

UNIVERSITY OF ALGARVE

FACULTY OF ECONOMICS

**“ESPAÑA VERDE”: TOURISM
DESTINATION IMAGE AMONG
GERMAN FACEBOOK USERS**

Till Maximilian Schuh

Dissertation

Master in Tourism Economics and Regional Development

Research made under the supervision of:

Professora Doutora Dora Agapito
Professora Doutora Patrícia Pinto

2016

UNIVERSITY OF ALGARVE

FACULTY OF ECONOMICS

**“ESPAÑA VERDE”: TOURISM
DESTINATION IMAGE AMONG
GERMAN FACEBOOK USERS**

Till Maximilian Schuh

Dissertation

Master in Tourism Economics and Regional Development

Research made under the supervision of:

Professora Doutora Dora Agapito
Professora Doutora Patrícia Pinto

2016

“ESPAÑA VERDE”: TOURISM DESTINATION IMAGE AMONG GERMAN FACEBOOK USERS

Work Authorship Declaration

Till Maximilian Schuh



Copyright

© **Copyright:** Till Maximilian Schuh

The University of Algarve has the right, perpetual and without geographical boundaries, to archive and make public this work through printed copies reproduced in paper or digital form, or by any other means known or to be invented, to broadcast it through scientific repositories and allow its copy and distribution with educational or research purposes, non-commercial purposes, provided that credit is given to the author and publisher.

Abstract

Tourism destinations are competing in an environment where it is vital to be differentiated from competition and to focus on unique selling points that attract specific markets. Hence, the destination image held by the target markets is essential in order to build and manage a strong tourism brand. This study aims to explore a methodology to analyze the destination image of the tourism brand “España Verde” amongst the German market. The brand España Verde brings together four Spanish autonomous communities – Galicia, Asturias, Cantabria and the Basque Country. The area ranges from the French border, along the northern Spanish coast until the western end of the Iberian Peninsula. The destination is characterized by a broad touristic supply and represents an alternative to the typical “sun and beach” vacations. In the annual publication of the Ministry of the Presidency “España Hoy 2015”, the Spanish General Secretariat of Tourism “TURESPAÑA” announced its policy for promoting tourism abroad. Regarding mature markets, as for instance Germany, this policy aims to attract new demand segments that consume other than the traditional tourism products, such as art and culture, urban tourism, Spanish gastronomy, nature and conference tourism. With the aim of exploring the image of España Verde a questionnaire was developed, which was based on a three components-approach – cognitive, affective and conative. The survey, which included open-ended and closed-ended questions, was distributed via Facebook (206 valid questionnaires). This distribution channel was selected due to the increasing importance of social media for marketing measures as well as TURESPAÑA’s new policy for promoting tourism abroad, which aims at using new information and communication technologies as well as social media. Marketing implications are presented.

Keywords: destination image; cognitive-affective-conative approach; destination marketing; España Verde brand.

Resumo

Os destinos turísticos competem num ambiente onde é vital a diferenciação da concorrência e o foco em atributos que atraem mercados específicos. Assim, a imagem de destino percebida pelos mercados-alvo é essencial na gestão de uma marca turística robusta. Este estudo tem como objetivo explorar uma metodologia para analisar a imagem da marca turística "España Verde", na perspetiva do mercado alemão. A marca "España Verde" reúne quatro comunidades autónomas espanholas - Galiza, Astúrias, Cantábria e País Basco. A região integra a zona da fronteira francesa e percorre a costa norte de Espanha até o extremo ocidental da Península Ibérica. O destino é caracterizado por uma ampla oferta turística e representa uma alternativa para as típicas férias "sol e praia". Na publicação anual do Ministério da Presidência "España Hoy 2015", a Secretaria Geral de Turismo Espanhola "TURESPAÑA" anunciou a sua política de comunicação para turismo no exterior. Em relação a mercados maduros, como é o exemplo da Alemanha, esta política visa atrair segmentos que, para além dos produtos turísticos tradicionais, procuram arte e cultura, turismo urbano, gastronomia espanhola, natureza e turismo de congressos. Com o objetivo de explorar a imagem da España Verde foi desenvolvido um questionário com uma abordagem multidimensional - cognitiva, afetiva e conativa. Este instrumento de recolha de dados, que incluiu questões abertas e fechadas, foi distribuído via Facebook (206 questionários válidos). Este canal de distribuição foi selecionado devido à importância crescente das redes sociais como instrumento de marketing no âmbito da nova política da TURESPAÑA para promover o turismo no exterior e que visa a otimização de novas tecnologias de informação e comunicação. Implicações ao nível do marketing são apresentadas.

Palavras-chave: imagem de destino; abordagem cognitiva-afetiva-conativa; marketing de destino; marca España Verde

Acknowledgements

Writing a thesis is like doing a jigsaw puzzle. It can be a source of joy and frustrations at the same time. For me it was a matter of joy, thanks to plenty of people who supported me in many different ways. This thesis would not have been possible without their help and I deeply appreciate all the support.

First of all I want to thank my supervisors Professor Dora Agapito and Professor Patrícia Pinto for their expert guidance, understanding and encouragement throughout my research. From day one, they gave me a support that made me confident and gave me the motivation to work as hard as I can. I am very grateful about that and I enjoyed our collaboration very much.

Furthermore I thank the tourism promotion boards of the four Spanish autonomous communities Galicia, Asturias, Cantabria and the Basque Country as well as the Spanish General Secretariat of Tourism (TURESPAÑA) for their friendly support and contribution to this study.

I thank my parents, my grandma and my sister for their love, support and the motivation they gave to me. You just can go to new places and face new challenges and experiences if you know where your base is. I know it.

Last but not least I want to express my gratitude to my friends - old friends who visited me as well as new friends I was lucky enough to bump into. They all made my time in Portugal a great experience.

A very special thank goes to Esther. Thank you that you introduced me to the most beautiful place I have ever visited – España Verde.

GENERAL INDEX

	Page
CHAPTER 1: INTRODUCTION.....	1
1.1 The tourism brand “España Verde”	1
1.2 Problem statement and research objective	2
1.3 Research Questions	2
1.4 Relevance of the research area and German market.....	3
1.5 Relevance of social media platforms	4
1.6 Structure of the dissertation.....	5
CHAPTER 2: LITERATURE REVIEW	6
2.1 Brand image versus brand identity	6
2.2 The construct of destination image.....	7
2.3 Image formation and impact on travel decision.....	8
2.4 The three components approach.....	10
2.5 The measurement of destination image.....	12
2.5.1 Structured methodologies.....	12
2.5.2 Unstructured Methodologies	14
CHAPTER 3: CHARACTERIZATION OF THE SETTING.....	15
3.1 Distribution of tourism competences in Spain.....	15
3.2 The tourism brand “España Verde”	16
3.3 The tourism supply of “España Verde”	17
3.3.1 Natural resources and environment	18
3.3.2 The built environment and operating sectors.....	20
3.3.3 Spirit of hospitality and cultural resources.....	21
CHAPTER 4: METHODOLOGY	24
4.1 Introduction.....	24
4.2 Development of the questionnaire	24
4.2.1 Measuring the cognitive component.....	24
4.2.2 Measuring the affective component.....	26
4.2.3 Measuring the conative component.....	27
4.2.4 Open ended questions	27
4.2.5 Previous experience.....	28
4.3 Distribution and data collection.....	28
4.4. Data analysis.....	29

CHAPTER 5: RESULTS AND DISCUSSION	30
5.1 Sociodemographic characteristics	30
5.2 Previous experience in “España Verde”	33
5.3 Open-ended questions.....	35
6.4 Measuring the cognitive component.....	39
5.5 Measuring the affective component.....	41
5.7 Measuring the conative component.....	42
6. CONCLUSION	43
REFERENCES.....	47
APPENDIX 1: GENERAL INFORMATION REGARDING THE BRAND “ESPAÑA VERDE”	55
APPENDIX 2: APPROVAL OF THE LIST OF ATTRIBUTES BY THE “AGENCIA TURISMO DE GALICIA”	60
APPENDIX 3: QUESTIONNAIRE IN GERMAN LANGUAGE AS WELL AS TRANSLATED TO ENGLISH LANGUAGE.....	63
APPENDIX 4: AGE DISTRIBUTION OF GERMAN FACEBOOK USERS IN 2014	75

FIGURES INDEX

	Page
Figure 1.1: Logo of “España Verde” taken from “Green Spain Press Kit”	1
Figure 2.1: Framework of destination image formation	9
Figure 2.2: The most common attributes used in destination image studies	13
Figure 3.1: The territory of "España Verde"	17
Figure 3.2: Picos de Europa	19
Figure 3.3: The marine village San Vicente de la Barquera	19
Figure 3.4: The "Transcantabrico"	21
Figure 3.5: Signpost of the Way of St. James	22
Figure 5.1: Distribution of visitors compared to non-visitors within the groups of gender.....	31
Figure 5.2: Distribution of age within the groups of visitors and non-visitors.....	32
Figure 5.3: Educational level of the different groups	33
Figure 5.4: Previous experience in “España Verde”	34
Figure 5.5: Reasons for not visiting the destination	34
Figure 5.6: Word-cloud of important criteria	36
Figure 5.7: Comparison of TURESPAÑA’s objectives, España Verde’s supply side and important criteria for the target group.....	37
Figure 5.8: Word-cloud of associations	38

TABLES INDEX

	Page
Table 5.1: Socio-demographic characteristics of the sample	30
Table 5.2: Important criteria in the decision-making-process	35
Table 5.3: Associations with “España Verde”	38
Table 5.4: Evaluation of the attributes	40
Table 5.5: Comparison of the affective perception of visitors and non-visitors	41
Table 5.6: Revisit intention and willingness to recommend	42

CHAPTER 1: INTRODUCTION

1.1 The tourism brand “España Verde”

The tourism brand España Verde was founded in 1989 and unites four Spanish autonomous communities - Galicia, Asturias, Cantabria and the Basque Country. The area ranges from the French border, along the northern Spanish coast until the western end of the Iberian Peninsula (Figure 1.1).

Figure 1.1: Logo of “España Verde” taken from “Green Spain Press Kit” (CanTur, 2015)



According to statistics, achieved from the tourism promotion board of Cantabria (CanTur – Sociedad Regional Cántabra de Promoción Turística), Germany was ranked on the fourth position regarding the number of tourists who visited España Verde in 2015 between January and September (IET Instituto de Estudios Turísticos, 2015), and can therefore be considered as a strategic market for this Spanish destination. The Spanish General Secretariat of Tourism TURESPAÑA announced in the annual publication of the Ministry of the Presidency “Spain Today 2015” (2015) the policy for promoting tourism abroad. Regarding mature markets, as for instance Germany, this policy aims to attract new segments that demand products different from the traditional tourism products, such as art and culture, urban tourism, Spanish gastronomy, nature and conference tourism.

1.2 Problem statement and research objective

The ever increasing competition within the tourism industry and the growing number of tourist areas makes it more difficult for destinations such as countries, regions or cities to assert themselves in specific markets (Echtner & Ritchie, 1991). Tourism destinations should attract the attention of tourists in order to be considered as a possible holiday destination in the tourist's decision-making process (Gartner, 1993). In order to achieve this, destinations should differentiate themselves from the competition and focus on their unique selling points which attract customers (Echtner & Ritchie, 1991). Therefore, it is vital for destinations to develop an adequate marketing strategy and to position themselves in their target markets (Beerli & Martín, 2004a; Echtner & Ritchie, 1993; Martín & Bosque, 2008). Hence, the destination image held by the target markets is essential in order to build and manage a strong tourism brand (Bigné, Sánchez & Blas, 2009; Martín & Bosque, 2008). Specifically, this study aims at analysing the destination image of the tourism brand España Verde from the perspective of the German market.

1.3 Research Questions

In order to analyze the Tourism Destination Image of España Verde and to reach the aforementioned research objective, the following main questions were formulated:

- Which attributes should be addressed for the measurement of the cognitive component of España Verde?
- To what extent is the German market aware of the destination España Verde?
- What is important for the target group when choosing a holiday destination and what does this group associate with España Verde?
- Are there significant differences regarding the perception of España Verde between people who already visited the destination and people who did not?

1.4 Relevance of the research area and German market

The brand under study bonds four autonomous communities in Spain and constitutes an alternative to the traditional sun and beach tourism, due to the distinguishing characteristics and features of its supply side. In the annual journal “España Hoy” (Spain Today) – published by the Ministry of Presidency – the Spanish State Secretariat for Communication gives a current overview of Spain including descriptions of the measures and decisions undertaken by the government such as the new policy for promoting tourism abroad as committed by TURESPAÑA. Spain Today’s version of 2015 displays the policy regarding mature markets in tourism. The strategy for those markets, which cause the majority of incoming tourism, is to increase the tourist’s loyalty and to attract new demand segments demanding products towards art and culture, urban tourism, local gastronomy and nature (Ministry of the Presidency, 2015).

According to the ranking of international tourist arrivals by country of residence, as presented by the National Institute of Statistics (Instituto Nacional de Estadística, 2016), the incoming tourism from Germany to entire Spain amounts to 10.293.964 arrivals or about 15 % of the total inbound tourism in 2015. Considering those numbers, Germany is ranked on the third position behind United Kingdom with 15.724.449 arrivals and closely behind France with 11.552.680 arrivals (2016), hence the German market can be considered as a mature market. In view of the tourism supply of España Verde, as outlined in chapter three of this study, it becomes evident that its supply side is suitable for the attraction of new demand segments and the diversification of the array of products. Statistics, achieved from the tourism promotion board of Cantabria, regarding the international arrivals to the territory of España Verde underline the importance of the German market and illustrate the potential of this target market at the same time. Within the period of January until September of 2015 the arrivals from Germany amounted to 149.172, which makes 5.4 % of the entire incoming tourism. After the neighboring countries France and Portugal as well as United Kingdom, Germany is ranked on the fourth position (IET Instituto de Estudios Turísticos, 2015)¹.

¹ Statistics of the “IET Instituto de Estudios Turísticos” achieved on demand via e-mail from the tourism promotion board of Cantabria (Sociedad Regional Cántabra de Promoción Turística).

Furthermore, there is a particular interest for studying the German market, due to the author's German nationality. Many stays in the territory of España Verde and the related close connections to local people of this location make the research area and its relation to the German market to a distinct matter of personal interest.

1.5 Relevance of social media platforms

The Spanish General Secretariat of Tourism TURESPAÑA has committed a new policy for promoting tourism abroad (Ministry of the Presidency, 2015). The first measure of this policy aims to apply new Information and Communication Technologies (ICT's) as well as social media, due to the technological advances, which are also affecting the tourism industry. Buhalis and Law (2008: 610) underline that "Not only do ICTs empower consumers to identify, customize and purchase tourism products but they also support the globalization of the industry by providing effective tools for suppliers to develop, manage and distribute their offerings worldwide." Social media platforms such as Facebook provide convenient features for the interaction between customers and destination management organizations and promote user-generated content as for instance videos, photos, blogs or comments (Mariani, Di Felice & Mura, 2016). According to Kim and Johnson (2016), website stimuli and brand related user-generated content influence the consumer's emotions and cognitions and thus the willingness to pass-along information. Functions such as clicking "like" or "share" and the possibility to post contents at a friend's Facebook will facilitate word-of-mouth recommendation. Thereby social media platforms enable Destination Management Organizations (DMO's) to address information to the customer's cognitive and affective perception and thus to influence their behavioral intentions (Stepaniuk, 2015) with higher efficiency but lower costs than with traditional media (Kaplan & Haenlein, 2010; Királ'ová & Pavlíčka, 2015). For those reasons, social media's role in destination marketing is of increasing importance and DMO's must adjust their marketing measures to the potentials arising from the use of social media platforms as destination marketing tools (Mariani et al., 2016; Pike & Page, 2014). This justifies the investigation of a destination's image among social media users, as this group can be reached and positively influenced in their perception of a specific destination.

