

Branding & Image Perception of A Seasonal Tourist Destination in Southwestern Europe: A Case Study by the IMPACTUR ALGARVE Project

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HTT2&O WEBINAR

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17th APRIL 2023

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PORTUGAL 2020

FCT

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STRUCTURE OF THE PRESENTATION

Part I by Prof. Maria João Custódio

- 1) What is Destination Image? Why is important to measure?
- 2) Case Study: The Algarve (Portugal)
 - 2.1 The Algarve viewed by the British
- 3) Research Findings and Contributions.

Part II by Prof. Fernando Perna

- 4) When the image & success of the destination goes beyond the limits of sustainability
 - 4.1 Tourism Carbon Footprint
 - 4.2 Carrying Capacity

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1) What is Destination Image?

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WHAT IS DESTINATION IMAGE AND WHY IS IMPORTANT MEASURE IT?

- Because we could understand the perceptions that visitants have about our country or a destination;
- Because is an important instrument to adjust the promotion and advertising strategy of a destination;
- It is a valuable instrument to destination branding strategies to align destination brand strategies according to the intended positioning for each market;
- This knowledge could make a contribution for the competitiveness and for the destination branding strategies development.

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Can help you differentiate yourself from other destinations in a context of growing competition

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TOURISM DESTINATION IMAGE CONCEPTS

Author(s)	Concept
Hunt (1971) quoted in Gartner and Hunt (1987: 15)	"Impressions that a person or persons hold about a state in which they do not reside".
Oxenfeldt (1974-75) and Dichter (1985), quoted in Baloglu and McCleary (1999: 871, 872)	"Overall or total impression which is formed as a result of the evaluation of individual attributes which may contain both cognitive reactions and emotional content".
Markin (1974) quoted on Gallarza et al. (2001: 60)	"Our own personalized, internalized and conceptualizing understanding of what we know".
Crompton (1979: 18)	"Sum of beliefs, ideas and impressions that a person has of a destination".
World Tourism Organization (1979) quoted in Mäman and Pizam (1995: 21)	"An aura, an angle, a subjective perception accompanying the various projections of the same message transmitter".
Richardson and Crompton (1988) quoted in Echtner and Ritchie (2003: 41)	"Perceptions of vacations attributes".
Assael (1984) quoted in Fakeye and Crompton (1991: 10)	"Image is the total perception of the destination that is formed by processing information from various sources over time".
Kotler et al. (1994) quoted in Gallarza et al. (2001: 60)	"The image of a place is the sum of beliefs, ideas, and impressions that a person holds of it".
Ahmed et al. (2006: 60, 61)	"What tourists think or perceive about a state as a destination, its tourism resources, its tourist services, the hospitality of its host, its social and cultural norms, and its rules and regulations which influence their consumer behaviour".

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SCOPE OF DESTINATION IMAGE BY AUTHOR

Conceptualization and dimensions	Destination choice process
Tourism destination image measurement	Destination image formation process
Destination Image management strategies: positioning, promotion, competitiveness	
Temporal change	Image from a supply perspective
Image and satisfaction	
Visitor's image and projected image	Image spatial differences
Impacts of conflicts on image	Tourism destination Image in the context of events
Image analysed by socio-demographic variables	Country of origin
Segments of a population	Proximity and distance markets
Familiar and unfamiliar influence on destination experience	
Destination image and sources of information	Travel Purpose
Preference and intending or not intending to visit	Visual image
Future behaviour	Destination loyalty (first-time and repeat visitors)
Destination image and destination branding	

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EXAMPLE: TOURISM DESTINATION IMAGE MEASUREMENT

Tourism destination image measurement
Hunt (1971, 1975); Gunn (1972); Goodrich (1977); Crompton (1979); Jaffe and Nebenzahl (1984) Sternquist Witter (1985); Haahiti (1986); Gartner and Hunt (1987); Stabler (1988); Calantone et al. (1989); Embacher and Buttle (1989); Gartner (1989, 1993, 1994); Min Han (1989); Reilly (1990); Calantone and Mazanec (1991); Ahmed (1991); Echtner and Ritchie (1991, 1993); Fakeye and Crompton (1991); Gartner (1993, 1996); Williams and Clarke (1991); Carmichael (1992); Chon (1992); Crompton et al. (1992); Driscoll, Lawson and Niven (1994); Amor, Calabuig, Abellán and Monfort (1994); King (1994); Mazanec (1994); Dadgostar and Isotalo (1995); Bramwell and Rawding (1996); Eizaguirre and Laka (1996); Oppeman (1996); Baloglu (1997); Baloglu and Brinberg (1997); Borchgrvink and Knutson (1997); Walmsley and Kaom (1999); Walmsley and Young (1998); Baloglu and McCleary (1999); Lohmann and Kaom (1999); Chon (1989), Gallarza et al. (2001).

