Portuguese culture and discovering its sights. This is due to the fact that Portugal as a destination brand is weak and consequently Portugal must improve its identity.

Third, Portugal must create a solid and congruent relation between its personality and travellers' personality. According to Sirgy and Su (2000) there should be congruence between destination personality and travellers' self-concept once the greater the match between the destination personality and the travellers' self-concept, the more likely it is that the traveller will have a favourable attitude toward that destination and that might result in a visit or word of mouth. Therefore, besides increasing Portugal's awareness among worldwide travellers and positioning Portugal with an exciting and daring personality, it is important that Portugal ensures that there is a correspondence between Portugal's personality and travellers' self-

concept. Not only Portugal has to focus on an “Adventurous” personality, since it is the most popular destination type among young adults, but it also has to shape its personality according to the different types of travellers that seek “Adventurous” destinations. Consequently, it is vital that Portugal is able to know how to position its personality in order to match different people’s personalities.

Fourth, while all the previous recommendations were based on negative points, this is the only one based on a positive point. As it was seen before, there is only one country that people are more willing to visit, after having already visited it and that country is Portugal. Portugal may be the country with the lowest awareness among respondents and may also be the country perceived, by young adults, to not be as exciting and daring as Spain. Nevertheless, when young adults visit Portugal and become aware of this country as a touristic destination they become more willing to visit it again. Thus, this may suggest that Portugal’s current strategy to position itself as a travel destination for young adults is not being the most accurate one. According to Kotler and Gertner (2002) to be successful in the tourism industry a country must be very specific about what it wants to market and to whom. Thus, Portugal must bear in mind the main characteristics they should promote in order to be favourably differentiated from its competition in the minds of young adults. Managing and controlling a country’s branding has grown its importance due to the increasing competition among nations and Portugal cannot neglect its positioning as a country, otherwise it risks to be poorly positioned, thus affecting how young adults perceive Portugal and consequently affecting as well their likelihood to visit Portugal.

Several limitations must be considered when reading the results of this study. Due to time and budget constraints, data was collected through a non-probabilistic sampling method which was the “Snowball” sampling. This method has the disadvantage of not guaranteeing that all the units of the population have the chance to access the sample and consequently a distorted sample may be generated. Thus, a probability sample should be used in order to avoid the problems previously mentioned.

Another limitation is the fact that I focused strictly on participants whose age range between 18 to 29 years old. Although it enabled me to reach to notable conclusions within this segment, it would be interesting in the future to replicate this study including all ages. Only then it could be suggested conclusions to explain the lower success of Portugal in terms of awareness and country’s brand. In addition, most of the participants in my study were

Europeans, followed by Asians. In a future situation, it would be interesting to extend the analysis to consumers from other regions of the world.

Furthermore, for future research, it would also be interesting to include additional travel destinations and compare between one another. Only three European countries were considered in this study but in the real world people may decide between a wider set of travel destinations to spend their vacations. Accordingly, it makes sense to compare countries from different continents as long as there is similarity in terms of their offering.

9. Appendices

Appendix 1 – Destination Image items

Unpleasant		Pleasant
Distressing		Relaxing
Pretty		Ugly
Gloomy		Exciting
Quiet		Noisy
Innocent		Sinful
Sleepy		Arousing
Over-crowded		Sparse
Lively		Stagnant
Friendly		Cold
Easily Accessible		Isolated
Interesting		Boring

Source:

Hosany, Ekinci and Uysal (2006)

Appendix 2 – Destination Personality items

Sincere
Intelligent
Reliable
Successful
Wholesome
Down-to-earth
Exciting
Daring
Spirited
Original
Friendly
Family Oriented
Charming

Source:

Hosany, Ekinci and Uysal (2006)

Appendix 3 – Self-concepts, Person concepts and Product concepts

Rugged		Delicate
Excitable		Calm
Uncomfortable		Comfortable
Dominating		Submissive
Thrifty		Indulgent
Pleasant		Unpleasant
Contemporary		Noncontemporary
Organized		Unorganized
Rational		Emotional
Youthful		Mature
Formal		Informal
Orthodox		Liberal
Complex		Simple
Colorless		Colorful
Modest		Vain

Source:

Malhotra (1981)