1.6 Structure of the dissertation

The present study contains six major chapters. The first chapter is an introduction consisting of general information regarding the brand España Verde, followed by the statement of problem and the research objective, research questions, information concerning the relevance of the research area and the German market, remarks regarding the importance of social media platforms for destination marketing measures and the description of the overall structure of the work.

The second chapter is dedicated to the literature review of the problem in focus. In this chapter some general remarks regarding the brand image and the brand identity are presented, followed by an overview about the construct of destination image, information concerning the image formation process and the different components of destination image as well as remarks about methodologies for measuring destination image.

The third chapter deals with the characterization of the setting. The chapter includes an introduction of the destination brand España Verde and an overview about the touristic supply side of the territory.

The fourth chapter includes the description of the methodology of the research. It presents information regarding the context of analysis, the design of the questionnaire used in the study, the process of collecting the data and the methods, used in the research.

The fifth chapter is dedicated to the results of the study and their discussion. All the results are presented in sections according to the order of questions used in the questionnaire.

The last chapter gives the main conclusion of the study. Furthermore it summarizes important arguments and highlights marketing implications that could be identified by analyzing the results of the study. Besides the chapter reveals the limitation of the study and gives recommendation for future research.

CHAPTER 2: LITERATURE REVIEW

2.1 Brand image versus brand identity

“...image is one of those terms that will not go away...a term with vague and shifting meanings” (Pearce, 1988: 162).

The approach of image was already studied in various scientific fields, including social and environmental psychology, consumer behavior and marketing (Stepchenkova & Morrison, 2008). An object of marketing management is to examine and improve the brand image continuously, because the perceived image of a product or a brand is strongly connected to the consumer's buying decision (Ferreira Lopes, 2011). Hence, the management of a proper brand image is a major factor of a company's success (Aaker, 1991). The brand image relates to the perception the customers have of a brand, whereas the brand identity is how the brand aims to be perceived by the customers (Aaker, 1996). Aaker defines brand identity as: “...a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers from the organization members. Brand identity should help establish a relationship between the brand and the customer by generating a value proposition involving functional, emotional, or self-expressive benefits.” (Aaker, 1996: 68)

There are various definitions of “brand image” as a construct. Herzog (1963) considers brand image as an aggregation of impressions, which are combined to a brand personality by the consumers. According to Keller (1993), brand image is a collocation of perceptions of a brand in the consumer's memory. Bauerle (1983) as well as Costa (1987) define brand image as a mental representation. Newman (1957: 101) believes that the brand image consists of “...everything the people associate with the brand” and Dichter (1985: 76) claims that “an image is not individual traits or qualities but the total impression an entity makes on the minds of others”.

However one defines the term brand image, it is crucial to mention that the image which a customer perceives can vary from the image a marketing campaign wants to implement. There can be considerable differences between a consumer's perception of a brand and its actual performance. Hence, it is vital to analyze the perceived image (Gartner, 1993; Martín & Bosque, 2008). The final perception of an image, even of a holiday destination's image, arises from the interaction of three different components, the cognitive, the affective and the conative-behavioral dimension (Agapito, Mendes & Valle, 2010; Ferreira Lopes, 2011; Gartner, 1993; Pike & Ryan, 2004; Stepchenkova & Morrison, 2008).

2.2 The construct of destination image

Since the early seventies, this complex and subjective concept of image has also been studied in the field of tourism (Stepchenkova & Morrison, 2008). There is a range of studies and scientific papers which are related to destination image. Various studies analyzed the influence of a destination's image on the buying decision (Hunt, 1975; Pearce, 1982; Gartner, 1993), and highlighted that destinations, which are associated with positive images in the minds of the customers may gain competitive advantages (Goodrich, 1978; Woodside & Lysonski, 1989, Echtner & Ritchie 1991). There are studies which investigate the destination image particularly of non-visitors (Cherifi & Smith, 2014) as well as studies about the influence of website design (Rodriguez-Molina, Frias-Jamilena & Castaneda-Garcia, 2015) or social media on destination image (Kladou & Mavragani, 2015; Stepianiuk, 2015). Chen and Phou (2013) examined the effects of destination image, destination personality and tourist-destination relationship on tourist behaviors. Baloglu and McCleary (1999), Beerli and Martín (2004b) as well as Martín and Bosque (2008) investigated its formation respectively the factors of influence. Bigné et al. focused on the cognitive component (2009) whereas other researchers dealt with the comparison of the components (Pike & Ryan, 2004) or studied their interrelation (Agapito, Valle & Mendes, 2013). Many studies were conducted on the measurement of a particular destination's image as for instance the destination image of Russia among American pleasure travelers (Stepchenkova & Morrison, 2008).

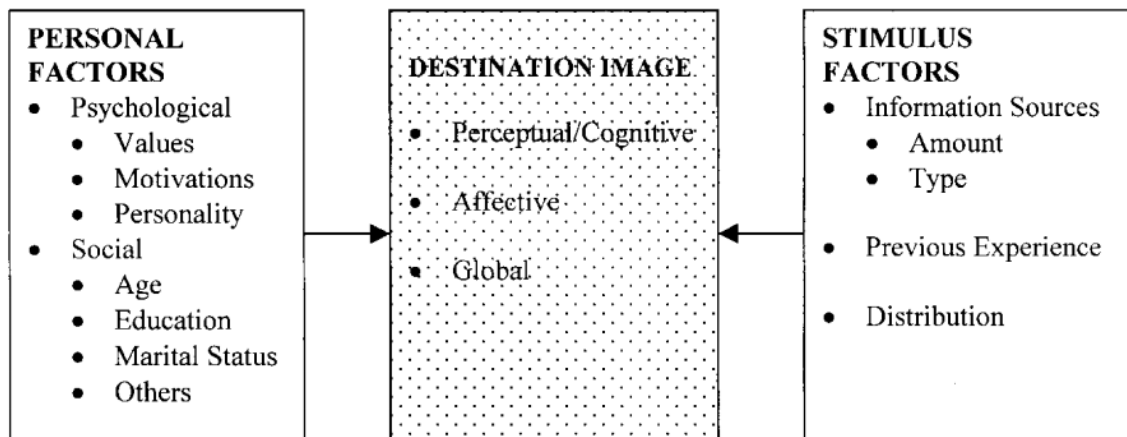
Basic work on destination image was done by Echtner and Ritchie (1991) and Gartner (1993). Echtner and Ritchie introduced the three dimensional continuum approach, including a functional–psychological, an attribute–holistic as well as a common–unique continuum. Gartner proposed an approach that contains a cognitive, an affective and a conative component.

The definitions of destination image used in different studies vary a lot. Gallarza, Saura & García (2002: 59) claim that “there are almost as many definitions of image as scholars devoted to its conceptualization”. Crompton (1979: 18) defines destination image as “the sum of beliefs, ideas and impressions that a person has of a destination.” Lawson and Baud Bovy (1977: 10) believe that it is “...the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place.” According to Bigné, Sanchez and Sanchez (2001) it is the subjective interpretation of reality made by a tourist.

2.3 Image formation and impact on travel decision

The literature proposes several models for understanding the formation process of a destination image, its impact on the travel decision and the related factors of influence. Baloglu and McCleary (1999) argue that the image a person holds of a destination is mainly influenced by personal factors and stimulus factors. Personal factors split up to psychological factors such as values, motivations and personality and social factors as for instance age, education, marital status and others. Stimulus factors can be distinguished in information sources, previous experience and distribution (Figure 2.1).

Figure 2.1: Framework of destination image formation (Baloglu & McCleary, 1999)



Gunn's model (1988) of seven phases of travel experience deals with the various information sources and their influence on the image formation in the different phases of the model:

1. Accumulation of mental images about vacations experiences
2. Modification of those images by further information
3. Decision to take a vacation trip
4. Travel to the destination
5. Participation at the destination
6. Return home
7. Modification of images based on the vacation experience

The image formation takes place at the phases 1, 2 and 7. During the first phase of the model the potential tourist develops an organic image by gathering non-touristic, non-commercial information such as general media, education or word-of-mouth of family and friends. In the second phase, the organic image is transformed into an induced image under the influence of commercial sources of information as for instance travel brochures, travel agents and travel guidebooks. The last modification of the image takes place in the seventh phase of travel experience. After returning home, the travel experience changes the induced image and adjusts it to reality.

Gartner (1993) identified eight image formation agents which determine the process of image formation. Those agents are the different sources, channels or persons which spread information about a destination towards a potential tourist. The author argues the

right mix of formation agents should be individually selected for each destination and depends on the available budget, characteristics of the target market, demographic characteristics, the right timing as well as the projected type of image. The researcher also claims that a destination should attract the awareness of the decision taker to be considered as a possible alternative and should implement a positive image in the customer's mind in order to pass the competitive evaluation process.

Those remarks underline that there is a substantial coherence between the image of a touristic destination and the consumption decision of a potential customer (Ferreira Lopes, 2011; Hunt, 1975; Pearce, 1982). Gallarza et al. (2002) refer to Chon (1990, 1992), Echtner and Ritchie (1991) as well as Telisman-Kostuta (1989) and argue that "the importance of the tourist destination's image is universally acknowledged, since it affects the individual subjective perception and consequent behavior and destination choice" (2002: 56). Baloglu and McCleary (1999) believe that destination image is an appropriate approach in order to explain the decision process and refer to Goodrich (1978), Hunt (1975), Mayo (1973), Milman and Pizam (1995) as well as Scott, Schewe and Frederick (1978), who researched the connection between destination image and travel decision. Therefore, it is crucial for destinations to determine their unique selling points (Echtner & Ritchie, 1991) and to develop a strong brand image for taking influence on the decision making process of a tourist (Gartner, 1993). Thus, destinations can assert themselves in a more and more competitive market (Echtner & Ritchie, 1991; Martín & Bosque, 2008).

2.4 The three components approach

The image of a destination is a composition of multiple components and influences (Baloglu & McCleary, 1999; Echtner & Ritchie, 1991; Gartner, 1993) and can be viewed from different perspectives. As brought up in a previous section, basic work towards the conceptualization and measurement of destination image was done by Echtner and Ritchie (1991) as well as Gartner (1993). Both studies consider a destination's image as a construct, composed by the cognitive evaluation of attributes as well as a customer's general feeling towards a certain destination. As this study applies Gartner's approach, the following comments refer to the three components of destination image - the cognitive component, the affective component as well as the conative component.

This approach was used by researchers as for instance Agapito et al. (2010) for the measurement of the destination image of Lagos. Beerli and Martín analyzed the influence of a tourist's internal characteristics and personal factors on the three components (2004a). Baloglu and McCleary (1999) as well as Ferreira Lopes (2011) claim that there is an overall-global image which arises from the interplay of the cognitive and the affective component, whereas Agapito et al. (2010) point out, that the global image contains the three components - the cognitive, the affective and the conative component - , although it is bigger than the sum of the parts.

- **The cognitive component**

The cognitive component refers to the beliefs or the knowledge a potential tourist holds towards the characteristic attributes of a destination (Agapito et al., 2010; Baloglu & McCleary, 1999; Chen & Phou, 2013; Ferreira Lopes, 2011; Gartner, 1993) and the so arising images can be considered as images derived from fact (Boulding, 1956). The characteristic attributes of the cognitive component are directly observable, descriptive and measureable (Chen & Phou, 2013; Walmsley & Young, 1998).

- **The affective component**

The affective component stresses the feelings and emotional responses towards the features of a destination (Agapito et al., 2010; Baloglu & McCleary, 1999; Chen & Phou, 2013; Ferreira Lopes, 2011). The influence of the cognitive component on the affective component has been approved by Agapito et al. (2013).

- **The conative component**

The conative component refers to the behavioral manifestation from the tourist side (Chen & Phou, Gartner, 1993; Pike & Ryan, 2004) and determines if a tourist plans to revisit the destination or to suggest it to friends or family (Agapito et al., 2010; Pike & Ryan, 2004). According to Agapito et al. (2013), the conative component is influenced by the cognitive as well as the affective perception a tourist has of a destination.

2.5 The measurement of destination image

Two basic methodologies can be applied in order to measure a destination's image; structured methods or unstructured methods. Most of previous destination image studies focused on structured methods, but there is a common agreement among tourism destination image researchers, that structured and unstructured methodologies should be combined, in order to capture the image of a destination. (Baloglu & McCleary, 1999; Echtner & Ritchie, 1993; Jenkins, 1999).

2.5.1 Structured methodologies

Structured methods measure the destination image based on attributes which are evaluated on scales. The attributes which were used in previous studies by tourism destination image researchers for measuring the cognition differ a lot, due to the idiosyncrasies of the destinations as well as the different methods applied for the selection process. A problem in designing a list is the validity of the selected attributes. Approaches towards the development of such a list can be either the use of secondary sources such as literature reviews and opinions of experts or a qualitative research with consumers. The latter method indeed has been used just in a few cases so far, because it is considered as costly and time consuming (Echtner & Ritchie, 1991). Echtner and Ritchie (1991) as well as Gallarza et al. (2002) presented an overview of attributes which were researched in previous studies. Echtner and Ritchie (1991) considered 14 different tourism destination image studies and grouped the attributes into categories of the same meaning. The outcome was a list of 34 attributes with either a functional or a more psychological character. Gallarza et al. (2002) considered 25 studies within the period of 1979 until 1999 and arranged the attributes in the same order. The collocation contains 20 attributes. By reason of the diversity of the destination types, only more general attributes were considered for this list (Figure 2.2).