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VARIABLE'S INFLUENCE ON DESTINATION IMAGE BY AUTHOR

Visit Intention	Visit experience	Distance
Purpose of visit	Demographic variables	Information sources
Word of mouth	Familiarity	Thrill
Relaxation/Escape	Knowledge	Social
Prestige		

Researchers
 Hu and Ritchie (1993), Milman and Pizam (1995), Baloglu and Brinberg (1997), Baloglu and McCleary (1999), Prentice and Anderson (2000), Baloglu (2001), Kim and Park (2001), O'Leary and Deegan (2005), Chi and Qu (2008).

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Visual Images by Google

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WHAT IS IMAGE? BY ... Google imagens

PORTUGAL

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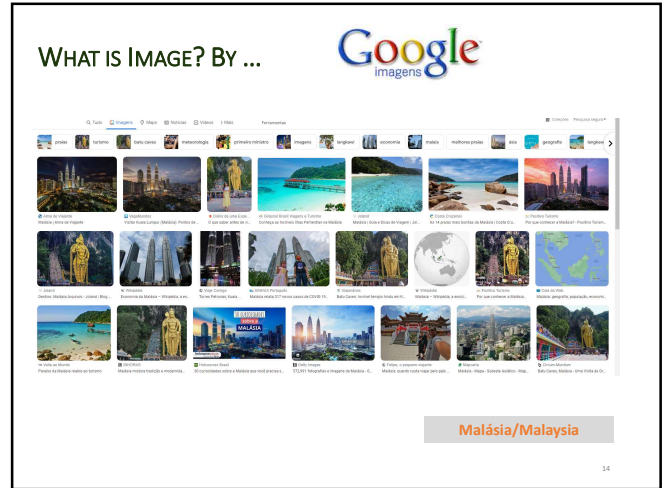
WHAT IS IMAGE? BY ... Google imagens