Appendix 4 – Countries of origin by continent

	Asia	Europe	Africa	America	Oceania
Country of Origin	Brunei (1)	Austria (3)	Algeria (1)	Brazil (3)	Australia (2)
	China (22)	Belgium (2)	Nigeria (3)	Canada (1)	New Zealand (1)
	India (7)	Bosnia and Herzegovina (1)	South Africa (3)	Mexico (1)	
	Indonesia (1)	Bulgaria (1)		USA (5)	
	Iraq (1)	Croatia (1)			
	Japan (2)	Cyprus (1)			
	Macau (1)	Czech Republic (4)			
	Malaysia (1)	Denmark (1)			
	Philippines (1)	England (10)			
	Singapore (1)	Finland (6)			
	South Korea (4)	Germany (13)			
	Taiwan (9)	Greece (3)			
	Thailand (8)	Hungary (2)			
		Iceland (1)			
		Ireland (1)			
		Italy (14)			
		Lithuania (1)			
		Malta (2)			
		Moldova (2)			
		Netherlands (1)			
		Norway (15)			
		Poland (9)			
		Russia (13)			
	Scotland (1)				
	Slovakia (2)				
	Slovenia (6)				
	Sweden (3)				
	Turkey (1)				
Total	59	120	7	10	3

Appendix 5 – Respondents' Gender

Gender	Frequency	Percent
Male	75	37,7
Female	124	62,3
Total	199	100

Appendix 6 – Respondents' Age

Age	Frequency	Percent
18 -23	65	32,7
24 - 29	119	59,8
30 - 39	11	5,5
>40	4	2
Total	199	100

Appendix 7 – Respondents' Education

Education	Frequency	Percent
High School	13	6,5
Bachelor's Degree	57	28,6
Masters' Degree	124	62,3
PhD	5	2,5
Total	199	100

Appendix 8 – Average likelihood of visiting Portugal, Spain and France depending on having already visited France

Variables	Average likelihood of visiting Portugal	Average likelihood of visiting Spain	Average likelihood of visiting France
Already visited France	4,26	4,36	3,95
Did not visit France	4,13	4,28	4,01
N	199	199	199

Appendix 9 – Impact of self-concept characteristics on preferences for Adventurous vacations

Variables	Adventure
Formal vs Informal	0,164** (0,060)
Rough vs Gentle	-0,322*** (0,060)
Humble vs Complex	-0,125* (0,060)
Constant	3,950
R2	0,183
N	597

Note: The values in parenthesis are the standard errors.

***p < 0,001 **p < 0,01 *p < 0,05

Appendix 10 – Asian and European respondents’ awareness of Portugal, Spain and France

Variables	Awareness mean (Portugal)	Awareness mean (Spain)	Awareness mean (France)
Asian Respondents	39,32	68,59	77,45
European Respondents	47,88	66,50	61,85
N	179	179	179

Appendix 11 – Asian respondents’ likelihood of visiting Portugal, Spain and France

Variables	Visit Portugal mean	Visit Spain mean	Visit France mean
Asian Respondents	3,97	4,53	4,15
N	59	59	59

Appendix 12 - Discussion Guide for Focus Groups

Probe Portugal’s position in the global market place

1. Which countries have you visited so far in Europe?
2. What were the main reasons that lead you choosing those countries?
3. What did you enjoy the most in those countries?
4. What did you enjoy the least in those countries?
5. Which countries are you thinking of visiting in Europe in the future?
6. Which factors are influencing that decision of visiting those countries?

Specifically compare Portugal with Spain, Italy, Germany and France

7. What are the first words/ideas/things that come first to your mind when thinking of these countries?
8. Between Spain, Italy, Portugal, Germany and France would you visit those countries for similar or different purposes?
9. What do you know about these countries?
10. How do you know that information about these countries?
11. From your own knowledge which of those countries would you chose if you wanted sun/beaches?

12. From your own knowledge which of those countries would you chose if you wanted to enjoy gastronomy?
13. From your own knowledge which of those countries would you not chose due to the lack of kindness of local people?
14. From your own knowledge which of those countries would you chose to practice sports?
15. From your own knowledge which of those countries would you chose to have vacations with a historic/cultural purpose?
16. From your own knowledge which of those countries would you chose because it would enable you to have cheap vacations?
17. Which countries do you consider you have greater emotional attachment?

Analyse people's motivation to visit Portugal

18. Which factors would be crucial to influence your decision of visiting Portugal?
19. In the end what are the main reasons that made you not having visited Portugal so far?
20. Would you be willing to spend your money to visit Portugal?