Figure 2.2: The most common attributes used in destination image studies according to Gallarza et al. (2002)

Authors	Attributes Studied																				
	Various activities	Landscape, surroundings	Nature	Cultural attractions	Nightlife and entertainment	Shopping facilities	Information available	Sport facilities	Transportation	Accommodation	Gastronomy	Price, value, cost	Climate	Relaxation vs Massific	Accessibility	Safety	Social interaction	Resident's receptiveness	Originality	Service Quality	
	← Functional										Psychological →										
1. Crompton (1979)										x		x	x	x		x				x	
2. Goodrich (1982)		x		x		x		x		x	x			x						x	
3. Sternquist (1985)		x		x	x	x		x		x	x			x						x	
4. Haahti (1986)		x	x	x	x			x				x		x	x					x	
5. Gartner and Hunt (1987)		x	x					x		x			x							x	
6. Calantone and al. (1989)		x	x		x	x		x	x			x		x		x				x	
7. Gartner (1989)		x	x	x	x			x												x	
8. Embacher and Buttle (1989)		x	x		x						x	x	x		x		x			x	
9. Guthrie and Gale (1991)		x				x	x	x		x	x	x		x	x		x	x		x	
10. Ahmed (1991)		x	x	x	x	x		x					x							x	
11. Chon (1991)		x	x	x		x			x	x	x	x			x	x				x	
12. Fakeye and Crompton (1991)		x	x	x	x	x	x	x	x	x	x	x	x	x	x					x	
13. Crompton et al. (1992)		x		x							x	x		x			x	x		x	
14. Carmichael (1992)												x			x					x	
15. Chon (1992)		x	x		x			x		x	x			x	x					x	
16. Echtner and Ritchie (1993)		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
17. Driscoll and al. (1994)		x	x		x	x						x	x		x	x	x	x		x	
18. Dadgostar and Isotalo (1995)			x	x	x	x		x		x	x			x						x	
19. Muller (1995)		x		x	x	x				x	x	x	x	x	x	x				x	
20. Eizaguire and Laka (1996)										x	x	x		x		x				x	
21. Schroeder (1996)		x	x	x	x	x		x		x	x	x		x						x	
22. Ahmed (1996)		x	x	x	x	x		x												x	
23. Oppermann (1996a,1996b)		x		x					x	x	x	x	x			x				x	
24. Baloglu (1997)		x	x	x	x	x		x	x	x	x	x					x	x		x	
25. Baloglu and McCleary (1999)		x		x				x		x	x	x	x			x				x	
Total		8	19	12	18	17	15	3	16	8	14	15	16	12	12	12	10	7	20	7	4

The affective as well as the conative component can also be measured on scales. According to Russel, Ward and Pratt (1981) two independent bipolar scales ranging from unpleasant to pleasant and sleepy to arousing are appropriate for the measurement of an individual's affective perception of a specific place (Agapito et al., 2010; Beerli & Martín, 2004a). The conative component can be analyzed by asking the participants of a survey to state their revisit intention as well as their willingness to recommend the destination to friends and family on a scale (Agapito et al, 2010, Pike & Ryan, 2004).

2.5.2 Unstructured Methodologies

As mentioned before, unstructured methods should be conducted as well for the measurement of a destination's image. By using open ended questions, the participants of a survey are allowed to think freely about a destination and to submit their impressions or beliefs without the constraint of a scale. Echtner and Ritchie (1993) formulated three open ended questions which can be used in destination image studies:

- What images or characteristics come to your mind when you think of XXX as a vacation destination?
- How would you describe the atmosphere or mood you would expect to experience while visiting XXX?
- Please list any distinctive or unique tourist attractions you can think of in XXX.

CHAPTER 3: CHARACTERIZATION OF THE SETTING

3.1 Distribution of tourism competences in Spain

Associated with the end of the dictatorship in 1975, Spain launched democracy and implemented a new constitution in 1978 (Pearce, 1997). Part of this new constitution is the political decentralization of the country (Ivars Baidal, 2004). In the course of this decentralization, a federal political system was created containing 17 autonomous communities (Pearce, 1997). Federalism is an organizing principle in which the public competences are allocated partly to the nation state as well as to the federate states (Schubert & Klein, 2011).

The “Article 149” of the constitution governs the distribution of those competences and allocates challenges such as international affairs, defence and the monetary system to the nation state, while the responsibility of tasks as for instance economic development, public works or tourism is given to the autonomous communities. The promotion for entire Spain as a tourist destination indeed remained in the hands of state (Pearce, 1997). This task is undertaken by the General Secretariat of Tourism (TURESPAÑA), by means of measures such as marketing activities of tourism products and destinations on international target markets, the collaboration with regional authorities, local authorities and the private sector, the drawing up of tourism policy bases or the development of measures to support innovation, quality, sustainability and competitiveness of tourism products and destinations (TURESPAÑA, 2016).

The new allocation of competences which provides the federate states with new possibilities of taking decisions and influence (Pearce, 1997), led to the implementation of at least seventeen different regional tourism policies (Marchena Gómez, 1989). In this context, the autonomous communities undertake the planning of the tourism supply within their boundaries (Pearce, 1997). Internal socioeconomic evolutions as well as current requirements of international tourism markets lead to the development of new strategies to foster innovation, quality, diversification and sustainability. The autonomous communities which are located at the Atlantic Ocean consider tourism as an industry that supports mutually the economic development as well as the natural and cultural heritage of the region (Ivars Baidal, 2004).

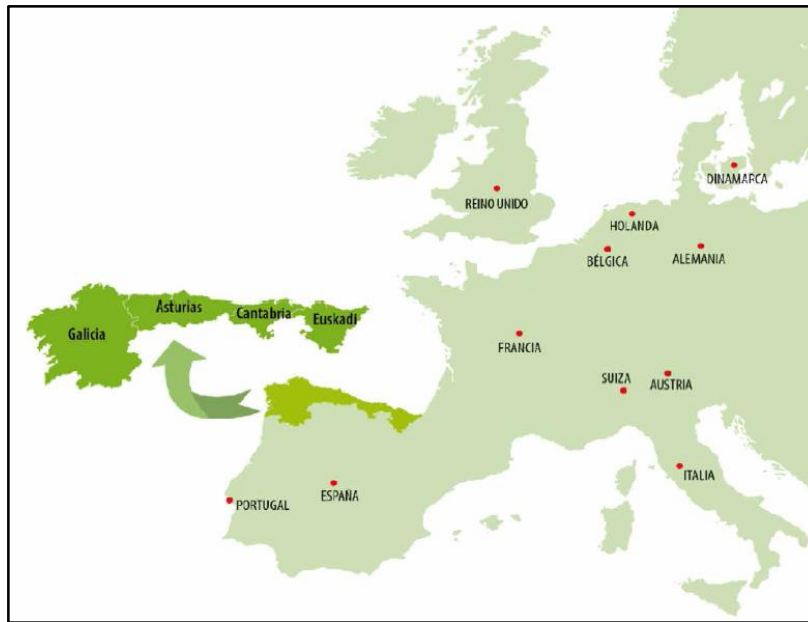
3.2 The tourism brand “España Verde”

The España Verde tourism brand was founded in 1989 by the four autonomous communities Galicia, Cantabria, Asturias, the Basque Country as well as the General Secretariat of Tourism (TURESPAÑA), in order to develop a brand image and a supply which clearly represent the characteristics of the participating autonomous communities. A common main objective associated with the creation of this brand is the contribution to the touristic development of the area by using the synergies between the four autonomous communities and by the development of a global destination image (Cano Fuentes, 2006).

According to information achieved from the tourism board of Galicia, España Verde is the second long-lasting Spanish tourism brand created under the sponsorship of TURESPAÑA. The brand constitutes an alternative to the traditional sun and beach tourism due to the features and characteristics of its supply. The regarding correspondence can be found in appendix 1. Commercial promotion activities are always undertaken under the denomination España Verde. The promotion measures are financed by TURESPAÑA (50 %) and the participating communities (50 %). The four communities split the costs so that each community contributes with 12.5 % of the total costs of each promotion activity (Cano Fuentes, 2006).

The territory ranges from the French border, along the northern Spanish coast until the western end of the Iberian Peninsula. Neighboring countries are France that abuts upon the Basque Country and Portugal that is located southerly below Galicia. Within Spain, the area verges upon the autonomous communities Castile-Leon, La Rioja and Navarra (Figure 3.1).

Figure 3.1: The territory of "España Verde" (CanTur, 2015)²



3.3 The tourism supply of “España Verde”

According to Medlik and Middleton (1973), a tourism product is a set of activities, services and benefits that determine the whole travel experience. When looking at the production process of a tourism product, it becomes evident that the travel experience, means the final output, is made up by a combination of different components such as land, labor, resorts, transportation modes, hotels, accommodations, cultural performances and many more (Smith, 1994). The tourism supply of a specific destination is formed by the entirety of all those components.

Following Goeldner and Ritchie (2003), the tourism supply can be segmented into four categories: (1) The natural resources and environment, (2) the built environment, (3) operating sectors as well as (4) the spirit of hospitality and cultural resources. The necessity of recognizing those components arises from the importance of their quality and quantity for a destination's success.

² Picture taken from the unpublished brochure “Green Spain – The spirit of the North Press Kit”, provided by the tourism promotion board of Cantabria “CanTur – Sociedad Regional Cántabra de Promoción Turística”. This brochure is cited in the text as: “CanTur, 2015” and in the bibliographical references as: “CanTur - Sociedad Regional Cántabra de Promoción Turística (2015). Green Spain – The spirit of the North Press Kit.”

The supply of a destination must be compared with the competition and as it is interrelated to all other aspects of tourism it must fit the demand (Goeldner & Ritchie, 2003).

The following comments refer to the supply of the tourism brand España Verde. In order to explore the supply of this destination, an analysis of the official websites of the tourism promotion boards of the four autonomous communities, was conducted. Furthermore the tourism boards were contacted in order to collect information regarding the supply and characteristics of the area. In this context, the tourism promotion board of Cantabria provided an unpublished brochure “Green Spain – The spirit of the North Press Kit”. Furthermore, sources such as official publications were considered as well. It must be mentioned that it is beyond the scope of this thesis to give a comprehensive overview of all components which constitute the supply of España Verde. This section merely aims to give an impression of the supply side of the research area. Since the operating sectors are often interrelated with the built environment (Goeldner & Ritchie, 2003), the two sectors are discussed in one section.

3.3.1 Natural resources and environment

This category contains the essential components of the tourism supply such as air and climate, physiography, landforms, terrain, flora, fauna, bodies of water, beaches or natural beauty (Goeldner & Ritchie, 2003). The area is topographically dominated by the Basque Mountains and the Cantabrian Range (Ministry of the Presidency, 2014). The Cantabrian Mountains proceed 460 km along the coast and their altitude varies from 2.128 m (Peña Trevinca) in the Trevinca Massif to 1.548 m (Aizkorri) in the Basque Mountains. The highest peak, Torre Cerrado, has a height of 2.648 m and rises in the Picos de Europa, an area located about 20 km away from the coast with many peaks above 2.000 m (Rodríguez-Rodríguez, Jiménez-Sánchez, Domínguez-Cuesta & Aranburu, 2015) (Figure 3.2).

Figure 3.2: Picos de Europa (Adrados, 2012)



The Basque Country, Asturias, Cantabria and Galicia are located at the Bay of Biscay (Figure 3.3). The western seaside of Galicia looks to the Atlantic Ocean. The entire length of España Verde's coastline amounts to 1.966 km (CanTur, 2015), which represents about 40 % of the Spanish coastline, compared with the entire length of 5.755 km (Ministry of the Presidency, 2014). The coastline contains 1.042 beaches. The total area amounts to 52.608 km². There are 424 protected areas located within this region, which constitute about 30 % of the entire area (CanTur, 2015).

Figure 3.3: The marine village San Vicente de la Barquera (CanTur, 2015)



The area of España Verde contains 14 biosphere reserves, 25 nature parks as well as three national parks (CanTur, 2015). The “Parque Nacional Picos de Europa” which was founded in 1918 and reclassified in 1995 ranges over a territory of 671.27 km². It is the first national park founded in Spain (Organismo Autonomo Parques Nacionales, 2014).

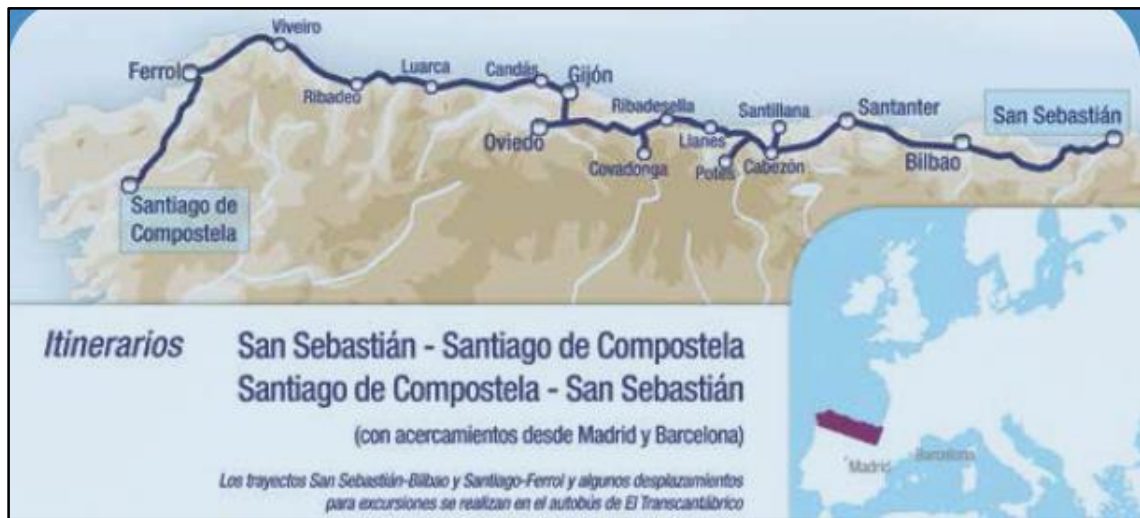
España Verde’s climate is atlantic or oceanic, due to the proximity to the Atlantic Ocean (Ministry of the Presidency, 2014). The vegetation of the green Spain is dominated by rich grasslands and groves of broadleaves species. It has also a very rich fauna, including species such as wolves, chamois, roe deer and capercaillies. There is a great number of marine bird species living along the coast and even eagles, vultures and goshawks can be found on the territory (CanTur, 2015). Endangered species as the Cantabrian Brown Bear find protection in the natural parks (Ministry of the Presidency, 2014).

3.3.2 The built environment and operating sectors

The built environment encompasses the infrastructure as well as the tourism superstructure which are set up within the tourism destination. As already mentioned before, the tourism superstructure and the operating sectors are interrelated since the operating sectors provide much of the superstructure. For instance, the transportation sector provides planes, buses and trains as well as the associated facilities and the accommodation and food sectors provide hotels and restaurants. Furthermore, superstructure contains facilities such as shopping centres, places of entertainment, museums or stores (Goeldner & Ritchie, 2003).

Six international airports are located upon the area of España Verde. Those airports provide connections to 35 European cities. There are direct flights from the German Cities Frankfurt, Düsseldorf and Munich to España Verde. The connection by car is provided by the A8 motorway, which leads along the coast from Galicia until the Basque Country (CanTur, 2015). The Spanish National Railway Network (renfe) provides connections from Madrid to all capitals of the autonomous communities. Besides, the sightseeing train “Transcantabrico” (Figure 3.4) connects San Sebastian with Santiago de Compostela (TURESPAÑA, 2016)

Figure 3.4: The "Transcantabrico" (renfe, 2014)



The tourism destination España Verde offers a wide range of hotels and accommodation facilities. There are about 1.976 Hotels with 122.104 places, 243 campsites with 103.450 places, 667 tourist apartments with 19.999 places, 2.068 boarding houses with 38.395 places, 3.452 rural lodging facilities with 41.291 places, 32 Spas, 11 Thalassotherapy centres and 19 National state-run luxury hotels. There are 46 restaurants with overall 56 Michelin Stars. The Basque Country is, together with Catalonia, the region with the highest amount of Michelin Stars of entire Spain. Besides España Verde is an outstanding location for wine tourism. There is a new route for visiting palaces and wine cellars all across the four autonomous communities (CanTur, 2015).

