

UNIVERSIDADE DO ALGARVE

“BRAND PERSONALITY OF PORTUGAL FOR THE RUSSIAN–SPEAKING MARKET”

Taisiya Chaykina

Dissertação

Mestrado em Marketing

Trabalho efetuado sob a orientação de:

Prof. Doutora Maria Manuela Guerreiro

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Declaro ser a autora deste trabalho, que é original e inédito. Autores e trabalhos consultados estão devidamente citados no texto e constam da listagem de referências incluída.

Taisiya Chaykina



(assinatura)

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RESUMO

Atualmente, o termo "brand" é amplamente utilizado pelos profissionais de marketing e pelos consumidores, primeiramente em contexto empresarial e depois, sobretudo na última década, em contexto de destinos turísticos. Do mesmo modo, o conceito de "brand personality" estudado, desde o final da década de 90 no contexto empresarial, tem vindo a ser atualmente equacionado no caso dos lugares enquanto destinos turísticos. Trata-se de uma abordagem recente que carece de investigação, nomeadamente de carácter exploratório, tendo em vista uma melhor compreensão das especificidades e dos contornos de que se reveste a "brand personality" quer em termos teóricos quer empíricos.

Definida como o conjunto dos traços de personalidade atribuído a um lugar, a "brand personality" reflete-se na dimensão emocional da imagem e contribui para reforçar o relacionamento dos turistas com os destinos. De acordo com alguns autores contribui para a tomada de decisão de visita a um dado destino turístico.

A investigação levada a cabo no âmbito desta dissertação de mestrado pretende identificar os atributos da "brand personality" de Portugal junto do mercado russófono. Para o efeito foi implementada uma estratégia de investigação que incluiu duas fases. Num primeiro momento procedeu-se à identificação dos atributos da personalidade da marca de Portugal enquanto destino turístico na perspetiva dos decisores através da análise da página Web oficial do Turismo de Portugal. As principais conclusões estão ilustradas

através de “nuvens de palavras” as quais permitem uma leitura fácil e objetiva dos resultados.

Na fase subsequente procedeu-se à implementação de um inquérito por questionário junto de 208 indivíduos “russian speaking” que se disponibilizaram para preencher um questionário desenhado para o efeito e disponível “on-line”. De salientar que este instrumento de recolha de dados contemplou uma importante componente de perguntas abertas com o propósito de identificar espontaneamente os atributos que os inquiridos associam a Portugal enquanto destino turístico. Os resultados indicam que há uma variação perceptível nas características mencionadas por visitantes efetivos e potenciais sugerindo pistas a tomar em consideração na elaboração das estratégias e planos de comunicação de Portugal enquanto destino turístico junto destes segmentos.

Termos chave: brand personality, atributos de personalidade, mercado russófono, análise do conteúdo

ABSTRACT

Nowadays the term "brand" is widely used by marketers and by consumers, initially in the business context and then, especially in the last decade, in the context of tourist destinations. Similarly, the concept of "brand personality" has been studied since the late 90's in a business context, is now being implemented in the case of places, such as tourist destinations. This is a recent approach that lacks research, namely exploratory, aiming at a better understanding of the specifics and contours that covers the "brand personality" term both on theoretical and empirical grounds.

Defined as a set of personality traits attributed to a place, the "brand personality" is reflected in the emotional dimension of the image and helps to strengthen the relationship of tourists with destinations. According to some authors it contributes to making a decision to visit a given tourist destination.

The research carried out in the scope of this master thesis intends to identify the attributes of "brand personality" of Portugal ascribed to it by the Russian-speaking market. For this purpose a research strategy, which included two phases, has been implemented. Firstly, we proceeded to identification of attributes of the brand personality of Portugal as a tourist destination in the perspective of decision makers through the analysis of the official website of Tourism of Portugal. The main conclusions are illustrated through "word clouds" which allow easy reading and objective results.

In the subsequent phase we proceeded to implementation of a survey among 208 "Russian-speaking" individuals who agreed to complete an

available "on-line" questionnaire designed for this purpose. It should be noted that this instrument of data collection included an important part with the open-ended questions aiming to spontaneously identify the attributes that the respondents associate with Portugal as a tourist destination. The results indicate that there is a noticeable variation in the characteristics mentioned by actual visitors and potential ones, suggesting the ways that should be taken into consideration in the elaboration of strategies and communication plans of Portugal as a tourist destination for these segments.

Key words: brand personality, personality attributes, Russian-speaking market, content analysis

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LIST OF ABBREVIATIONS

BPS – Brand personality scale

EFA – Exploratory factor analysis

CFA – Confirmatory factor analysis

DMO – Destination marketing organization

BP – Brand personality

EU – European Union

CIS – Commonwealth of Independent States

RID – Regressive imagery dictionary

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Chapter 1: Introduction

1.1 The goal and objectives of the study

The topic chosen for this dissertation is relatively new. There are few works devoted to the brand personality of countries; it is no surprise because the term of branding has been first applied to marketing of services or places only in 1990's (Berry, 2000). Later on it was broadened and utilized by specialists in the field of tourism marketing.

Keeping in mind the novelty of the research area, this research was planned as exploratory in nature and utilizable as a basis for further research. The stated goal of the research is to identify the brand personality attributes ascribed to Portugal by the Russian-speaking market and compare the possible existing differences of attributes among the subgroups of the study (actual visitors and possible future visitors).

In order to achieve the goal stated, these objectives have been set:

- To gather information on the theory of brand personality concept
- To obtain an idea of Portugal as a touristic destination
- To obtain a clearer understanding of the Russian-speaking market characteristics useful for the research area
- To get the clearer idea of the brand personality of Portugal existing among the target market

So as to better organize the research the following research questions have been formulated:

- What are the perceived attributes of brand personality of Portugal for the research target market?
- What is the desired image of Portugal?

While working on it and developing the survey part, the attempt to produce knowledge applicable outside the research setting with implications that go beyond the group that has participated in the survey part was made. Namely, the theory on the topic is gathered from different sources and previous research in the area, data on various applicable research methodologies is presented along with the approach implemented in this work.

1.2 Relevance of the topic and implications

One of the main problems existing is the slow translation of research into practice: exists certain disconnect between researchers and those who implement the research findings. That is why some steps to overcome this barrier are planned. Firstly, publishing the study (an article with main outcomes and theoretic basis) may be an initial step to make the research known to the community. Other possible proactive measures are: to present the research findings at a conference; send the results of the study to local officials (Tourism of Portugal), business representatives (as the interest to the findings was shown during the survey phase).

1.3 Justification of the research topic choice

Nowadays brand personality is admitted to be one of the essential parts of any brand. It has also become a popular aspect of destination

branding due to the fact that destinations are constantly competing for visitors attention in various ways. Differentiation from others is the key to catching attention. Market research, constant attention to the campaigns of competitors, use of modern practices, well-designed and well-targeted advertising campaigns – all these elements enable a place (country, city, resort, tourist destination) to be successful and recognizable.

This dissertation is about Portugal – country for which tourism is one of the main sectors of economy; the choice of the Russian-speaking market as the target market of research has multiple reasons. Main ones being: no language barrier between the researcher and the sample; widely recognized market's perspectives and the opportunities it can offer.

1.4 Methodology utilized

Detailed information on the research methodology utilized in this dissertation is presented in Chapter 3, so here only basic features are described. On the initial step the official touristic website of Portugal was analyzed (the contents and newsletters) in an attempt to reach one of the objectives mentioned above. After that the Internet search was done to find various data regarding the Russian-speaking market and its characteristics.

Upon the completion of that part and the theory review the questionnaire was designed, and created on Google drive (free on-line tool, enabling the creation of surveys with questions of different types; has no restrictions regarding the number of questions or the number of responses).

During the period of almost 2 months the link on the questionnaire was distributed via the social network widely used by the target market – vk.com. The results were translated from Russian into English and analyzed in IBM SPSS Statistics 21 and WordStat 6.1.

1.5 Structure of the thesis

The structure of the thesis is as follows: Chapter 1 or Introduction is about the goal and objectives of the work; research topic choice justification and information on the methodology of the research and the structure of the thesis.

Chapter 2 contains the literature review on branding and the concept of brand personality (on nation brand and nation brand personality, too) as well as basic information on research methodologies and particularly on those, applicable to brand personality research.

Subsequently, Chapter 3 describes the research methodology utilized. In order to address the objectives of the research this chapter provides the description of the Russian-speaking market and the way Portugal is presented as a tourist destination to them.

Chapter 4 presents the results achieved and their discussion.

This dissertation concludes in Chapter 5 with a summary of the findings, managerial and theoretical implications and suggestions for future research. Some limitations of the research are stated there too.

Chapter 2: Nation Brand Personality

2.1 Introduction

First of all, this chapter exposes the theoretic information on “brand” topic, specifically: the definitions of brand suggested by various authors; types of brand contacts and benefits of branding.

Then the adaptation of the branding theory to country and nation brands is presented. Being similar to branding of products and services, it also depends on the brand contacts and requires a thorough research. Country branding has some specific goals that are stated in the chapter.

Arising from branding of a nation, a more particular topic “nation brand personality” is presented too.

Some studies in the area (e.g. Aaker, 1997; d'Astous and Boujbel, 2007 and Fournier, 1998) concerning concept and scales to study the brand personality are mentioned further in the corresponding sections.

Some of the methodologies used to carry out research in brand personality and nation brand personality are presented.

2.2 From brand to brand personality

Before going to the brand personality concept and its application to destinations, the term “brand” should be discussed. There are several definitions, but here will only be mentioned those, close to the meaning used later on to define nation brand personality. “A brand is an impression

perceived in a client's mind of a product or a service. It is a sum of all the tangible and intangible elements, which makes the selection unique" (Moilanen and Rainisto, 2009). A more detailed definition is that a brand is not only a symbol that distinguishes one product from others, but also all the tangible, intangible, psychological and sociological attributes and features related to the product that come to mind when consumer thinks about the brand (Kapferer, 1997). Obviously, a brand is sort of personality related to the product, a certain promise of quality and particular experience.

Arising from the given definitions, some benefits of branding are to be claimed:

1. Differentiates/separates itself from competing products (Amber and Styles, 1995)
2. Creates emotional benefits for the customer (e.g. Srinivasan, 1987)
3. Brings long-term strategic benefits (Murphy, 1998)
4. Brands direct practical arrangements between companies. People pay for trademarks and brands more than for physical assets (machinery, buildings, warehouses) (Moilanen and Rainisto, 2009).
5. Enables the connection of responsibility to the producer (Keller, 1998)
6. Guarantees the quality and gives protection if anything goes wrong (Besanko et al. 1996)

Given a brand can satisfy both rational and emotional needs and expectations of target customers it can be considered successful. Evaluation of “successfulness” can be made differently: assessing the influence on turnover, brand awareness; to which extent the brand supports the desired image of the product and the company; profitability; etc (Moilanen and Rainisto, 2009).

It is necessary to mention brand contacts while talking about brands. Observations that people make about the surrounding world and relate to a brand are called brand contacts (Schultz and Barnes, 1999). There are 4 categories of brand contacts (Moilanen and Rainisto, 2009):

1. Planned messages (advertising, brochures)
2. Product messages (physical settings, features)
3. Service messages (contacts in the service process)
4. Unplanned messages (word-of-mouth, reviews, articles)

With a flow of time collected brand contacts lead to a brand relationship, which creates meaning in the consumers’ minds for products, services, etc. Each individualized image is based on the bunch of brand contacts one has received (Gronroos, 2001). Not all the brand contacts are of same importance, word-of-mouth usually has a higher influence on consumers.

Brand personality can be described as personality traits generally associated with humans that consumers perceive brand to possess (Batra, Lehmann, & Singh, 1993; Aaker, 1997). A distinctive brand personality can create a set of unique and positive associations in consumer memory

enhancing brand equity (Keller, 1993) and brand personality serves as an enduring basis for differentiation (Crask and Henry, 1990). Brand personality can be considered as the first reaction people tend to have towards a brand when they hear, taste, see or touch a certain product of a specific brand name (Larson, 2002).

The kinds of personality dimensions attributed to a brand are important because they can influence the evaluation and consumption of products (Swaminathan, Page, & Gurhan-Canli, 2007), consumers will more likely purchase products with the personalities that match the most of his/her personalities (Hawkins et al, 2001).

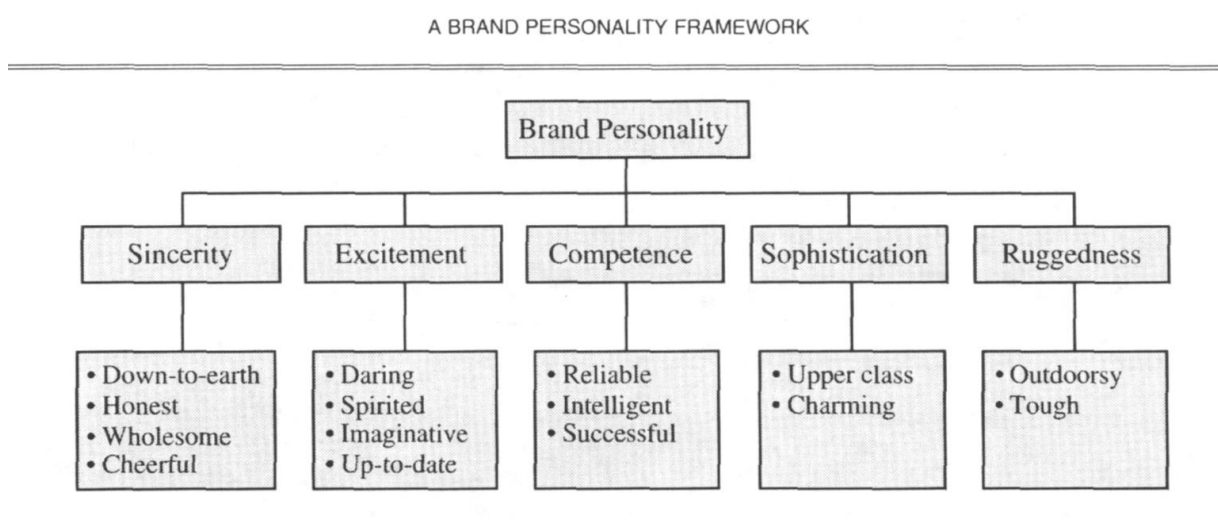
Previous research also suggests that consumers' implicit theories about the malleability of personality influence their acceptance of brand extensions (Yorkston, Nunes, & Matta, 2010). Brand personality evokes various emotional responses in consumers and influences opinions and purchasing decisions about a brand.

Brand personality may develop based on consumers' direct and indirect interactions with the brand, as well as from the marketing efforts of firms (e.g., Fitzsimons, Chartrand, & Fitzsimons, 2008).

2.2.1 Brand personality research

Jennifer Aaker developed a theoretical framework of a brand personality construct (Figure 2.1) determining the number and nature of brand personality dimensions, namely: sincerity, excitement, competence, sophistication and ruggedness (Aaker, 1997).

Figure 2.1 – A brand personality framework



Source: Aaker, 1997

She also created a valid and generalizable across product categories instrument: the Brand Personality Scale (BPS) (Appendix A). The traits that represent each of the five dimensions were identified. The BPS was adopted in many studies (e.g. Siguaw et al., 1999) to learn consumers' perception of brand personality.

Another study in the area to be mentioned is the one of Fournier (1998): he suggested a framework for understanding and extending brand personality using a brand relationship quality model containing six central factors – partners, quality, intimacy, interdependence, self-connection and love.