Appendix 13 - Transcript of the European Focus Group

Probe Portugal's position in the global market place

1. Which countries have you visited so far in Europe?

Maltese Guy (MG) – Italy, Germany, Netherlands, UK and Cyprus

Austrian Girl (AG) – Norway, Sweden, Finland, Estonia, UK, Germany, Italy, Spain, France, Croatia, Greece

Russian Girl (RG) – UK and Ukraine

Ukraine Guy (UG) – Spain, France, Germany, Belgium, Denmark, Sweden

Greek Girl (GG) – UK and Bulgaria

2. What were the main reasons that lead you choosing those countries?

MG

- Italy to do exchange and second time for work purposes
- Cyprus for holidays

- Germany to visit family
- UK to do master's degree

AG

- I balance between where I want to go and where my friends want to go
- To visit friends
- Sights and architecture of buildings are the most important features I have in mind when travelling

UG

- Germany as exchange student
- All other destinations as a tourist

GG

- UK to study
- Bulgaria because it was cheap
- 1st thing I consider is Cost, thus I would never come to UK for holidays once it is very expensive

3. What did you enjoy the most in those countries?

MG

- Germany society is very well educated, they obey the rules when driving and they do not throw trash to the floor (something that does not happen in Malta)
- Italy it is all about the art and the architecture of buildings since they were fascinating

AG

- Italy for me is food and wine. I also admire their lifestyle, I don't know why! Maybe because I really appreciate their language

UG

- In Spain I enjoyed people's mood. Although they are facing a very difficult economic situation, they are able to still enjoy their lives and celebrate. In my country people also facing economic crisis are also concerned about how to fix their future, thus not enjoying their lives socially.

4. What did you enjoy the least in those countries?

MG

- In Italy (Rome) people throw everything to the floor

AG

- In Finland there were a lot of drunken people in the trams/bus. You could smell the alcohol and that really annoyed me.

5. Which countries are you thinking of visiting in Europe in the future?

AG

- Portugal

MG

- Spain (Gibraltar)

RG

- France

GG

- Spain, Romania, Bulgaria

6. Which factors are influencing that decision of visiting those countries?

MG

- I was watching an online documentary about Gibraltar and it really got my attention

RG

- France is a beautiful country and my friend will be there

GG

- If the countries are cheap it is okay for me, don't care about other factors

AG

- I have Portuguese friends that told me so many good stuff about their country and now I am really curious

Specifically compare Portugal with Spain, Italy, Germany and France

7. What are the first words/ideas/things that come first to your mind when thinking of these countries?

Germany – Beer, sausages, cold/strict people, German cars, lots of regulations

France – Cuisine, wine, tour Eiffel, Louvre, Lavender fields

Italy – Spaghetti, dolce vita (good life), Rome coliseum, nice weather, beaches, ice-cream, green nature

Portugal – Surfing, Fado, Mourinho, Porto Wine, beautiful seaside, no employment

Spain – Flamenco, food (chorizo, tapas), architecture, Fernando Alonso

8. How do you know that information about these countries?

- Media
- Friends experiences are very important before I decide to go somewhere
- Information through Internet like the site Trip Advisor
- It starts from school (we learnt about geography and their history)
- Movies – AG was influenced to go to Cuba after having watched the Dirty Dancing

9. Between Spain, Italy, Portugal, Germany and France would you visit those countries for similar or different purposes?

AG

- I would choose Spain, Portugal, Italy and France to enjoy the Mediterranean weather.
- I would choose Germany for city trip but not for summer holidays.
- While the MG and the GG don't feel that motivated to go to other beaches destinations, I feel the same towards Germany once culturally is kind of similar to Austria. It is not a country that I am that interested to go because there are too much similarities, even the language is the same

MG & GG

- There is no motivation to go to Spain, Portugal, Italy and France with the single purpose of enjoying the beach there because we also have that in our countries
- It is important for us (as tourists that have nice beaches in our home countries) that the destination we are choosing can provide a cultural/historic offer, otherwise we won't go there just for the beach

10. From your own knowledge which of those countries would you chose if you wanted sun/beaches?

AG

- I would chose Portugal since my interest about this destination was raised due to the conversations I had with my Portuguese friends about their country
- Besides I have a friend that went to Portugal and then she kept on emphasising how pretty the Portuguese seaside is, and that stroked my curiosity

MG

- I would go to Spain, more specifically to Barcelona, because you can visit the cultural/historic city and still go to the beach
- I'm also curious to go to Spain since they are a touristic competitor of Malta and I'm curious to see what they really offer