SPAIN

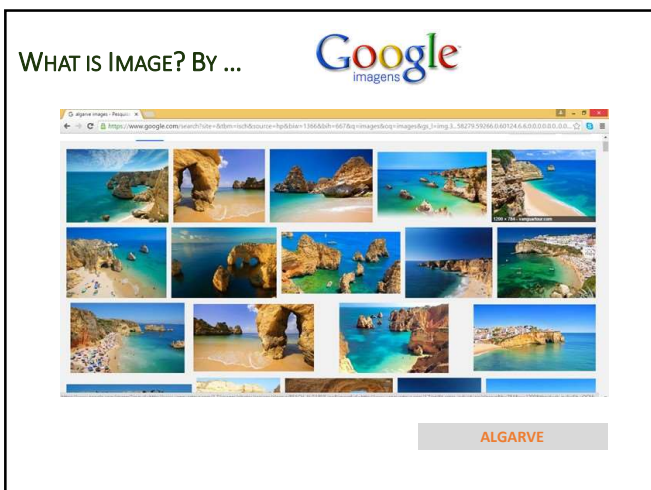
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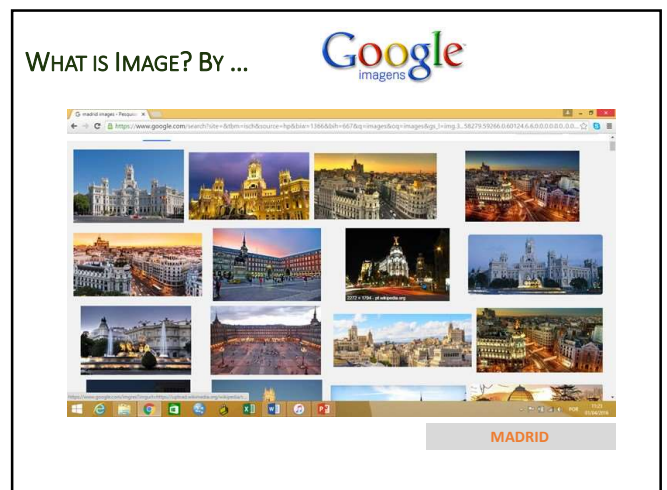
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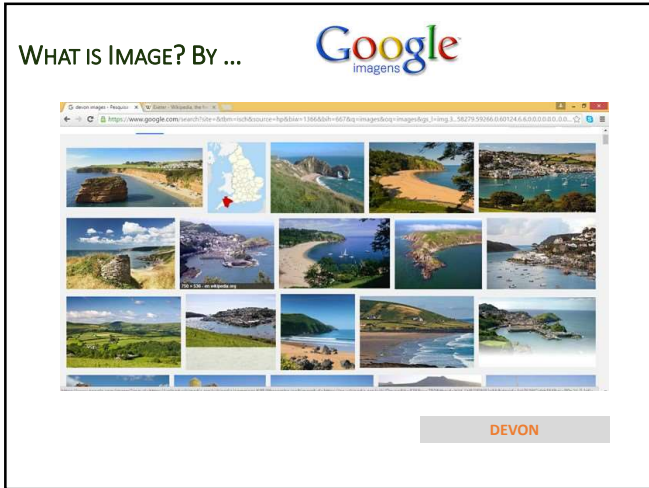
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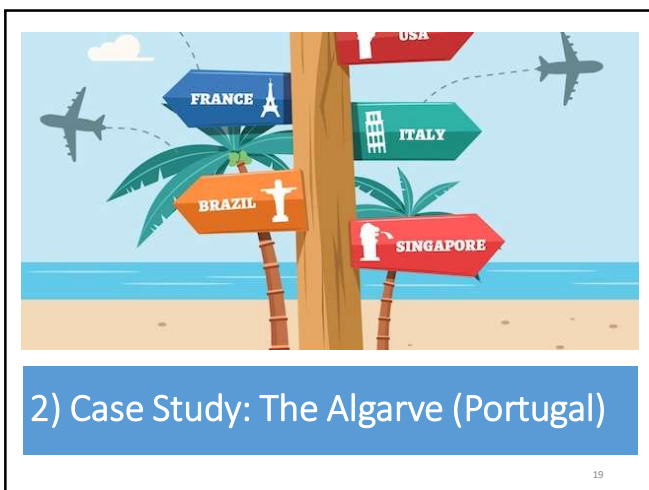
LET'S CHECK YOUR IMAGE ABOUT PORTUGAL
(PLEASE FOLLOW THE LINK OR SCAN THE QR CODE)

Go to www.menti.com and use the code 6382 0012

<https://www.menti.com/aln43w6hftdk>




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THE REGION OF ALGARVE LOCATION



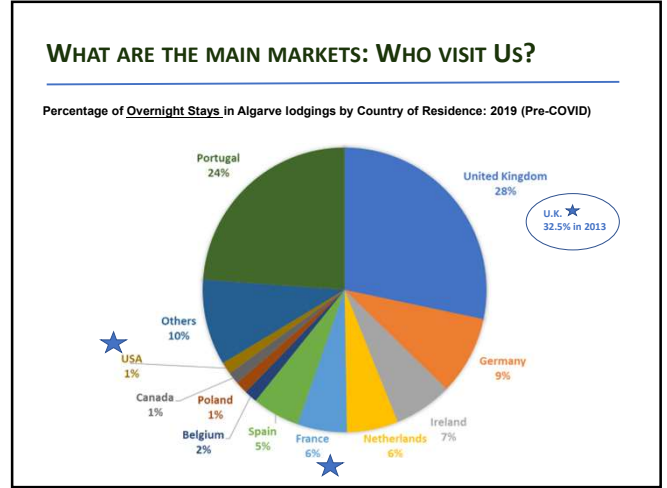
- From Arabic: Al-Gahrb Al-(The) Gharb (West) Meaning "The West"
- The Kingdom of Portugal conquered the Algarve region from the Arab empire in the thirteenth century.
- It has an area of 4,997 square kilometres (1,929 sq mi) with 451,000 inhabitants.
- And currently, in 2022, a total of 19.1 million overnight stays in tourist accommodation establishments.