While doing a review of literature on the topic, an article regarding the range of methods used in different research papers on brand personality (of both products and places) was found. The goal of that work was to study 55 available on the Ebsco database articles on brand personality published up to year 2009, forming the basic data source for the following analysis

considering the focus of each article, the research design, data collection methods, types of sample and techniques of data analysis (Mulky, http://www.brand-management.usi.ch/Abstracts/Monday/BrandpersonalityII/Monday_BrandpersonalityII_Mulky.pdf).

Firstly, the articles were classified upon the focus: development of scales for measuring brand personality; application of brand personality scales; testing of hypotheses; theory development; investigation of brand personality's aspects; or a combination of these topics (this particular part of classification will not be presented in this thesis).

Secondly, articles were classified as conceptual or empirical ones. Thereafter the research designs of empirical studies were classified as qualitative, quantitative or mixed designs.

Thirdly, the articles were classified according to data collection methods. It included qualitative methods (focus groups, interviews), quantitative methods (surveys and experiments) and mixed approaches.

Fourthly, the type of samples utilized was examined and classified into categories such as student samples, convenience samples, representative samples and samples from specific groups.

Fifthly, data analysis techniques were divided into categories, like: Tabulation, T-tests, Correlation, Regression, Exploratory Factor Analysis, Confirmatory Factor Analysis and Structural Equation Modeling.

The table on the next page is the combination of resulting tables originally presented in the review done by Mulky (Table 2.1 on the next page).

Table 2.1 – The resulting table of articles on brand personality characteristics

Design	Count	Percentage
Conceptual paper	6	11
Qualitative	5	9
Quantitative	33	60
Qualitative and Quantitative	11	20
Method		
Survey	27	49,1
Experiment	9	16,4
Qualitative and survey	8	14,5
Content analysis	3	5,5
Focus groups and interviews	2	3,6
None	6	10,9
Sample		
Students	20	36,4
Convenience sample	15	27,3
Representative	4	7,27
Multiple groups	1	1,8
Websites	4	7,27
Customers	3	5,45
Experts	1	1,8
Data analysis technique		
Regression	3	5,4
ANOVA	7	12,73
Exploratory factor analysis (EFA)	6	10,9
Confirmatory factor analysis (CFA)	1	1,82
CFA and Regression	2	3,64
EFA and Regression	3	5,45
Correlation	3	5,45
EFA and CFA	7	12,73
Multiple techniques (≥ 3)	4	7,27
None	6	10,91
CFA and Structural equation modeling	1	1,82
Combination of 2 techniques	5	9,09
Qualitative analysis	2	3,64

Descriptive statistics	3	5,45
T-Tests	2	3,64
	55	100%

Source: Adapt. from review by Mulky

The results of the analysis show that the most popular design within the reviewed articles is a quantitative research design – 60%. Talking about data collection methods, the most frequently used one is a survey – almost half of all the studies used it. The next one in frequency is experiment with about 16 percents. Qualitative data collection methods which have been used include content analysis, focus groups and in-depth interviews. The analysis showed that the use of a student sample is rather frequent in the field. Around 36% of the studies have used it. The second largest category of samples was convenience sample. A wide range of data analysis techniques have been used in brand personality research as it is shown in the last part of the table. ANOVA and a combination of Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) being used in even 12,73% of studies.

2.3 From nation brand to nation brand personality

The idea of applying the concept of branding, and brand personality particularly, to destinations is relatively new. In 1990's the terminology of branding has been applied to marketing of services or places (Berry, 2000). The name of Simon Anholt, is to be mentioned here. In 1998, Simon Anholt, a British marketing consultant, wrote an article in which he claimed that the country and the nation can be equated to trademarks and brands (Anholt, 1998). The article caused both interest and disagreements in scientific circles, and within governmental officials. However, the practice of branding countries and nations appeared, and is actively developing and thriving now.

From this point of view, a country (region, city, etc.) is a commodity like any other that can be “sold”. Not sold in a regular meaning but promoted in a differentiating way, in order to bring more money to the national economy, local businesses, etc. Place selling can be defined as usage of publicity and marketing to transfer selected images of a certain place (geographical location) to a target market (Gold and Ward, 1994) and has different goals: building a positive image for a place to attract tourists, businesses, events, etc.

To be more concrete these goals can be mentioned while talking about nation branding:

1. In most cases, the branding of the country is done in order to attract more tourists

Most countries’ economies depend on tourism at some extent. Not only the income from tourists’ spending, but also spreading of a positive image of a country, attraction of investors, etc. can be ascribed to obvious pluses of successful marketing campaigns and promotions of country’s brands.

2. A "well-promoted" country also helps to sell national products faster and on higher prices

The name of the country works as a trademark promising quality.

3. A well-established brand personality facilitates differentiation of a brand from that of its competitors (Aaker, 1997)
4. A well-formed image of a country is able to “work” for it for a long time

Creating and maintaining a strong nation brand brings benefits to such sectors as: interest in its culture; interest in particular destination within the country; range of available business opportunities; politics, economics and diplomacy factors (Moilanen and Rainisto, 2009).

5. Creation of a positive image of the country works within the country as well

Proper positioning forms the desired world outlook of the average citizen and raises self-consciousness of the nation.

6. Plays an important role at leveraging the perceived image of a place and in influencing tourist choice behavior (Crockett and Wood, 2002)
7. Branding allows to manage destination image and improve economic performance by attracting international business and tourism (Aronczyk, 2008)
8. Branding allows organizations, individuals and countries to say things about themselves to foreign markets in the ways that language could not express (Pitt, Opoku, Hultman, Abratt, Spyropoulou, 2007)

A nation brand is influenced by all the contacts that one relates to the country: national products, celebrities, art, sports, fashion, inhabitants met elsewhere. The base for the development of a service brand is the customer's participation in the process; planned marketing communications play a supporting role. This means that a negative experience can't be fixed with planned communication procedures (Moilanen and Rainisto, 2009).

Branding should be built on the results of consumer perceptions research. It is vital to understand how existing and potential customers view the country, its products and suggested services; what is the perceived image. Marketing campaigns must attractively differentiate the country from competitors based on this information.

At this point the concept of a nation brand personality must be introduced. The term “brand personality” is frequently confused and interchanged with another one “brand image” (Hosany, Ekinci and Uysal, 2007). The authors aptly conceptualized nation personality as the set of personality traits associated with a destination, while the most commonly cited definition of image is “the sum of beliefs, ideas and impressions that a person has of a destination” (Crompton, 1979). There is a school of thought (Biel, 1993: 71), which views brand image as “a cluster of attributes and associations that consumers connect to a brand”. From this point of view, evoked associations can be either hard (tangible/functional) or soft (emotional attributes) (Echtner and Ritchie, 1993). The study (Hosany, Ekinci and Uysal, 2007) provides some empirical support to this contentious debate over two definitions. Results indicate that destination image and destination personality are two different but related concepts. The findings support the proposition that brand image is an encompassing term with brand personality as one of its components (Plummer, 1984) and brand personality is more related to the affective (softer) side of brand image.

In this thesis nation brand personality is considered to be a set of personality characteristics (traits) associated with the country and forming the emotional part of its image.

The role of nation brand personality can't be underestimated: the greater the match between the destination's personality and the visitor's self-concept is, the more likely the visitor will have a favorable attitude toward the destination (Sirgy & Su, 2000).

Summarizing: if a consumer can relate his personality (desirable or perceived) to the personality of a destination there are more chances that he will prefer it to other competitors. National products related to the destination can be sold easier if the brand personality of the destination is positive and seems to be beneficial to consumers (prestigious, fancy, reliable etc.)

Addressing nation brand personality, there is a range of tools to develop a place as a part of place marketing efforts: closer networks, promotion of partners in private and public sectors to develop technological resources; improved business and technical education, attempts to attract local entrepreneurship and investments (Kotler et al., 1999). Before that a strong analysis is to be done; country's products, strengths of the identity, financial resources, commitment from the target group and public-private partnerships should all be used in a motivating way (Moilanen and Rainisto, 2009).

There is no doubt that information shared through social media (networks like Facebook, Vkontakte, Twitter, Instagram etc.) can have a significant impact on shopping preferences of tourists while choosing a destination to travel to, as it endows them with an access to different viewpoints and opinions (reviews, for example) (O'Connor, Hopken, & Gretzel, 2008).

Regardless from how vast and successful (or not) promotion campaigns of destinations are, repeating visitors and possible future visitors already have some formed idea about the destination, its reputation and expected experiences. Usually country reputation is based on personal experience from a previous trip or is based on the reputation of its internationally known products and trademarks. Except that, the reputation can also be obtained from word-of-mouth communication or information from the media (Yang, Shin, Lee, & Wrigley, 2008).

Based on the issues discussed in this section, it can be concluded that, the same goals as for a brand of an organization are set for a brand of a country (and nation brand personality as its essential component): to distinguish it from competitors, to form and consolidate certain emotional associations or to develop desired country's perception stereotypes.

Along with this, the same methods and channels as those for branding of commercial organizations are utilized. What is different is the magnitude: promotion of a country is much more complex and demanding task than a commercial brand promotion.

2.3.1 Nation brand personality research

Developing the personality concept to countries, d'Astous and Boujbel (2007) created a scale that differs from the BPS. Their scale was developed particularly for the measurement of country's personality and consists of six dimensions (with no facets within them): agreeableness, wickedness, snobbism, assiduousness, conformity, and unobtrusiveness.

While both scales mentioned in this chapter reflect consumers' intentions toward a country, the former (BPS) predicts product purchase

intentions better than the latter, though the latter outperformed the former in predicting travel intentions (Roth & Diamantopoulos, 2008).

Due to the fact that what makes sense for product brands also applies to countries as producers (Roth & Diamantopoulos, 2008), common rules for research apply too and the personality metaphor can be extended to nation branding.

Nowadays tourism industry advantageously uses public relations, marketing and advertising to promote destinations around the world (Morgan & Pritchard, 2005). This strategic approach of managing communications related to a brand involves: public relations efforts and identifying target markets; creation of a flexible plan of action that might be changed if needed to reflect shifting realities; and the last but not the least: monitoring feedback to see if there are attitude or behavior changes within the target publics (Tilson & Stacks, 1997). This approach is best illustrated in the usage of Social media, that lets both: state a desirable perceived image for the country; and communicate with consumers and learn about the perception of the brand personality of the country, existing in their minds. DMOs (Destination marketing organizations) can use the Internet to serve their branding needs by selecting brand elements to identify and distinguish a destination by building a positive image (Cai, 2002; Lee, Cai, & O'Leary, 2005) as they are actively involved in an effort to attract travelers because destinations are becoming highly substitutable due to the growing global competition (Pike & Ryan, 2004).

Since this thesis is devoted to the brand personality of Portugal, several methodologies used to carry out research specifically in the area of nation branding are presented in this part.

Herein some articles on brand personality of destinations are reviewed aiming to better understand the methodologies applied to conduct a research on objects similar to the object of the thesis (Table 2.2).

The list of articles for the review consists of six papers, namely:

1. "What I say about myself: Communication of brand personality by African countries" (Pitt, Opoku, Hultman, Abratt and Spyropoulou, 2007)
2. "When tourists are your "friends": Exploring the brand personality of Mexico and Brazil on Facebook" (De Moya and Jain, 2013)
3. "The U.S. brand personality: A Sino perspective" (Rojas-Méndez et al, 2011)
4. "Communicating destination brand personality; The case of Amsterdam" (van Meer, 2010)
5. "When Brand Personality Matters: The Moderating Role of Attachment Styles" (Swaminathan, Stilley and Ahluwalia, 2008)
6. "Brand personality and destination image of Istanbul" (Sahin and Baloglu, 2011)

The aspects to which the attention was paid are: the type of research (descriptive or analytical); the approach applied (deductive or inductive); the type of design (exploratory or conclusive); the design of the research (conceptual or empirical (qualitative, quantitative or mixed designs)); data

collection methods; the type of sample and its size; the type of data analysis technique.

Table 2.2 – Results of the review of articles on brand personality of destinations

	Pitt, Opoku, Hultman, Abratt and Spyropoulou	De Moya and Jain	Rojas–Méndez et al
Type	Analytical	Analytical	Descriptive
Approach	Inductive	Inductive	Inductive
Design type	Exploratory	Exploratory	Mixed (1 st stage – exploratory; 2 nd stage – conclusive)
Design	Empirical (mixed)	Empirical (qualitative)	Empirical
Method	Content analysis	Content analysis	Survey (open-ended questions); Questionnaire
Sample	Official tourism websites	Official Facebook pages of countries (namely, posts, including those of “friends”; news, etc.)	Master’s students for the survey; China residents for the questionnaire
Sample size	10	32799 words for Brazil; 20996 words for Mexico	Survey – 532; Questionnaire – 477
Data analysis technique	Content analysis (Webstat program); correspondence analysis	Computer-aided content analysis (Diction 5.0 program); correspondence analysis	Correlation analysis; Principal component analysis (PCA); Factor analysis
	van Meer	Swaminathan, Stilley and Ahluwalia	Sahin and Baloglu
Type	Descriptive	Descriptive	Analytical
Approach	Deductive	Deductive	Inductive

Design type	Exploratory	Conclusive	Exploratory
Design	Empirical (mixed)	Conceptual (suggested framework) + Empirical (quantitative)	Empirical (mixed)
Method	Secondary/desk research; interviews; surveys; observation	Experiment (3 studies)	Surveys; Content analysis
Sample	interviews with company representatives; surveys with residents and culture representatives;	Undergraduate students	International first-time visitors; websites and travel brochures
Sample size	5 interviews; 154 survey respondents; 200 visual template respondents	1 study: 200 2 study: 159 3 study: 99	272 respondents
Data analysis technique	Qualitative analysis; Descriptive statistics; Factor analysis	ANOVA; Regression analysis	Component analysis; ANOVA; SPSS Text Analysis for Surveys 2.1 (for open-ended questions responses analysis)

Source: Results of the review conducted specifically for this thesis

As it can be seen, due to the considerable newness of the brand personality concept in relation to destinations topic, research is usually exploratory. The design of the research is either mixed (qualitative plus quantitative) or just qualitative, with content analysis and surveys being the handiest way of gathering information. Data analysis techniques commonly utilized are ANOVA, component and correspondence analysis.

2.4 Conclusion

This chapter is focused on the concept of brand personality. Before proceeding to the consideration of the concept and its application regarding countries (destinations), the terminology of branding was reviewed, including definitions of "brand" itself proposed by different authors.

After that the assessment of successfulness, importance of brand contacts and some advantages of branding, namely: differentiation from competitors, emotional benefits, connection of responsibility to the producer etc., have been described.

Starting from 1990s, the terminology of branding has been applied to places too. Anholt (1998) wrote in his article that a country could be equated to a brand. Since then, methods of marketing, advertising and branding are used extensively to countries. There are different approaches to the definition of a brand personality, some of them are presented in this paper and were used to set the definition that is used in this work: the nation brand personality is considered to be a set of personality characteristics (traits) associated with the destination and forming the emotional part of its image.

Many authors (Hawkins et al, 2001; Swaminathan, Page, & Gurhan-Canli, 2007; Sirgy & Su, 2000) recognized the influence of brand personality on consumer preferences and willingness to purchase, the applicability of that principle to the intention to visit the country has also been proved. This means that a well-thought promotion policy, strategic planning and active use of social media are of great importance.

The development of a powerful brand must start with an intelligent and reliable market research as well as with an intelligent, in-depth consumer research. For these purposes a wide range of research methodologies exists. The choice of one must be justified with the main aim, target market specifics and resources available to the researcher. As it can be seen above in the chapter, when talking about a brand personality, qualitative exploratory research is mostly applied.

Chapter 3: Methodology

3.1 Introduction

This chapter is entirely devoted to the research methodology utilized in the thesis. Based on the data achieved from the literature review presented in Chapter 2 the approach was chosen.