UG

- If I have the possibility I would go to Portugal since from the 5 countries that we are comparing Portugal is the only one I have not been so far
- I would like to dive in the Ocean since I never did that

RG

- I think I would go to Portugal as well. I have no desire to go to Spain, never had. Regarding Italy I would go there with a historical purpose rather than going to the beach.
- Also the fact of having friends from Portugal made me realize how nice their country is in terms of nice weather and beaches

GG

- I want to go to Spain since I always liked Spain and I would like to practice my Spanish since I learnt it when I was younger
- I also have many Spanish friends, thus I heard so many stories that I'm really curious of visiting Spain

11. From your own knowledge which of those countries would you chose if you wanted to enjoy gastronomy?

GG, RG, AG

- I would go to Italy

What Italian food do you know?

(Pasta, Pizza, cheese)

What German food do you know?

- Sausages

AG

- I would not go to Germany for the food cause it's very similar to Austrian food

MG, UG

- I would go to Spain

What Spanish food do you know?

- Paella, tapas

What French food do you know?

- Crepes

What Portuguese food do you know?

- Nothing pops up to their minds

12. From your own knowledge which of those countries would you not chose due to the lack of kindness of local people?

GG, AG

- France because French people do not give an effort to speak English with foreigners
- Even if they know how to speak English they want you to speak French

UG, MG

- Germany because when I was shopping in supermarket the cashier could tell I did not speak German, nevertheless they still acted like if I was understanding everything they said

What about Italy, Spain and Portugal?

AG

- I have the impression that southern countries are more open. For example, northern people might be helpful if you ask them directions, but southern people they go talk to you only by watching you lost, without you having the need of bothering people.

13. From your own knowledge which of those countries would you chose to practice sports?

MG

- Surfing and diving in ocean in Portugal
- Italy for climbing mountains

AG

- Surfing in Portugal
- I would not go to France, Italy or Germany to ski since I can do that in Austria

14. From your own knowledge which of those countries would you chose to have vacations with a historic/cultural purpose?

Most say:

- Italy due to Roman Empire

MG

- France to see museums such as Louvre

What about Portugal?

RG

- Portugal had a strong army

AG

- Portugal had dictatorship

15. From your own knowledge which of those countries would you chose because it would enable you to have cheap vacations?

GG

- Italy and Spain.
- Italy mainly because it is closer to Greece so the costs of journey won't be that big

AG

- Portugal and Spain
- However, I have the impression that Portugal is cheaper than Spain because Spain has very popular cities like Barcelona and Madrid which probably inflate its prices due to greater amount of tourism

RG

- I don't care about costs

16. Which countries do you consider you have greater emotional attachment?

RG

- Italy because I like southern culture, southern people and their gastronomy

AG

- Italy, it is the country I have visited more times, I really love being there enjoying the 'dolce vita', their gastronomy and I also love their language

MG

- Italy due the similarity of their culture with the Maltese culture

UG

- Germany because of their way of life of respecting each other and being serious

GG

- I have no emotional attachment with any country

Analyse people's motivation to visit Portugal

17. Which factors would be crucial to influence your decision of visiting Portugal?

UG

- Location (seaside)

GG

- Costs (being cheap)

RG

- Positive experiences from friends that were there

MG

- Having more awareness of the Portuguese culture in order to become more excited and curious about going there

AG

- The image I have from the nice Portuguese landscape
- Italian beaches are not that nice but they are closer to me and that is why I have been there. Anyway, I imagine Portuguese coast to be really pretty and now under the influence of Portuguese friends, I'm really looking forward to go there

18. In the end what are the main reasons that made you not having visited Portugal so far?

UG

- The fact that is very far from Ukraine
- Not a lot of direct flights to Lisbon

GG, RG

- It's not well advertised. I don't even see pictures of Portugal being promoted. Thus, it is almost impossible to consider Portugal when going on vacations since you have other touristic destinations on your mind.

MG

- We are all the time being bombarded with promotion about Spain, Italy and Greece. But we have no information about Portugal.

GG

- Furthermore, I heard that Lisbon is dangerous and there are people selling drugs during the day. Anyway, I would still visit Lisbon as long as it is cheap.

19. Would you be willing to spend your money to visit Portugal?

Everyone said: Yes, if we have enough money to spend.