↓
Tourism Intensity: 42 overnight stays by each resident:

20



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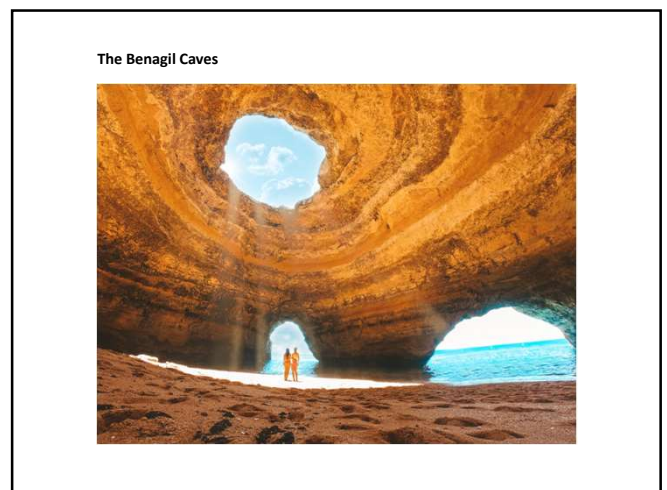


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WHY DO TOURISTS LOOK FOR THE ALGARVE?

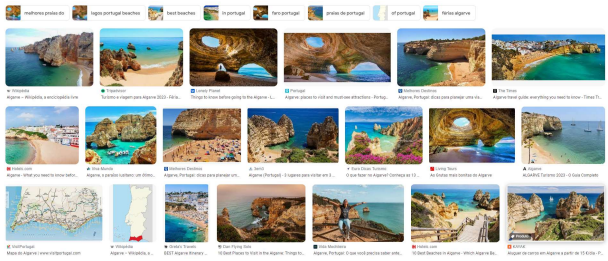
- 133 Beaches & 87 Beaches with Blue Flag (65%).
- 34 Golfe Courses & 6 Marinas
- 1 International racetrack F1 MotoGP
- Nature and Outdoor Sports
- 1 International Airport;
- 124,273 Accommodation establishments
- (...)

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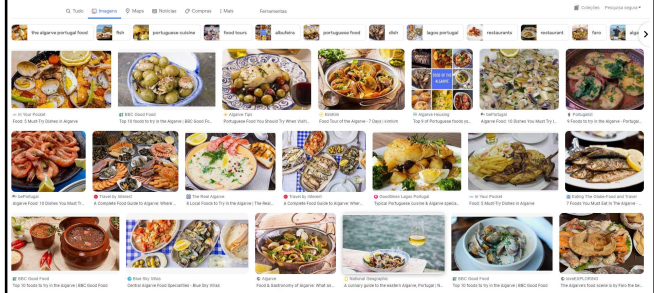
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WHAT IS PHOTOGRAPHED IN THE ALGARVE ?



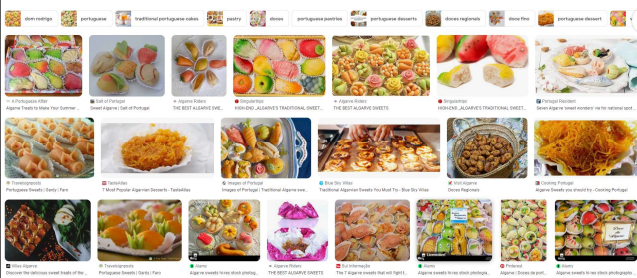
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AND WHAT ABOUT OUR FOOD?



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AND SWEETS...



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Made From Almonds...



Almond Tree

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Carob

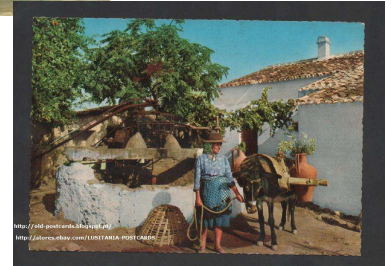


Carob Tree

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Old postcards from the Algarve



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Typical Dance "Corridinho" and Algarve Chimney



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IMAGE AT PRINT POCKET TRAVEL GUIDE BOOK



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DK EYEWITNESS TRAVEL: PORTUGAL



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GLOBETROTTER TRAVEL GUIDE BOOK: ALGARVE



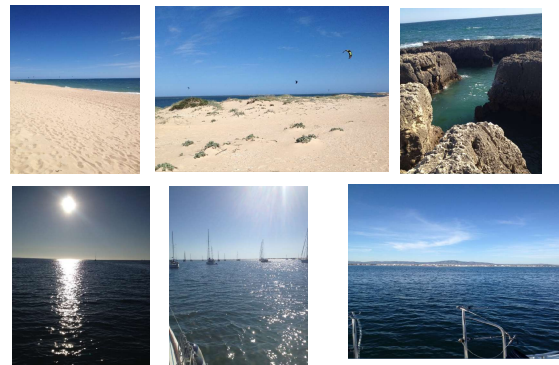
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ROUGH GUIDE DIRECTIONS: ALGARVE



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THE IMAGE OF THE ALGARVE BY A RESIDENT...