Here some research methods are described, as well as approaches and designs including those used throughout this study; justification of the choice of research method and description of applicability. Addressing applicability, Allan and Randy (2005) state that a research methodology should meet the following two criteria:

- Should be the most appropriate to achieve the objectives of the research
- Should be possible to replicate in other researches of the same nature

These criteria along with the common requirements to any research methodology (reliability, which is closely associated with subjectivity (Wilson, 2010); and validity, which is considered to be a compulsory requirement (Oliver, 2010; Cohen et al, 2007)) were taken into consideration during the conduction of the research.

As the topic of nation brand personality is quite new, the research conducted is exploratory in its nature, inductive and forms a basis for further

research in the field as well as serves to have a better understanding of the problem and generally determines its nature (Lambin, 2000).

Attention was paid to such essentials as the research target market characteristics and setting: Portugal as a touristic destination.

3.2 Setting: Portugal as a touristic destination

This thesis is devoted to the brand personality (BP) of Portugal. There was research in the area, for example, Santos (2004) conducted an analysis of travel sections in some US newspapers (New York Times, Washington Post, Los Angeles Times, and USA Today) between 1996 and 2002, about tourism in Portugal and found that it was represented in the US newspapers' travel sections of that time with personality traits such as "traditional", "contemporary", "modern", and "sophisticated".

Notwithstanding, this thesis is focused on the existing brand personality for the Russian-speaking market as one of the biggest and most prosperous markets. Portugal is a part of the European Union and people from member countries do not need passports or visas to enter, provided they have a valid identity card. Though passports are required for citizens of non-EU countries (visa is also a must for the citizens of Russia and CIS countries, which can be ordered in an embassy of another EU country (The Schengen visa) or in embassies of Portugal in Moscow (Russia) and Kiev (Ukraine)).

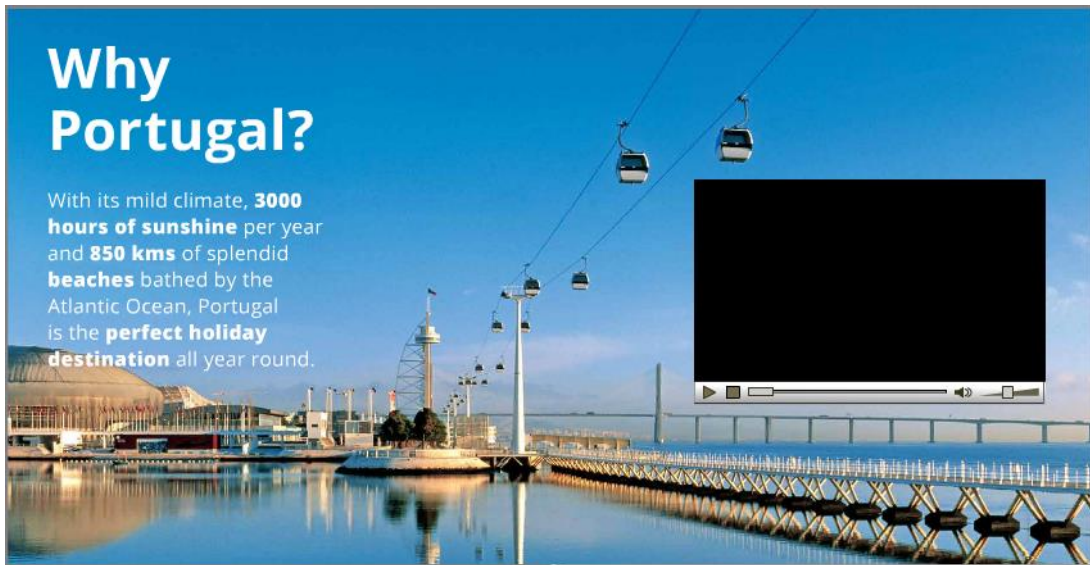
The popular tourist portal "Globe Sports" acknowledged Portugal as the best tourist destination in 2013 (<http://www.globespots.com/besttravel.php?year=2013>). In the past years

the flow of tourists from China, Russia and Brazil grows steadily. Speaking specifically about the Russian market, the opening of five weekly direct flights from Moscow to Lisbon played a significant role in easing of the transport accessibility and as a result – popularization of the destination. According to the official statistics of 2010, Portugal was visited by 118,170 Russian tourists. The preliminary data for 2011 showed that the number of Russians who visited Portugal was more than 150 thousands (Kapusta, 2013).

Nevertheless, Russian operators are confident that the flow of tourists would be more noticeable, but it is almost impossible to find Russian-speaking guides in Portugal: according to the official statistics provided by the union of guides and interpreters of Portugal (Sindicato Nacional da Actividade Turística-Tradutores e Intérpretes –SNATTI), there are only 8 officially registered Russian-speaking guides (Kapusta, 2013).

The official touristic website “www.visitportugal.com” provides some information in different languages, though none of the e-brochures is available in Russian. The information is divided within brochures according to themes (that can also be considered as the main things that the destination has to offer) that may interest future tourists while viewing the site: Itineraries, Heritage, Sun and Sea, Nature, Golf, Portugal (with common information).

Figure 3.1 – A page from the e-brochure “Portugal”



Source: Website www.visitportugal.com

According to the brochures offered on the website the main accent in the image of Portugal is made on nature offerings of the islands and southern coast of the country, perfect holiday break and beach vacation destination.

3.3 Empirical research

This part of the chapter represents an entity of techniques and steps taken to accomplish practical part of the thesis.

First some secondary research was conducted, consisting of: literature review and a minor content analysis of the official tourism website newsletters (Appendix B). The content analysis was carried out with the help of the on-line service at the website <http://worditout.com>. This secondary research serves as a background on the topic of brand personality; gives a foundation for the research design for the practical part; and provides the

overview of approaches applied by other authors to study the topic and create a research methodology.

In this work, the use has been made of other dissertations and publications on brand personality, as well as of articles and books related to destination branding, destination image and brand personality.

The research was conducted in two stages:

1. Word search
2. On-line questionnaire

Both stages are described under corresponding sections further.

3.3.1 The research framework basic scheme

In order to better show the interconnections among the parts of the research a short description of the framework scheme and the scheme itself (Figure 3.2) are provided below.

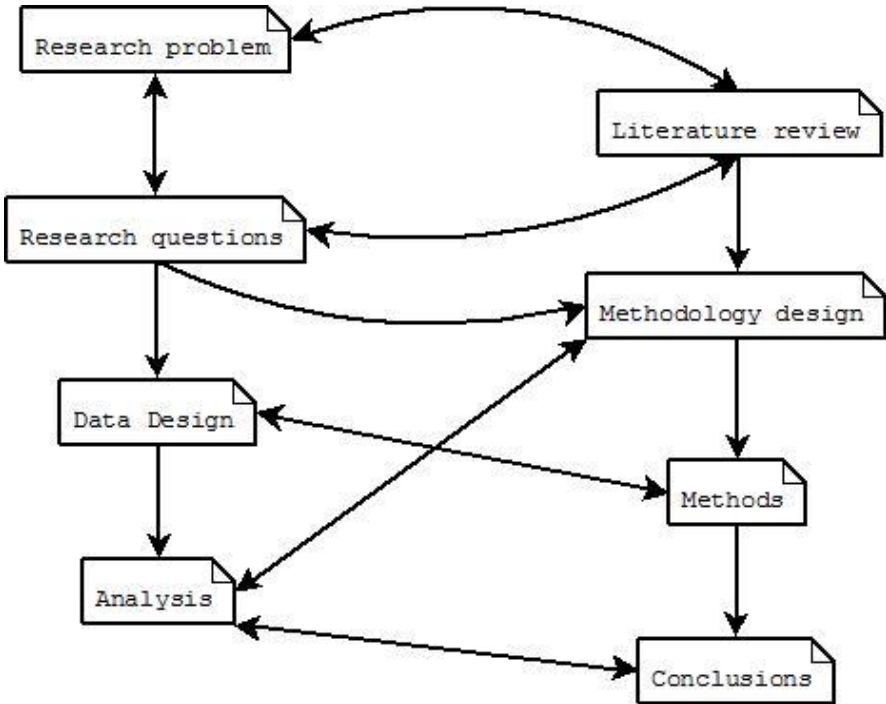
The research started with a problem of determination within the field of Tourism Marketing, which led to the current research field determination, being Portugal's Brand Personality. The next stage was to formulate the research questions. This created focus and required a significant thinning down of the original problem. The main research questions are: identifying the brand personality attributes of Portugal among the Russian-speaking market; studying the differences in brand personality evaluation among subgroups of the research target group. Both stages required a thorough literature review.

Design and distribution of the survey for the practical part was a vital. The purpose of the design is to determine a method to create accurate and unbiased data on which conclusions of the study are going to be based.

The next stage was data design, including identification of what data is needed and how it will be collected. Choosing the data affects analysis stage (choice of means of analysis and the whole approach) and conclusions significance and credibility. Sampling was used to enable accurate analysis and valid results.

After gathering of data, went the analysis using SPSS Statistics 21 and WordStat 6.1. Considerations about analysis were a part of the design process. Finally, the analysis results were reviewed and conclusions were drawn.

Figure 3.2 - The research framework basic scheme



Source: Constructed in software Dia version 0.97.1

3.3.2 Word search

The aim of this dissertation is to study brand personality of Portugal and not to assess the image, but some common idea on the desired perceived image is necessary. So as to better understand how the team working on the image of Portugal positions the country, a content analysis of newsletters of year 2012 (September, August, June, May, March, February) and years 2010 and 2008 was made using Worditout.com on-line service.

3.3.2.1 Data research process

WordItOut lets one transform a text into word clouds made up of randomly positioned words, where the most important words are bigger than the others. The idea is similar to “Tag clouds”, which are now common on websites and show keyword links to pages within that site. The service allows creating a cloud from any entered text. These word clouds vary the size of a word with the number of times it appears in the original text.

The first step on this stage of research was to put together all the chosen newsletter’s texts to make it applicable for the text input (which has no length limit and has an alternative option of using just url or web address for submitting a text for analysis).

3.3.2.2 Data analysis process

The content analysis started right after the input of the text was done. By default, some symbols were ignored or replaced with a non-breaking space to keep multi-words together. These settings were changed to set the

characters that need to be removed; the list of words and symbols that have been eliminated from the analysis is in Appendix B.

On the word cloud that was created entries were placed in order of count (words with higher frequencies are closer to the center of the word cloud and are of larger size). Words with fewer than 3 letters were ignored. The limit of how many words to put in the cloud was set equal to 70.

3.3.3 On-line questionnaire

After that a survey was designed, conducted and analyzed, involving qualitative and quantitative techniques.

3.3.3.1 Aim and design

The design was suggested keeping in mind recommendations on creation of a good, reliable questionnaire and an appropriate cover letter. The questionnaire in Russian was distributed among the Russian-speaking residents, visitors and perspective visitors of Portugal. The questionnaire consists of 3 open-ended questions and a number of multiple choice questions (see Appendix C and Appendix D for the English and the Russian versions respectively).

This format was used as one of the most appropriate in accordance with one of the objectives of the thesis – to get the clearer idea of the brand personality attributes of Portugal existing among the target market and answer such questions, as: what are the perceived attributes of brand personality of Portugal for the research target market concerning its functional characteristics/its atmosphere as a tourist destination/what are

the perceived different characteristics. The approach with 3 open-ended questions was adapted from another research (Sahin and Baloglu, 2011) which included studying unique perceptions of visitors of Istanbul.

In the open-ended (qualitative) questions section respondents were asked to list three words (topics only) coming to their mind in association with:

1. The general image of Portugal
2. The mood or the atmosphere expected to be experienced in Portugal
3. Distinctive or unique tourist attractions

Gender, age, occupation, level of education and nationality were asked in order to define the background, the ethnic group and the academic level of respondents.

Table 3.1 – Aims and design of the questionnaire

Question number	Question	Aim	Authors
Part 1, № 1	What images or characteristics come to mind when you think of Portugal as a vacation destination?	To investigate functional attributes of Portugal's brand personality	Sahin and Baloglu, 2011; Echtner and Ritchie, 1993
Part 1, № 2	How would you describe the atmosphere or mood that you would expect to	To investigate emotional attributes of Portugal's brand	Sahin and Baloglu, 2011;

	experience while visiting Portugal?	personality	Echtner and Ritchie, 1993
Part 1, № 3	List any distinctive or unique tourist attractions that you can mention, speaking of Portugal.	To investigate general characteristics as a tourist destination; identify the most recognized attractions	Sahin and Baloglu, 2011; Echtner and Ritchie, 1993
Part 2, № 1	Have you been to Portugal?	To identify subgroups	van Meer, 2010
Part 2, № 2 – 5	When the respondent visited Portugal, how long was the stay; intentions to return and recommend	To characterize the stay	Sahin and Baloglu, 2011
Part 3, № 1 – 6	Respondents characteristics (Age, gender, nationality, marital status, education level, group)	To collect socio-demographic information about the respondents; to characterize the sample	Rojas-Méndez et al, 2011; van Meer, 2010

3.3.3.2 Sample

Proceeding to sampling, some Russian-speaking students of the University of Algarve were contacted with a request to fill out the questionnaire and ask 1–2 friends or relatives, who visited or planned to visit them, fill it out too (as the “word-of-mouth” is named within one of the most

effective tools in marketing and information distribution), after that the link on the questionnaire was distributed with the help of vk.com – a major social network for the Russian-speaking people. Taking into consideration the idea that visitors, perspective visitors and current residents of Portugal (due to study or work issues) might be members of thematic social groups at the network, in 5 of such groups the request to fill out the questionnaire was posted in the second half of March.

The groups are:

1. Гид по португалии (Guide to Portugal) (189 members)
2. Россия – Португалия / Russia – Portugal (3415 members)
3. Молодежь Португалии (Youth of Portugal) (920 members)
4. Высшее образование в Португалии (Higher education in Portugal) (199 members)
5. Португальский язык (Portuguese language) (5187 members)

It must be noted that the response rate on the public posts was negligible, so starting from the very end of March personal messages with the request to fill out a questionnaire were sent to those comprised in 3 of these groups (Guide to Portugal; Russia – Portugal; Portuguese language).

A stratified sampling technique was used, where sampling is random choice from a list of members of groups older than 18 (as those can be considered as adult travelers already), Russian-speaking (some members were also Portuguese-speaking or English-speaking), with an open access to private messages receiving, active users – last login not later than a week ago, with the use of subgroups.

Subgroups that have been analyzed are:

- Those who study or studied in Portugal
- Those who work or worked in Portugal
- Those who visited Portugal
- Those who plan to visit Portugal

A check for “uniqueness” of request has also been done as some of the people are members of several reviewed groups.

The aim was to represent a diverse sample of different categories and to study possible differences in perceptions. All the subgroups have mixed genders and ages.

3.3.3.3 Data collection process

The on-line completion format via “My Drive” from Google was implemented as being the best way to reach out to the target population both currently living in Portugal and in Russian-speaking countries.

During the phase of sending personal messages with a link on questionnaire, a total of 758 messages was send.

The research resulted in 208 respondents, excluding the non-response; 203 of the responses were appropriate for analysis.

3.3.3.4 Data analysis process

All the received answers have been reviewed and translated from Russian into English; some corrections had to be made (so as to make the responses be applicable for the analysis; main ideas, keywords and phrases have been allocated instead of complex sentences, which some respondents used, despite the request to write 3 words, separated by a comma. During

the translation phase online dictionaries and dictionaries of synonyms have been utilized (<http://slovari.yandex.ru/>; <http://dictionary.cambridge.org/dictionary/british/>; <http://www.onelook.com/>; <http://www.merriam-webster.com/dictionary/>). In addition, Russian slang was replaced by the closest in meaning English translation).

