



**LISBOA
SCHOOL OF
ECONOMICS &
MANAGEMENT**

Master

Master in Marketing

**Masters Final Work
Dissertation**

**PERCEIVED IMAGE OF LISBON BY
FOREIGN TOURISTS**

Duarte Reis Brandão Fontes Represas

SEPTEMBER – 2013



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Duarte Reis Brandão Fontes Represas

Supervisor: Prof. Maria Fernanda Paragana Ilhéu
Prof. Joana Maria de Oliveira Neves

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Acknowledgements

Firstly I want to thank my supervisor Professor Fernanda Ilhéu and my co-supervisor Professor Joana Neves for all the support and availability in supervising my master's final work during the last 6 months.

Also I would like to thank my parents, brothers, and family for believing in me and giving me care and support, not only during the last 2 years of my masters but through my entire life.

I would like to thank my friends and colleagues for helping me staying motivated and keeping me focused on my goals.

I want to thank Ana and Bianca for the support given during the hard and exhaustive administration of the questionnaires, it won't be forgotten.

Finally, I would like to thank all the tourists that participated in my questionnaire. It definitely was the greatest experience of this work getting to know everyone.

Abstract

Tourism destination image is one of the most approached concepts in tourism scientific literature. It has become a subject of great matter in the tourism management field once it is considered one of the most determinant factors in tourist's choosing process.

Lisbon is currently the most important tourism destination in Portugal and one of the top visited places in Europe. According to recent data from *Turismo de Portugal*, in 2012 Lisbon was the first tourism destination in Portugal with the largest number of visitors, suggesting an increasing interest for the city as a tourism destination. Therefore, this work aims to contribute for a better understanding of which are the most important components of the image of Lisbon as a tourism destination for foreign tourists.

After a brief literature review, we decided that this research should be based on the tri-dimensional model, developed by Echtner & Ritchie (1993), since it involves not only a tangible and functional perspective, but also a psychological and holistic one, allowing a complete representation of the perceived tourism destination image of Lisbon.

The results obtained confirm a strongly positive appreciation by the international community when it comes to evaluate Lisbon's tourism destination image, including a good evaluation of its attributes, as well as the recognition of important unique holistic elements.

Keywords: Tourism, Tourism Destination Image, Image Perceptions, Attributes, Holistic Image

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1. Introduction

Tourism has grown as one of the most reliable economic activities in the world. It does not only allow the creation and development of infrastructures, jobs, goods and services, but it can also be used as a great mechanism to promote the country, its culture and potentialities.

As tourism becomes more relevant, also its study becomes more profound and complex. Destination image represents an important factor in this field once it comprises multiple variables that can determine how tourism destinations are perceived and evaluated by the tourists. As Mayo (cit. in Jenkins, 1999) states, destination image is in fact crucial in any tourist's destination choice process because, as Crompton (cit. in Echtner & Ritchie, 2003) also states, it defines the amount of beliefs and ideas that a person perceives from a specific destination.

Therefore, it has become a priority to understand how the image of a country is perceived by the international community so that it can be used as an efficient tool for tourism promotion and allow to consciously compete in the market. As a tourism destination strengthens its image perceptions, the chances to be considered and chosen as a tourism destination will grow (Goodrich cit. in Echtner & Ritchie, 2003).

1.1 Theme relevance

Portugal presents an important set of natural and cultural factors that benefit the creation of value for its country image and, therefore, the development of the tourism activity.

In fact, tourism represents a major and decisive portion of Portugal's exportation activity. According to a recent research developed by Eurostat, In 2010 Portugal

managed to export about 6 Billion Euros in tourism, representing 3.6 % of its GDP and placing it as the sixth country in Europe with the best ratio. Furthermore, also in 2010, tourism represented 11.8 % of all Portugal's exportations, placing it as the third country in Europe with the largest percentage of tourism revenues in exportations, only overtaken by Cyprus and Spain. These values prove that Portugal is not only becoming more dependent of tourism revenues and gradually increasing the investment in its development, but is also acquiring an important role in world's tourism activity, managing to match the most notorious tourism destinations, not only in Europe but all around the Globe.

Its capital city, Lisbon, represents an excellent example, combining a rich culture with a set of interesting natural conditions that favours the tourism practice. The good usage of these conditions has allowed a greater and better acknowledgement by the tourists who have visited the city. This recognition has been reflected in an apparent new wave of popularity, which was propelled by the recent attribution of different awards from tourism organizations and worldwide media. The most popular examples are the conquest of the 2009's and 2010's World Travel Awards in the category of the best European city break. Since then, numerous articles were published from internationally recognized press concerning the beauty and uniqueness of Lisbon as a tourism destination.

This phenomenon appears to be contributing for an increasing of interest in visiting the city. In fact, in 2012 Lisbon was the first tourism destination with the largest number of visitors in Portugal, counting 4.1 Million visitors against the 3.1 Million registered in the same year in Algarve, representing roughly 30% of

the total visitors in the country. These values were mainly possible due to the increased number of foreign visitors registered in that year, representing a 5.4% raise against 2011.

Also in 2012, Lisbon was the second Portuguese tourism destination with the largest number of overnights, counting 9.4 Million of each, only overpassed by Algarve which registered 14.3 Million overnights. Again, it was registered a considerable growth of 8.5% of foreigners compared with the values registered the year before.

These values seem to prove the positive growth of interest by the international community and foreign tourists in the city as a tourism destination, which ultimately reflects a strong destination image.

Therefore, considering that Lisbon is actually turning into one of the most recognizable tourism destinations in Europe, how do international tourists perceive and evaluate its image? Also, which are the aspects that are more significantly affecting its formation process?

In order to answer these research questions, the main purpose of this paper is to contribute to a better understanding of how the tourism destination image of Lisbon is perceived by foreign tourists. The following objectives were defined:

1. Evaluate and categorize the most significant components of the image of Lisbon as a tourism destination, both attribute and holistic based.
2. Identify the most important factors involved in Lisbon's tourism destination image formation process.

1.2 Structure:

In addition to this introductory chapter, this dissertation is structured into five other chapters: the second chapter includes the literature review, which synthesizes some of the most significant conceptual models necessary for this study; the third chapter contains the conceptual model based on the literature review and the hypotheses; the fourth chapter presents the methodology, containing the questionnaire design and sample selection; The fifth chapter presents the results obtained from the primary research; Finally, the sixth chapter presents the conclusions, constraints and future recommendations.

2. Literature Review

2.1 Tourism destination

Throughout the years, many authors have attributed several definitions to tourism destination, not always matching each other's perspectives. For instance, Buhalis (2000) defines it as an amalgam of integrated tourism products, services and experiences to consumers. The author argues that a destination represents not only a well-defined geographical area but it can also be recognized as a perceptual concept, feasible of being interpreted subjectively by consumers, depending on their travel itinerary and purpose of the visit, cultural and educational background and past experiences.

As for Hu and Ritchie (cit. in Tam, 2012), tourism destination defines a group of touristic services which, as any other product, is composed by several attributes.

For the World Tourism Organization (2003) tourism destination represents a “physical area where a visitor stays at least for one night and is made up of tourism products, such as support services, attractions and tourism resources, with physical and administrative boundaries that define its management, images / perceptions of market competitiveness”.

2.2 Tourism Destination Image

Tourism industry has developed significantly in the last few decades. The evolution of consumer's habits, the appearance of a large number of new players and the effects of Globalization turned the global market into a highly competitive place. In such a struggling environment, tourism destinations'

positioning strategy becomes not only a challenge, but a priority (Echtner & Ritchie, 2003).

The main factor contributing for a competitive positioning strategy is the perceived image of a tourism destination (Baloglu & Mangaloglu, 2001) once it is the one that truly reflects the uniqueness of that place.