Appendix 14 - Transcript of the Asian Focus Group

Probe Portugal's position in the global market place

1. Which countries have you visited so far in Europe?

UK, Germany, Spain, Netherlands, Belgium, Finland, Norway, Sweden

2. What were the main reasons that lead you choosing those countries?

Amanda – I went to Spain because I watched a movie in which it showed Spanish landscapes and I thought it was beautiful

Anchisa – I have travelled to many places in UK where the Harry Potter movie was filmed since I was really passionate about those movies

Coke/Nicole – We went to Germany because during that time it was Christmas and we heard they had a lot of Christmas markets. Besides they have a lot of good traditional food that we wanted to try.

Coke/Nicole – When we went to Belgium and Netherlands it was spring season and during that time there are a lot of flowers there and we wanted to see that

Willy – When choosing the cities to go in UK, I have in mind the culture and history I can find there

William – It was winter and I decided that the most interesting place to go would be the Scandinavian countries to see their Christmas with all that snow they have

3. What did you enjoy the most in those countries?

Willy – I like the football atmosphere in UK and I have been in several stadiums of different teams to experience that

William – I really enjoyed seeing everything with snow in Finland/Norway/Sweden

Coke/Nicole – Everything in Germany was positive but specially the food. Besides, it's cheap when you compare to other countries like UK, Belgium or Netherlands.

4. What did you enjoy the least in those countries?

Willy – I don't think the UK landscape is that pretty for me

Coke/Nicole – In Belgium and Netherlands it was so cold that in the end we did not see any flowers as we wished

Coke/Nicole – I felt that Brussels (Belgium) was not that safe

William – The temperature was too negative in Finland/Norway/Sweden

Amanda – A lot of theft in Spain

Would you go to a city you heard is not that safe?

Amanda – I would still go but I would be more careful

Anchisa – Maybe it would influence with whom we go, for example, if we are only two girls wanting to go to a city like that then we would get some boys to come with us

5. Which countries are you thinking of visiting in Europe in the future?

Anchisa – Switzerland, Spain, Hungary

Amanda – Switzerland, Italy, Austria

Willy – Portugal

Nicole/Coke – Portugal (Lisbon)

6. Which factors are influencing that decision of visiting those countries?

Amanda – I'm influenced by my friends through their trips that they share on Facebook, and if it looks really interesting and they say positive feedback about the country, then I'll be interested in going there. Since my friends went to Italy, Austria and Switzerland, now I have the curiosity of going there as well.

Willy – I have a friend in Portugal and consequently I'll be able to learn much more how locals live in Portugal, rather than going to only touristic attractions

Willy – Furthermore, another factor that influences which country Chinese people chose, is the fact that we must have a visa to each country we want to visit. And sometimes we ask for a visa to the country which is easiest to obtain

Nicole/Coke – We checked the flight prices from UK to several other countries and Portugal was one of the cheapest

Anchisa – Sometimes we chose countries that give multiple visa (meaning that in the future we can travel to other countries with that visa) instead of choosing countries that only give single visa (meaning that the visa only let us travel that time in that specific country)

Anchisa – It is easier to visit some countries like France or Italy, flying from Thailand due to higher amount of direct connections between airports but then there are other countries like Hungary that is quite difficult. That is why I decided to go to some countries that probably in the future it will be difficult for me to go there, being in Asia.

But why Hungary and not any other country in Eastern Europe?

Anchisa – We actually have a lot of alternatives to choose but since I go with a group, everyone searches information on its own and in the end we get together and discuss about what could be the most interesting country to go according to prices, touristic entertainments.

Specifically compare Portugal with Spain, Italy, Germany and France

7. What are the first words/ideas/things that come first to your mind when thinking of these countries?

France – Romance, Luxury brands, Eiffel Tower, Louvre, Arc triumph, 5 star Michelin Restaurants, Wine, Goose liver, perfumes, Versailles Palace

Germany – Sausages, beer, Berlin Wall, strict and punctual personality, typical dish (pork feet), DB railway, beer festival, BMW

Italy – Luxury products, Venice, Rome, Spaghetti with meat balls, Pizza, Mafia

Spain – Barcelona, architecture, Real Madrid, Bull fighting, Zara, Tomatina, Paella, Tapas, churros, chorizo, flamenco

Portugal – beach, egg tart (pastéis de Belém), Macau, Crisis, 17th century ship, Rosé Wine (Mateus)

8. Between Spain, Italy, Portugal, Germany and France would you visit those countries for similar or different purposes?

Amanda – Portugal and Spain are similar in terms of geography and people

9. How do you know that information about these countries?

All - Friends, internet, textbooks (school), movies, music, trip advisor, TV programme