The translated data was analyzed with the help of SPSS Statistics 21 and WordStat 6.1.

The excel file with the responses was uploaded on to the program QDA Miner and analyzed with WordStat 6.1 – content analysis and text-mining software. It is used to extract and analyze information from large amounts of documents. Predefined hierarchical content analysis dictionaries or taxonomies composed of words, word patterns, phrases as well as proximity rules have been used. Concretely, these two: Regressive imagery dictionary (RID), “composed of about 3200 words and roots assigned to 29 categories of primary process cognition, 7 categories of secondary process cognition, and 7 categories of emotions” (<http://provalisresearch.com/products/content-analysis-software/>), and Wordstat sentiment dictionary.

WordStat 6.1 was considered to be a good option for the content analysis of the responses to the open-ended questions not only because of its availability and ease to use, but also due to its previous usage in research works, as:

- Stephen, T. (1999). Computer-assisted concept analysis of HCR's First 25 Years. *Human Communication Research*, 25, 498–513
- Sodhi, M.S & Son, B.-G. (2005). What Industry Wants From O.R. Grads. *OR/MS Today*, August 2005 Issue
- Stephen, T. (2000). Concept Analysis of Gender, Feminist, and Women's Studies Research in the Communication Literature. *Communication Monographs*. 67, 193–214

The basic steps of the performed analysis were as follows:

1. The Excel data file was uploaded to QDA Miner program and the "Content analysis" command from the "Analyze" menu was executed
2. After that the proper dictionary was chosen (the analysis was done twice, with Regressive imagery dictionary and then with Wordstat sentiment dictionary)
3. The program performed a categorization of words found in the responses and computed a frequency analysis on categories and sorted the frequency matrix in descending order of "Case Occurrence". (By default, the words displayed in the matrix were those specified in the Inclusion list. Words that have been left out of analysis due to the restrictions of the dictionary chosen, for example, geographical names, have been reviewed separately also)
4. Another feature that has been used was "Phrase finder". It did a frequency analysis on phrases with restrictions on phrase length

(from 2 to 7 words), minimal frequency of repeating being equal to 2 and sorted by “Case occurrence”.

3.3.4 The Russian-speaking market: perspectives and characteristics

The best way to show the relevance and the practical use of the current research is to take a look at the perspectives the Russian-speaking market (the Russian Federation and other countries of the CIS) might give. It goes without saying that the size of the audience is vast, though there are problems with reaching out to it and finding an appropriate way to do it. As in case of any target market, this one has specific features to be taken into account.

Hereby are presented some of the opinions on the Russian-speaking market characteristics (the Russian Federation mostly), perspectives of its development and tourism related issues found in the Internet.

Firstly, a promising market share of health tourism is to be mentioned. The rapid growth of the industry is marked by many countries. Russia and the CIS countries are marked as the most rapidly growing region in the global industry. At the 3rd Moscow Medical & Health Tourism Congress (year 2012) which main topic was “Russia, countries of the CIS and Eastern Europe in the global medical tourism industry. Russian-speaking market and cooperation with global service providers, creation of large sales networks and further expansion of the presence of foreign businesses in Russia, CIS and Eastern European countries” (Mitt, 2012).

Main data and results that should be noted are as follows:

- Outgoing flow of patients from Russia showed a record growth of 47%
- 3,220,000 of Russians go abroad for the treatment receiving purposes and 32 percents of the population are considering such an opportunity

Secondly, according to the World Tourism Organization (WTO, 2013): “Traditional source markets show renewed dynamism: Although the highest growth rates in expenditure abroad among the ten top markets came from emerging economies – China (+42%) and Russia (+31%) – important traditional source markets, showed particularly good results”.

Thirdly, on the official website of NetConsulting (NetConsulting, 2013) some information on the importance of the Russian market to Spanish businesses and on its characteristics that can be considered reliable is provided.

It was noted on the site that Russia is a growing market, though the Russian population demand is ranked as the third in the world after China and India and is constantly growing.

Another fact to mention is that in 2011, Russia with about 60 million people being active Internet users and representing 43% of the population took the second place among the European Internet users. It is possible to make conclusions about the existence of efficient methods to reach out to the target audience via the Internet.

Lastly, a number of posted features that should be taken into consideration while building a business relationship with the Russian people have been adapted where necessary to the topic of tourism. Some of them can actually be useful and help to better understand what business behavior is working well with the target market, for example:

- Those coming to spend a vacation prefer to spend money on services, food, gifts and typical (traditional for the destination) shows and events
- Russian people appreciate the seriousness, even in the smallest details. The fact that the level of business fraud in various sectors is high in Russia explains certain incredulity
- It is important to win the trust by making all operations more “transparent” and understandable for the client
- Advice of friends with experience in the issue of interest is of great influence in decision-making (for example, when choosing a "verified" touristic destination)
- Russians use forums and blogs on the Internet very actively, also while searching for pre-travel information

3.4 Conclusions

Experts note a particular shift from traditional marketing, branding and advertising aimed only at the formal sale to emotional marketing, requiring informal contacts with target audiences (Akulich, 2011).

The emotional reaction of a consumer (including a perspective one) is the key to understanding buying behavior and decision making process

towards a destination. Scientists make attempts to measure these emotional reactions, experimenting with three basic methods of the study:

1. The method of verbal self-esteem
2. The method of visual self-esteem
3. The method of evaluation "at a particular time"

The first method is utilized in this dissertation. Applying it, respondents were asked to answer the questionnaire with open-ended questions and express their emotions. It is the second most common method after interviewing (or group discussion). One of the main pluses of the method is the possibility to obtain both qualitative and quantitative data. Another advantage is the possibility to consistently and systematically collect information. One of the main reasons to apply this method in the thesis was that surveys are typically used when one needs to collect data from a large enough sample size – 100 or more respondents.

On the other hand, surveys can be used to obtain only a superficial idea of the emotional experience of the consumer. More detailed information on the carried out research and the results achieved are described in the next chapter of the dissertation.

Chapter 4: Results and Discussion

4.1 Introduction

This chapter is solely devoted to the results achieved during the research conduction and their discussion. It consists of 2 main parts: word search results and results from the on-line questionnaire.

Reminding of the research goals set, they were: to identify the brand personality attributes of Portugal among the target market; to examine the differences in brand personality evaluations among subgroups of the target group of research.

Answers to the three open-ended questions have been of main interest. This approach to having a look at the brand personality is an adaptation of the one used by other authors who carried out research in the field of brand personality of countries, cities or tourism destinations (namely, Sahin & Baloglu, 2011). Responses have been analyzed with the help of WordStat 6.1, in order to extract key concepts.

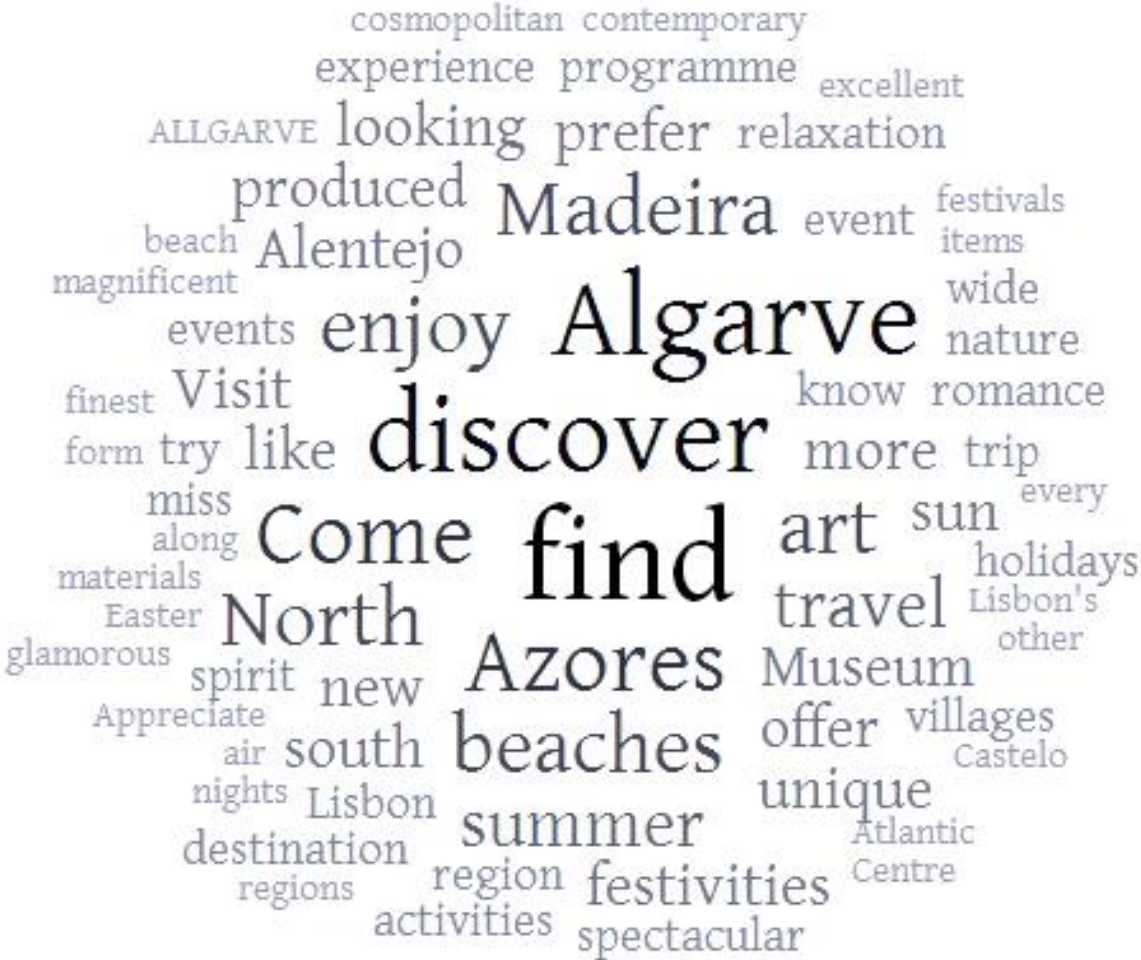
Other questions provide information useful to better understand the Russian-speaking market, its characteristics and existing subgroups. These outcomes are also presented in the chapter.

4.2 Word search results

The word cloud that has been created and consists of 70 most frequently used words (bigger size and deeper color for the most repeated ones) is presented below (Figure 4.1) with the maximum frequency of

islands, music, fun. In 2008: find, discover, Algarve, Azores, come, enjoy, beaches, art, Madeira, North, travel, summer.

Figure 4.2 – Word cloud for newsletters from year 2008



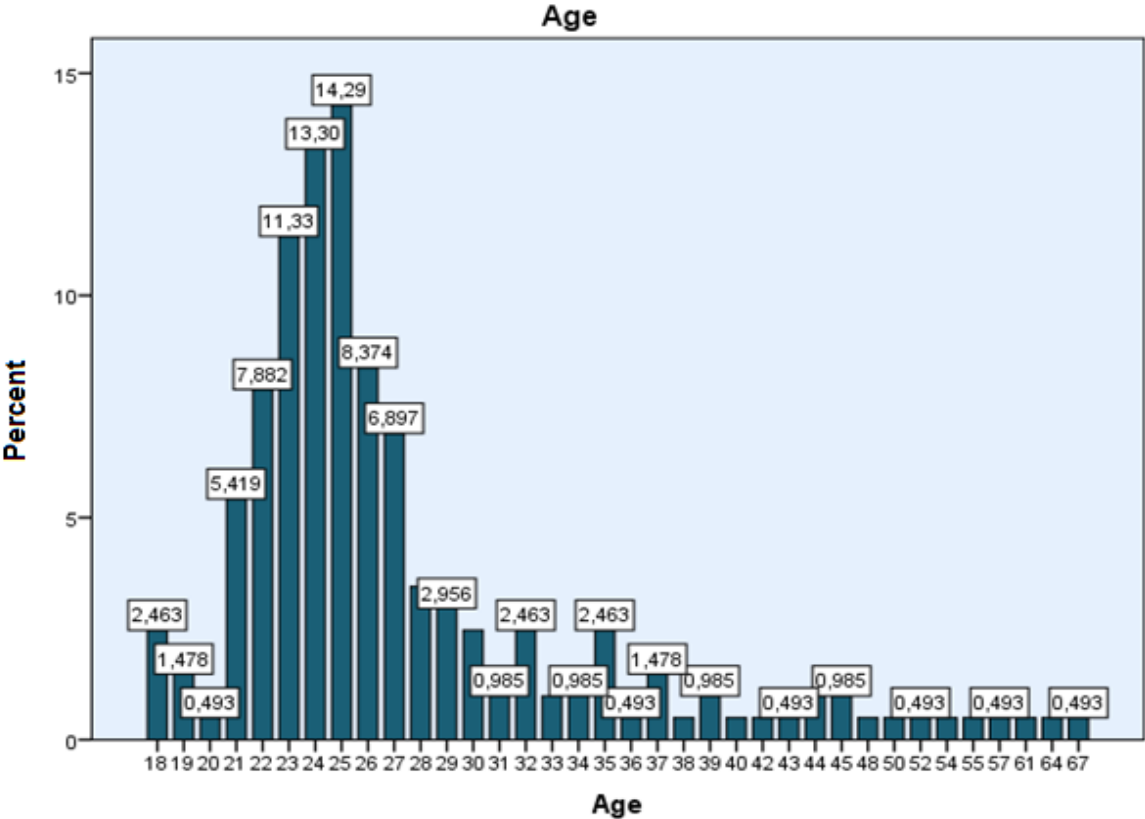
Source: Constructed using online service www.worditout.com

4.3.1 Characterization of the sample

To begin with, some general information to characterize the respondents is presented below. It includes results of the analysis of frequencies achieved with the help of SPSS. The block of questions from Part 3 of the questionnaire, which was filled by both actual visitors and prospective ones, provided this data.

The minimal age of the respondent is 18, the maximal - 67. Most of the respondents are aged between 21 and 27 (Figure 4.4), which is reasonable due to the average age of an active Internet user and also age of active travelers.

Figure 4.4 - Sample's age



Source: Constructed in software SPSS Statistics 21

Another important characteristic is nationality, though all the respondents are Russian-speaking, they belong to different nationalities, so the sample turned out to be quite diverse (Table 4.1).