Tourism destination image (TDI) takes part in every stage of the tourist experience, affecting the pre, during and post visit perceptions. For that, several variables are taken into account. For instance, these variables can be related with the tourist cultural environment or the way a place manages to communicate its image.

So that a city or a country can be considered in the tourists' choosing process as a valuable and strong alternative, it becomes primal its association with a positive perceived image as a tourist destination (Baloglu & McClreary, 1999b; Gartner, 1993). It will allow the destination to differentiate from others with similar attributes, increasing its competitiveness in the market (Baloglu & Mangaloglu, 2001).

Also, marketers are becoming more interested in TDI because it relates with consumers' decision-making process and sales of tourism products and services (Jenkins, 1999).

Given its relevance to the tourism marketing management, the concept of TDI is one of the most explored in tourism research (Tapachai & Waryszak, 2000). In fact, since the mid 1970's, the concept has been approached by several authors internationally.

2.2.1 The Concept:

One of the first authors relating tourism destination image and the tourist's choosing process was Hunt (1975) by showing that tourists' behaviour is, indeed, affected by the perceived destination image of the place. The author defines the concept as a group of perceptions, held by potential visitors, concerning a specific area. For Crompton (1979), TDI defines "the sum of all beliefs, ideas and impressions that people associate with a destination".

However, the image that tourists hold of a destination is quite subjective, once it is based and affected by the perceptions that each one has of all the different destinations they visited or have heard of (San Martín & Rodriguez, 2008). It implies an ambiguous, subjective and immaterial nature, making it hard for the research community to reach a unanimous concept (Lopes, 2011).

Yet, a more recent concept seems to be establishing an agreement. The theory proposes a bi-dimensional approach, based on the consumer's rationality and emotionality, defining two main components, which combined form the perceived global image of a country (Gartner, 1986; Baloglu & McCleary, 1999):

Cognitive dimension: The image is evaluated by the knowledge that a person has of all the attributes of a tourism destination (Baloglu & McCleary, 1999).

Affective dimension: Represents the emotional dimension that a person associates with the tourism destination (Gartner, 1986).

The cognitive dimension precedes the affective dimension and has a considerable influence over it (Baloglu, 1999; Stern & Krakover, 1993). Information about the environment is firstly interpreted and then used to categorize the individual's emotional state (Russell, 1980).

The combination of both dimensions builds a third and final one, the global Image of the destination, which better represents the essence and uniqueness of that place, considering not only a rational perspective, but also an affective and emotional one (Baloglu & Brinberg, 1997). In table 1, it is possible to see some of the main definitions of TDI proposed by several authors throughout the years.

Table 1 – TDI's definitions

AUTHORS	DEFINITION
Hunt (1975)	Perceptions held by potential visitors about an area.
Crompton (1979)	Sum of beliefs, ideas and impressions that a person has of a destination.
Assael (1984)	Total perception of the destination that is formed by processing information from various sources over time.
Gartner & Hunt (1987)	Impressions that persons hold about a state/region in which they do not reside.
Moutinho (1987)	An individual's attitude toward the destination attributes based on their knowledge and feelings.
Chon (1990)	Result of the interaction of a person's beliefs, ideas, feeling, expectations and impressions about a destination.
Echtner & Ritchie (1991)	The perceptions of individual destination attributes and the holistic impression made by destination.
Baloglu & McCleary (1999b)	An individual's mental representation of knowledge, feelings and global impressions about a destination.
Coshall (2000)	The individual's perceptions of the characteristics of destinations.
Murphy et al. (2000)	Sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perceptions.

Source: Adapted from Martín & Bosque (2008).

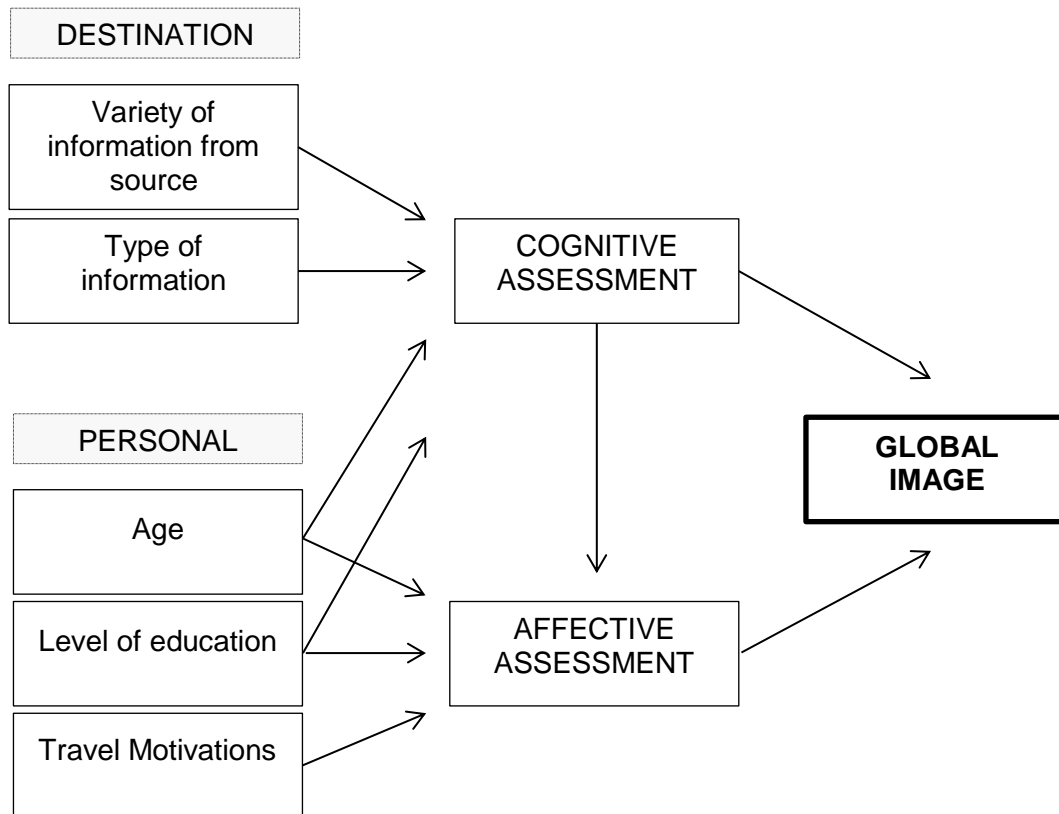
2.2.2 Formation process:

TDI is as subjective as it is complex to define. Each person relates its own and unique image to a particular place (Jenkins & McArthur, 1996). This means that some of the variables considered in its formation process are restricted to each person's specific environment and reality, determining its own evaluation of a destination.

For Gartner (Cit. in Brea & Cardoso, 2011), the TDI formation process can be seen as a continued combination of agents or information sources, resulting in a distinctive perceived image for an individual.

Baloglu & McCleary (1999) identify two different types of factors affecting the TDI formation process: destination determinants and personal determinants. Destination determinants correspond to the sum of information, collected by an individual, regarding a certain destination. This includes information sources and previous experiences. For instance, one of the most effective sources of information lies upon friends and family's opinion and testimonies (Baloglu & McCleary, 1999). As to personal determinants, they refer to psychological or social factors that affect each person's predisposal to receive information and evaluate the destination. Figure 3 represents the path model proposed by the authors.