Credit: Maria João Custódio

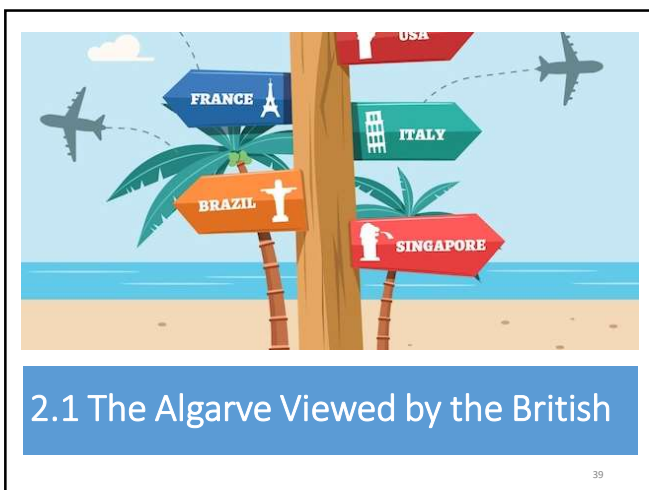
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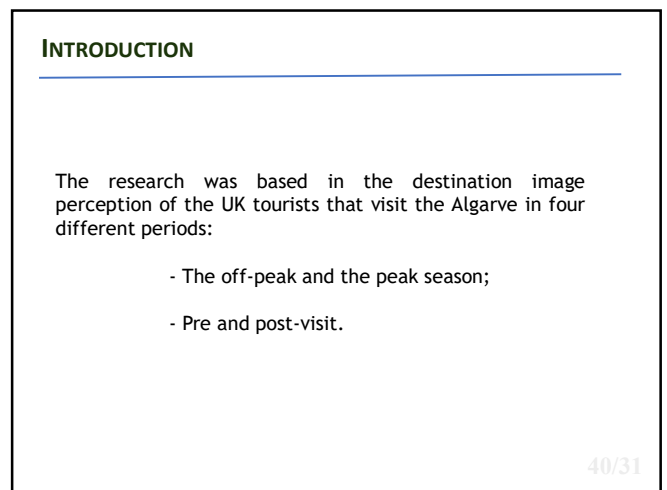
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2.1 The Algarve Viewed by the British

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AIM OF THE RESEARCH

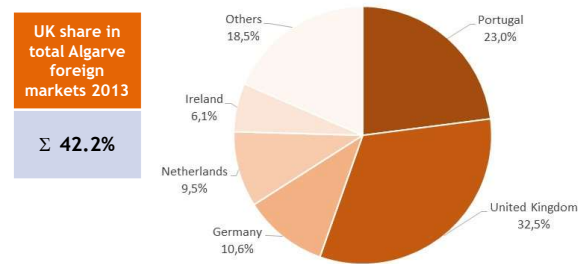
- To measure and enhance the role of destination image in destination branding and competitiveness in the UK market in the Algarve;
- Expect to give a contribution to the knowledge of destination branding in a model that covers destination image and holidays profile;
- This knowledge could make a contribution for the competitiveness and for the destination branding strategies development.

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THE ALGARVE TOURISM CHARACTERIZATION

Percentage of Overnight Stays in Algarve lodgings by Country of Residence: 2013



Introduction: Algarve Tourism Characterization

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LITERATURE REVIEW:

Seven Main Topics

- 2.1. Tourism Destination Concepts
- 2.2. The role of destination marketing in DMOs context
- 2.3. Destination Competitiveness
- 2.4. Tourism Destination Image: Concepts and Scopes
- 2.5. Models on Analysis Relating to the Process of Destination-Image Formation
- 2.6. Destination Image Measurement
- 2.7. Destination Branding

A total of 226 references;

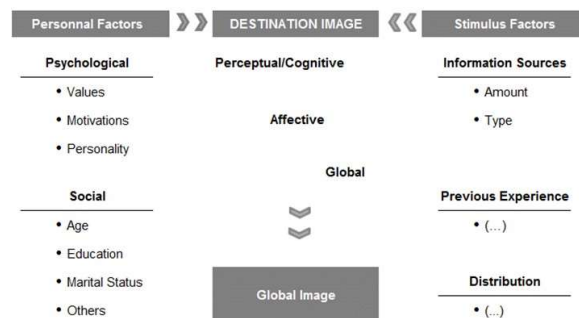
Dates between the years 1972 and 2014;

2000-2010 is the most referred decade with 114 references.