Table 4.1 – Sample’s nationality

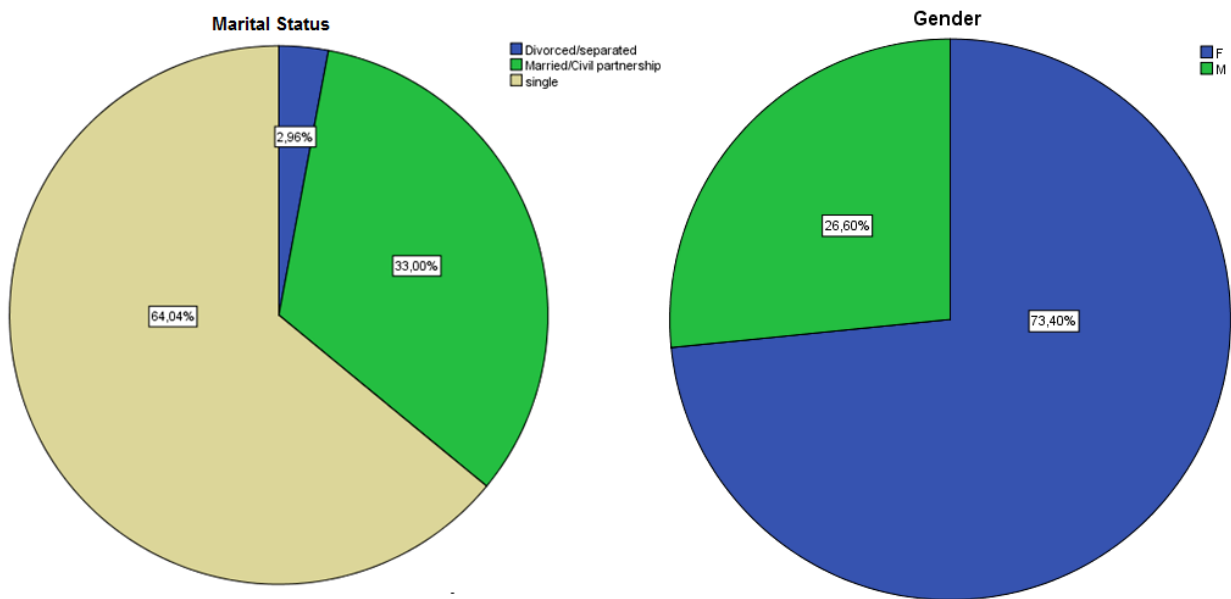
Nationality	Frequency	Percent
Abazin	1	,5
Armenian	1	,5
Belarusian	13	6,4
Buryat	1	,5
Chuvash	1	,5
Dagestani	1	,5
Finn	1	,5
Kazakh	1	,5
Moldavan	4	2,0
Portuguese	4	2,0
Romanian	1	,5
Russian	133	65,5
Tatar	3	1,5
Ukrainian	35	17,2
Total	200	98,5
Missing	0	3
Total	203	100,0

Source: Constructed in software SPSS Statistics 21

The biggest subgroups of the research are: the Russian (66,5%), the Ukrainian (17,5) and the Belarusian (6,5%).

Under this section is presented data on sampling division into groups according to: marital status, gender, category and education level (Figures 4.5 – 4.7). The majority of respondents (64,04%) is single; 73,40% are female, 26,60% are male.

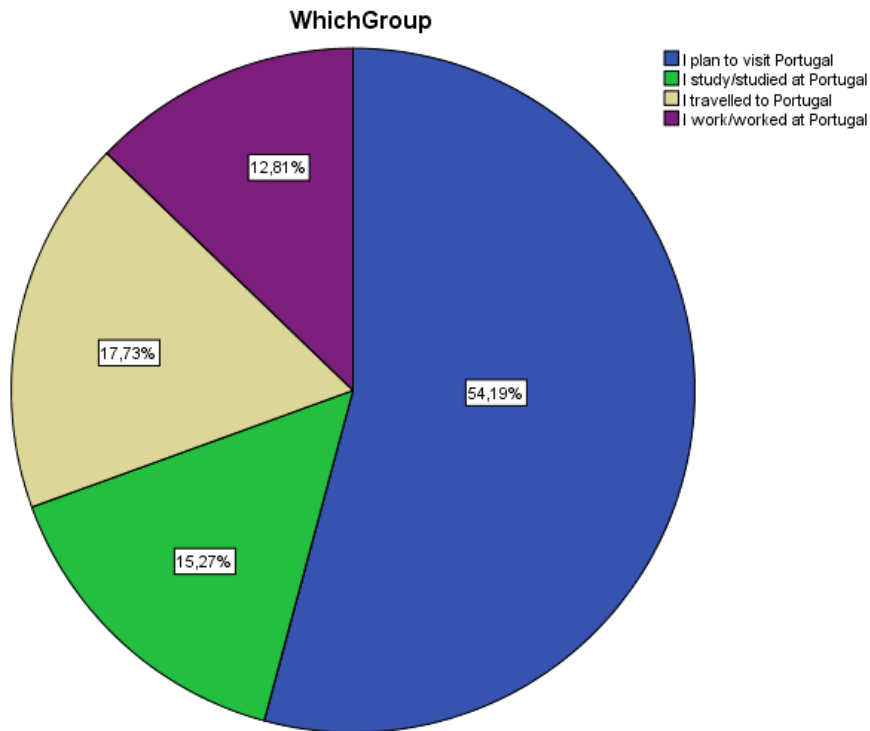
Figure 4.5 – Sample’s marital status and gender



Source: Constructed in software SPSS Statistics 21

Out of four groups suggested, those who plan to visit Portugal is the most numerous one – 54,19% of all respondents. Almost 18% have already travelled to Portugal; those who work/ed or study/ied are represented by 12,81% and 15,27% of respondents, respectively.

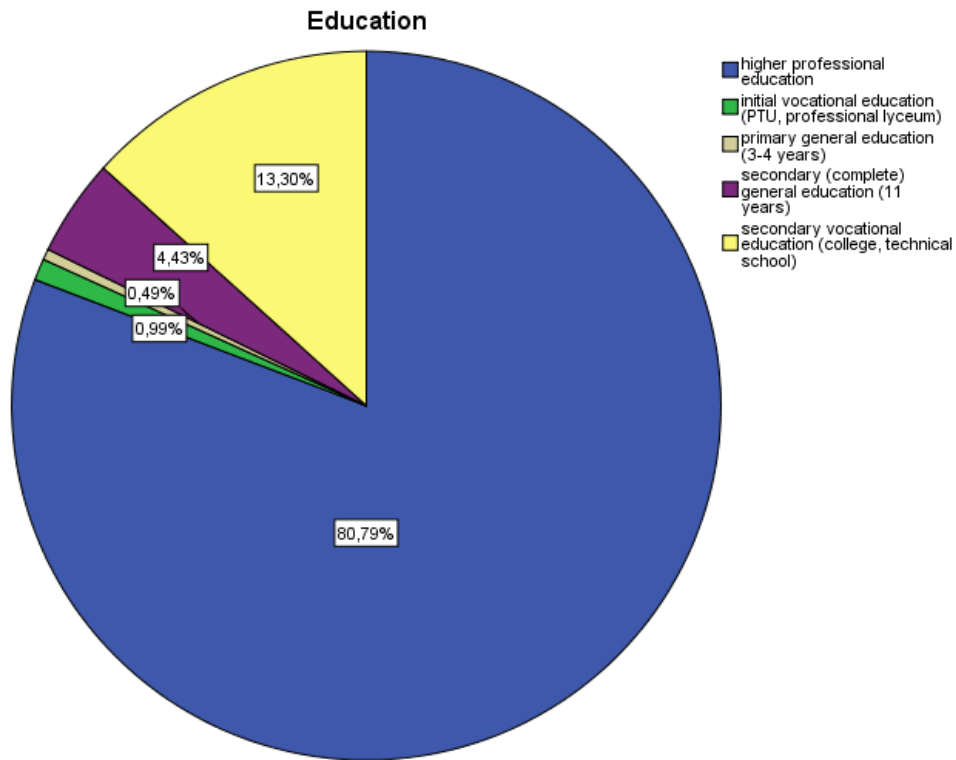
Figure 4.6 – Sample's division by groups



Source: Constructed in software SPSS Statistics 21

Most of the respondents (80,79%) have higher professional education. The second largest group is those who have secondary vocational education – 13,30%; 4,43% have secondary general education; groups with primary general education and initial vocational education are less than 1% each.

Figure 4.7 – Sample’s education level

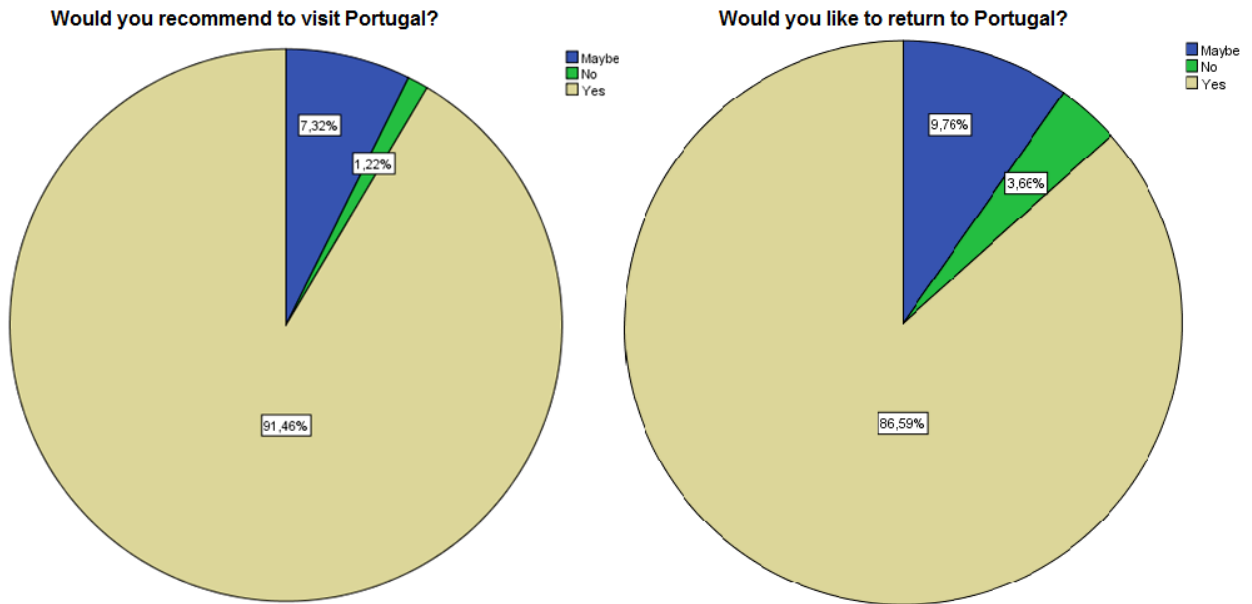


Source: Constructed in software SPSS Statistics 21

4.3.2 Information relating Portugal and intentions to recommend

Under this section summary of data on and connections existing among factors is given. First of all, intention to return and recommend (Figure 4.8): Most respondents who visited Portugal earlier would like to visit it again (86,59%) and could recommend it to relatives and friends as a tourist destination (91,46%). Though 9,76% of respondents are not sure if they want to return to Portugal; 7,32% have doubts about recommending it. The number of respondents who don't want to come to Portugal again is 3,66%; percentage of those who wouldn't recommend to visit it is relatively small – 1,22%.

Figure 4.8 – Sample’s intentions to visit and recommend



Source: Constructed in software SPSS Statistics 21

Further goes the summary of cases grouped by sample’s characteristics. Average age of those who would like to visit Portugal again and would recommend it to others is 28 years, the number of such responses is 69 (out of 82). The average age of those who don’t want to repeat their visit is 38 years. Another subgroup to be mentioned consists of those who are not sure about either they would like to come to Portugal again (8 cases) or if they could recommend it to other tourists (3 out of this 8). These respondents can be turned into returning visitors given a good motivation (right promotion), so attention should be paid not only to those who are “loyal consumers” now, but also to this doubting subgroup.

Table 4.2 – Age and intentions

Would you like to return?	Would you recommend?	Number of cases	Average age
Maybe	Maybe	3	29,00
	Yes	5	24,60
	Total	8	26,25
No	Maybe	1	64,00
	No	1	25,00
	Yes	1	27,00
	Total	3	38,67
Yes	Maybe	2	24,00
	Yes	69	28,13
	Total	71	28,01
Total	Maybe	6	33,17
	No	1	25,00
	Yes	75	27,88
	Total	82	28,23

Source: Constructed in software SPSS Statistics 21

The latter table (Table 4.3) shows the information on respondents (average age, marital status and gender) representing a subgroup of “actual visitors” (82 respondents who have been to Portugal), which consists of 54 women and 28 men of average age of 28. More than a half of the subgroup is single, with the average age of 25. The second largest group is represented by those who are married or are in civil partnership – almost 33%, their average age is 33 years. Less than 3% are visitors whom are divorced or separated of average age of 53.

Table 4.3 – Respondents characteristics

Gender	Marital Status	Number of cases	Average age
F	Divorced/separated	1	45,00
	Married/Civil partnership	21	31,43
	Single	32	25,47
	Total	54	28,15
M	Divorced/separated	1	61,00
	Married/Civil partnership	6	36,83
	Single	21	24,43
	Total	28	28,39
Total	Divorced/separated	2	53,00
	Married/Civil partnership	27	32,63
	Single	53	25,06
	Total	82	28,23

Source: Constructed in software SPSS Statistics 21

The crosstabulation procedure was applied to see how the answers are distributed between the categories of respondents (group and intention to recommend; education level and likelihood to return; gender and intention to recommend).

Table 4.4 – Crosstab for WhichGroup * WouldRecommend

		WouldRecommend			Total
		Maybe	No	Yes	
WhichGroup	I plan to visit Portugal	0	0	2	2
	I study/studied at Portugal	1	1	21	23
	I travelled to Portugal	1	0	33	34
	I work/worked at Portugal	4	0	19	23
Total		6	1	75	82

Source: Constructed in software SPSS Statistics 21

The next table (Table 4.5) shows how representatives of different subgroups (of different education levels) answered the question whether they would like to return to Portugal.

Table 4.5 – Crosstab for EducationLevel * WantToReturn

		WantToReturn			Total
		Maybe	No	Yes	
EducationLevel	higher professional education	6	2	56	64
	initial vocational education (PTU, professional lyceum)	1	0	0	1
	secondary (complete) general education (11 years)	0	1	4	5
	secondary vocational education (college, technical school)	1	0	11	12
Total		8	3	71	82

Source: Constructed in software SPSS Statistics 21

Table 4.6 is the crosstab for gender and likelihood to recommend others to visit Portugal. Even taking into consideration the fact that female respondents are almost twice more than male, they were more likely to recommend the destination to their friends/family.

Table 4.6 – Crosstab for Gender * WouldRecommend

		WouldRecommend			Total
		Maybe	No	Yes	
Gender	F	4	1	49	54
	M	2	0	26	28
Total		6	1	75	82

Source: Constructed in software SPSS Statistics 21

4.4 Brand personality attributes of Portugal

During the next step of the analysis the attention was paid to the responses to the open-ended questions:

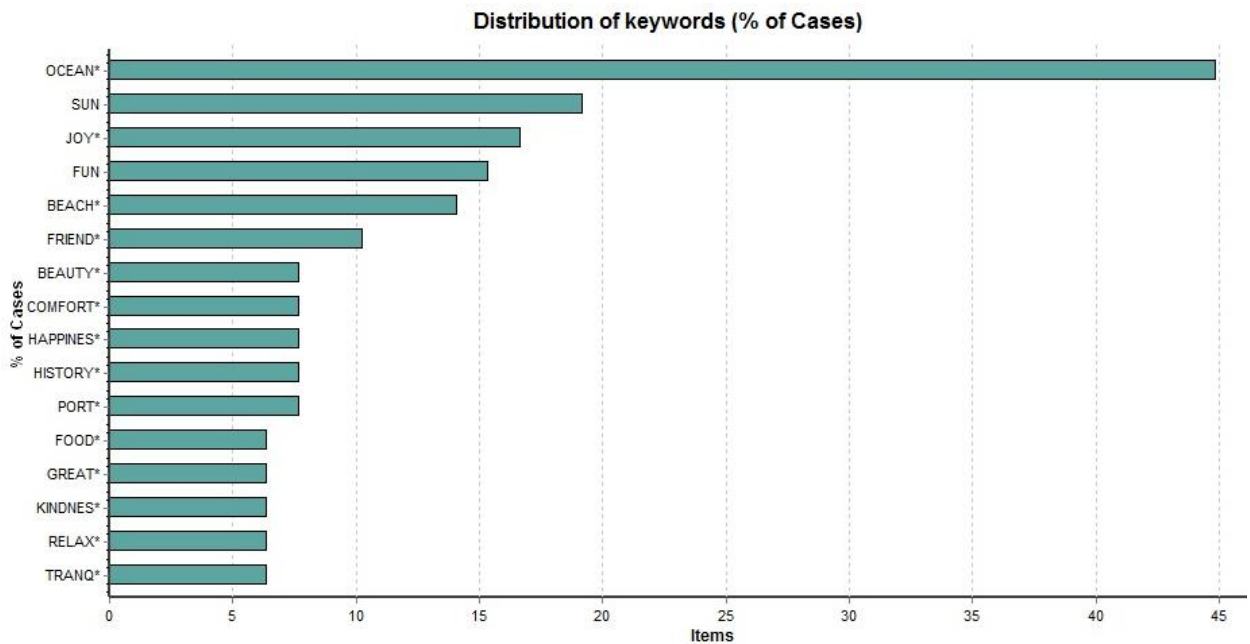
1. What images or characteristics come to mind when you think of Portugal as a vacation destination?
2. How would you describe the atmosphere or mood that you would expect to experience while visiting Portugal?
3. List any distinctive or unique tourist attractions that you can mention, speaking of Portugal.