Figure 3 – Path model of the determinants for TDI's formation process

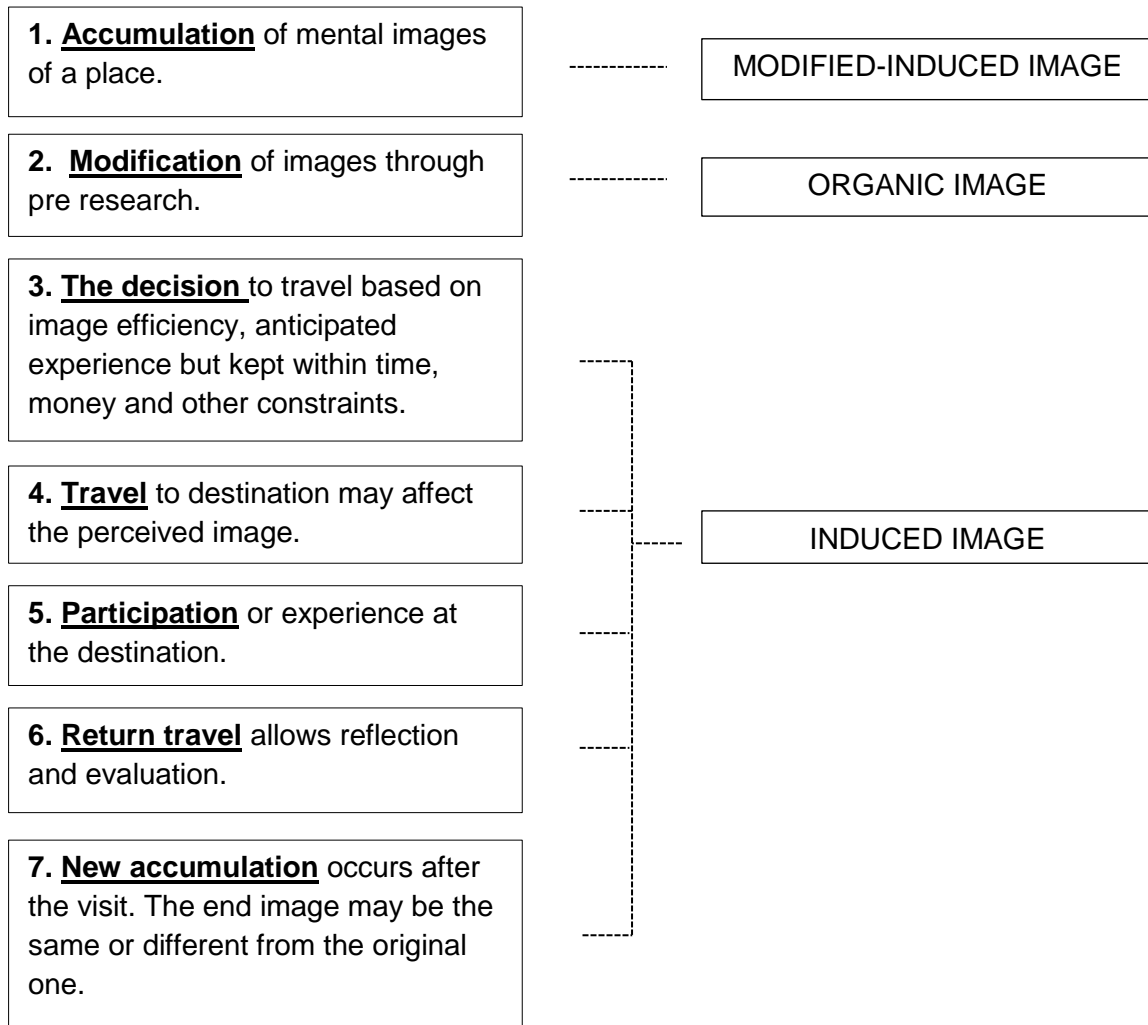


Source: Baloglu & McCleary (1999).

The model identifies two distinctive evaluative stages, cognitive and affective, which combined result in a third and final one, the global image. All stages are somewhat based upon the destination and personal determinants. As seen in figure 3, personal determinants are the most interventional, affecting both the cognitive and affective assessment. As to destination determinants, they only relate to the cognitive evaluative stage. Thus, this constitutes a permanently mutable process considering that each sort of information received at any point in a person's life cycle will affect its perceptions and evaluation of the TDI.

In his seven-stage theory (figure 4), Gunn (1972) proposes a constant construction and modification of the TDI, conceived from organic, induced and modified-induced information.

Figure 4 – Stage theories of destination image



Source: Jenkins (1999).

The model represents seven different stages of a tourism destination visit, relating the image held in the beginning (before the actual visit) and in the end (after the visit). Through the all experience, the visitor will be exposed to several sources of information, resulting in a progressive mutation of its TDI.

Organic information represents the non-promotional information related with the destination, meaning that it has no intention of “selling” the place, formed by impartial content. For instance, this type of information can be collected from books, magazines, school, documentaries, family or friends testimonies, and so on. On the other hand, induced information has promotional purposes,

constituting every material produced by travel, advertising or publicity agencies. Finally, modified-induced images represent the information collected through the visit experience, which is subjected to a series of different agents and factors.

2.2.3 Components of TDI:

All tourism destinations are formed by a large number of characteristics that, together, create a distinctive impression, allowing a further evaluation and correlation with people's perceptive formation process. These characteristics include physical and tangible attributes, but also a psychological and intangible dimension (Echtner & Ritchie, 2003).

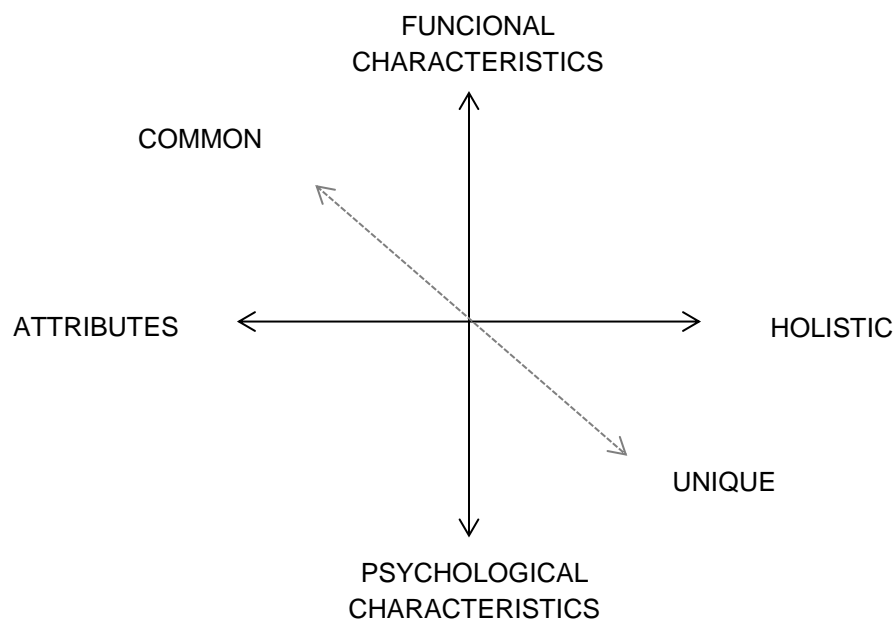
Throughout the years, many researchers have applied their own techniques into the measurement of TDI. However, most of them conceptualise destination image exclusively as a tangible attributed concept, based on functional or tangible characteristics, marginalising both psychological and intangible impressions (Echtner & Ritchie, 2003). Actually, as Ross (1994) points out, the only psychological variable commonly measured in studies is "friendliness of locals".

Yet, this approach tends to be gradually rejected by more recent studies once it's becoming conclusive that, as any other product or company, destination image includes both tangible and intangible dimensions (MacInnis & Price, 1987). Echtner & Ritchie (2003) contributed strongly for this theoretical evolution by introducing their tri-dimensional model of the components of the TDI.