3.3.3 Spirit of hospitality and cultural resources

This category contains the cultural resources of an area such as language and customs of the residents but also resources and activities as for instance: fine arts, literature, history, music, dancing, shopping and sports activities (Goeldner & Ritchie, 2003).

The cultural supply of España Verde is determined by the strong regional identities of the autonomous communities. This diversity finds expression, for instance in three different languages which are spoken within the territory. Besides, Castellano, the regular Spanish language as it is generally spoken in Spain, there are considerable parts of the population speaking Galician language and Basque language.

The Galician language is a romance language. It is spoken by about 4.5 million people and has, besides Castellano, an official status in Galicia (González González, Rodríguez Banga, Campillo Díaz, Méndez Pazó, Rodríguez Liñares & Iglesias Iglesias, 2008).

The Basque language is named Euskara and it is considered as an isolated language. Euskara is not an indo – European language and its origin is still unexplored (Mercador, 2008). Although there are just about 800.000 Basque speakers, it has an official status in the Basque Country (Echeverria, 2010).

España Verde offers a wide range of cultural sites as for instance the city Donostia-San Sebastian which is designated as the European Capital of Culture 2016 by the European Union (EU). There are 18 caves with Paleolithic paintings located on España Verde’s territory which are declared as World Heritage Sites by the UNESCO. Furthermore Green Spain offers cultural and historic sites such as the “Guggenheim Museum” in Bilbao, the “Painted Forest” created by the Basque painter and sculptor Augustin Ibarrola or the Cathedral of Santiago de Compostela. The City is the final destination of the “Way of St. James” (Figure 3.5) and is also declared as a World Heritage Site. The northern route of the St. James Way proceeds along the coast across entire España Verde (CanTur, 2015).

Figure 3.5: Signpost of the Way of St. James (CanTur, 2015)



The north of Spain offers numerous outdoor sports facilities, due to its location upon the Cantabrian Sea as well as the topography of the landscape. There are outstanding conditions for sports such as hiking, mountaineering, climbing, canyoning, canoeing and mountain biking. Furthermore the region is equipped with 53 golf courses (CanTur, 2015). The Basque Country is a famous surf area with surfspots such as San Sebastian, Getxo, Zarautz, Sopelana, Bakio and Mundaka.

International Festivals take place in España Verde. Particularly mentionable are the Santander International Festival (FIS) and the San Sebastian International Film Festival (Zinemaldia). The Santander International Festival deals with culture and performing arts and tries to keep a balance between tradition and innovative trends. The Zinemaldia Festival is one of the most relevant film festivals in Europe (CanTur, 2015).

CHAPTER 4: METHODOLOGY

4.1 Introduction

This study aims to analyze the image of the tourism brand España Verde on the German market following the three components approach as introduced by Gartner (1993). Unstructured as well as structured methods (Jenkins, 1999) were applied for the measurement of España Verde's image. A three-step process became passed through in order to develop a questionnaire that captures the cognitive component, the affective component as well as the conative component of destination image. First of all, a literature review of the essential destination image literature was conducted. According to this literature review, the three components approach of Gartner (1993) was found appropriate for measuring España Verde's image. A first list of attributes was identified in order to find out the cognitive component. Furthermore, questions for capturing the affective and conative component were included according to the literature and a first draft of the questionnaire was developed. In a second step the tourism supply of the research area was determined in order to adjust the list of attributes to the territory of España Verde. In a third step, the list that arose from this process was sent to a tourist promotion board of the research area for verification. After this procedure, the questionnaire was distributed via the social media platform Facebook. The results were analyzed by using the programs Excel, SPSS, NVivo as well as the word-cloud generator Tagxedo. The questionnaire used for this study can be found in appendix 3 in German language as well as translated to English language.

4.2 Development of the questionnaire

4.2.1 Measuring the cognitive component

Gallarza et al.'s list of attributes (2002) was chosen as a starting point for the development of a suitable list of attributes that fits the characteristics of the research area. In a first step, those attributes were selected, which were used in at least 50% of the studies, namely: landscape/surroundings, cultural attractions, nightlife/entertainment, shopping

facilities, sport facilities, accommodation, gastronomy, price/value/cost and resident's receptiveness.

The second step dealt with the adjustment of the list to the research area as the attributes must cover the characteristics of the setting. Therefore, the tourism supply of España Verde was identified. In order to explore the supply, the websites of the tourism promotion boards of the four autonomous communities were analyzed due to the fact that a common website still does not exist. The examined websites were: www.turismo.gal, www.turismoasturias.es, www.turismodecantabria.com and www.turismo.euskadi.eus. Relevant contents concerning the supply were categorized. The initial categories were determined according to the attributes selected from Gallarza et al.'s (2002) collocation. Thereby, attributes which fit the research area but were excluded from the list due to the 50% restriction could be added and attributes which do not fit the area could be adjusted or excluded. Furthermore, the breakdown of the supply made it possible to identify attributes which were not included in Gallarza et al.'s initial list due to their specific relation to España Verde.

The outcome was a list containing 18 attributes covering the universal features of the cognitive component of a destination's image as well as the specific characteristics of España Verde. In order to ensure the completeness and the validity, the list was sent to the tourism promotion board of Galicia, since in 2016 the "Agencia Turismo de Galicia" is the coordinator among the autonomous communities which are involved in España Verde. The list became supplemented and approved by tourism experts of the research area. Therefore it can be considered as appropriate for measuring the cognitive component of España Verde's image. The regarding correspondence can be found in appendix 2. The result of this process was a list of 20 attributes as presented below:

- Shopping facilities
- Landscape / Surroundings
- Value for money
- Cultural sites (Cultural heritage / Cultural supply in general)
- Nightlife / Entertainment
- Outdoor sports facilities
- Natural parks / Nature
- Animal watching / Wildlife activities

- Beaches
- Mountains
- Health and Wellness
- Rural villages
- Marine villages
- Cities
- Fairs / Exhibits / Festivals
- Gastronomy
- Rural accommodation
- Hotels
- Religious sites
- Receptiveness (Local people)

The participants of the study were asked to evaluate the performance of the destination related to each attribute, either according to their knowledge, for instance from personal experience, or according to their imagination of España Verde as a vacation destination on five-point Likert scales, as applied by Agapito et al. (2010), Baloglu and McCleary (1999), Bigné et al. (2009) and Stepchenkova and Morrison (2008). The scales range from 1 (very low level) to 5 (very high level). Afterwards the mean of each attribute was calculated.

4.2.2 Measuring the affective component

Two seven-point semantic scales were used for the measurement of the affective component as applied by Agapito et al. (2010) and Beerli and Martín (2004b). As suggested by Russel et al. (1981), two independent bipolar dimensions were considered as sufficient and therefore appropriate to capture the affective perception an individual holds of a specific place such as a travel destination. According to Russel et al. (1981), the scales should range from unpleasant to pleasant and from sleepy to arousing. The participants of this study indeed were asked to evaluate their feelings towards a stay at the vacation destination España Verde on scales which range from unpleasant to pleasant as well as from sleepy to exciting.

The variation of the adjective “arousing” is due to the different linguistic usage in Germany. As the questionnaire had to be translated into German in order to ensure its comprehensibility, it was important to translate the adjectives according to their actual meaning.

4.2.3 Measuring the conative component

Measuring the conative component aims to investigate the behavioral intentions a person has in terms of willingness to repeat a business and in terms of willingness to give recommendations to other people (Boulding, Karla, Staelin & Zeithaml, 1993). In this context, two statements were added to the questionnaire: (1) I can imagine spending my holidays again in España Verde within the next two years. (2) I would recommend España Verde to my friends and family as a vacation destination. Following Bigné et al. (2009), Pike and Ryan (2004) as well as Agapito et al. (2010), the participants were asked to state their level of agreement on two five-point Likert scales which range from “strongly disagree” to “strongly agree”.

4.2.4 Open ended questions

Additional to the aforementioned methods for capturing the three components of destination image, two open-ended questions were added to the questionnaire. The first open-ended question (What is important for you when choosing a holiday destination?) aimed to find out terms and expressions of a specific importance for the participants in their decision-making-process when choosing a holiday destination. The second question (Which characteristics come to mind when you think of España Verde as a vacation destination?) was added in order to give the participants the possibility to think freely about the location and to submit their impressions or thoughts of España Verde without the boundaries of a scale. The latter one follows the first one of the open-ended questions as suggested by Echtner and Ritchie (1993). For reasons of clarity and comprehensibility, the participants were asked to answer both questions with three terms or expressions.

4.2.5 Previous experience

When comparing the statistics of German tourist arrivals to España Verde with the arrivals to entire Spain, one can assume that the research area is not very well known on the German market. Therefore it is of distinct relevance for this study to find out whether the participants visited the research area already before, respectively, the reasons they had for not visiting España Verde.

Therefore, the participants were asked to state if they already have visited the destination and afterwards, in case of a negative answer, they were asked to select from three possible reasons for not visiting, namely: (1) I never have heard anything about this travel destination, (2) This travel destination is not interesting for me and (3) Other reason.

4.3 Data collection

The social media platform Facebook was chosen for the distribution of the questionnaire for two reasons. First of all, because of the aforementioned outstanding features Facebook offers for interacting with customers; secondly, because of Facebook's reach among social media users in Germany. The public relations consulting agency for enterprise and sales communication "Faktenkontor GmbH" publishes an annual report about the social media usage in Germany in collaboration with the IMWF institute for management and economic research and the panel provider Toluna. The base of the study is a representative online panel survey among 3.500 internet users. Some of the results for 2015 are published on the website of the Faktenkontor GmbH. According to the study, 87 % of German social media users were also using Facebook. Only the video platform YouTube attained a higher result of 88 % (Faktenkontor GmbH, 2016). Therefore Facebook was selected as its features are more suitable for destination marketing measures.

The questionnaire was created with the tool Google Forms. A pre-test among 10 persons was conducted in order to eliminate obscurities regarding the questions and problems with the functionality of Google Forms. Afterwards, the questionnaire was sent to 30 persons. It was tried to implement a pyramid scheme (snow ball technique), so those people were asked to respond and then to pass along the questionnaire to other people and so on. Additionally, the questionnaire was posted into four public Facebook groups for surveys.

4.4. Data analysis

In the aftermath of the distribution of the questionnaire and the collection of replies, the data were transformed from Google Forms into Excel-sheets. Afterwards, the data were analyzed with the program IBM SPSS Statistics 22. Methods of descriptive statistics were used in order to provide an initial characterization of the sample.

The frequency of socioeconomic variables as well as variables concerning the previous experience the participants have with España Verde were measured and the results were visualized in tables and charts.

Furthermore, the means of the attributes were calculated and provided in a table containing an overall column, a column with replies from people who have already visited the destination as well as a column of people without previous experience with the research area. The Mann-Whitney test was applied and the p -values were analyzed in order to assess if the means show significant differences between the groups of visitors and non-visitors³.

In order to interpret the results of the open-ended questions, the terms and expressions mentioned by the participants were grouped into categories with a common meaning. For instance, the terms “sun”, “nice weather” and “climate” were summarized under the term “good weather”. The software NVIVO was used in order to count the frequency of specific words and to determine their weighted percentage in relation to the overall amount of terms mentioned.

In order to visualize the results, the words mentioned more than five times were presented in word-clouds. The clouds were made with the online word-cloud generator Tagxedo.

³ Although the sample is not a random sample, these statistical tests were applied with academic purposes to enrich the analysis, and aiming to enlarge the researcher’s skills. Accordingly, the tests’ results should be interpreted with care.

CHAPTER 5: RESULTS AND DISCUSSION

5.1 Sociodemographic characteristics

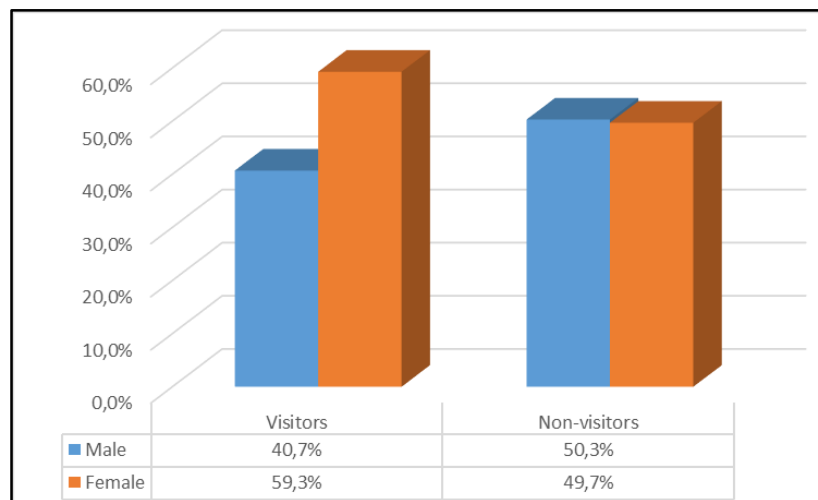
The sociodemographic characteristics of the survey participants are presented below. As this study aims to analyze the destination image of the tourism brand España Verde on the German target market, the sample was collected among German Facebook users. By using a filter, replies of people with another than German nationality could be removed from the sample afterwards. The entire amount of collected replies amounts to 206 (Table 5.1).

Table 5.1: Socio-demographic characteristics of the sample

Variables	Distribution of answers
Nationality	German: 100 %
Gender	Female: 51 %; Male: 49 %
Age	18-24: 19.5 %; 25-34: 55.1 %; 35-44: 11.2 % 45-54: 8.8 %; 55+: 5.4 %; mean: 31.7; Std. 10.122
Educational level	Hauptschule: 1.5 %; Realschule: 13.1 % Gymnasium: 30.1 %; University: 55.3 %

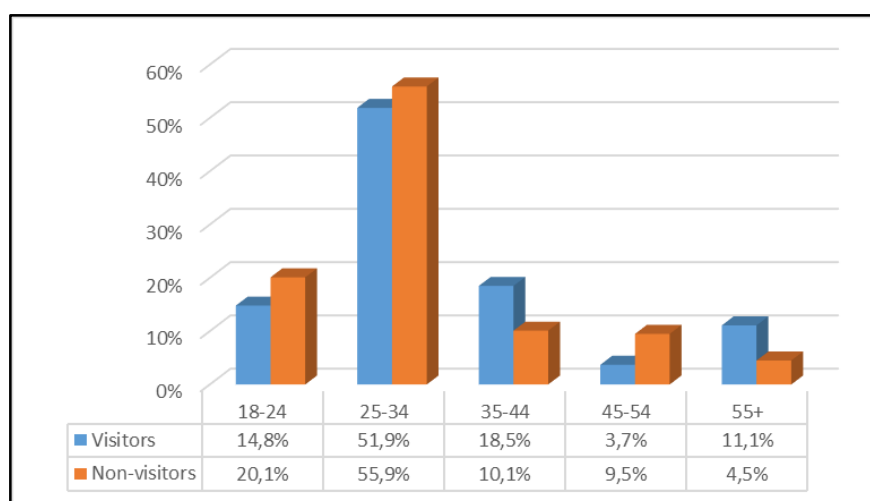
The distribution regarding gender shows that an almost balanced sample could be achieved. In numbers, 101 replies out of the total amount were achieved from men compared to 105 replies from women (Figure 5.1). This distribution exactly corresponds the gender-ratio of German citizens in 2015 (Destatis, 2016) and therefore benefits the study, since all members of a strategic market, independently of their gender, can be considered as potential customers. Within the group of visitors, 40.7 %, in numbers 11 persons, are males, whereas 59.3 %, in numbers 16, are females. Among the non-visitors, 50.3 %, in numbers 90 persons, are men compared to 49.7 %, in numbers 89 women.