10. From your own knowledge which of those countries would you chose if you wanted sun/beaches?

Willy – I would chose Portugal

William – Portugal and France (Nice)

Nicole – South of France, Spain

Coke – Spain and Portugal

Anchisa - Spain

Amanda – Italy and France

11. From your own knowledge which of those countries would you chose if you wanted to enjoy gastronomy?

Nicole/Coke – Germany (we were there and we loved the food)

Amanda – France and Italy (we have a lot of French and Italian restaurants in Taiwan and I enjoyed them)

William – Spain (I really like their Tortilla)

12. From your own knowledge which of those countries would you not chose due to the lack of kindness of local people?

All – France because they don't make an effort to speak English

Amanda – Spain because we were robbed and police said that there was nothing they could do to help us

13. From your own knowledge which of those countries would you chose to practice sports?

All – We are not travelling to do sports

14. From your own knowledge which of those countries would you chose to have vacations with a historic/cultural purpose?

All –France (all the museums) and Italy (history of Rome Empire)

15. From your own knowledge which of those countries would you chose because it would enable you to have cheap vacations?

All – Portugal and Spain

16. Which countries do you consider you have greater emotional attachment?

Amanda - France

Nicole – France and Italy

Anchisa – France because I like fashion

William – Spain and Portugal because I really enjoy seaside

Coke – France to go shopping

Analyse people's motivation to visit Portugal

17. Which factors would be crucial to influence your decision of visiting Portugal?

Willy – Being cheap it does not influence that much to go there

Anchisa – We go to the place we want to go even if very expensive, thus being cheap would not influence me to go there

William – Good weather and seaside

Others – Have no idea

18. In the end what are the main reasons that made you not having visited Portugal so far?

Willy – Not a lot of people have been in Portugal, so it's difficult to have information about what Portugal can offer

All – We have very few information about Portugal

Amanda - When I buy a touristic book, it only has very few pages about Portugal and I start thinking that maybe Portugal does not have that much to offer

Nicole – It's my first time in Europe and there are so many countries to see and we have limited budget

19. Would you be willing to spend your money to visit Portugal?

William – If the budget allowed me since I have other priorities

Nicole – Maybe

Willy – Yes I would

Anchisa – If I have money since I want to visit also other countries

Coke – Maybe

Amanda –Yes but only 1 or 2 days in Lisbon

Appendix 15 - Questionnaire

This study is being done for my Master's Thesis for CLSBE and LUMS universities and it is about preferences for types of holidays and travel destinations.

I would be grateful if you could take some minutes to answer a few questions. It does not take longer than 10 minutes to complete the questionnaire. There are no right or wrong answers. It is your own preferences and opinions that matter.

IMPORTANT - People from Portugal, Spain or France are not suitable to answer this questionnaire!

Thank you for your collaboration!

Q1 Which of these countries have you visited already? (if you did not visit any go to next question)

- Portugal
- Spain
- France

Q2 What is your level of awareness regarding the following countries as touristic destinations?

	0	10	20	30	40	50	60	70	80	90	100
Portugal											
Spain											
France											

Q3 Let's imagine you were thinking of having 1 week of vacations in an European country and you had to choose among the several options below, which differ in terms of price, country of destination and main activities. The price includes some costs associated with travelling to those countries for 1 week (Accommodation & Travel, excluding meals).

Please rank those options by dragging the boxes up and down according to your own preference. Place in the top position the option that you would be most likely to choose in a real life situation, followed by the second most preferred option and so on.

Note: Sometimes it is hard to move the boxes to the position you want. Thus, I recommend that you observe the number (rank) of the box changing while you are dragging it and then drop it when the number (rank) is the one you want, even if it seems you are dropping it in the wrong place.

- Portugal - 350€ - Sun & Sea
- Spain - 350€ - Culture & Heritage
- France - 350€ - Sun & Sea
- Portugal - 500€ - Culture & Heritage
- Spain - 500€ - Sun & Sea
- France - 500€ - Sun & Sea
- Portugal - 700€ - Sun & Sea
- Spain - 700€ - Sun & Sea
- France - 700€ - Culture & Heritage

Q4 To what extent do you agree with the following adjectives being related to PORTUGAL, from your point of view?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Successful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Oriented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 To what extent do you agree with the following adjectives being related to SPAIN, from your point of view?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Sincere	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Successful	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exciting	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Original	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Oriented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charming	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 To what extent do you agree with the following adjectives being related to FRANCE, from your point of view?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Successful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Oriented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Please mark the scales below depending on how the adjectives are related to PORTUGAL, from your point of view.

Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Distressing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relaxing
Pretty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ugly
Quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Noisy
Innocent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sinful
Over-crowded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sparse
Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cold
Easily Accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isolated
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Boring

Q8 Please mark the scales below depending on how the adjectives are related to SPAIN, from your point of view.

Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Distressing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relaxing
Pretty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ugly
Quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Noisy
Innocent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sinful
Over-crowded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sparse
Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cold
Easily Accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isolated
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Boring

Q9 Please mark the scales below depending on how the adjectives are related to FRANCE, from your point of view.

Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Distressing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relaxing
Pretty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ugly
Quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Noisy
Innocent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sinful
Over-crowded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sparse
Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cold
Easily Accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isolated
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Boring

Q10 Please mark the scales below depending on how the adjectives are related to YOU.

Rugged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Delicate
Excitable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Calm
Uncomfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Comfortable
Dominating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Submissive
Pleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unpleasant
Contemporary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Noncontemporary
Organized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unorganized
Rational	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Emotional
Youthful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Mature
Formal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Informal
Complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Simple
Modest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vain
Orthodox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Liberal

Q11 How likely would you choose the type of vacations listed below?

	Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
Climate/Beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic Sites/Museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenery/ Natural Attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nightlife/ Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gastronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 How likely would you consider to have vacations in these countries in the future?

	Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
Portugal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
France	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 What is your gender?

- Male
- Female

Q14 What is your age?

- <18
- 18 - 23
- 24 - 29
- 30 - 39
- >40

Q15 What is your level of education?

- Elementary School
- High School
- Bachelor's Degree
- Master's Degree
- PhD

Q16 Which country are you from?

10. References

- Acito, F., Arun, K. 1980, 'Evaluation of Conjoint Analysis Results: A Comparison of Methods', **Journal of Marketing Research**, vol. 17, no. 1, pp. 106 - 112
- Aaker, J. 1997, 'Dimensions of brand personality', **Journal of Marketing Research**, vol. 34, pp. 347-356
- Aaker, J. 1999, 'The malleable self: the role of self-expression in persuasion', **Journal of Marketing Research**, vol. 36, pp. 45-57
- Baloglu, S., McCleary, K. 1999, 'A Model of Destination Image Formation', **Annals of Tourism Research**, vol. 26, pp. 868-897
- Bansal, H., Eiselt, H. 2004, 'Exploratory research of tourist motivations and planning', **Tourism Management**, vol.25, pp. 387-396
- Chernatony, L. 2010, 'From brand vision to brand evaluation', **Oxford: Butterworth-Heinemann**, pp. 29-79
- Chon, K. 1992, 'Self-image/destination image congruity', **Annals of Tourism Research**, vol.19, no.2, pp. 360-363
- Country Brand Index 2012-13**, Future Brand [Online], Available:
http://www.futurebrand.com/images/uploads/studies/cbi/CBI_2012-Final.pdf [2013, June 11]
- Crompton, J 1977, 'A systems model of the tourist's destination selection decision process with particular reference to the role of image and perceived constraints', **College Station: Texas A & M University**
- Crompton, J. 1979, 'Motivation for pleasure travel', **Annals of Tourism Research**, vol. 4, pp. 408-424
- Echtner, C., Ritchie, J. 2003, 'The meaning and measurement of destination image', **The Journal of Tourism Studies**, vol. 14, no. 1, pp. 37-48
- Ekinci, Y., Hosany, S. 2006, 'Destination personality: an application of brand personality to tourism destinations', **Journal of Travel Research**, vol.45, pp. 127-139
- Ekinci, Y., Sirakaya-Turk, E., Baloglu, S. 2007, 'Host image and destination personality', **Tourism Analysis**, vol.12, pp. 433-446
- Fodness, D. 1994, 'Measuring tourist motivation', **Annals of Tourism Research**, vol. 21, pp. 555-581