The model (figure 5) is represented by three distinctive axes that divide the destination image into two different components, the attributes and the holistic imagery. The attribute-based component respect the tangible associations with the destination that are well identifiable and measurable, resulting from pieces of information that are recognizably stored in every person's consciousness. On the other hand, the holistic imagery represents the mental picture of a place, created by the intuitive nature of the human thought, requiring all of the human senses.

These components are both related with their functional or psychological characteristics. Functional characteristics include the features that are directly observable and measurable (prices, weather, and facilities) and the psychological characteristics represent those that cannot be measured (friendliness, atmosphere).

Figure 5 – Components of destination image



Source: *Echtner & Ritchie, 1993*

The common-unique axis analyse each dimension of the destination by comparing them with their specific characteristics. The result from this comparison defines two main distinctive groups: functional-attributes and psychological holistic. The functional-attributes represent the most measurable and identifiable features taking part in a TDI. These are the most common attributes of the destination, meaning that they can be easily compared with other destination features, but being hardly capable of identifying a tourism destination by its true essence. As to the psychological-holistic image, it represents the most unique and exclusive features of a destination, which create an imagery capable of truly distinguish the destination through a series of subliminal and intuitive perceptions.

2.3. TDI measurement methodology

When it comes to define the appropriate framework to measure a TDI, there are two distinctive types of methodologies that have to be considered: structured and unstructured. The first one is based on a predefined attribute-based items list that is presented to the respondent so that he can evaluate each one of the items, considering his opinion on the experience. Usually, these items are presented through a set of differential or Likert type scales. As to the unstructured methodology, it favours a more independent approach, allowing the respondent to freely describe specific aspects of the image that otherwise would be impossible to measure. The respondent is suggested to consider his own interpretation of the destination and to describe the aspects that are the most representative of the TDI. This method is usually applied via focus-group, open-ended survey questions or content analysis.

Given the fact that each of the previous methods evaluate distinctive and crucial aspects of the TDI, both are considered to be determinant in this type of research. However, this consensus is in fact relatively recent. Until the early 90's, the majority of the researchers had almost only adopted structured methodologies. In spite of being undoubtedly an effective route for measuring the common attribute - based component, it lacks the capacity to evaluate the unique and holistic imagery component of the destination.

The tri-dimensional model developed by Echtner & Ritchie (1993) marks a turning point in TDI measurement history once it successfully implements both structured and unstructured methodologies into a single evaluative process.

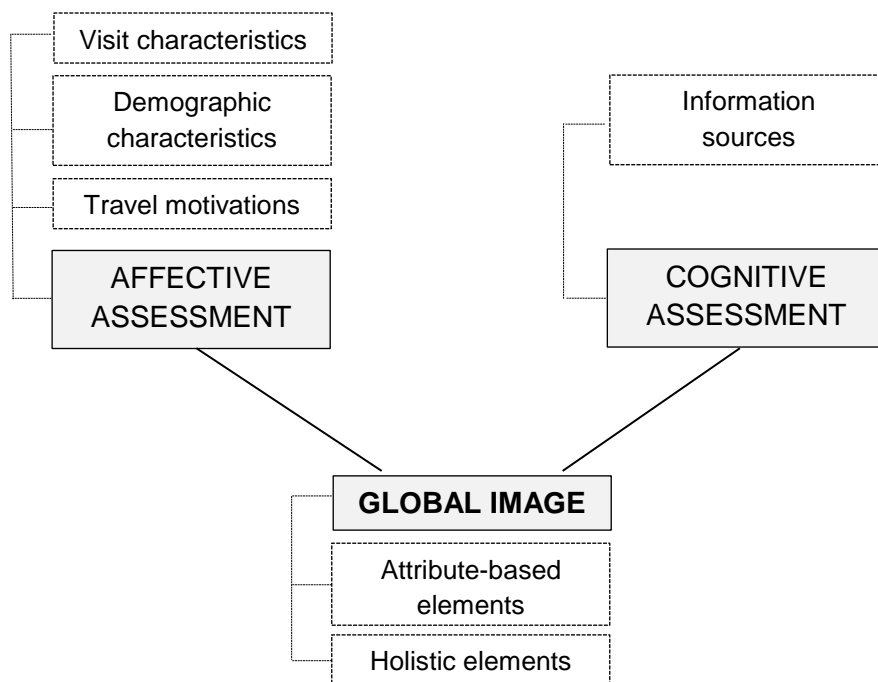
Echtner & Ritchie (1993) propose a study comprehending open-ended questions and attribute – based scale items. The open-ended questions allow an interpretation of all the holistic elements associated with the image of a destination that are perceived by the respondents, such as specific characteristics of the image or the atmosphere experienced. As to the attribute-based components, the authors defined a list of attribute-based items to be measured via Likert scale, compiled from an intensive literature review and through alternate discussion groups.

Considering its broad reach and the fact that allows a complete measurement of all the physical, psychological and holistic components of the TDI, Echtner and Ritchie's methodology is the one we chose to adopt for this work.

3. Conceptual model and hypotheses

Based on the literature review presented previously on chapter 2, the following conceptual model intends to summarise the main features and components involved in the formation process of Lisbon's TDI.

Figure 6 – Conceptual Model – TDI formation components



According with the paper's main objective, the model focuses on the tourism destination image as perceived by foreign tourists. The overall structure construct was based on Baloglu & McCleary's (1999) *Model of the determinants for TDI's formation process* once it comprises the most important factors involving a TDI's formation process. The affective and cognitive assessments determine the way each tourist evaluate and consider the experience during their visit. The affective assessment is related with the personal characteristics of each tourist and determines their predisposition to receive and evaluate any information concerning the destination. This includes profile characteristics,

such as demographics and visit characteristics, as well as travel motivations. As to the cognitive assessment, it represents the conscious judgement and evaluation of the destination, which is mainly determined by the information sources.

The global image, based on Echtner & Ritchie's (1993) *Tri-dimensional model of the components of the image*, is the final result of all the considerations and evaluative stages and constitutes the total evaluation of the attribute-based and holistic elements. The attribute-based evaluation through a standardized method, based on previously defined frameworks, gives not only a generic perspective of the common characteristics of the image, but also a way for the destination to be directly compared with other destination's characteristics. As to the holistic component, it reveals the unique characteristics of the image that allow the destination to strengthen its identity and, in a long term, occupy an important position in the market.

Considering the objectives defined for this study to answer the research questions, it was possible to determine the following hypothesis:

H1: Foreign tourists recognize unique holistic elements related with Lisbon's imagery (mental pictures, atmosphere and mood).

H2: Foreign tourists visiting Lisbon have a general positive image of the city.

H3: Tourists' profile determines the evaluation of the attribute-based image of Lisbon

H4: Tourists' profile determines the type of source used to collect information about Lisbon.

4. Methodology

As seen in chapter 2, the methodology adopted for this research involved both structured and unstructured analysis, allowing the collection of quantitative and qualitative information about the tourist, its experience and evaluation of the city as a tourism destination.