Figure 5.1: Distribution of visitors compared to non-visitors within the groups of gender



The age-groups were arranged according to a statistic of the age distribution of German Facebook users in 2014, which can be found in Appendix 4. This statistic was achieved from the statistic platform “Statista.com”, a commercial statistic portal from Germany. Statista.com provides statistics in German, English and French language and is one of the world’s leading platforms for statistics. Though, the sample shows an ascendance of people in the age between 25 and 34, the overall shape of the distribution corresponds to the data of Statista. People between 18 - 24 as well as 25 - 34 represent the strongest groups in both cases. The values achieved range between 18 and 62. In numbers, the group 18 - 24 contains 40 persons, the group 25 - 34 comprises 114 persons, the group 35 - 44 contains 23 persons, the group 45 - 54 comprises 18 persons and the group 55+ contains 11 persons. The mean of the sample is 32 years old. The standard deviation of the sample is 10.122 regarding age. Replies of people younger than 18 years were not collected, due to the missing ability for travelling alone in those ages. The figure below shows the age distribution among the visitors and the non-visitors. In numbers the visitors group 18 - 24 contains four persons, the group 25 - 34 comprises 15 persons, the group 35 - 44 contains five persons, the group 45 - 54 comprises one person and three people among the visitors are older than 55. The non-visitors group of 18 - 24 comprises 36 persons, the group 25 - 34 contains 100 persons, the group 35 - 44 comprises 18 persons, the group 45 - 54 contains 17 persons and 8 persons among the non-visitors are over 55 years old (Figure 5.2).

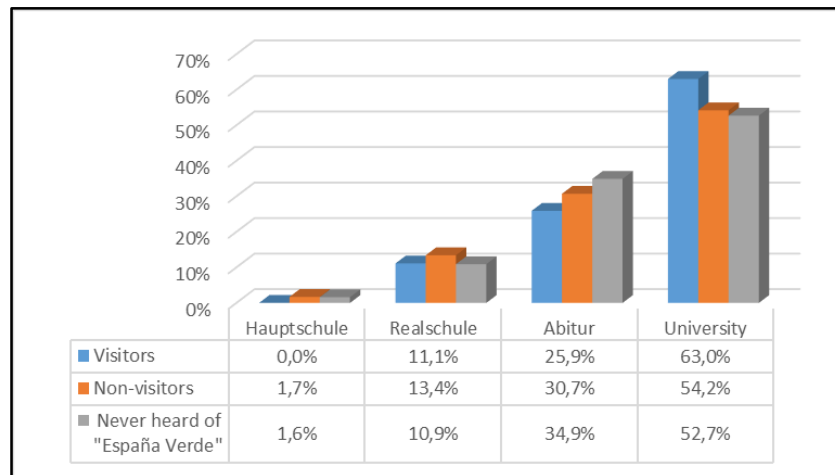
Figure 5.2: Distribution of age within the groups of visitors and non-visitors



For visualizing the different educational levels of the survey participants, the groups were arranged according to the main steps of education in Germany. The first three groups namely “Hauptschule”, “Realschule” and “Gymnasium” constitute the school education in Germany⁴. Those terms were not translated, due to the lack of corresponding expressions in English language. The fourth group represents people holding an academic degree. The sample contains 55.3 % academics compared to 44.7 % non-academics. In numbers, the sample comprises 3 graduates of the Hauptschule, 27 graduates of the Realschule, 62 graduates of the Gymnasium as well as 114 university graduates. A graphic of the educational level of the groups of visitors, non-visitors and people who never have heard of España Verde is presented below. It becomes evident that the percentage of people holding an academic degree is higher among the visitors than among the groups of non-visitors and people who have never heard of the destination (Figure 5.3).

⁴ Hauptschule covers the school years 5 until 9 and is the lowest degree. Realschule covers the school years 5 until 10 and is the middle educational achievement. The Gymnasium covers the school years 5 until 12 and is the highest possible degree in Germany.

Figure 5.3: Educational level of the different groups

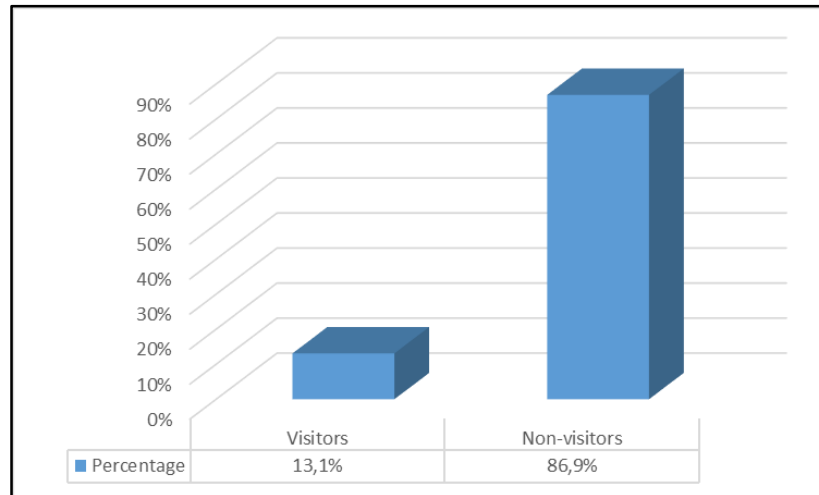


5.2 Previous experience in “España Verde”

This section aims to explore to what extent the participants of the survey have experience with the research area as it can explain differences in the evaluation of the destination’s performance. Furthermore, important information regarding the revisit intention and the willingness to give recommendation can be achieved by identifying the people which already travelled to España Verde and thus the conative component of destination image can be analyzed. Therefore, the participants were asked to state if they have already visited one of the four autonomous communities: Galicia, Asturias, Cantabria and the Basque Country.

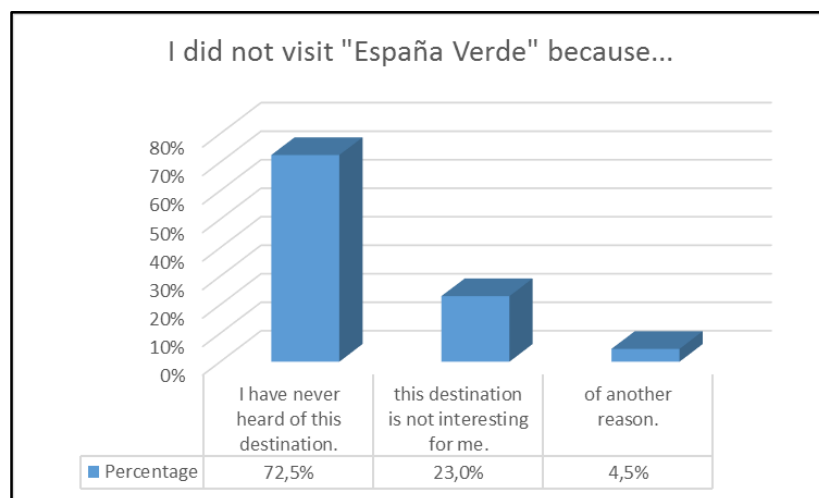
The results show a strong ascendance of non-visitors since 86.9 % - in numbers 179 persons - did not visit España Verde compared to 13.1 % - in numbers 27 persons - which already visited the research area (Figure 5.4).

Figure 5.4: Previous experience in “España Verde”



When asking the non-visitors for their reasons, 72.5 % stated that they never have heard of España Verde, 23 % stated that they are not interested in this destination and 4.5 % had other reasons for not visiting the research area. In numbers, 130 persons have not heard of it, 41 persons are not interested and 8 persons stated other reasons (Figure 5.5).

Figure 5.5: Reasons for not visiting the destination



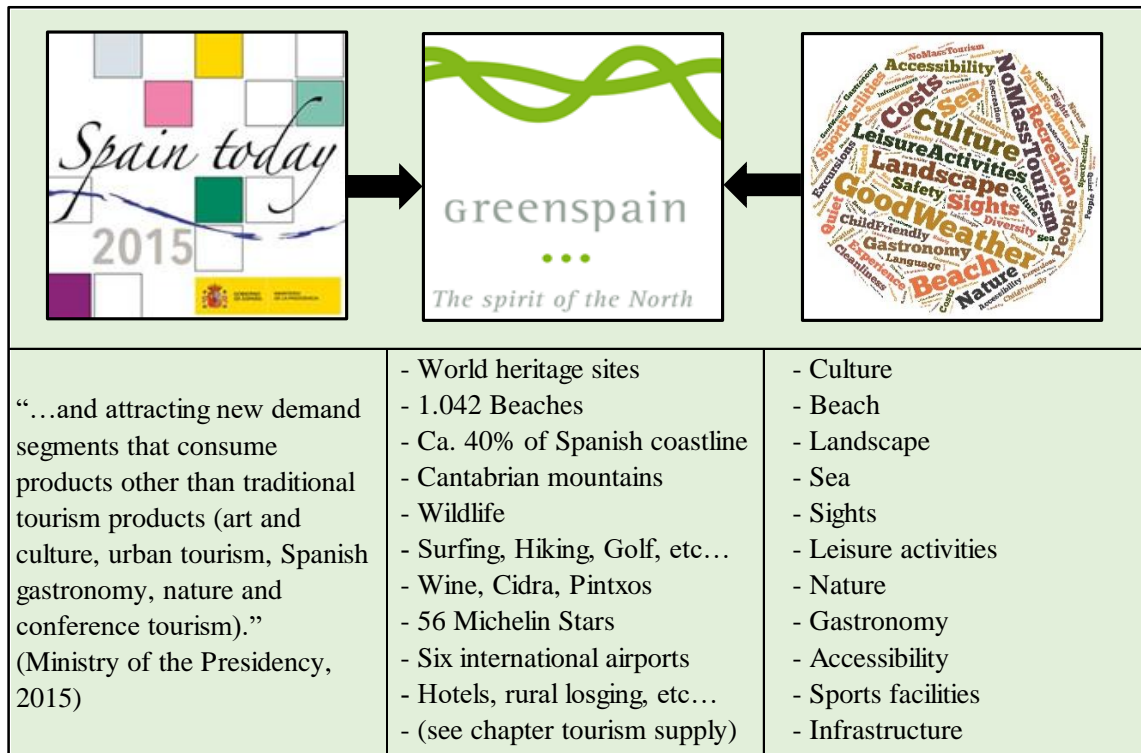
5.3 Open-ended questions

This section refers to terms and expressions which are important factors for the participants when choosing a holiday destination (What is important for you when choosing a holiday destination?). Overall, 596 terms were stated. In table 5.2 as well as in the word-cloud below (Figure 5.6), the terms respectively expressions which were mentioned more than five times by the survey participants are presented. Those ones mentioned more often are presented in the word-cloud in bigger letters. For instance the term “good weather” represents 14.6 % of the overall amount of terms and is therefore written in bigger letters than “culture”, which just represent 7.9 % of the overall amount. The terms most important for the participants (terms which represent more than 5 % of the overall amount of terms) are: good weather, culture, beach, costs, landscape and sea.

Table 5.2: Important criteria in the decision-making-process

Word	Weighted percentage (%)	Word	Weighted percentage (%)
Good weather	14.6	Safety	2.3
Culture	7.9	Quiet	1.8
Beach	5.7	Sport facilities	1.7
Costs	5.4	Surroundings	1.7
Landscape	5.4	Location	1.5
Sea	5.0	Child-friendly	1.3
No mass tourism	4.2	Experience	1.3
Sights	4.0	Value for money	1.3
Leisure activities	3.5	Excursions	1.2
Nature	3.4	Diversity	1.0
Recreation	2.8	Cleanliness	0.8
People	2.8	Infrastructure	0.8
Gastronomy	2.7	Language	0.8
Accessibility	2.3		

Figure 5.7: Comparison of TURESPAÑA's objectives, España Verde's supply side and important criteria for the target group



The second open-ended question (Which images or characteristics come to mind when you think of España Verde as a vacation destination?) enabled the participants to think freely about the destination and to state terms or expressions they associate with España Verde. Those expressions can originate from knowledge, beliefs or imagination. The total amount of terms stated sums up to 458. Table 5.3 as well as the word-cloud below (Figure 5.8) show the terms and expressions which were mentioned more than five times. The terms, the participants associate the most with España Verde (terms which represent more than 5 % of the overall amount of terms) are: good weather, sea, landscape, green, mountains, nature, beach.

Table 5.3: Associations with “España Verde”

Word	Weighted percentage (%)	Word	Weighted percentage (%)
Good weather	13.1	Forest	2.0
Sea	8.7	People	1.7
Landscape	7.9	Wine	1.5
Green	7.0	Green Spain	1.3
Mountains	6.3	Coast	1.3
Nature	6.1	Quiet	1.3
Beach	5.2	No mass tourism	1.1
Gastronomy	3.5	Rural	1.1
Recreation	3.1	Tapas	1.1
Spain	2.6		

Figure 5.8: Word-cloud of associations



The word-cloud of the second open-ended question illustrates the people's associations with España Verde. When comparing the results with the frequently mentioned terms and expressions of the first open-ended question one can observe a number of coherences. The survey participants associate 10 terms with the destination, which are also important in their decision-making-process, namely: good weather, sea, landscape, nature, beach, gastronomy, recreation, people, quiet, no mass tourism. In spite of the threat of people making connections between both open-ended questions, the results indicate that the participants assume España Verde to be suitable to plenty of their desires.

6.4 Measuring the cognitive component

This section aims to analyze the cognitive component of destination image. All participants, visitors as well as non-visitors, were asked to evaluate the destination's performance regarding each attribute on Likert-scales ranging from 1 (low level rating) until 5 (high level rating).

The results were separated according to the different groups, the values were added up and the means were calculated. For analyzing if there are significant differences between the ratings of people who already visited the destination and people who did not, the Mann-Whitney test was applied. This test was chosen due to the small sample size of the group of non-visitors. Twelve of these differences are statistically significant for a 10 % significance level ($p < 0.10$). The final results are presented in the table below (Table 5.4).

Table 5.4: Evaluation of the attributes as well as averages and results from the Mann-Whitney Test (*p*-value)

Attributes	Overall	Visitors	Non-visitors	Mann-Whitney Test (<i>p</i> -value)
Landscape / Surroundings	4.1	4.1	4.1	0.713
Natural parks / Nature	3.9	3.6	4.0	0.138
Rural villages	3.7	4.1	3.6	0.021
Outdoor sports facilities	3.6	3.7	3.6	0.579
Rural accomodation	3.6	3.6	3.6	0.657
Value for money	3.5	3.8	3.4	0.017
Mountains	3.5	3.6	3.5	0.418
Gastronomy	3.5	4	3.5	0.002
Cultural sites (Cultural heritage / In general)	3.4	3.7	3.4	0.069
Marine villages	3.4	3.6	3.4	0.187
Animal watching / Wildlife activities	3.3	2.9	3.4	0.023
Beaches	3.3	3.5	3.3	0.241
Receptiveness of the locals	3.3	3.7	3.3	0.032
Hotels	3.2	3.4	3.2	0.044
Religious sites	3.1	3.6	3	0.003
Health and wellness	3.1	3.1	3.1	0.946
Cities	2.9	3.7	2.8	0
Fairs / Exhibitions / Festivals	2.9	3.6	2.9	0
Shopping facilities	2.9	3.3	2.8	0.002
Nightlife / Entertainment	2.8	3.5	2.7	0

When looking at the overall results, it becomes obvious that 16 out of 20 attributes are rated higher than the neutral value of three. A rating of four or close to four was just achieved in two cases, namely Landscape/Surroundings and Natural parks/Nature. Attributes which achieved a lower rating than three are highlighted in orange.