First open-ended questions responses to questions 1 and 2 have been analyzed together among all respondents, then responses to all 3 questions separately within subgroups: those who have already been to Portugal and not - to compare the attributes ascribed to Portugal by actual visitors and possible ones.

4.4.1 Results of the analysis with the Regressive Imagery Dictionary

All the items (words) with case occurrence (each response is viewed as a case) less than 2 have been removed. On the first step the analysis of word frequencies was made. Items that appear at least in 5 cases have been presented in the bar chart (Figure 4.9 on the next page), the full table can be found in Appendix E (Data on both frequencies of the categorized words and those that have been left over, for example, geographical names).

Figure 4.9 – Distribution of words (RID)

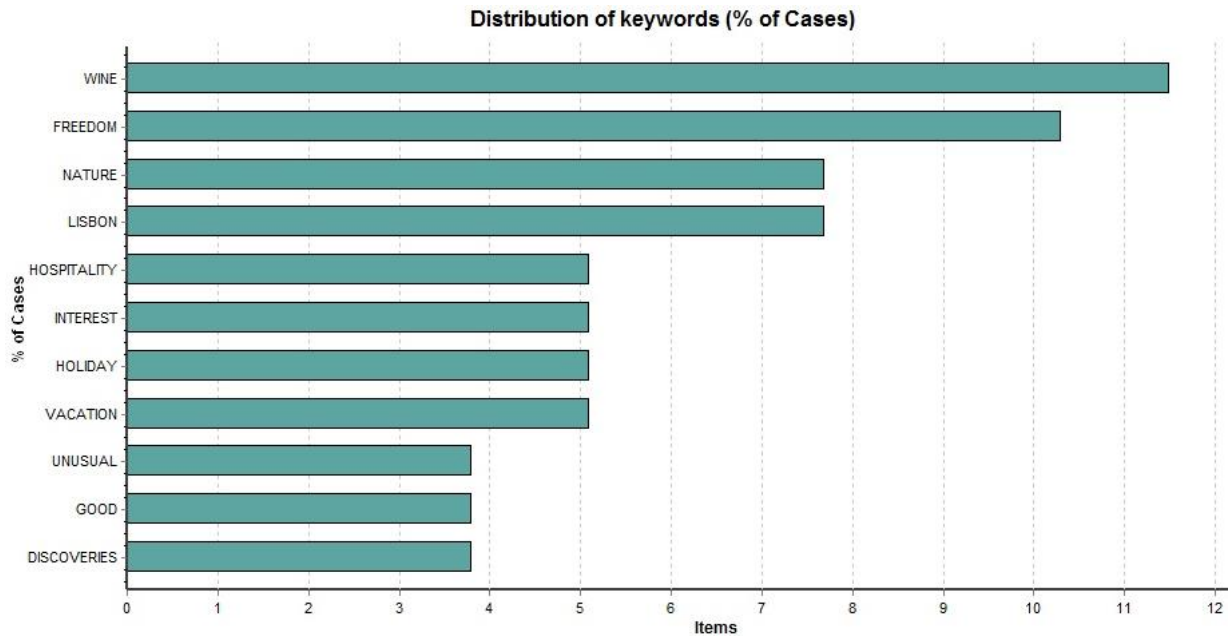


Source: Constructed in software WordStat 6.1

As it can be seen from the chart, most frequently the respondents mentioned the following words, while describing characteristics and atmosphere of Portugal: Ocean (and words with similar meaning or root, as marked with this symbol “*”) – in 45% of cases; sun – in almost 20%; joy* and fun – each in more than 15%. If talking about feelings and emotions, these words should also be mentioned: friend* – in around 10%; comfort* and happiness* – both in around 7%; kindness*, relax* and tranq* – in around 6% each.

The figure on the next page presents the results of the same procedure applied to leftover words (Figure 4.10 on the next page). They have been excluded from the previous analysis due to the particularities of the dictionary utilized.

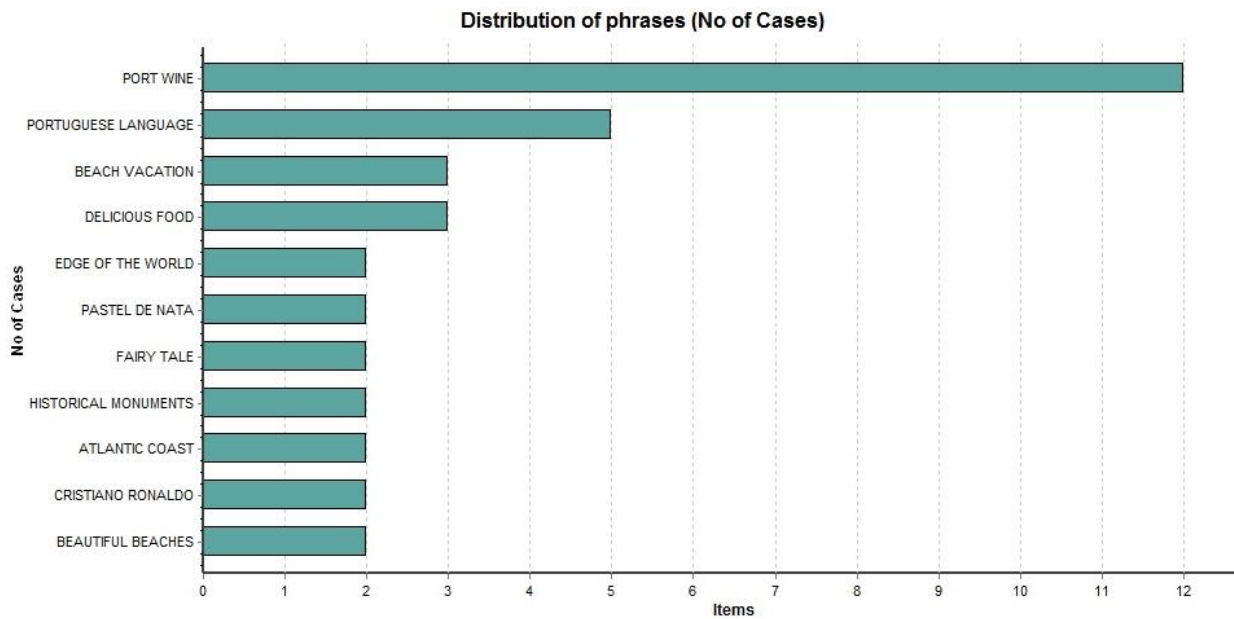
Figure 4.10 - Distribution of leftover words (RID)



Source: Constructed in software WordStat 6.1

The next step was to analyze the document with the responses in “Phrase finder” (Figure 4.11 on the next page). There restrictions were: each phrase should have been from 2 to 7 words length and the minimal frequency should have been equal to 2. All the phrases have been sorted by the case occurrence percentage.

Figure 4.11 – Phrase finder result



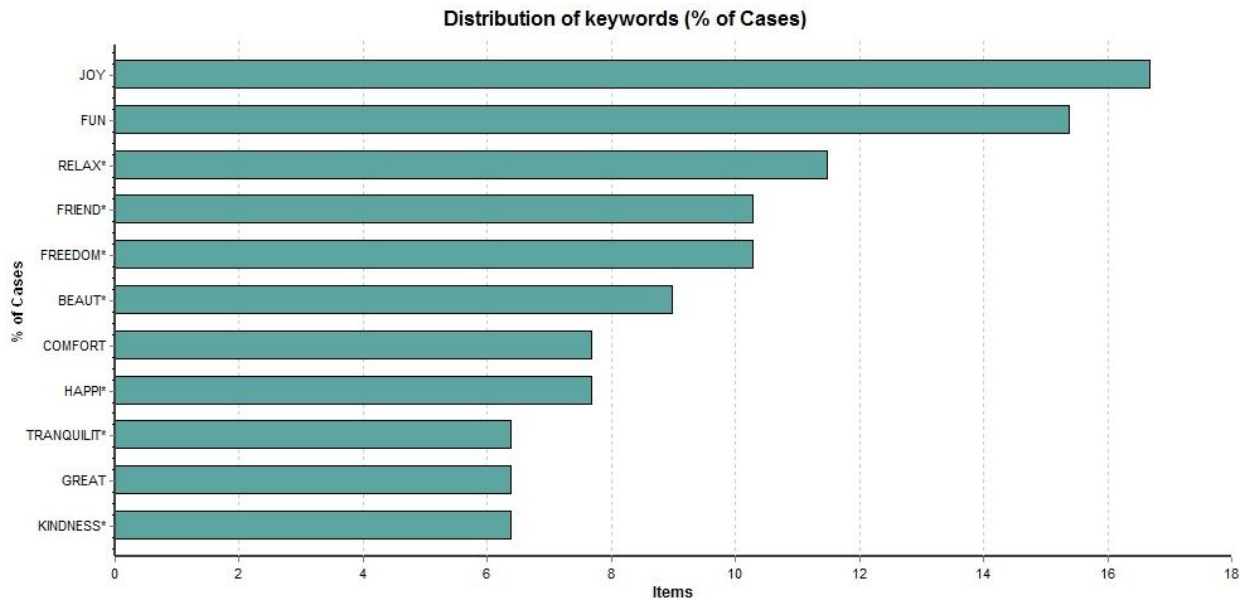
Source: Constructed in software WordStat 6.1

The phrase that was mentioned most frequently while talking about characteristics, mood and atmosphere of Portugal is “Port wine” (in 12% of cases). Portuguese language has also been mentioned several times (in 5% of cases). Quite expectable that such phrases as “beach vacation”, “Atlantic coast” are in the list too. In 2% of cases the exact phrase “edge of the world” was used to describe Portugal, which is also not much of surprise, since it is a faraway destination for the target market.

4.4.2 Results of the analysis with the Wordstat sentiment dictionary

The restrictions applied were the same as for the analysis with the previous dictionary except for the frequency of leftover words – they should have been in at least 4 cases.

Figure 4.12 – Distribution of words (sentiment dictionary)

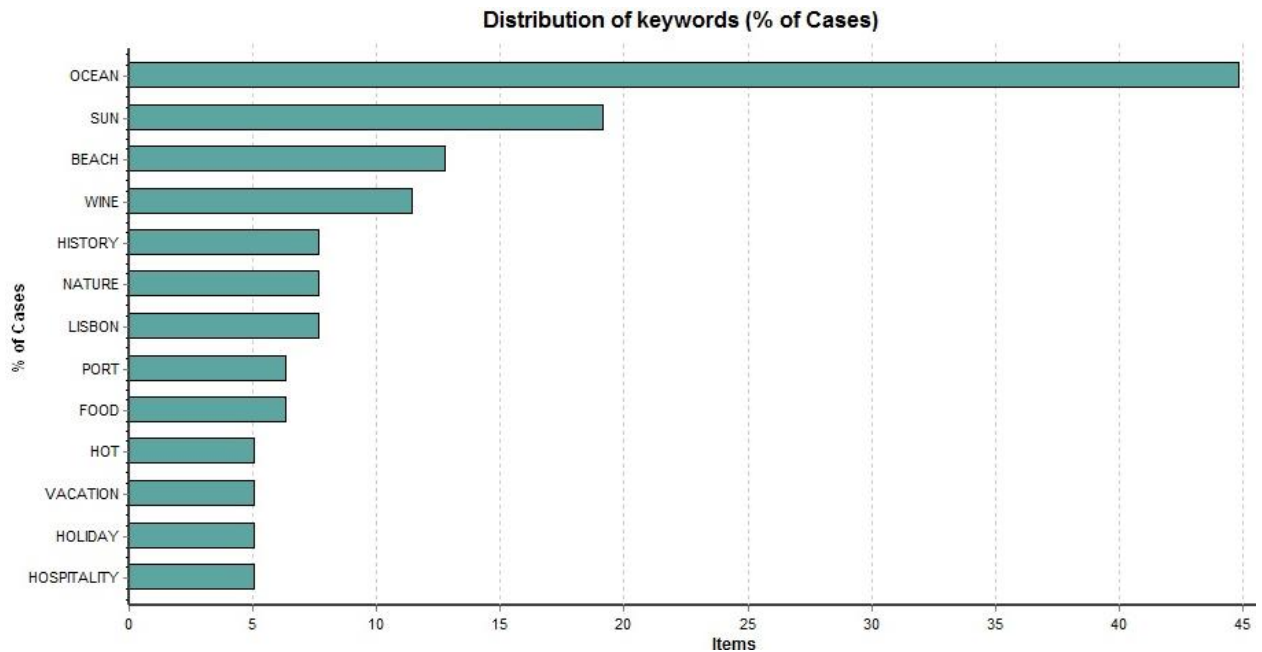


Source: Constructed in software WordStat 6.1

Similarly to the analysis with the previous dictionary, words “joy” and “fun” are one of the most frequently used by respondents – around 16 % of cases include them. In addition to such words as “relax*”, “comfort” and “friend*” a word “freedom*” was included in the list with 10 %.

The list of leftover words (Figure 4.13 on the next page) is quite similar to the one constituted with the help of RID with the exception of words that are at the top: “ocean”, “sun” and “beach”.

Figure 4.13 – Distribution of leftover words (sentiment dictionary)



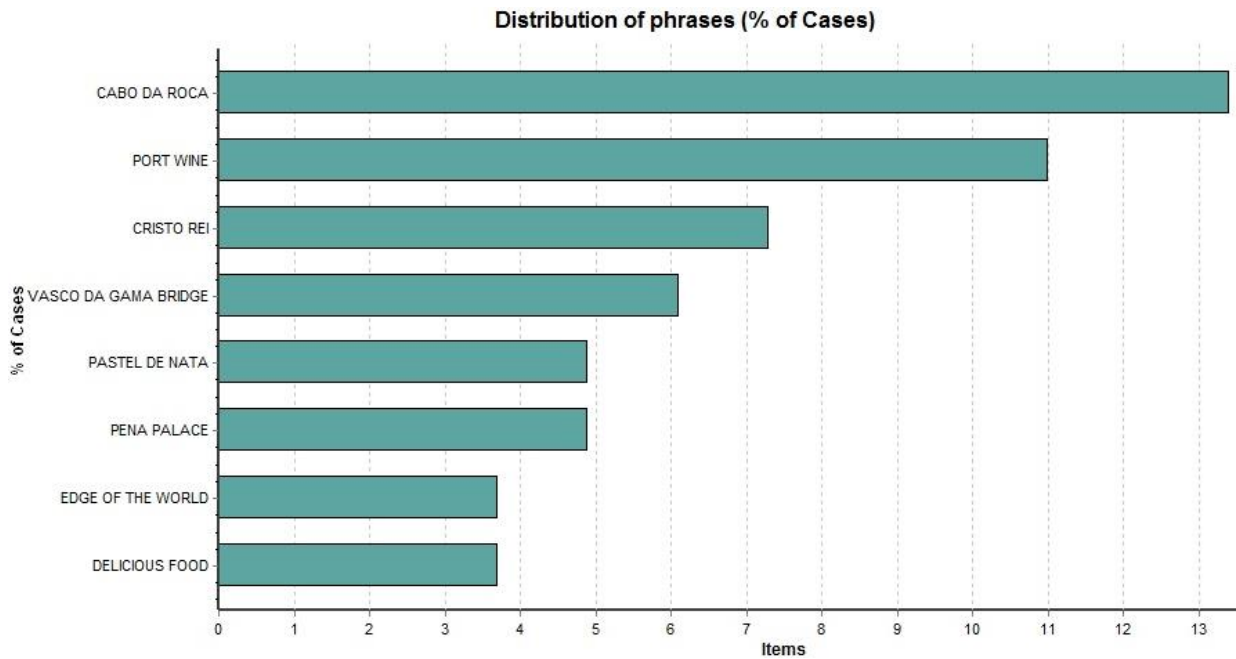
Source: Constructed in software WordStat 6.1

4.4.3 Results of the analysis distinguishing two groups: actual visitors and prospective visitors

In order to compare the possible differences in the lists of attributes ascribed to the brand personality of Portugal by those who have already been to the country and those who only plan to visit it, their answers to all the 3 open-ended questions have been analyzed separately.