4.1 Questionnaire design

The questionnaire structure was mainly based on Echtner & Ritchie's (1993) studies, but also on a general review of previous papers with similar research objectives and approach. The following table represents the model developed for this questionnaire:

Figure 7 - Questionnaire model

Dimensions	Indicators	Sources	Measurement
Tourist Motivations	<u>Push factors:</u> 1. Leisure; 2. Physical motivations; 3. Knowledge; 4. Social interaction. <u>Pull factors:</u> 1. Natural resources; 2. Environment 3. Cultural and historic heritage 4. Economic features 5. Reputation 6. Hospitality 7. Leisure and recreation	Beerli & Martín (2004) Martín & Bosque (2008)	5-point Likert scale
Holistic image	1. Holistic image characteristics; 2. Mood and Atmosphere; 3. Uniqueness of the destination.	Echtner & Ritchie (1991)	Open-ended

Dimensions	Indicators	Sources	Measurement
Attribute-Based Image	<ol style="list-style-type: none"> 1. Natural resources; 2. General infrastructure; 3. Tourist infrastructure; 4. Tourist leisure and recreation; 5. Culture, history and art; 6. Socioeconomic features; 7. Environment /Atmosphere 8. Hospitality 	Echtner & Ritchie (1991) Beerli & Martín (2004)	5-point Likert scale
Tourists' profile	<ol style="list-style-type: none"> 1. Visit characteristics 2. Demographic characteristics. 	Beerli & Martín (2004) Di Marino (2008)	Nominal scale; Open-ended
Information sources	<ol style="list-style-type: none"> 1. Previous visits; 2. Family and friends recommendation 3. Books / city guides 4. Tourism agencies; 5. Internet; 6. Television shows; 7. Advertisement; 8. News / press; 9. Movies / Music; 10. Other 	Frías et al., (2012)	Nominal scale

The questionnaire (attachment 6) is divided into three different sections: Section I (visit characteristics) includes four questions concerning the aspects of the visit and information sources; Section II (Tourism motivations) presents a combination of 13 push and pull items associated with tourists motivations, disposed on a 5-point Likert scale; Section III (image perceptions) includes 3 open-ended questions and a set of 19 attribute-based scale items, also disposed on a 5-point Likert scale. The attributes were selected from the literature review, mainly from the studies of Echtner and Ritchie (1993) but also from a research developed by the Tourism of Lisbon Observatory which presented a list with the most significant attributes of the image related exclusively with the city of Lisbon; Finally, section IV (demographic

characteristics) includes five questions focusing on the demographic characteristics of the interviewee.

4.2 Sample selection:

The data was collected through the implementation of a questionnaire to foreign tourists visiting the city during the final period of the summer 2013. The questionnaire was personally administered to the tourists during their visit, in specific areas of the city usually recognized as touristic landmarks, such as Baixa and Belém. To ensure a better variety of respondents, as well as a more efficient administration process, the questionnaire was translated into four different languages: English, Spanish, French and Portuguese.

Once it was used a non-probability sample method, the amount of individuals interviewed was based on the availability of the respondents and the time predefined for the questionnaire administration phase. The questionnaire was administered between the final week of August and the first week of September, resulting in an overall sample population of 190 individuals.

The quantitative data analysis was supported by *IBM SPSS Statistics 20* and the qualitative results were treated in *MAXQDA 10*.

5. Results

5.1 Sample distribution

The results from the sample distribution (Detailed sample distribution - attachment 1) reveal a slight majority of female population (52,1%); mostly young individuals (61,5% between 18 and 34 years old); significantly high-educated (90,5% college or post graduates) and mostly single (63,7%). From a total of 28 countries, 22,1% of the tourists are original from Germany, 17,9% from Spain and 9,5% from France.

As to the visit characteristics, the majority of the tourists were visiting Lisbon for the first time (67.9%); also the majority of the individuals came on vacation (85,8%) to spent between 1 and 7 nights (83,1%) (Detailed distribution table – attachment 2).

5.2. Tourism destination image

5.2.1 Holistic components – open ended questions

In order to test the first hypothesis “Foreign tourists recognize unique holistic elements related with Lisbon’s imagery (mental pictures, atmosphere and mood)” the 3 open-ended questions were analysed. The answers were collected and grouped into different categories, considering the meaning of each answer. The categorization process allowed summing up the most referenced characteristics of the city and narrowing the responses into a determined group of categories with common meaning characteristics. Figure 9 presents the categories that resulted from the first question and the frequency analysis for each category.

Figure 9 – Frequency table for question 1 results

Which are the images or characteristics that you first remember when you think of Lisbon as a TD?	Freq.	%
Natural beauty and scenery	51	15,2
Monuments and museums	42	12,6
History and culture	38	11,4
Architecture: tiles, rooftops and old buildings	37	11,1
River, Ocean and Mediterranean	31	9,3
Narrow streets, squares and landscapes	25	7,5
Good food, codfish, wine and <i>pastéis</i>	25	7,5
Tram, tram-way, elevators	24	7,2
Kind and friendly people	22	6,6
Historic districts	20	6,0
Weather: heat, sunny and light	19	5,7
Total	334	100

The most referenced characteristics concern the natural beauty and scenery of Lisbon, with a total of 15,2% of the results, followed by the monuments and museums references (12,6%), history and culture (11,4%) and Architectural characteristics (11,1%)

The results for the second question, concerning the atmosphere experienced during the visit, are presented in the following table:

Figure 10 – Frequency table for question 2 results

How would you describe the atmosphere and mood experienced in the city?	Freq.	%
Friendly, welcoming and open	78	26,4
Quiet, relaxed and smooth	71	24,0
Good, nice and positive	56	18,9
Exciting, Lively and fun	27	9,1
Romantic, mystical and artistic	23	7,8
Noisy, busy and crowded	18	6,1
Cosmopolitan, urban and multicultural	13	4,4
Historic, old and melancholic	10	3,4
Total	296	100

The most recognized characteristics are related with the hospitality and friendliness of the local population, registering 26,4% of the total answers, followed by the quietness and the relaxed posture of the locals (24%) and the nice and positive atmosphere experienced (18,9%).

The findings for the third and final question, concerning the most recognizable tourist attractions in the city, are presented in the following table:

Figure 11 – Frequency table for question 3 results

Which tourist attractions you first remember when you think about Lisbon?	Freq.	%
Historic districts: Alfama, Bairro alto, Belém, Baixa	54	32,5
Tram and tramway	27	16,3
Castelo de São Jorge	23	13,9
Torre de Belém	21	12,7
Ponte 25 Abril	15	9,0
Elevador de Santa Justa	11	6,6
Culture and food: Fado, Pessoa, pastéis	8	4,8
Beaches, surf, C. Caparica	7	4,2
Total	166	100

The main attractions associated with the city refer to the historic districts (32,5) the traditional city tram and tramway(16,3%) and the São Jorge Castle (13,9%).

In the overall, tourists acknowledge the natural beauty of the landscapes and scenery, the traditional architectural characteristics, as the tiles, red roofs and narrow streets, the strong historical and cultural components related with the monuments, museums and the historic districts. As to the psychological characteristics, Lisbon seems to be a very friendly, open and inviting destination for the tourists. It is also noticed the relaxed and low-paced posture of the local population, providing a smooth and calm atmosphere. Finally, probably the most unique components of the city are related with the attractions in it. The