When comparing the results of non-visitors and visitors one can observe that 15 out of 20 attributes are higher rated by the participants who already visited España Verde. Ratings higher as 4 by visitors were achieved in three cases namely: landscape/surroundings (4.1), rural villages (4.1) and gastronomy (4.0). Just the attribute “animal watching / wildlife activities” was rated lower than the neutral value of three by the visitors (2.9).

Ratings close to the neutral value by non-visitors can be explained by the 72.5 % of people who never have heard of the destination. It can be assumed that those persons just have little or no knowledge of España Verde and therefore tend to neutral ratings. Neutral ratings of visitors might be partly explained by a lack of knowledge due to the diversity of España Verde’s supply side.

By looking at the results of the Mann-Whitney test, significant differences can be found in 12 cases between the ratings of visitors and non-visitors (considering a 10 % significant level). 11 attributes achieved a significant higher rating by people who have already visited España Verde than by people who have not been there.

5.5 Measuring the affective component

For the measurement of the affective component the participants were asked to rate their feelings towards España Verde on two seven-point semantic scales ranging from 1 (unpleasant) to 7 (pleasant) respectively 1 (sleepy) to 7 (exciting). In order to analyze if there are significant differences in the perception between visitors and non-visitors, the Mann-Whitney test was applied. The results indicate that both groups, visitors and non-visitors, consider a stay at the destination as pleasant, as their ratings exceed the neutral value of 3.5. Visitors though gave higher ratings than non-visitors did.

When looking at the results of the second question it becomes evident that visitors consider a stay at España Verde as more exciting than non-visitors would expect it to be. The results of the Mann-Whitney test show a significant difference (Table 5.5).

Table 5.5: Comparison of the affective perception of visitors and non-visitors

(Mann-Whitney test – p-value)

Measuring the affective component of D.I.	Overall	Visitors	Non-visitors	Mann-Whitney test (p-value)
How do you consider a stay at España Verde on Scale ranging from 1 (unpleasant) until 7 (pleasant)?	4.6	5	4.6	0,185
How do you consider a stay at España Verde on Scale ranging from 1 (sleepy) until 7 (exciting)?	3.9	4.4	3.8	0,023

5.7 Measuring the conative component

In order to analyze the revisit intention and the willingness to recommend España Verde to friends and family, the visitors were asked to state their opinion on five-point Likert-scales ranging from 1 (strongly disagree) to 5 (strongly agree). The results were added up and the means were calculated. For both questions, the visitors gave a high rating almost approaching 4, what indicates a high willingness to revisit and recommend the destination (Table 5.6).

Table 5.6: Revisit intention and willingness to recommend

Revisit intention and willingness to recommend	Visitors
I can imagine to spend my holidays again in España Verde within the next two years.	3,9
I would recommend España Verde as a holiday destination to my friends and family	3,9

6. CONCLUSION

This study was conducted in order to fill the gap of research and knowledge regarding the image of the destination brand España Verde on the German market. Since the Spanish General Secretariat of Tourism TURESPAÑA aims to attract new demand segments on mature markets that consume other products than the traditional sun and beach tourism, it becomes vital to identify suitable destinations and to analyze their image on target markets. This study highlights the destination's supply side and reveals the perception of España Verde on the German market. Thus, this study supports the understanding of problems and facilitates the development of marketing measures to strengthen the brand's image and to increase the awareness of the target group. The study was carried out via the social media platform Facebook, due to the growing importance of social media in tourism marketing as well as TURESPAÑA's objective of increasing the usage of social media for promoting tourism abroad. The explanatory results reveal that there is currently just little awareness for the destination España Verde on the German market as only 13.6 % of the survey participants have already visited the destination. When looking at the non-visitor's reasons for not visiting it becomes evident that 72.5 % of the respondents do not have specific information regarding the destination.

The analysis of España Verde's supply side, that had to be conducted for the development of the list of attributes used for measuring the cognitive component, shows the suitability of the destination to TURESPAÑA's objectives regarding mature markets. The touristic supply of España Verde seems to be suitable to the desires of the survey participants as can be observed when looking at the results of the first open-ended question (What is important for you when choosing a holiday destination?) Many of the terms and expressions mentioned more than five times as important criteria in the participant's decision-making-process can also be associated with España Verde. By looking at the results of the second open-ended question (Which images or characteristics come to mind when you think of España Verde as a vacation destination?), it becomes apparent that, despite of the lack of knowledge of the destination, ten terms or expressions associated with the research area and stated more than five times can even be found among the aforementioned important criteria.

These findings are in line with the OECD report regarding tourism trends and policies in 2016 which stresses the change of consumer trends towards more unique and personalized experiences in alternative destinations (OECD, 2016). Supporting arguments can be found in an article of the German newspaper “Die Welt”. The executive director of enterprise communications of the “TUI Deutschland GmbH” states that trips across the green north of Spain are considered to hold big potentials and TUI contemplates to broaden its product line (Die Welt, 2016).

The results of the measurement of the cognitive component show a number of significant differences in the cognitive perception of visitors and non-visitors. The visitors rated 15 attributes higher than the non-visitors did, with significant differences in 12 cases. Just two attributes achieved a higher rating by non-visitors and only in one case, namely “animal watching / wildlife activities”, the difference can be considered as significant. That indicates that people who have already visited España Verde usually appreciate the destination more than non-visitors would expect it to appreciate. However, both groups, visitors and non-visitors, rated many attributes closer to the neutral value of three than to the highest value of five. In the case of the non-visitors, that might be explained by a lack of knowledge considering the 72.5 % who have never heard of the destination. Even the visitor’s rating behavior could be explained by a lack of knowledge of the diversity of the destination’s broad supply side. Many attributes would have been expected to achieve higher ratings by visitors, when taken into account the potentials identified by the analysis of España Verde’s tourism supply, as for instance the attributes “natural parks/nature” and “animal watching/wildlife activities”.

The results of the measurement of the affective component seem to reflect the cognitive results which is not surprising regarding the interrelation of the components. Visitors consider a stay at España Verde as more pleasant than non-visitors would expect it to be. The destination is considered as significantly more exciting by visitors than by non-visitors, what can be explained by the previous experience and the associated advance in knowledge of the destination. The measurement of the conative component makes evident that people who have already visited the destination can imagine to revisit España Verde as well as to recommend the destination to friends and family.

Those findings raise two questions:

- Which marketing measures can be applied by España Verde's destination management organizations in order to attract the attention of the German target group?
- Why are there not more and higher significant differences between the ratings of non-visitors compared to visitors and how can the destination achieve a higher appreciation regarding its performance among the group of visitors?

Altogether, the findings of this study indicate that the communication policy of the destination brand España Verde regarding the German target market should become improved. The little awareness of the brand on the German market raises the question of adequate measures in order to attract the attention of this target group. Even if it is far beyond the scope of this research to develop a comprehensive marketing strategy, some suggestions can be made regarding problems that became evident during the research. The following suggestions focus on the social media appearance of the brand as the study was carried out via Facebook and the participants can be reached via this social media platform.

Even if the tourism boards of the four autonomous communities, Galicia, Cantabria, Asturias and the Basque Country, run their own Facebook pages, their common brand España Verde indeed is still not represented at Facebook. That might be due to a lack of willingness to "share" the potentials of the target markets. Even if it is understandable to promote the autonomous communities as different destinations on the domestic market, it seems to make sense to use the synergies between them and to push into the German market supported by a strong overall brand image. Therefore, a Facebook page in German language should be created for extending the range of marketing measures and thus increasing the awareness on the German target market.

As already mentioned before, the features Facebook offers, provide outstanding possibilities to reach the people's cognitive and affective perception and to facilitate positive word-of-mouth. Destination marketing via Facebook should accelerate user generated content and user engagement by measures such as opinion polls, games, quizzes and contests involving visual content as claimed by Mariani et al. in their study "Facebook as a destination marketing tool: Evidence from Italian regional Destination

Management Organizations” (2016). According to their study, the abovementioned strategies would also benefit other destination management organizations even in different geographical contexts.

The second question goes hand in hand with a limitation of this study, namely the small sample of people who have already visited España Verde. As mentioned before it is possible that even people who visited the destination were not able to achieve a comprehensive overview about the touristic potentials, due to the diversity of the tourism supply. This matter would again concern the communication policy. Nevertheless, future research should analyze if a higher sample of visitors would change the results among them and the destination management organizations should compare the brand’s performance with the visitors’ perception in order to choose the right marketing measures for increasing the customers’ awareness, knowledge and appreciation of the tourism destination España Verde.

REFERENCES

- Aaker, D.A. (1991). *Managing brand equity: capitalizing on the value of a brand name*. The Free Press, NY.
- Aaker, D. A. (1996). *Building strong brands*. Simon & Schuster UK Ltd.
- Agapito, D., Mendes, J. & Valle, P. (2010). Destination Image – Perspectives of Tourists versus Residents. *European Journal of Tourism, Hospitality and Recreation*, 1, 90-109.
- Agapito. D., Valle, P. & Mendes, J. (2013). The cognitive-affective-conative model of destination image: A confirmatory analysis. *Journal of Travel & Tourism Marketing*, 30 (5), 471-481.
- Adrados, M. (2012). *Parque Nacional de los Picos de Europa*. Adrados Ediciones.
- Baloglu, S. & McCleary, K.W. (1999). A Model of Destination Image Formation. *Annals of Tourism Research*, 26 (4), 868-867.
- Bauerle, C., Schwarze, C. & von Stechow, A. (1983). *Meaning, Use and Interpretation of Language*. De Gruyter, Berlin.
- Beerli, A. & Martín, J.D. (2004a). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis-a case study of Lanzarote, Spain. *Tourism Management*, 25, 623-636.
- Beerli, A. & Martín, J. D. (2004b). Factors influencing destination image. *Annals of Tourism Research*, 31 (3), 657-681.
- Bigné Alcañiz, E., Sánchez García, I. & Sanz Blas, S. (2009). The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. *Tourism Management*, 30, 715-723.
- Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: Interrelationship. *Tourism Management*, 22, 607-616.

- Boulding, W., Karla, A., Staelin, A. & Zeithaml, V. (1993). A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions, *Journal of Marketing Research*, 30, 7-27.
- Boulding, K. (1956). *The Image-Knowledge in Life and Society*. The University of Michigan Press, Ann Arbor: Michigan.
- Buhalis, D. & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet - The state of eTourism research. *Tourism Management*, 29, 609–623.
- Cano Fuentes, M. (2006). Las estrategias de promoción exterior del turismo deportivo y naturaleza español por parte del instituto de turismo de España. *Estudios Turísticos*, 169-170, 39-49.
- CanTur - Sociedad Regional Cántabra de Promoción Turística (2015). *Green Spain – The Spirit of the North Press Kit*.
- Chen, C-F. & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269-278.
- Cherifi, B. & Smith, A. & Stevenson, N. (2014). Destination images of non-visitors. *Annals of Tourism Research*, 49, 190-202.
- Chon, K-S. (1990). The Role of Destination Image in Tourism: A Review and Discussion. *Revue du Tourisme*, 2, 2-9.
- Chon, K-S. (1992). The Role of Destination Image in Tourism: An Extension. *Revue du Tourisme*, 1, 2-8.
- Costa, J. (1987). *Image global*. CEAC, Barcelona.
- Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research*, 17 (1), 18-23.
- Dichter, E. (1985). What's in an image? *Journal of Consumer Marketing*, 2 (1), 75-81.

Die Welt (2016). "Wir haben kein einziges Bett mehr frei".

<http://www.welt.de/153592079>, (21.05.2016, 23:15).

DSTATIS Statistisches Bundesamt (2016). Bevölkerung nach Geschlecht und Staatsangehörigkeit. https://www.destatis.de/DE/ZahlenFakten/GesellschaftStaat/Bevoelkerung/Bevoelkerungsstand/Tabellen/Zensus_Geschlecht_Staatsangehoerigkeit.html, (21.05.2016, 23:06).

Echeverria, B. (2010). For whom does language death toll? Cautionary notes from the Basque case. *Linguistics and Education*, 21, 197-209.

Echtner, C. M. & Ritchie, J.R.B. (1991). The Meaning and Measurement of Destination Image. *The Journal of Tourism Studies*, 14 (1), 37-48.

Echtner, C. M. & Ritchie, J.R. B. (1993). The Measurement of Destination Image: An Empirical Assessment. *Journal of Travel Research*, 31 (4), 3-13.

Faktenkontor GmbH (2016). Social Media-Atlas 2015/2016.

<http://social-media-atlas.faktenkontor.de/2015/nutzung-einzeln-kanale.php> (21.03.2016, 13:38).

Ferreira Lopes, S.D. (2011). Destination image: Origins, Developments and Implications. *PASOS. Revista de Turismo y Patrimonio Cultural*, 9 (2), 305-315.

Gallarza, M.G., Saura, I.G. & Garcia, H.C. (2002). Destination image: towards a conceptual framework. *Annals of Tourism Research*, 29 (1), 56-78.

Gartner, W.C. (1993). Image formation process. *Journal of Travel & Tourism Marketing*, 2 (2/3), 191-215.

Goeldner, C.R. & Ritchie J.R.B. (2003). *Tourism: principles, practices and philosophies*. John Wiley & Sons, Inc., Hoboken, New Jersey.

González González, M., Rodríguez Banga, E., Campillo Díaz, F., Méndez Pazó, F., Rodríguez Liñares, L. & Iglesias Iglesias, G. (2008). Specific features of the Galician language and implications for speech technology development. *Speech Communication*, 50, 874-887.

- Goodrich, J.N. (1978). The relationship between preferences for and perceptions of vacation destinations: Application of a choice model. *Journal of Travel Research*, 8-13.
- Gunn, C. (1988). *Vacationcapes: Design tourist regions*. New York: Van Nostrand Reinhold.
- Herzog, H. (1963). Behavioral science concepts for analyzing the consumer. In P. Bliss (Ed.). *Marketing and the Behavioral Sciences*. Boston: Allyn & Bacon.
- Hunt, J.D. (1975). Image as a factor in tourism development. *Journal of Travel Research*, 13 (3), 1-7.
- IET Instituto de Estudios Turísticos (2015). Turistas extranjeros: ¿DE DÓNDE VIENEN?, achieved from: Sociedad Regional Cántabra de Promoción Turística.
- Instituto Nacional de Estadística (2016). Statistics of Tourist Movements at Borders (FRONTUR) Total year 2015. International tourist arrivals by country of residence.
- Ivars Baidal, J.A. (2004). Tourism Planning in Spain – Evolution and Perspectives. *Annals of Tourism Research*, 31 (2), 313-333.
- Jenkins, O.H. (1999). Understanding and Measuring Tourist Destination Images. *International Journal of Tourism Research*, 1, 1-15.
- Kaplan, A. & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53, 59-68.
- Keller, K.L. (1993). Conceptualizing, measuring and managing customer-based brand equity. *Journal of Marketing*, 57, 1-22.
- Kim, A. & Johnson, K. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, 58, 98-108.
- Királová, A. & Pavlíčka, A. (2015). Development of Social Media Strategies in Tourism Destination. *Procedia – Social and Behavioral Sciences*, 175, 358-366.