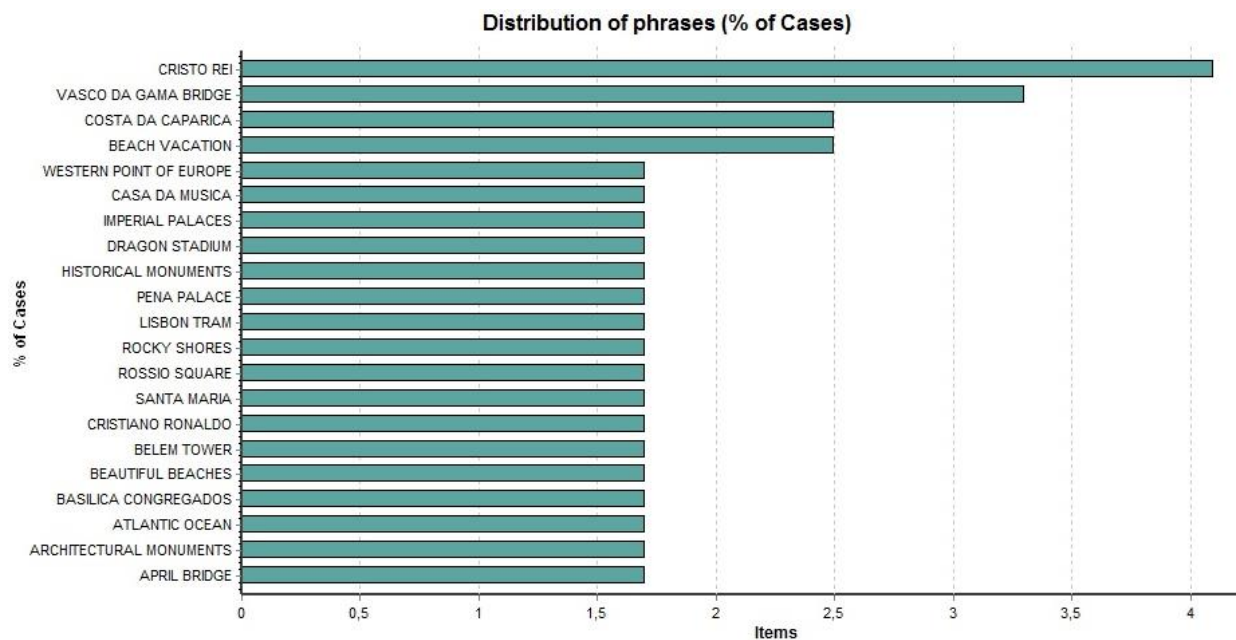
The results of the frequency counting in both cases can be found in Appendixes F and G. Charts showing the results of phrase finding seem to be of more interest (Figures 4.14 and 4.15 on the next page).

Figure 4.14 – Phrases used by actual visitors



Source: Constructed in software WordStat 6.1

Figure 4.15 – Phrases used by prospective visitors



Source: Constructed in software WordStat 6.1

A greater variety of phrases on Figure 4.15 is caused by a larger number of questionnaires, filled by those who have not been to Portugal and smaller frequency of appearance (not many respondents used the same phrases).

Differences in charts are easy to notice. Firstly, phrases used by actual visitors in 13% of cases – “Cabo da Roca”; 11% – “Port wine” and 5% – “Pastel de nata” are not even presented in the chart with another group’s responses. Though such tourist attractions as: Christo Rei, Vasco da Gama bridge and Pena Palace are recognized by both groups.

Beach vacation (and beautiful beaches), ocean (rocky shores, the Atlantic), history and historical monuments are mentioned by those who only plan to visit Portugal. An assumption about the expected type of vacation can be made: a beach vacation with a cultural program, which might include trips to several cities (as the attractions mentioned are from different regions of the country), with Lisbon being a “must see”.

Another interesting observation to be made is that one name of a Portuguese celebrity Cristiano Ronaldo is in the list of phrases. As well as football has been mentioned by many respondents in their answers. It is useful to know, because people form their idea about the brand personality of a country based on word-of-mouth, country’s products, people they meet from this country and its famous people.

4.5 Discussion

It can be said that the goal of the research was met: the brand personality attributes of Portugal have been identified and compared among the subgroups of the study (actual visitors and possible future visitors). The questionnaire design is applicable for other research works with similar aims. Information provided by respondents under all three sections was used and resulted in sufficient description of the sample (Russian-speaking market).

Talking about improvements, modification of the questionnaire to better study destination's image is possible. For example, applying an approach already used in the field, add a section with categorization questions adapting Aaker's brand personality scale.

4.6 Conclusion

This chapter presents the outcomes of the conducted research. They are divided into blocks and contain such information as results of the content analysis of newsletters, socio-demographic characteristics of the sample, information on intentions to recommend and brand personality attributes of Portugal.

Except that an objective of examining the differences in brand personality attributes ascribing among subgroups of the sample was fulfilled – analysis of responses of actual visitors and prospective visitors was conducted separately.

Information on the level of research in the area, suggestions on further research and generalizability of the approach applied in this dissertation is presented in the next chapter.

Chapter 5: Conclusions

5.1 Summary of the work done

As any other research work this dissertation started with literature review including previous research in the area of branding and brand personality and collecting data on various applicable research methodologies.

The next step was the analysis of touristic and business websites: the official touristic website of Portugal, Portugal tourist information and Health Tourism Congress websites.

The practical part of the dissertation consisted of design and distribution of the questionnaire and adaptation and further analysis of results with the help of such programs as IBM SPSS Statistics 21 and WordStat 6.1.

5.2 Implementations of the work

This research paper has both, managerial and theoretical implementations. Due to the novelty of the topic that has already been discussed in previous chapters, this work with the literature review and the research methodology suggested can serve as a basis for other papers on brand personality. The review of articles on brand personality of places can also be handy, as possible research methodologies are mentioned there.

Practical implementation or managerial implementation is also possible.

Firstly, the results of the conducted research might be interesting to the local officials (Tourism of Portugal) and will be suggested to them in a short time.

Secondly, business representatives showed their interest to the findings during the survey distribution phase, namely, business marketing worker (consultation of Portuguese companies for entering the Russian market with their products). This can also serve as a proof of the relevance of the topic.

5.3 Research limitations

Consequently, one limitation is the difficulty with reaching out to the target population and the low response rate on the Internet requests. There were not many responses resulting from posts in groups, the main part comes from those answering to a personal message, which had a limitation of sending up to 20 people a day not being in the list of “friends”.

Another limitation is a lack of trust and spam suspicion in a request to take part in academic survey, as well as doing it with no further benefit. Except that, a certain part of those addressed with the request couldn't relate themselves to Portugal or responded that do not know anything about the country.

Other considerable limitations to be mentioned are: limited time on collecting responses (up to the middle of May); chance that some information has been lost in translation from Russian into English (the author was the

only person involved in translating the data), certain subjectivity of responses and limitation of the sample size.

5.4 Suggestions for further research

Being exploratory in nature this research can be useful for those carrying out research in the field of brand personality of places. As the methodology utilized was amply described and it can be generalized to other research objects, it can be applied in similar studies devoted to other countries, cities etc.

Talking of possible suggestions for research in this area, these are worth mentioning:

- Further investigate brand personality of Portugal (Applying more research tools and approaches, for example, visuals as mentioned in the research paper by van Meer, L., (2010). As well as another target market can be chosen instead of the Russian-speaking to globalize the study)
- Use the Internet and resources it provides to study tourists' perceptions and impressions of the destination (blogs, posts in social networks, etc.)
- Compare expectations and actual experiences of visitors (Choose a sample consisting of those who have not been to Portugal before but will travel to it in a short time and design a two-step research to be conducted before and after the visit)
- Investigate ways that allow to change the perceived brand personality (or brand image) of the destination

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Appendix A – A brand personality scale (Aaker, 1997)

A BRAND PERSONALITY SCALE
(Means and Standard Deviations)*

<i>Traits</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Facet</i>	<i>Facet Name</i>	<i>Factor Name</i>	<i>Mean</i>	<i>Standard Deviation</i>
down-to-earth	2.92	1.35	(1a)	Down-to-earth	Sincerity	2.72	.99
family-oriented	3.07	1.44	(1a)				
small-town	2.26	1.31	(1a)				
honest	3.02	1.35	(1b)	Honest			
sincere	2.82	1.34	(1b)				
real	3.28	1.33	(1b)				
wholesome	2.81	1.36	(1c)	Wholesome			
original	3.19	1.36	(1c)				
cheerful	2.66	1.33	(1d)	Cheerful			
sentimental	2.23	1.26	(1d)				
friendly	2.95	1.37	(1d)				
daring	2.54	1.36	(2a)	Daring	Excitement	2.79	1.05
trendy	2.95	1.39	(2a)				
exciting	2.79	1.38	(2a)				
spirited	2.81	1.38	(2b)	Spirited			
cool	2.75	1.39	(2b)				
young	2.73	1.40	(2b)				
imaginative	2.81	1.35	(2c)	Imaginative			
unique	2.89	1.36	(2c)				
up-to-date	3.60	1.30	(2d)	Up-to-date			
independent	2.99	1.36	(2d)				
contemporary	3.00	1.32	(2d)				
reliable	3.63	1.28	(3a)	Reliable	Competence	3.17	1.02
hard working	3.17	1.43	(3a)				
secure	3.05	1.37	(3a)				
intelligent	2.96	1.39	(3b)	Intelligent			
technical	2.54	1.39	(3b)				
corporate	2.79	1.45	(3b)				
successful	3.69	1.32	(3c)	Successful			
leader	3.34	1.39	(3c)				
confident	3.33	1.36	(3c)				
upper class	2.85	1.42	(4a)	Upper class	Sophistication	2.66	1.02
glamorous	2.50	1.39	(4a)				
good looking	2.97	1.42	(4a)				
charming	2.43	1.30	(4b)	Charming			
feminine	2.43	1.43	(4b)				
smooth	2.74	1.34	(4b)				
outdoorsy	2.41	1.40	(5a)	Outdoorsy	Ruggedness	2.49	1.08
masculine	2.45	1.42	(5a)				
Western	2.05	1.33	(5a)				
tough	2.88	1.43	(5b)	Tough			
rugged	2.62	1.43	(5b)				

Appendix B – Newsletters from “visitportugal.com” for the year 2012

Words ignored:

a also am an and are aren't as at be been but by can can't cannot could couldn't did didn't do does doesn't don't down e.g. for from get gets got had hadn't has hasn't have haven't he he'd he'll he's her him his how however I i.e. I'd I'll I'm I've if in into is isn't it it's its may me might mine must mustn't must've my no not of off on or our ours out shall she she'd she'll she's should shouldn't so such than that that's the their theirs them then there there's these they they'd they'll they're they've this those thus to too up us very was wasn't we we'd we'll we're we've were what when where which who why will with won't would wouldn't you you'd you'll you're you've your yours all lots many most few some body bodies want one two three four five six seven eight nine ten Portugal Portugal's time times arm arms day days week weeks month months year years even just bit take takes make makes do does doing always never setting settings array country countries country's about while when after before during something anything nothing watch watches ... Europe Europe's anyone someone everyone no one place places spot spots whether either around within apart

<p>September</p> <p>Fancy spending a few days in harmony with nature? Escape from stress and rediscover your inner balance? Well come to Portugal and relax! Portugal has a wide array of natural settings, where you'll discover that it's easy to forget about your everyday concerns. From North to South and the Atlantic islands, numerous Nature Reserves and Parks harbour enchanting secluded spots and rare species of fauna and flora, at easy reach via signposted paths. If you have sufficient energy and an adventurous spirit why not try a little bit of mountain climbing. Ascending to Portugal's highest peak in the island of Pico (Azores) to watch the sunrise is a truly unforgettable experience! And in the</p>	<p>August</p> <p>Portugal is synonymous with the sun and nature. Whether you're on the coast or deep in the countryside, the weather and the scenery never let you down. An unrivalled variety of resorts make the Algarve a wonderful place to spend time, even in winter. On the less crowded Costa Vicentina (the Algarve's south eastern coast) with its small coves and unspoilt beaches, you'll feel like a real explorer. But no matter what kind of beach holiday you prefer, with 850 kilometres of fine white sand Portugal's coast has something for everyone. And that's before we've even touched on the islands... Portugal is a country made for outdoor living, from lying on the beach, to riding in hot-air balloons, to setting</p>
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<p>Serra da Estrela, the glacial valleys and lagoons form breathtaking scenarios, ideal for pedestrian walks and rides on all-terrain vehicles. In the region of Lisbon and the Alentejo, the gentler lie of the land makes it easier to discover a highly varied landscape. But if you simply want to stay put, why not choose one of the thermal springs or spas. Install yourself in one of Portugal's excellent hotels and enjoy our famous hospitality. These pure leisure spots located in the Norte and Centro regions, in extremely beautiful settings, will guarantee your well-being. In the Algarve and Madeira, thalassotherapy centres and spas offer relaxation programmes that will leave you on cloud nine. With your body and spirit refreshed you'll be able to return home – ready for the challenges of a new year at work. But don't forget to come back. In Portugal, we'll always keep a special place for you!</p>	<p>out on a relaxing walk, to going bird-spotting. Or perhaps most enchanting of all, you could take a cruise up the stunning River Douro. The choice is yours.</p>
<p>June The wind is calling you... to Portugal... to watch the Extreme Sailing Series in Porto and the Tall Ships Races 2012 Lisboa this July. Can you imagine it? Take part in this unforgettable event! Bathed by the Atlantic ocean and a gentle climate, Portugal is the ideal place for practising nautical sports, benefiting from a large number of ports and marinas along the coast that guarantee a quality service to all sailors... whether seasoned veterans or beginners. Do you enjoy surfing, windsurfing or bodyboarding? You'll find the best spots for catching the perfect wave in Guincho, Ericeira, Peniche and the Costa Vicentina How about kitesurfing? Feel the adrenalin as you</p>	<p>May How about a few days in order to recharge your batteries? We'll look after you. The therapeutic qualities of Portugal's sea and thermal waters are world famous. Choose a comfortable resort in Madeira or the Algarve, and benefit from some anti-stress treatment. Massages, hydro-massages, zen therapies, beauty treatment, yoga, aromatherapy... there's a wide range of options, offering you tailor-made programmes, prepared by specialists. Re-encounter Nature and re-establish the balance between your body and mind. There are many activities and pedestrian trails waiting for you in the Peneda-Gerês National Park, the</p>

<p>glide over the water, driven by the wind...it's amazing! Other adventures await you in the Azores. Set off on an expedition to the high seas to observe whales, cachalots and dolphins...a unique experience! Or spend some different and relaxing holidays with your family or friends on a house-boat. Navigate around Europe's largest artificial lake - the Alqueva dam - visiting the various riverfront settlements... and discover the Alentejo region. Accept our challenge and embark on an adventure. Come to Portugal!</p>	<p>country's 13 Natural Parks or the magical environment of the Azores. It feels good doing a bit of physical exercise! Come to Portugal and return home with your soul refreshed, ready to face day to day life...with fresh calm and tranquillity. Want to try out something new and break with routine - why not spend a few days away from home: the perfect solution awaits you in Portugal!</p>
<p>March</p> <p>Make the most of the Easter mini-holidays and discover Portugal with the whole family together! You'll find many excellent reasons for taking a short break - fleeing from routine and stress and basking in a gentle climate that is the perfect place to recharge your batteries. A wide array of options awaits you, united by the same underlying motto: relax! Now you know, you only need 3 or 4 days and all this awaits you... in Portugal! With so many good suggestions, why delay any longer? Book your trip to Portugal now...we'll be waiting for you with open arms!</p>	<p>February</p> <p>It's time for some fun! Create a surprise at home. Travelling breaks the monotony of your routine and Portugal welcomes you with open arms. February is the month for lovers, with Valentine's Day being the perfect excuse for doing things as a couple. How about getting away for a break to Portugal? We offer you some romantic suggestions for enjoying a special moment together. But, if you can't come right now, don't worry, Portugal is the perfect place for romance all year round. And there are always plenty of special offers! What are you waiting for? Come to Portugal and sample some of the country's non-stop fun, if only because it's Carnival time...there's a contagious festivity atmosphere in the Algarve or Madeira and will be difficult not to join the party!</p>

Appendix C – The questionnaire in English

Page 1 of 3

Questionnaire on Brand Personality of Portugal

Dear Sir/ Madam,

I am a student of a master degree program at the University Algarve (Faro, Portugal) currently doing a research work on brand personality of Portugal as a touristic destination. My study aims to look at the current perception of Russian-speaking people towards Portugal as a travel destination or a place to work or study at. Hope for your assistance in the form of completing a short questionnaire below.