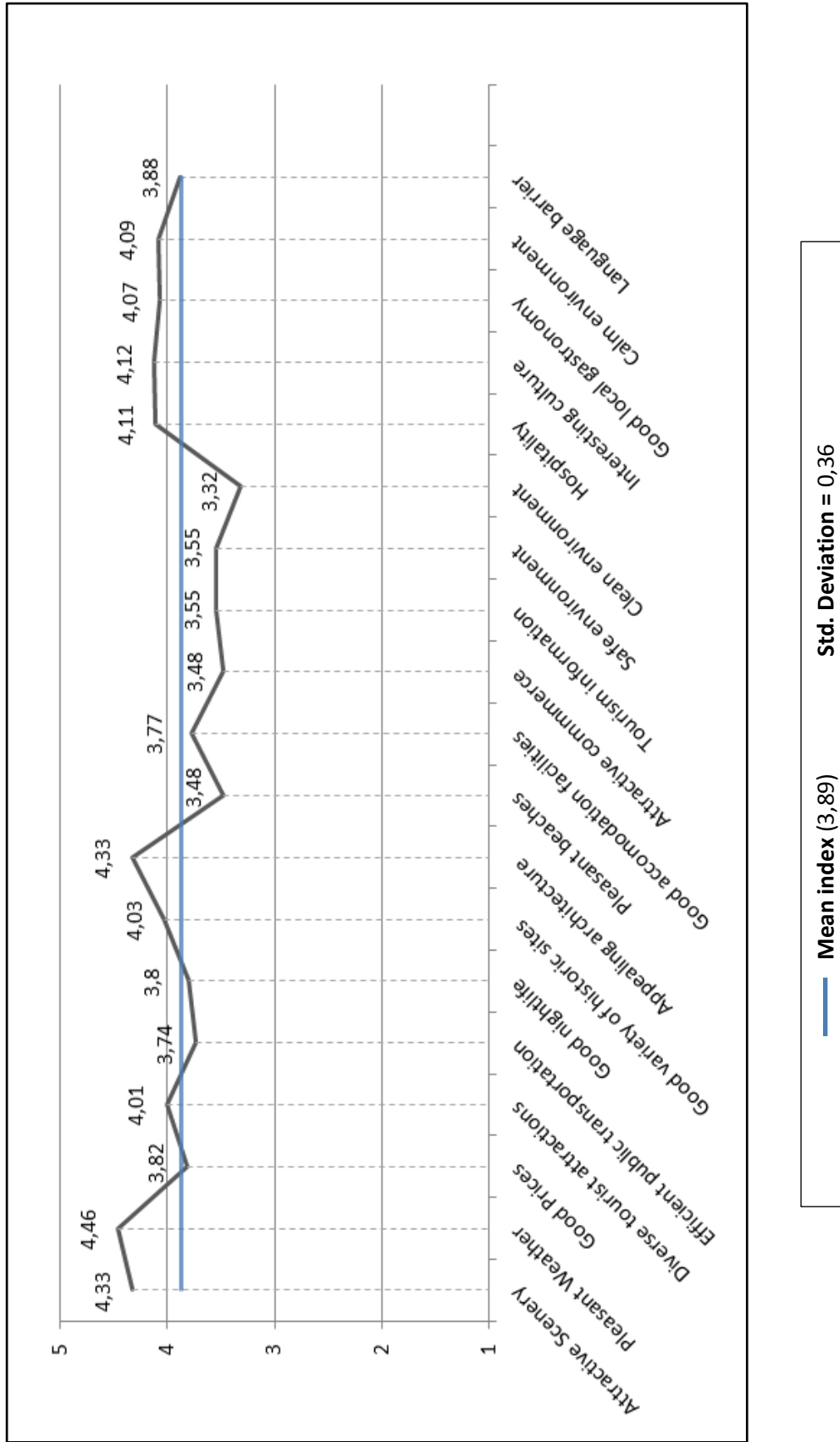
historic districts like Alfama and Belém, the traditional yellow tram and the tram rails, the historic monuments as the São Jorge Castle, the Belem Tower and the St. Justa Lift, these unique features of the image allow the city to distinguish and differentiate as a tourism destination. The acknowledgement of these components proves to be extremely important for the city to reinforce its identity and maintain a strongly competitive position in every tourist's travel decision process (Echtner & Ritchie, 1993). Therefore, these results allow accepting (H1) "Foreign tourists recognize unique holistic elements related with Lisbon's image (mental pictures, atmosphere and mood)".

5.2.2 Attribute-based components – Likert scale

The Attribute-based items scale was the main instrument used to test the second hypothesis "Foreign tourists visiting Lisbon have a general positive image of the city". In order to determine the internal consistency of the results, the reliability of the scale was determined through a Cronbach's Alpha test of the 19 scale items. Alpha's value for this scale was 0,793, which represents a good internal consistency of the collected answers.

Figure 12 presents the overall results for the scale items used to measure the attribute-based components of Lisbon's image, containing each respective means.

Figure 12 – Mean scores for the attribute-based scale items



In general, the 19 attribute-based scale items obtained positive evaluations. The items registering the best scores are related with the favorable weather conditions (4,46) and the attractive scenery (4,33), while the lowest scores are related with the cleanliness of the environment (3,32) and the local commerce (3,48). To mention the fact that most of the items that obtained better scores were also previously referenced in the qualitative analysis, as the scenery, architecture and hospitality, proving the consistency of the opinions collected.

The overall mean score obtained from the sum of the items is 3,89 which, in a 5-point scale, represents a very positive value. These results, along with the findings from the qualitative analysis, are important to prove the strongly positive image of Lisbon as a tourism destination, not only in absolute terms, but also serving as a valuable tool that may able future comparisons with other tourism destinations findings (Echtner & Ritchie, 1993). Therefore, these results allow to accept (H2) “Foreign tourists visiting Lisbon have a general positive image of the city”.

5.3. Factors determining the tourism destination image

5.3.1 Tourists’ profile

In order to test the third hypothesis “Tourists’ profile determines the evaluation of the attribute-based image of Lisbon”, the sample individuals were segmented into different groups of tourists with common demographic and visit characteristics. Then, the overall mean scores of each group were compared in order to evaluate the differences between them. This process was divided into two steps: clusters definition and clusters analysis.

- **Clusters definition:**

In order to define the clusters to be tested, it was used the non-hierarchical method K-means. This method represents a more precise way of defining the clusters compared with hierarchical methods (Marôco, 2010). The clusters' definition resulted in 3 different clusters, the first one representing 58 individuals (30,5%), the second one representing 43 individuals (22,6%) and finally the third one representing 89 individuals (46,8%) (distribution per cluster table - attachment 3).

The results show that Cluster 1 and 2 are mostly represented by female tourists while Cluster 3 is mostly constituted by male individuals. Also, Cluster 1 and 3 are represented by the youngest individuals, between the ages of 18 and 44 years old, while Cluster 2 is practically only represented by individuals with more than 45 years old. As to the education level, Cluster 3 is the most high qualified group, with 46,8% of post-graduates, followed by Cluster 1 with 60,3% of college graduates. As to the marital status, Cluster 2 is represented mostly by married couples (72,1%) while Cluster 1 and 3 are mostly represented by single individuals, being the first cluster almost only represented by them (96,6%). (distribution per cluster table - attachment 4)

The results for the visit characteristics reveal that most of the individuals from the 3 Clusters were visiting Lisbon for the first time or had only visited 1 time before, however, Cluster 2 seems to be the group with the most loyal tourists with 30,3% of them having visited Lisbon for 2 or more times. As to the purpose of the visit, Cluster 2 and 3 are almost only represented by individuals on vacation while Cluster 1, in spite of also having a higher distribution of individuals on vacation (74,1%), is also represented by 20,7% of individuals on

work. Finally, as to the number of nights spent in the city, Cluster 1 tourists were those who spent more time in the city, with 46,5 % of individuals spending 8 or more nights. On the other hand, Cluster 3 is represented by the tourist who spent less time visiting Lisbon with 78,4% of them only staying for 1 to 3 nights.

- **Cluster analysis:**

The highest mean score obtained from the attribute-based scale items belongs to Cluster 2 with a 3,99 mean score, followed by Cluster 1 with 3,89 and finally Cluster 3 which registered a 3,83 score. The result suggest that the individuals belonging to the Cluster 2, representing the older tourists, generally married couples and mostly female individuals, have an overall better impression of Lisbon's image. On the other hand, Cluster 3, with significantly more educated, single and male individuals, has the worst impression of the city. Also, relating the mean scores with the visit characteristics of the tourists, it is possible to verify that the individuals who spent less time in Lisbon (Cluster 3) are also those who gave a worst evaluation to its image while those who spent more time (Cluster 1) seem to have a more weighted opinion about the city.