Kladou, S. & Mavragani, E. (2015). Assessing destination image: An online marketing approach and the case of TripAdvisor. *Journal of Destination, Marketing and Management*, <http://dx.doi.org/10.1016/j.jdmm.2015.04.003i>.

Lawson, F. & Baud Bovy, M. (1977). *Tourism and recreational management*. Architectural press, London, CBI Pub. Co.

Marchena Gómez, M. (1989). El Turismo en España: Razones de Estado, Política Regional y Ordenación del Territorio. *Información Comercial Española*, (4-10 de septiembre), 3399- 3405.

Mariani, M. & Di Felice, M., Mura, M. (2016). Facebook as a destination marketing tool: Evidence from Italian regional Destination Management Organizations. *Tourism Management*, 54, 321-343.

Martín, H.S. & Bosque, I.A.R. (2008). Exploring the cognitive-affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29, 263-277.

Mayo, E.J. (1973). Regional Images and Regional Travel Destination. *In Proceedings of the Fourth Annual Conference of Travel and Tourism Research Association*, 211-217, Salt Lake City UT: TTRA.

Medlik, S. & Middleton, V.T.C. (1973). Product Formulation in Tourism. *Tourism and Marketing*, (13).

Mercator European Research Centre on Multilingualism and Language Learning (2008). *Basque: The Basque language in education in Spain*. 2nd Edition, ISSN: 1570-1239.

Milman, A. & Pizam, A. (1995). The Role of Awareness and Familiarity with a Destination: The Central Florida Case. *Journal of Travel Research*, 33 (3), 21-27.


Ministry of the Presidency (2014). *Spain Today 2014*. NIPO (official publication identification number): 002-14-032-0.

- Ministry of the Presidency (2015). *Spain Today 2015*.
<http://www.lamoncloa.gob.es/lang/en/espana/spaintoday2015/Paginas/index.aspx>,
(19.03.2016, 17:31).
- Newman, J.W. (1957). New Insight, New Progress, For Marketing. *Harvard Business Review*, November-December, 95-102.
- OECD (2016). *OECD Tourism Trends and Policies 2016*. OECD Publishing, Paris.
<http://dx.doi.org/10.1787/tour-2016-en>.
- Organismo Autonomo Parques Nacionales (2014). *Amplificacion del Parque Nacional Picos de Europa en 2.467,59 ha*.
- Pearce, D. (1997). Tourism and the autonomous communities in Spain. *Annals of Tourism Research*, 24 (1), 156-177.
- Pearce, P.L. (1982). Perceived changes in holiday destinations. *Annals of Tourism Research*, 9, 145-164.
- Pearce, P.L. (1988). *The Ulysses factor*. New York: Springer Verlag.
- Pike, S. & Page, S. (2014). Destination Marketing Organizations and destination marketing: A narrative analysis of the literature. *Tourism Management*, 41, 202-227.
- Pike, S. & Ryan, C. (2004). Destination Positioning Analysis through a Comparison of Cognitive, Affective and Conative Perceptions. *Journal of Travel Research*, 42 (4), 333-342.
- Renfe (2014). El Transcantabrico – *La experiencia de un viaje único por el norte de España*.
- Rodriguez-Molina, M.A. & Frias-Jamilena, D.M. & Castaneda-Garcia, J.A. (2015). The contribution of website design to the generation of tourist destination image: The moderating effect of involvement. *Tourism Management*, 47, 303-317.
- Rodríguez-Rodríguez, L., Jiménez-Sánchez, M., Domínguez-Cuesta, M.J. & Aranburu A. (2015). Research history on glacial geomorphology and geochronology of the

- Cantabrian Mountains, north Iberia (43-42°N/4-2°W). *Quaternary International* 364, 6-21.
- Russel, J., Ward, L. & Pratt, G. (1981). Affective quality attributed to environments: A factor analytic study. *Environment and Behavior*, 13, 259-288.
- Schubert, K. & Klein M. (2011). *Das Politiklexikon*. 5. aktual. Aufl. Bonn: Dietz
- Scott, D.R., Schewe, C.D. & Frederick, D.G. (1978). A Multi-brand/Multi-attribute Model of Tourist State Choice. *Journal of Travel Research*, 17 (3), 23-29.
- Smith, S.L.J. (1994). The Tourism Product. *Annals of Tourism Research*, 21 (3), 582-594.
- Stepaniuk, K. (2015). The relation between destination image and social media user engagement – theoretical approach. *Procedia – Social and Behavioral Sciences*, 213, 616-621.
- Stepchenkova, S. & Morrison A.M. (2008). Russia's destination image among American pleasure travelers: Revisiting Echtner and Ritchie. *Tourism Management*, 29, 548-560.
- Telisman-Kosuta, N. (1989). Tourism Destination Image. In *Tourism Marketing and Management Handbook*, S.F. Witt and L. Moutinho, eds., 557-561, Cambridge: Prentice Hall.
- TURESPAÑA (2016). The Organisation. <http://www.tourspain.es/enus/Conozcanos/Paginas/Organismo.aspx>, (26.02.2016, 12:48).
- TURESPAÑA (2016). Travelling in Spain. http://www.spain.info/en/informacion-practica/transportes/reportajes/viajar_por_espana_1.html, (26.02.16, 14:18).
- Walmsley, D.Y., & Young, M. (1998). Evaluative images and tourism: the use of personal constructs to describe the structure of destination images. *Journal of Travel Research*, 36, 65-69.

Woodside, A.G. & Lysonski, S. (1989). A general model of traveller destination choice. *Journal of Travel Research*, 17 (4), 8-14.

APPENDIX 1: GENERAL INFORMATION REGARDING THE BRAND “ESPAÑA VERDE”

FreeMail

RV: RESEARCH ON "ESPAÑA VERDE" IMAGE

Von: "José Ramón Castiñeiras Sobrido" <castineiras@xunta.es>
An: till-schuh@web.de
CC: "Cándido Pazos Valiño" <candido.pazos.valino@xunta.es>
Datum: 21.12.2015 14:57:25

Dear Mr. Shuh

Regarding the information required in your e-mail, I am very sorry to inform you that we do not have any type of studies (current statistics...) or economic data about the relevance of the German market in the brand "Green Spain".

Also, I cannot send you the annual plan of marketing because is still pending approval. At the middle of January, I will probably be able to send you the promotional activities planned for the 2016 .

However, I describe below some information about the brand:

The 'Green Spain' tourism brand comprehends four of Spain's Autonomous Regions – Galicia, the Principality of Asturias, Cantabria and the Basque Country – all of which are characterised by the diversity of their landscapes (sea, mountains, rivers, lakes, forests and typical flora and fauna), their culture, and all of them touching the Cantabrian Sea to the north.

The "Green Spain" project was created in 1989 for the joint promotion of the four regions that lie along the Cantabrian coast, with the backing of the Spanish government's General Secretariat for Tourism - Turespaña. The brand "Green Spain" is the second longest-lasting Spanish tourism brand created under the sponsorship of Turespaña, the first one being the logotype of Tourspain by the universal Catalanian artist Antonio Miró. Over these 26 years, the international dissemination and projection of the Green Spain brand has increased and achieved a significant position within the context of Spanish tourism.

The regions that make up 'Green Spain' represent an exciting alternative to the typical 'sun and sea' holidays for which Spain is famous. There the traveller will find nature in its purest state; excellent local food; fascinating cultural routes (including the Pilgrims' Way to Santiago de Compostela); a wide range of opportunities for adventure tourism (such as horse riding, trekking and canoeing); attractive cities (such as San Sebastian, Oviedo, Santander or La Coruña); the "Transcantabrico" (a luxurious train, which is a real pleasure for all our senses) and a wide range of accommodation; all combined with the warm, welcoming nature of the inhabitants of this part of Spain.

Some figures to show the "Green Spain's" potential are the following: a coastline of 2,429 km; 1.089 Beaches; 32 Spas; 9 Thalassotherapy Centres; 54 Golf Courses; 19 Tourism Parador Hotels; almost 300.000 accommodations (including hotels, campsites, tourist apartments, rural accommodation and pensions); 12.381 restaurants; and 44 protected areas, among which National Parks, Natural Parks and Biosphere Reserves.

Green Spain was the central feature of a cultural milestone in July 2008: the registration of 17 caves featuring cave art in the UNESCO's World Heritage List. Nine caves in Cantabria, five in Asturias and three in the Basque Country were added to the catalogue of great world monuments; joining Altamira Cave, which has been on the list since 1985.

We should not forget to name some of the most important prides of Green Spain, such as the Asturian Preromanic Art (for example San Miguel de Lillo); the Altamira Cave, in Cantabria; the Guggenheim Museum, in Bilbao; and the city of Santiago de Compostela in Galicia, whose cathedral is the finishing point of the Saint James Way or "Ruta Jacobea". This Way to Santiago, which will be celebrating in 2021 its next Holy Year in Compostela, is, without doubt, the most important European cultural itinerary of the last centuries. Especially relevant is the Northern Route or the way along the coast, which is also the oldest of the routes to Santiago.

Finally, I inform you that last year we created a new product called "Palaces & Wineries", that will let the traveller to know the most different, sophisticated and representative tourist attractions of the Green Spain. This "tourist experience" is being commercialised by the German turoperator Schlosser Reisen.

I hope you will find this information useful.

Yours sincerely,

José Ramón Castiñeira

De: Área de Ediciones

Enviado el: viernes, 18 de diciembre de 2015 9:18

Para: José Ramón Castiñeiras Sobrido

Asunto: RV: RESEARCH ON "ESPAÑA VERDE" IMAGE

Área de Documentación e Información Turística

TURISMO DE GALICIA

Tíf: +34 981 542 500

Fax: +34 881 995 323

AVISO LEGAL:

A información que puidese conter esta comunicación é privada e confidencial, e en todo o que concirne a datos persoais, non poderá ser utilizada para un fin distinto do que a orixinou e deberá estar sometida á máis absoluta confidencialidade, quedando prohibida a calquera persoa a súa revelación, copia ou distribución, todo iso de acordo coa Lei orgánica 15/1999 de Protección de Datos de Carácter persoal. Se vostede non é o destinatario orixinal desta mensaxe e por este medio puido acceder á devandita información por favor elimine a mensaxe. A transmisión de e-mails non garante que o correo electrónico sexa seguro ou libre de erro. Por conseguinte, non manifestamos que esta información sexa completa ou precisa. Toda información está suxeita a alterarse sen previo aviso.

La información que pudiese contener esta comunicación es privada y confidencial, y en todo lo que concierne a datos personales, no podrá ser utilizada para un fin distinto del que la origino y deberá estar sometida a la más absoluta confidencialidad, quedando prohibida a cualquier persona su revelación, copia o distribución todo esto de acuerdo con la ley orgánica 15/1999 de Protección de Datos de Carácter personal. Si usted no es el destinatario original de este mensaje y por este medio pudo acceder a dicha información por favor elimine este mensaje. La transmisión de e-mails no garantiza que el correo electrónico sea seguro o libre de errores. Por consiguiente, no manifestamos que esta información sea completa o precisa. Toda información esta sujeta a alterarse sin previo aviso.

De: 012 [<mailto:012@xunta.es>]

Enviado el: jueves, 17 de diciembre de 2015 14:24

Para: Área de Ediciones

Asunto: RV: RESEARCH ON "ESPAÑA VERDE" IMAGE

Bos días:

Reenviamos correo achegado ó noso buzón do 012.

En caso de darlle resposta dende o voso departamento directamente e, co fin de poder pechar a incidencia, solicitamos que:

Se especifique a que consulta se fai referencia

Se nos poña en copia ou copia oculta.

En caso de non ser o departamento competente, por favor informádenos co fin de remitilo ó correcto para darlle unha resposta ó cidadán.

Un saúdo!

Xunta de Galicia

Centro de Atención ao Cidadán 012

012@xunta.es

Esta mensaxe de correo electrónico e os seus documentos adxuntos están dirixidos exclusivamente aos destinatarios especificados. A información contida pode ser confidencial e/ou estar legalmente protexida e non necesariamente reflicte a opinión da Xunta de Galicia. Se vostede recibe esta mensaxe por erro, por favor comuniquello inmediatamente ao remitente e elimíneo xa que vostede non está autorizado ao uso, revelación, distribución, impresión ou copia de toda ou algunha parte da información contida. Grazas.

En cumprimento co establecido no Art. 5 da LOPD (Lei Orgánica de Protección de Datos de Carácter Persoal, informámoslo de que os seus datos están incluídos nun ficheiro do que é responsable Consellería de Presidencia, Administracións Públicas e Xustiza. Poderá exercer en calquera momento os dereitos de acceso, rectificación e oposición dos seus datos de forma gratuíta. Para iso, pode notificalo vía e-mail á seguinte dirección: 012@xunta.es, chamando ao teléfono 012 ou solicitándoo mediante escrito dirixido á Secretaría Xeral da Consellería de Presidencia, Administracións Públicas e Xustiza, Edificio Administrativo de San Caetano, 15781 Santiago de Compostela (A Coruña)

De: Till Schuh [till-schuh@web.de]

Enviado: jueves, 17 de diciembre de 2015 10:20

Para: 012

Assunto: RESEARCH ON "ESPAÑA VERDE" IMAGE

Dear Sir or Madam

My name is Till Maximilian Schuh and I am a master student at the Faculty of Economics of the University of the Algarve in Faro (Portugal). I am doing a master course in "Tourism Economics and Regional Development". Within the scope of my thesis, I am investigating the destination image of the tourism brand "Espana Verde" among young German people. In order to explore the image, a questionnaire has been developed. For developing a strong and meaningful thesis, I would be deeply grateful if you could send me some information about the brand "Espana Verde". Particularly, it would be important to have access to the following information:

- General information regarding the brand "Espana Verde" such as: Origin, history, objectives, future plans
- Information about the promotional activities of the brand
- Information about the target markets of "Espana Verde"
- Information about the Importance of the German market
- Current statistics for the area of "Espana Verde" or Galicia:
 - Nationality of visitors
 - Number of arrivals (overall and from Germany)
 - Number of overnight stays (overall and from Germany)
 - Number of accomodation establishments
 - Number of rooms (occupany rate)
 - Number of beds (occupancy rate)
 - Average length of stay
 - Number of employees by tourism industries
 - Gross value added (tourism)

Thank you in advance for your help in this matter. Should you need any further information, please do not hesitate to contact me. I can provide more extensive information about my research study.