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GENERAL FRAMEWORK FOR THE FORMATION OF DESTINATION IMAGE



Source: Adapted from Baloglu and McCleary (1999: 870).

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IMAGE FORMATION BASED ON SOURCES OF INFORMATION

S. Inf.	Content	S. Inf.	Content
Overt Induced I	Based on traditional publicity on/in television, radio, the press and the Internet. The cost and exposure depend on the medium. Normally, it is low credibility and high market penetration.	Autonomous	Independent reports, documentaries, films and articles. Normally, it is not possible to have control of the projected image. Generally, the news has positive impact due to credible presentation. These kinds of agents have strong credibility and market penetration, so they are powerful agents of image formation.
Overt Induced II	Based on tour operators' information, travel agencies and organizations that have an interest in the decision process. Fulfills the function of channels of communication and sources of information. Has high credibility and low market penetration.	Unsolicited organic	Normally, this is based on personal communication. Assimilation is generally low and credibility is dependent on the source but normally higher than Overt Induced I.
Covert Induced I	Information about a destination transmitted by opinion leaders, normally people with awareness and credibility. It is similar to traditional publicity (Overt Induced I) but recommended by a known person in the market segment. It is more credible than overt induced.	Solicited organic	Based on word-of-mouth transmission between friends and relatives. Normally these agents have greater credibility.
Covert Induced II	Image projection through travel writers and media with a special interest in the subject without highlighting destination promoters. Credibility is high and the cost is lower than Overt Induced I and Covert Induced I, although penetration is lower.	Organic	Based on information acquired at the destination through a previous visit. It has high credibility.

Source: Gartner (1993:197-205)

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IMPACT OF DIFFERENT SOURCES OF INFORMATION ON DESTINATION IMAGE

Type of Information	Type of source			Impact on Image
	Non-commercial	Direct	Personal	
Personal experience	X	X	X	Very High
Personal experiences of others via interpersonal communication	X		X	High
Experience descriptions via the media	X			Medium High
Promotion through interpersonal communication			X	Medium
Promotion through the media				Low

Source: Adapted from Kastenholz (2002:146)

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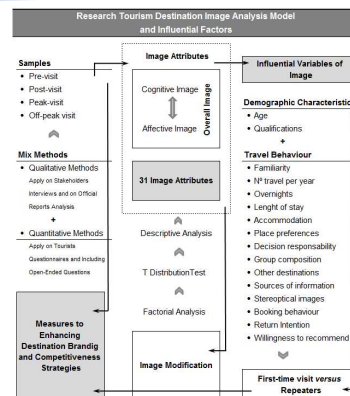
LIST OF ATTRIBUTES MOSTLY USED IN STUDIES OF DESTINATION IMAGE MEASUREMENT

Authors	Attributes																	Total			
	Various activities	Landscape, surroundings	Nature	Cultural attractions	Nightlife and entertainment	Shopping facilities	Information available	Sport facilities	Transportation	Accommodation	Gastronomy	Ticket, value, cost	Climate	Relaxation vs. Massification	Accessibility	Safety	Social interaction		Residents' receptiveness	Originality	Service Quality
19. Muller (1995)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
20. Ezaguirre and Laka (1996)		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	8
21. Schroeder (1996)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
22. Ahmed (1996)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	6
23. Oppermann (1996a, 1996b)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
24. Baloglu (1997)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	13
25. Baloglu and McCleary (1999)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	11
Total	8	19	12	19	16	15	4	15	8	15	15	16	12	12	12	10	7	21	7	3	
Sub-total by group	Functional: 131										Psychological: 112										

Source: Adapted from Gallarza et al. (2001: 63)

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METHODOLOGY: MODEL OF ANALYSIS