The *One-way ANOVA* test showed that the differences between the three clusters and the mean scores obtained from the attribute-based scale items were not statistically significant ($p>0,05$). However, considering the correlations found and above described, it was possible to accept (H3) "Tourists' profile characteristics influence the evaluation of the attribute-based image of Lisbon".

5.3.2 Information sources

The finale hypothesis "Tourists' profile determines the type of information sources used to collect information about Lisbon" was tested by relating the

three clusters previously defined with the “information sources” data collected from question 4 of the questionnaire. The results (distribution per cluster – attachment 5) show no significant variations between the three clusters and the source used to collect information about Lisbon. The source with the most significant variation between the three clusters is the *family and friends*. Excluding the internet, both Cluster 1 and 3 individuals prefer to rely on their family and friends' opinion while Cluster 2 individuals prefer books or city guides. This could indicate that tourists from cluster 2 are more accurately informed about Lisbon's characteristics when they chose to visit the city, resulting in a better evaluation of the attribute based scale items. On the other hand, Cluster 1 and 3 individuals prefer to rely of their friends and family opinion instead of books and city guides, probably developing more inaccurate expectations about the city and, therefore, giving a worst evaluation.

As to the rest of the sources, the three Clusters unanimously prefer to search information on the internet by a large difference. In fact, this represents no surprise once, has the literature supports, internet has become one of the most important information sources for tourism information (Frías et al., 2012).

The *One-way ANOVA* test showed again no statistically significant differences between the three clusters and the type of source used to collect information about Lisbon ($p > 0,05$). However, at least one of the sources registered some considerable differences between the three clusters, which allow accepting (H4) “Tourists’ profile determines the type of information sources used to collect information about Lisbon”.

6. Conclusion

6.1 Conclusion and recommendations

The main purpose of this study was to analyze the perceived image of Lisbon as a tourism destination through the evaluation of the two main components of the image: attribute-based and holistic imagery. The overall results obtained from this research suggest that Lisbon has actually acquired a strongly positive appreciation by the international community when it comes to evaluate its tourism destination image. The fact is confirmed not only by the high grades obtained from the attribute-based scale items, but also from the description of the most relevant holistic and unique elements referenced in the three open-ended questions. The association of Lisbon's image with several unique components, as the main attractions and the atmosphere and mood, allows the city to be recognized and distinguished among several other tourism destinations.

Foreign tourists seem to appreciate the overall beauty and scenery of Lisbon. The historic districts dispersed through the city hills, converging in narrow and winding streets, surrounded by historic buildings covered with elaborated tiles, provide a cozy and welcoming atmosphere that involves the tourists in the city's culture and history. Also, the natural beauty of the landscapes, connecting the city with the river and the ocean, create this unique mixture between the historic and the new, the natural and the urban, the land and the sea. As to the attractions, the tram, São Jorge Castle and the historic districts are the most recognized by the tourists.

The attribute-based items scale showed an overall positive evaluation of Lisbon's image. The weather condition was the most positive evaluated item,

which can be easily justified by the fact that the questionnaire was administered between August and September (high season). The functional characteristics appear to be better evaluated than the psychological ones, which confirm the general literature's opinion that the functional characteristics are easier to acknowledge by the tourists (Gartner,1993). However, psychological characteristics, as the hospitality, culture/history and the calmness of the environment were also very positively acknowledged. The worst mean score was registered for the cleanliness of the environment.

Tourist's profile analysis revealed some interesting correlations between the individuals' profile and their evaluation of the city. The analysis suggests that the group of individuals from an older age group, mostly female and generally married is the one with a better evaluation of the attribute-based scale items. On the other hand, younger individuals, mostly male and generally single have a worst impression of the city.

Lisbon's recognition as a city break is also confirmed once the majority of the individuals came on vacation to stay between 1 and 3 nights. However, it is possible to verify that the individuals who spent less time in the city are those with a worst impression while those who spent more time show a more deliberated opinion.

As to the information sources, it is evident the preference amongst the tourists to research information on the internet, which is perfectly justified by the new technologic tendencies verified in the tourism industry.

Lisbon's positive recognition as a tourism destination by the foreign community seems to be an established point. And yet, the challenge remains when it comes to keep up with tourist's satisfaction levels. The most recognizable and

appreciated characteristics of Lisbon are not only associated with its scenic beauty and rich culture, but also with some important psychological characteristics as the hospitable, cozy, calm and smooth environment. These psychological characteristics contrast with the overcrowded, busy and insensitive environment, typical of the most required tourism destinations in the world, and that's probably the most differentiating aspect of Lisbon. However, as the city continues to grow as a tourism destination, it will tend to become more related with a typical tourism destination, which will be negatively reflected in some of its unique characteristics. The challenge here is to find a balance between its recognition as a tourism destination and its unique components of the image.

Finally, through the analysis of the tourists' distribution by country, it is possible to verify that a large percentage of the tourists (80%) are original from Europe. Therefore, it would be strategically appropriated to search for more efficient ways to communicate in the intercontinental market.

6.2 Constraints and future studies' suggestions

The main constraint for this study is the exclusion of the tourists' motivation analysis, initially defined to be part of this paper and also included in the questionnaire. Due to the dissertation's structural limitations, in order to obtain a complete study of all the components of the image, as well as some of the determinants, it was impossible to also include the tourists' motivations analysis. The other constraint is the fact that, in spite of some important differences had been found between tourists' profile, their evaluation of the attribute-based items and the information sources, these differences are not statistically significant. Also, the administration phase revealed a higher

cooperation by younger tourists in answering the questionnaires, which ultimately resulted in a slightly biased data in favor of the younger community. The final constraint is related with the sample size of 190 individuals, which proved to be narrow considering the vast amount of tourists visiting the city during the high season.

It would be important in future approaches to effectively include tourists' motivations analysis and relating them with the attribute-based items, as well as their profile characteristics. Also, it would be interesting to proceed with a combined research approach, analyzing the image perceptions of the tourists before the visit, during the visit and, finally, comparing both in order to understand the relationship between expectations and the actual experience evaluation. This would identify some important constraints related with communication effectiveness, as geographical and cultural distance. Finally, considering the limited amount of intercontinental tourists visiting the city, it would be interesting to conduct a research focused exclusively on this market.

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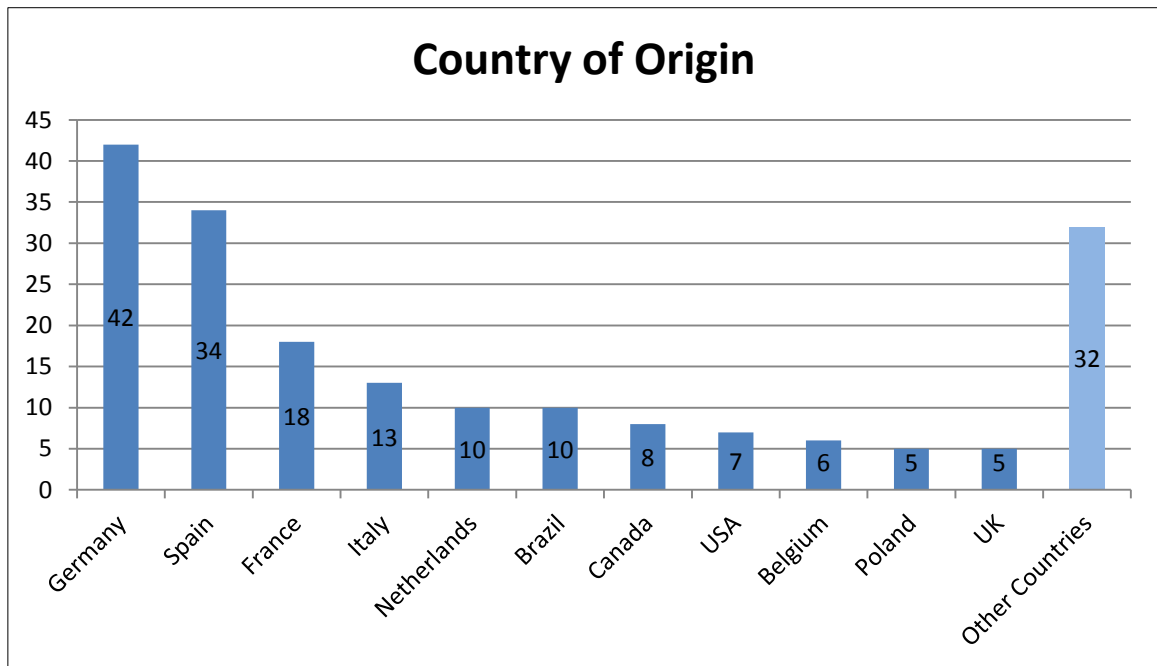
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Attachments