Yours faithfully,

Till Maximilian Schuh

Tel. +0049 171 8616988

e-mail: till-schuh@web.de

FEUALG - Faculdade de Economia

Universidade do Algarve

Edificio 9

Campus de Gambelas

8005 - 139 Faro

Portugal


Tel. +351 289 800 915

Fax +351 289 800 064

Dateianhänge

- galiciaobocamiño.jpg
- logoxunta.jpg

APPENDIX 2: APPROVAL OF THE LIST OF ATTRIBUTES BY THE “AGENCIA TURISMO DE GALICIA”



RE: RESEARCH ON "ESPAÑA VERDE" IMAGE

Von: "José Ramón Castiñeiras Sobrido" <castineiras@xunta.es>
An: "Till Schuh" <till-schuh@web.de>
Datum: 08.01.2016 09:56:37

Dear Mr. Schuh

In reply to your e-mail I inform you that the list of "Green Spain's" attributes is right. However I would include four more attributes:



- 1º Marine villages (Cudillero, Ortigueira, Viveiro, San Vicente de la Barquera, Santoña, Laredo, Baiona, Ribadesella, Sanxenxo).
- 2º The Northern Way of Saint James.
- 3º "Cultural World Heritage Sites" (Santiago de Compostela, Roman walls of Lugo, Tower of Hercules, Monuments of Oviedo and the Kingdom of Asturias, Cave of Altamira and Vizcaya Bridge).
- 4º Lifestyle of the north of Spain.

Also I would divide accommodation in two different sections: Rural houses and hotel accomodation.

Yours sincerely

José Ramón Castiñeira

José Ramón Castiñeiras Sobrido
TURISMO DE GALICIA
Tlf: +34 981 54 25 18
Fax: +34 881 99 53 23

AVISO LEGAL:

A información que puidese conter esta comunicación é privada e confidencial, e en todo o que concirne a datos persoais, non poderá ser utilizada para un fin distinto do que a orixinou e deberá estar sometida á máis absoluta confidencialidade, quedando prohibida a calquera persoa a súa revelación, copia ou distribución, todo iso de acordo coa Lei orgánica 15/1999 de Protección de Datos de Carácter persoal. Se vostede non é o destinatario orixinal desta mensaxe e por este medio puido acceder á devandita información por favor elimine a mensaxe. A transmisión de e-mails non garante que o correo electrónico sexa seguro ou libre de erro. Por conseguinte, non manifestamos que esta información sexa completa ou precisa. Toda información está suxeita a alterarse sen previo aviso.

La información que puidese contener esta comunicación es privada y confidencial, y en todo lo que concierne a datos personales, no podrá ser utilizada para un fin distinto del que la origino y deberá estar sometida a la más absoluta confidencialidad, quedando prohibida a cualquier persona su revelación, copia o distribución todo esto de acuerdo con la ley orgánica 15/1999 de Protección de Datos de Carácter personal. Si usted no es el destinatario original de este mensaje y por este medio pudo acceder a dicha información por favor elimine este mensaje. La transmisión de e-mails no garantiza que el correo electrónico sea seguro o libre de errores. Por consiguiente, no manifestamos que esta información sea completa o precisa. Toda información esta sujeta a alterarse sin previo aviso.

De: Till Schuh [mailto:till-schuh@web.de]
Enviado el: jueves, 07 de enero de 2016 17:15
Para: José Ramón Castiñeiras Sobrido
Asunto: RESEARCH ON "ESPAÑA VERDE" IMAGE

Dear Mr. Castiñeiras Sobrido

Feliz año nuevo!!!

Within the scope of my research, I developed a list of attributes in order to capture the cognitive component of destination image. To ensure the validity of the results, the list should be approved by an expert who has a deep knowledge of the research area. It would be great if you could check the list and prove its applicability for España Verde. Is the list complete or is an important attribute still missing? Thank you in advance for your help!

Below the list, followed by some information about the methodology.

Attributes of España Verde:

- Shopping facilities
- Landscape / Surroundings
- Value for money
- Cultural attractions
- Nightlife and entertainment
- Outdoor sports facilities
- Natural Parks / Nature
- Wilderness activities / Animal observation
- Beaches
- Mountains
- Health and wellness
- Rural towns and villages
- Cities
- Fairs / Exhibits / Festivals
- Gastronomy
- Accomodation
- Religious Sites
- Residents receptiveness

The collocation of the list is based on the essential destination image literature as well as an analysis of the websites of the tourism boards of Galicia, Cantabria, Asturias and the Basque Country.

The methodology I will apply follows the "three components approach" introduced by Gartner (1993) which

contains a cognitive, an affective and a conative component. The cognitive component refers to the beliefs and knowledge, a potential tourist holds about the characteristic attributes of a destination. The affective component stresses the feelings and emotional responses towards the features of a destination and the conative component refers to the behavioral manifestation from the tourist side and determines, if a tourist plans to revisit the destination or would suggest it to friends and family. The Participants will evaluate the attributes of the cognitive component on a Likert scale.

I want to say thank you again for your effort and support. I really appreciate it!

Yours faithfully,

Till Maximilian Schuh

Tel. +0049 171 8616988

e-mail: till-schuh@web.de

FEUALG - Faculdade de Economia

Universidade do Algarve

Edifício 9

Campus de Gambelas

8005 - 139 Faro

Portugal

Tel. +351 289 800 915

Fax +351 289 800 064

Dateianhänge

- galiciaobocamiño.jpg
- logoxunta.jpg

APPENDIX 3: QUESTIONNAIRE IN GERMAN LANGUAGE AS WELL AS TRANSLATED TO ENGLISH LANGUAGE

Das Image der Tourismusmarke "España Verde" bei deutschen Facebook Nutzern

Liebe Teilnehmerin, lieber Teilnehmer

Im Rahmen meiner Masterarbeit zum Thema "Destination Image of España Verde among German Facebook users" an der wirtschaftlichen Fakultät der Universität der Algarve in Faro führe ich eine empirische Untersuchung durch.

"España Verde" ist eine spanische Tourismusmarke, die aus den autonomen Gemeinschaften Galicien, Asturien, Kantabrien und dem Baskenland besteht. Das Gebiet liegt in Nordspanien und erstreckt sich von der französischen Grenze bis zum westlichen Ende der iberischen Halbinsel.

Für die Untersuchung ist es unerheblich, ob Sie "España Verde" bereits besucht haben oder nicht. Es gibt keine richtigen oder falschen Antworten.

Die Bearbeitung des Fragebogens dauert ungefähr 5 bis 10 Minuten.

Bitte lesen Sie sich die Fragen genau durch bevor Sie antworten.

Ihre Angaben werden streng vertraulich und anonym behandelt.

Die Umfrage richtet sich ausschließlich an Personen mit deutscher Staatsangehörigkeit.

Wenn Sie Fragen oder Anmerkungen zu dieser Umfrage haben oder eine Zusammenfassung der Ergebnisse erhalten möchten, können Sie mich gerne per Mail (till-schuh@web.de) kontaktieren.

Ich bedanke mich im Voraus für Ihre Teilnahme!

* **Erforderlich**

Demografische Daten

1. **Alter ***

2. **Nationalität ***

Markieren Sie nur ein Oval.

Deutsch

Andere

3. **Geschlecht ***

Markieren Sie nur ein Oval.

Männlich

Weiblich

4. Bildungsstand *

Markieren Sie nur ein Oval.

- Hauptschulabschluss
- Realschulabschluss
- Abitur
- Hochschulabschluss

Persönliche Erfahrung

5. Haben Sie "España Verde" bereits besucht? *

Eine der vier autonomen Gemeinschaften: Galicien, Asturien, Kantabrien ODER Baskenland.
Markieren Sie nur ein Oval.

- Ja Weiter mit Frage 7
- Nein Weiter mit Frage 6

6. Warum haben Sie "España Verde" noch nicht besucht? *

Markieren Sie nur ein Oval.

- Ich habe von diesem Reiseziel noch nie gehört. Weiter mit Frage 10
- Dieses Reiseziel ist für mich nicht interessant. Weiter mit Frage 10
- Sonstiges Weiter mit Frage 10

7. Mit wem haben Sie "España Verde" besucht? *

Markieren Sie nur ein Oval.

- Alleine
- Partner
- Freunde
- Familie
- Sonstiges: _____

8. Ich kann mir vorstellen innerhalb der nächsten zwei Jahre meine Ferien abermals in "España Verde" zu verbringen. *

Inwieweit stimmen Sie dieser Aussage zu?
Markieren Sie nur ein Oval.

1 2 3 4 5

Stimme überhaupt nicht zu Stimme voll und ganz zu

9. Ich würde "España Verde" als Urlaubsziel meiner Familie und meinen Freunden empfehlen. *

Inwieweit stimmen Sie dieser Aussage zu?
Markieren Sie nur ein Oval.

1 2 3 4 5

Stimme überhaupt nicht
zu

Stimme voll und ganz
zu

10. Was ist Ihnen bei der Auswahl eines Urlaubsortes wichtig? *

Bitte beschränken Sie Ihre Antwort auf drei Begriffe/Dinge.

11. Welche Bilder, Eigenschaften oder Besonderheiten assoziieren Sie mit dem Urlaubsziel "España Verde"? *

Bitte beschränken Sie Ihre Antwort auf drei Begriffe/Dinge.

Wie bewerten Sie die folgenden Attribute in Bezug zum Urlaubsziel "España Verde"?

Bitte antworten Sie gemäß Ihrer eigenen Erfahrung ODER gemäß ihrer Vorstellung / Einschätzung von "España Verde".

12. Einkaufsmöglichkeiten *

Markieren Sie nur ein Oval.

1 2 3 4 5

Sehr niedriges Niveau

Sehr hohes Niveau

13. Landschaft / Umgebung *

Markieren Sie nur ein Oval.

1 2 3 4 5

Sehr niedriges Niveau

Sehr hohes Niveau

14. Preis-Leistungs-Verhältnis *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr schlecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr gut

15. Kulturelle Sehenswürdigkeiten (Kulturerbe / Kulturelles Angebot allgemein) *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

16. Nachtleben / Unterhaltung *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

17. Sportliche Outdoor-Aktivitäten *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

18. Naturparks / Natur *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

19. Tierbeobachtung / Aktivitäten in der Wildnis *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

20. Strände *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

21. Berge *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

22. Gesundheit und Wellness *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

23. Bauerndörfer / Ländliche Dörfer *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

24. Dörfer direkt am Meer *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

25. Städte *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

26. Feste / Ausstellungen / Festivals *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

27. Gastronomie *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

28. Ländliche Unterkünfte *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

29. Hotels *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

30. Religiöse Sehenswürdigkeiten *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

31. Aufgeschlossenheit der Bevölkerung *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Sehr niedriges Niveau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sehr hohes Niveau

Wie empfinden Sie einen Urlaubsaufenthalt in "España Verde"?

Bitte antworten Sie gemäß Ihrer eigenen Erfahrung ODER gemäß Ihrer Vorstellung / Einschätzung von "España Verde".

32. *

Markieren Sie nur ein Oval.

	1	2	3	4	5	6	7	
Unangenehm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Angenehm

33. *

Markieren Sie nur ein Oval.

	1	2	3	4	5	6	7	
Ruhig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aufregend

The image of the tourism brand "España Verde" among German Facebook users.

Dear participants

I am a master student at the Faculty of Economics of the University of the Algarve. In the context of my thesis, dealing with the "Destination Image of España Verde among German Facebook users" I am conducting an empirical study.

"España Verde" is a Spanish tourism brand containing the autonomous communities Galicia, Asturias, Cantabria and the Basque Country. The territory ranges from the French border, along the northern Spanish coast until the western end of the Iberian Peninsula.

It is not relevant for this study, if you have already visited "España Verde". There are no right or wrong answers.

The process of filling the questionnaire will last about 5 to 10 minutes.

Please read the questions carefully, before you give your answer.

Your data will be treated anonymous and confidentially.

This survey is only addressed to German citizens.

If you have any questions, remarks or if you wish to receive a summary of the results, please contact me via e-mail.

til-schuh@web.de

Thank you in advance for your participation!

* **Erforderlich**

Demographic data

1. Age *

2. Nationality *

Markieren Sie nur ein Oval.

German

Other

3. Gender *

Markieren Sie nur ein Oval.

Male

Female

4. Level of education *

Markieren Sie nur ein Oval.

- Hauptschulabschluss
- Realschulabschluss
- Abitur
- Academic degree

Previous experience

5. Have you already visited "España Verde"? *

One for the four autonomous communities Galicia, Asturias, Cantabria OR Basque Country.
Markieren Sie nur ein Oval.

- Yes *Weiter mit Frage 7*
- No *Weiter mit Frage 6*

6. Why have you not yet visited "España Verde"? *

Markieren Sie nur ein Oval.

- I never have heard of this vacation destination. *Weiter mit Frage 10*
- This vacation destination is not interesting for me. *Weiter mit Frage 10*
- Other *Weiter mit Frage 10*

7. With whom have you visited "España Verde"? *

Markieren Sie nur ein Oval.

- Alone
- Partner
- Friends
- Family
- Sonstiges: _____

8. I can imagine to revisit "España Verde" within the next two years. *

What is your level of agreement?
Markieren Sie nur ein Oval.

1 2 3 4 5

I totally disagree I totally agree

9. I would recommend "España Verde" as a vacation destination to my friends and family. *

What is your level of agreement?
Markieren Sie nur ein Oval.

1 2 3 4 5

I totally disagree I totally agree

10. What is important to you when choosing a vacation destination? *

Please limit your answer to three terms or expressions.

11. Which images or characteristics come to mind when you think of "España Verde" as a vacation destination? *

Please limit your answer to three terms or expressions.

Please evaluate the performance of "España Verde" regarding the following attributes.

Please answer according to your own experience OR according to your imagination.

12. Shopping facilities *

Markieren Sie nur ein Oval.

1 2 3 4 5

Very low level Very high level

13. Landscape / Surroundings *

Markieren Sie nur ein Oval.

1 2 3 4 5

Very low level Very high level

14. Value for money *

Markieren Sie nur ein Oval.

1 2 3 4 5

Very bad Very good

15. Cultural sites (Cultural heritage / Cultural sites in general) *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

16. Nightlife / Entertainment *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

17. Outdoor sports activities *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

18. Natural parks / Nature *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

19. Animal watching / Wildlife activities *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

20. Beaches *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

21. Mountains *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

22. Health and wellness *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

23. Rural villages *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

24. Marine villages *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

25. Cities *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

26. Fairs / Exhibitions / Festivals *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

27. Gastronomy *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

28. Rural accomodation *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Very low level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high level

29. Hotels *

Markieren Sie nur ein Oval.

1 2 3 4 5

Very low level Very high level

30. Religious sites *

Markieren Sie nur ein Oval.

1 2 3 4 5

Very low level Very high level

31. Receptiveness of the locals *

Markieren Sie nur ein Oval.

1 2 3 4 5

Very low level Very high level

How do you consider a stay at "España Verde"?

Please answer according to your own experience OR according to your imagination.

32. *

Markieren Sie nur ein Oval.

1 2 3 4 5 6 7

Unpleasant Pleasant

33. *

Markieren Sie nur ein Oval.

1 2 3 4 5 6 7

Sleepy Exciting

APPENDIX 4: AGE DISTRIBUTION OF GERMAN FACEBOOK USERS IN 2014