- Gartner, W. 1989, 'Tourism image: Attribute measurement of state tourism products using multidimensional scaling techniques', **Journal of Travel Research**, vol. 28, no. 2, pp. 16-20
- Goodrich, J. 1977, 'A new approach to image analysis through multidimensional scaling', **Journal of Travel Research**, vol. 16, no. 3, pp. 3-7
- Haines, J. 2002, 'Celebrating Lisbon's Sweet, Sad Soul', **Los Angeles Times**
- Hunt, J. 1975, 'Image as a factor in tourism development', **Journal of Travel Research**, vol. 13, no. 3, pp. 1-7
- Keller, K. 1993, 'Conceptualising, measuring and managing customer-based brand equity', **Journal of Marketing**, vol.57, pp. 1-22
- Kozak, M. 2001, 'Repeaters' behaviour at two distinct destinations', **Annals of Tourism Research**, vol. 28, no. 3, pp. 784-807
- Kotler, P., Gertner, D. 2002, 'Country as brand, product, and beyond: A place marketing and brand management perspective', **Brand Management**, vol. 9, no. 4-5, pp. 249-261
- Kuellmer, M. 2007, 'Economic Success of Tourism', University of Muenster/ University of Twente
- Johnson, P., Thomas, B. 1992, 'Choice and demand in Tourism', **London: Mansell**, pp. 33-56
- Low, G., Lamb, C. 2000, 'The measurement and dimensionality of brand associations', **Journal of Product and Brand Management**, vol.9 , no.6, pp. 350-368
- Lundberg, D. 1971, 'Why tourists travel', **Cornell HRA Quarterly February**, pp. 75-81
- Morgan, N., Pritchard, A., Pride, R. 2002, 'Destination branding: creating the unique destination proposition', **Oxford: Butterworth-Heinemann**, pp. 109-123
- Opuko, R. 2009, 'Mapping destination personality in cyberspace: an evaluation of country web sites using correspondence analysis', **International Journal of Electronic Commerce**, vol. 8, pp. 70 - 87
- Ortiz, S. 1997, 'The Allure of the Algarve', **Los Angeles Times**
- Pearce, P. 1982, 'Perceived changes in holiday destinations', **Annals of Tourism Research**, vol.9, pp. 145-164
- Peterson, G. 1998, 'Local Symbols and Place Identity: Tucson and Albuquerque', **The Social Science Journal**, vol. 25, no. 4, pp. 451-461

- Phelps, A. 1986, 'Holiday destination image – The problem of assessment: An example developed in Menorca', **Tourism Management**, pp. 168-180
- Pike, S. 2009, 'Destination brand positions of a competitive set of near-home destinations', **Tourism Management**, vol. 60, no. 6, pp. 857-866
- Reilly, M. 1990, 'Free elicitation of descriptive adjectives for tourism image assessment', **Journal of Travel Research**, vol. 28, no. 4, pp. 21-26
- Rosenborg, M. 1979, **Conceiving the self**, Basic Books, New York
- Shoemaker, S. 1994, 'Segmenting the US travel market according to benefits realized', **Journal of Travel Research**, vol. 32, pp. 8–21
- Sirgy, M. 1982, 'Self-concept in consumer behaviour: a critical review', **Journal of Consumer Research**, vol.9, pp. 287-300
- Sirgy, M., Su, C. 2000, 'Destination image, self-congruity, and travel behaviour: toward an integrative model', **Journal of Travel Research**, vol. 38, pp. 340-352
- Tapachai, N., Waryszak, R. 2000, 'An examination of the role of beneficial image in tourist destination selection', **Journal of Travel Research**, vol. 39, no. 3, pp. 37–44
- Tasci, A., Kozak, M. 2006, 'Destination Brands vs Destination Images: Do we know what we mean?', **Journal of Vacation Marketing**, vol. 12, no. 4, pp. 239 - 317
- Trueheart, C. 1998, 'Princes of Tides', **Washington Post**
- UNWTO Tourism Highlights**, 2012 [Online], Available:
http://mkt.unwto.org/sites/all/files/docpdf/unwtohighlights12enlr_1.pdf [2013, June 04]
- Usakli, A., Baloglu, S. 2011, 'Brand Personality of tourist destinations: An application of self-congruity theory', **Tourism Management**, vol.32, pp. 114-127
- Veasna, S., Wu, W., Huang, C. 2013, 'The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image', **Tourism Management**, vol. 36, pp. 511-526
- Woodside, A., Frey, L., Daly, R. 1989, 'Linking service quality, customer satisfaction, and behavioural intention', **Journal of Health Care Marketing**, vol. 9, no. 4, pp. 5-17
- Yoon, Y., Uysal, M. 2005, 'An examination of the effects of motivation and satisfaction on destination loyalty: a structural model', **Tourism Management**, vol. 26, no. 1, pp. 45-56