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METHODOLOGY: RESEARCH OBJECTIVES AND APPROACHES

Research Objective(s)	Approach(es)
1. To discuss the scientific framework of destination image concepts and related methodological developments in destination branding and competitiveness models.	Qualitative analysis: literature review and meta-analysis to compare the different studies undertaken in destination image-making. Semi-structured interviews. Exploratory research.
2. To create a model of analysis for tourism-destination image and its influential factors.	Qualitative analysis: literature review and meta-analysis to compare the different studies undertaken in destination image-making. Semi-structured interviews. Exploratory research.
3. To compare the profile and image of four different target markets of visitors: pre- and post-visit, high (summer) and low (winter) seasons.	Quantitative analyses to measure the different variables. Descriptive research.
4. To acquire an understanding of the secondary image (pre-visit) as opposed to primary image (post-visit) of the Algarve destination, applying Importance Performance Analysis (IPA) methodology and models of tourism-destination image. To test the differences between pre- and post-visit and high (summer) and low (winter) seasons.	Mixed-methods approach. Qualitative analysis to select the attributes to be measured via a questionnaire. Quantitative analysis to measure pre- and post-visit image. Descriptive and causal research.

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RESEARCH OBJECTIVES, APPROACHES AND PHASES

Research Objective(s)	Approach(es)
5. Obtain an integrated view of the Algarve's tourism destination image.	Quantitative analyses to measure Algarve's overall image. Causal research.
6. To analyse whether first/ repeat visitors and image modification have any relation to travel behaviour or visitor characterization.	Quantitative analyses to measure first/ repeat visitors' image. Causal research.
7. Propose measures to enhance destination branding strategy in the two seasons according to the findings obtained.	Qualitative research.

Main Research Phases

- 3.1 Research Framework
- 3.2 Semi-structured interviews conceptualization
- 3.3 Questionnaire conceptualization
- 3.4 Data Collection: - Semi-Structured Interviews
- Questionnaire administration

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STAKEHOLDERS INTERVIEW STRUCTURE AND APPLICATION

Interview and Questionnaire Administration

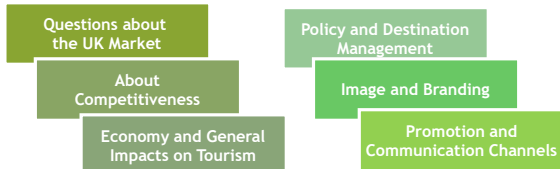
Regional semi-structured interviews

- Between the months of April to October 2011
- Five semi-structured interviews with an average duration of 2 hours each.

To the main tourism organizations of the Algarve, public and private:

- Private Hospitality Sector Organization
- Algarve Tourism Board
- Algarve Coordination for Regional Development and Planning Organization
- International Faro Airport Administration
- Algarve's Tourism Delegation to the Portuguese Tourism Board in the UK

Interviews Structure



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QUESTIONNAIRE DESIGN AND ADMINISTRATION

Interview and Questionnaire Administration

International Faro Airport Questionnaires

- Between the months of July to October 2011
- **Pre-Visit:** At the Baggage Claim: 221 questionnaires
- **Pos-Visit:** At the Check-in: 495 questionnaires

Empirical approach based on data collection from questionnaires distributed in two moments to tourists:

- Departure from Faro Airport (Algarve) to Exeter UK Airport (Check in Area);
- Arrivals at the airport from the Exeter UK Airport (Baggage Claim Area).

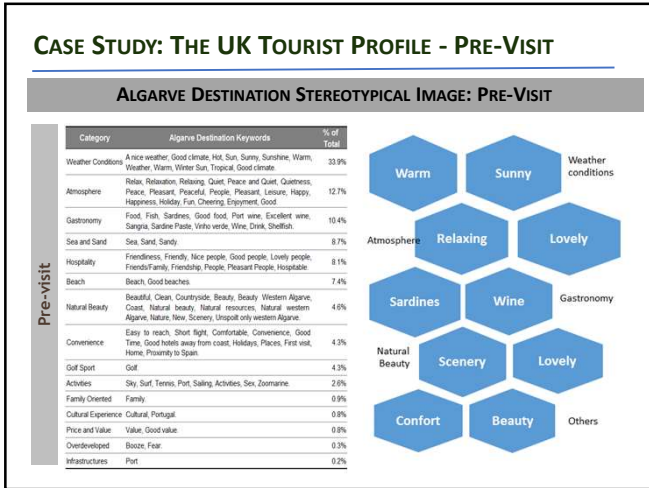
This method of collection was only possible due the authorization from Faro Airport.