Attachment 1 – Demographic characteristics distribution

Gender	Female (52,1%), Male (47,9%)
Age	18-24 (24,7%), 25-34 (36,8%), 35-44 (16,8%), 45-54 (14,2%), 55 + (6,3%)
Education	Secondary or less (9,5%), College (53,7%), Post-grad. (36,8%)
Marital status	Married (33,7%), Single (63,7%), Widower or divorced (2,6%)



Attachment 2 – Visit characteristics distribution

Previous visits	No (67,9%), 1 (18,9%), 2+ (13,2%)
Purpose	Vacation (85,8%), Work (9,5%), Attend an event (4,7%)
Nights spent	1 to 3 (46,8%), 4 to 7 (36,3%), 8 to 13 (6,8%), 14 + (10%)

Attachment 3 – Demographic characteristics distribution per cluster

Gender	Cluster 1	Cluster 2	Cluster 3
Male	17 (29,3%)	17 (39,5%)	57 (64%)
Female	41 (70,7%)	26 (60,5%)	32 (36%)
Age			
18-24	33 (56,9%)	0	14 (15,7%)
25-34	22 (37,9%)	0	48 (53,9%)
35-44	3 (5,2%)	2 (4,7%)	27 (30,3%)
45-54	0	27 (62,8%)	0
55+	0	14 (32,6%)	0
Education level			
Secondary or less	5 (8,6%)	4 (9,3%)	9 (10,1%)
College graduate	35 (60,3%)	28 (65,1%)	39 (43,8%)
Post-graduate	18 (31%)	11 (25,6%)	41 (46,8%)
Marital status			
Married	2 (3,4%)	31 (72,1%)	31 (34,8%)
Single	56(96,6%)	7 (16,3%)	58 (65,2%)
Other	0	5 (11,6%)	0

Attachment 4 – Visit characteristics distribution per cluster

Previous visits	Cluster 1	Cluster 2	Cluster 3
No	39 (67,2%)	24 (55,8%)	66 (74,2%)
1	12 (20,7%)	6 (14%)	18 (20,2%)
2 or more	7 (12,1%)	13(30,2%)	5 (5,6%)
Purpose of the visit			
Vacation	43 (74,1%)	40 (93%)	80 (89,9%)
Work	12 (20,7%)	0	6 (6,7%)
Attend and event	3 (5,2%)	3 (7%)	3 (3,4%)
Duration of the visit			
1 to 3 nights	0	19 (44,2%)	70 (78,4%)
4 to 7 nights	31 (53,4%)	19 (44,2%)	19 (21,3%)
8 or more	27 (46,5%)	4 (11,6%)	0

Attachment 5 - Information sources distribution per cluster

Information source	Cluster 1	Cluster 2	Cluster 2
Previous visits	17 (29,3%)	11 (25,6%)	17 (19,1%)
Family / friends	40 (69,0%)	15 (34,9%)	55 (61,8%)
Book / city guide	32 (55,2%)	29 (67,4%)	51 (57,3%)
Tourism agencies	4 (6,9%)	2 (4,7%)	5 (5,6%)
Internet	48 (82,8%)	32 (74,4%)	67 (75,3%)
TV programs	5 (8,6%)	4 (9,3%)	3 (3,4%)
Advertisement	4 (6,9%)	0	1 (1,1%)
News/press	3 (5,3%)	2 (4,7%)	2 (2,2%)
Movies/music	5 (8,6%)	1 (2,3%)	1 (1,1%)
Other	3 (5,3%)	2 (4,7%)	1 (1,1%)

Attachment 6 - Questionnaire



Instituto Superior de Economia e Gestão

UNIVERSIDADE TÉCNICA DE LISBOA

I am about to complete my Master's degree in Marketing at the School of Economics and Management of Lisbon (ISEG). In order to conclude my dissertation, I'm conducting a research concerning the image of Lisbon as a tourism destination, specifically how it is perceived by foreign tourists.

Any information collected through the following survey will be exclusively treated and used for the purpose of this investigation. The anonymity of the interviewee will be respected. Thank you for your cooperation.

Duarte Reis Brandão Fontes Represas

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I – Visit Characteristics

1. **Have you ever visited Lisbon before?** Yes _____ times No

2. **What is the purpose of your visit (choose one)?**

Vacation Work Attend an event (conference, fair, festival)

3. **How long are you staying?**

1 to 3 nights 4 to 7 nights 8 to 13 nights 14 or more nights

4. **Which of the following information sources did you use to get information about Lisbon?**

1. Previous visits		6. Television programs	
2. Family and friends recommendation		7. Advertisement	
3. Books / city guides		8. News / Press	
4. Tourism agencies		9. Movies / Music	
5. Internet		10. Other: _____	

II – Tourist motivations:

6. Evaluate the following sentences:

I chose to visit Lisbon:	Totally Disagree	Disagree	Do not agree or disagree	Agree	Totally Agree
1. To seek diversion and entertainment					
2. To live exciting experiences					
3. To take a rest / relax					
4. To learn about traditions and ways of life					
5. To interact with the local population					
6. Because of the weather					
7. Because of the scenery					
8. Because of the local gastronomy					
9. Because of its cultural / historical heritage					
10. Because of the low prices					
11. Because of its reputation					
12. Because of its hospitality					
13. Because of the nightlife					

III – Image perceptions

7. Which are the images or characteristics that you first remember when you think of Lisbon as a tourism destination?

8. How would you describe the atmosphere and the mood experienced in the city?

9. Which tourist attractions you first remember when you think about Lisbon?

10. Evaluate the following sentences:

Lisbon has:	Totally Disagree	Disagree	Do not agree or disagree	Agree	Totally Agree
1. Attractive scenery					
2. Pleasant weather					
3. Good prices					
4. Diverse tourist attractions					
5. Efficient public transportation					
6. Good nightlife					
7. Good variety of historic sites and museums					
8. Appealing architecture (buildings)					
9. Pleasant beaches					
10. Good accommodation facilities					
11. Attractive commerce					
12. Good tourism information sites					
13. Safe environment					
14. Clean environment					
15. Welcoming local population					
16. Interesting culture and ways of life					
17. Good local gastronomy					

18. Calm and relax environment					
19. Easy communication with locals (language barrier)					

IV – Visit characteristics:

11. **Country of origin:** _____

12. **Gender:** Male Female

13. **Age:**

18 – 24 25 – 34 35 – 44 45 – 54 55 – 64 65 +

14. **Education:**

Secondary University graduation

Less than Secondary Post-graduation (master, doctorate)

15. **Marital status:**

Married Single Other (widower, divorced)

Once again thank you for your cooperation.