Questionnaire Structure

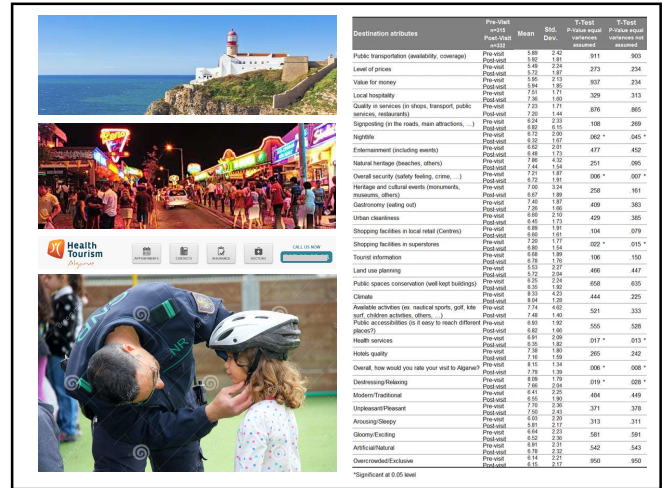


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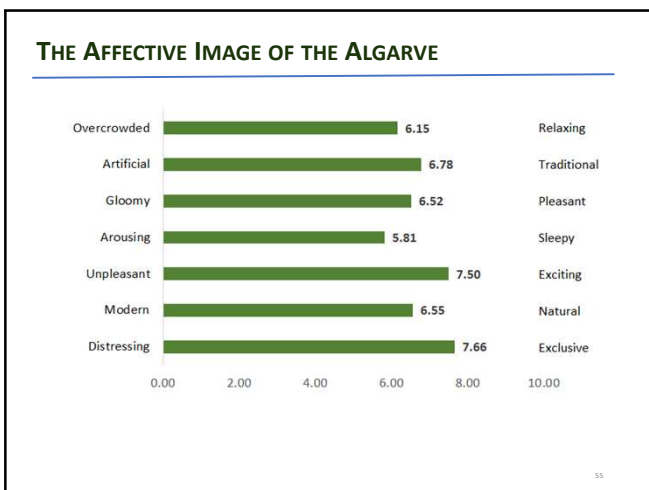
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RESEARCH FINDINGS AND CONTRIBUTIONS

- There exist **image differences between the pre and the post visit that should be monitored** namely (pre visit): “nightlife”, “overall security”, “shopping facilities in superstores”, “health services”, “overall rate of the visit” and in “distressing and relaxing factors”;
- The **image modification** reveals differences in the variables regarding “booking behaviour”, “return intention in summer”, “friend and relatives recommendations” and “first-time/ repeat visitors”;
- The **first time** and the **repeaters** express differences in the “type of lodging choose”, as well as in the “intention to return” and in the “age profile”.

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RESEARCH FINDINGS AND CONTRIBUTIONS

- Defines a model to study the links between seasonal demand and primary and secondary image in a specific market and region;
- The output enables to understand the destination image structure and its influential factors;
- The visitors tend to identify the Algarve with images of sun and sea, gastronomy the atmosphere, the hospitality and the golf courses.

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FUTURE DEVELOPMENTS

- To analyse (include) the impacts of the Instagram Images and social web on destination image formation and perception;
- To understand the influence of these sources of information on the segments of the repeaters and first visitants, and on the demographic profile of the visitants (namely the visitant age).
- (...)

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LET'S CHECK YOUR IMAGE ABOUT PORTUGAL

(PLEASE FOLLOW THE LINK OR SCAN THE QR CODE)



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NOW LET'S CHECK YOUR IMAGE ABOUT ALGARVE IN PORTUGAL

(PLEASE FOLLOW THE LINK OR SCAN THE QR CODE)

Go to www.menti.com and use the code 3296 7002

<https://www.menti.com/alz1ajm8tg54>



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A RESEARCH ANALYSIS ON TOURISM DESTINATION IMAGE APPLIED TO THE UK MARKET THAT VISIT THE ALGARVE

PhD Management Studies

UNIVERSITY OF EXETER BUSINESS SCHOOL



Maria João Custódio,
PhD

Thank you.



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