Please note it is important to answer all the questions. The responses will be used for the practical part of the research and information provided will be treated as strictly confidential.

The questionnaire consists of three parts. The first is made up of 3 open ended questions asking your personal opinion; the second part is aimed at those who have been to Portugal and to categorize their stay; the third – a few general questions about the respondent, in 4 of them you will be asked to choose one of the suggested options, in 2 – type in an answer. Thank you for your time and assistance.

Part 1

1. What images or characteristics come to mind when you think of Portugal as a vacation destination? *

(Please, type 3 words, topics only. Use comma as a separator)

2. How would you describe the atmosphere or mood that you would expect to experience while visiting Portugal? *

(Please, type 3 words, topics only. Use comma as a separator)

3. List any distinctive or unique tourist attractions that you can mention, speaking of Portugal. *

(Please, type 3 words, topics only. Use comma as a separator)

Part 2

1. Have you been to Portugal? *

after giving your reply, click "Continue" to move to the next question

- Yes
 No

2. When did you visit Portugal? *

(answer format: mm/yyyy of arrival)

3. Length of your stay in days: *

4. Would you like to repeat your visit in the future? *

- Yes
- No
- Maybe

5. Could you recommend Portugal as a touristic destination to you relatives and friends? *

after giving your reply, click "Continue" to move to the next question

- Yes
- No
- Maybe

Part 3

1. Please, state your age: *

2. Gender: *

- M
- F

3. Please, state your nationality: *

4. Marital status: *

- Single
- Married/Civil partnership
- Divorced/separated
- Widowed

5. Education level: *

- primary general education (3-4 years)
- secondary (complete) general education (11 years)
- initial vocational education (PTU, professional lyceum)
- secondary vocational education (college, technical school)
- higher professional education (university, institute, academy)

6. To which group can you refer yourself? *

after giving your reply, click "Submit" to finish the questionnaire

- I study/studied at Portugal
- I work/worked at Portugal
- I travelled to Portugal
- I plan to visit Portugal

Confirmation Page

Confirmation message

Thank you for completion!

Appendix D – The questionnaire in Russian

Исследование индивидуальности бренда Португалии

Уважаемые респонденты,

Я студентка магистратуры университета Алгарве (Фару, Португалия), в настоящее время пишу диссертацию по теме индивидуальности бренда Португалии как туристического направления. Мое исследование направлено на изучение существующего восприятия русскоговорящими людьми Португалии как места отдыха, работы или учебы. Надеюсь на вашу помощь в виде ответа на небольшой опрос, представленный ниже.

Обратите внимание, что важно ответить на все вопросы. Ответы будут использованы для практической части исследования, информация будет рассматриваться как строго конфиденциальная.

Вопросник состоит из трех частей. Первая часть состоит из 3 вопросов со свободным ответом (личное мнение), вопросы второй части рассчитаны на тех, кто уже бывал в Португалии и на то, чтобы охарактеризовать их пребывание; третья - несколько общих вопросов о респонденте (в 4 из них вам будет предложено выбрать один из вариантов, в 2 – ответ в свободной форме).

Спасибо за ваше время и помощь.

Часть 1

1. Какие образы или характеристики приходят вам на ум, когда вы думаете о Португалии как о туристическом направлении? *

(Напечатайте 3 слова (наиболее значимых), разделяя их запятыми, пожалуйста)

2. Как бы вы описали атмосферу или настроение, которое вы бы ожидали ощутить во время посещения Португалии? *

(Напечатайте 3 слова (наиболее значимых), разделяя их запятыми, пожалуйста)

3. Перечислите, пожалуйста, любые отличительные или уникальные туристические достопримечательности, которые можно упомянуть, говоря о Португалии. *

(Напечатайте 3 слова (наиболее значимых), разделяя их запятыми, пожалуйста)

Часть 2

1. Бывали ли вы раньше в Португалии? *

после выбора вашего ответа, щелкните "Продолжить", чтобы перейти к следующему вопросу

- Да
 Нет

2. Когда вы были в Португалии? *

(ответ в формате xx/xxxx (месяц/год) приезда)

3. Длительность вашего пребывания (в днях): *

4. Хотели бы вы приехать вновь в будущем? *

- Да
- Нет
- Возможно

5. Могли бы вы порекомендовать Португалию как место отдыха своим родственникам и друзьям? *

после выбора вашего ответа, щелкните "Продолжить", чтобы перейти к следующему вопросу

- Да
- Нет
- Возможно

Часть 3

1. Пожалуйста, укажите свой возраст: *

2. Пол: *

- М
- Ж

3. Пожалуйста, укажите вашу национальность: *

4. Семейное положение: *

- Не женат/не замужем
- Состою в браке (официальном или гражданском)
- Разведен(а)
- Вдовец/вдова

5. Уровень образования: *

- начальное общее образование (3-4 года)
- среднее (полное) общее образование (11 лет)
- начальное профессиональное образование (ПТУ, профессиональный лицей)
- среднее профессиональное образование (колледж, техникум)
- высшее профессиональное образование (университет, институт, академия)

6. К какой группе вы можете себя отнести? *

после выбора вашего ответа, нажмите "Готово", чтобы закончить опрос

- Я учусь /учился(ась) в Португалии
- Я работаю /работал(а) в Португалии
- Я ездил(а) в Португалию
- Я планирую посетить Португалию

Confirmation Page

Confirmation message

Спасибо за заполнение!

Appendix E – List of frequencies of both included and leftover words

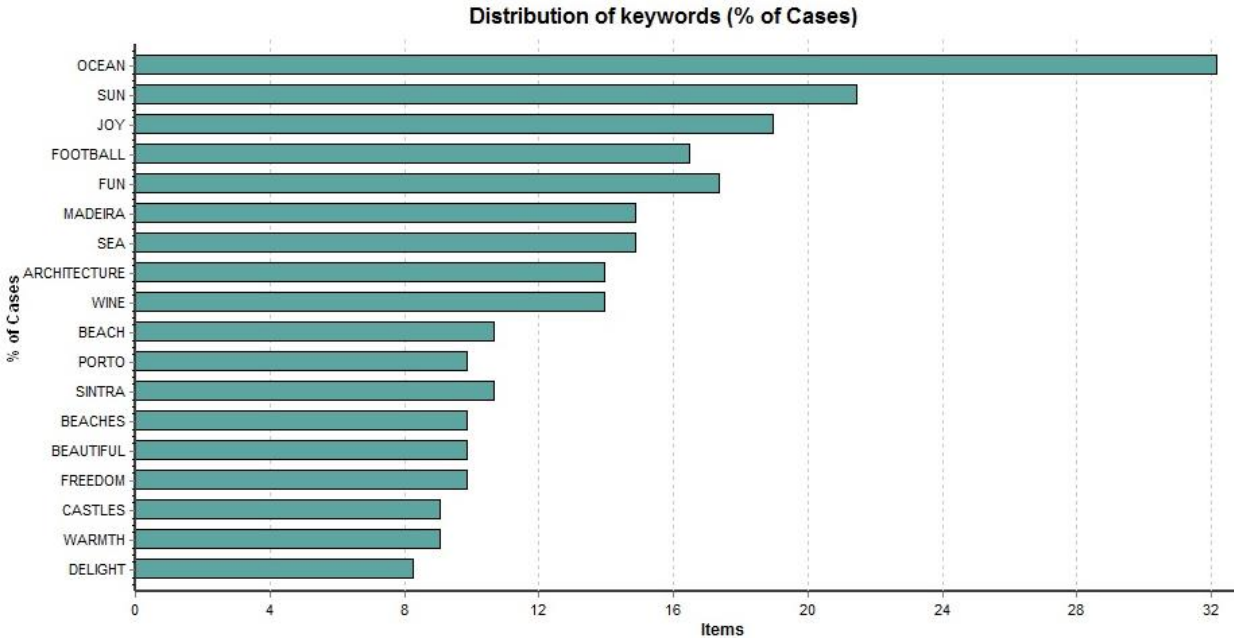
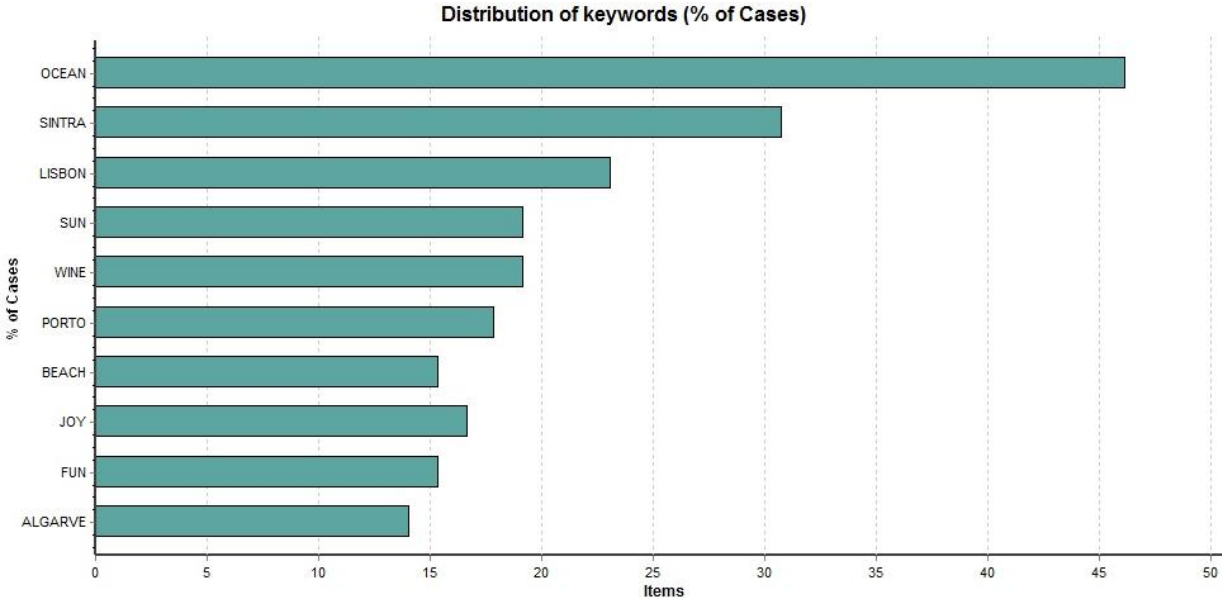
VAR1	FREQUENCY	SHOWN	PROCESSED	TOTAL	NO_CASES	CASES	TF_IDF
OCEAN*	35	13,6%	6,9%	6,5%	35	44,9%	12,20
SUN	16	6,2%	3,1%	3,0%	15	19,2%	11,50
JOY*	13	5,0%	2,6%	2,4%	13	16,7%	10,10
FUN	13	5,0%	2,6%	2,4%	12	15,4%	10,60
BEACH*	13	5,0%	2,6%	2,4%	11	14,1%	11,10
WINE	9	3,6%	1,8%	1,7%	9	11,5%	8,40
FREEDOM	8	3,2%	1,6%	1,5%	8	10,3%	7,90
FRIEND*	8	3,1%	1,6%	1,5%	8	10,3%	7,90
LISBON	6	2,4%	1,2%	1,1%	6	7,7%	6,70
NATURE	6	2,4%	1,2%	1,1%	6	7,7%	6,70
PORT*	6	2,3%	1,2%	1,1%	6	7,7%	6,70
HISTORY*	6	2,3%	1,2%	1,1%	6	7,7%	6,70
HAPPINES*	6	2,3%	1,2%	1,1%	6	7,7%	6,70
COMFORT*	6	2,3%	1,2%	1,1%	6	7,7%	6,70
BEAUTY*	6	2,3%	1,2%	1,1%	6	7,7%	6,70
TRANQ*	5	1,9%	1,0%	0,9%	5	6,4%	6,00
RELAX*	5	1,9%	1,0%	0,9%	5	6,4%	6,00
KINDNES*	5	1,9%	1,0%	0,9%	5	6,4%	6,00
GREAT*	5	1,9%	1,0%	0,9%	5	6,4%	6,00
FOOD*	5	1,9%	1,0%	0,9%	5	6,4%	6,00
VACATION	4	1,6%	0,8%	0,7%	4	5,1%	5,20

HOLIDAY	4	1,6%	0,8%	0,7%	4	5,1%	5,20
INTEREST	4	1,6%	0,8%	0,7%	4	5,1%	5,20
HOSPITALITY	4	1,6%	0,8%	0,7%	4	5,1%	5,20
WARM*	4	1,6%	0,8%	0,7%	4	5,1%	5,20
SUNN*	4	1,6%	0,8%	0,7%	4	5,1%	5,20
ROMANC*	4	1,6%	0,8%	0,7%	4	5,1%	5,20
RELAXAT*	4	1,6%	0,8%	0,7%	4	5,1%	5,20
DELIGHT*	4	1,6%	0,8%	0,7%	4	5,1%	5,20
CHEERFUL*	4	1,6%	0,8%	0,7%	4	5,1%	5,20
HOT	5	1,9%	1,0%	0,9%	4	5,1%	6,50
DISCOVERIES	3	1,2%	0,6%	0,6%	3	3,8%	4,20
GOOD	3	1,2%	0,6%	0,6%	3	3,8%	4,20
UNUSUAL	3	1,2%	0,6%	0,6%	3	3,8%	4,20
WARMTH*	3	1,2%	0,6%	0,6%	3	3,8%	4,20
TENDER*	3	1,2%	0,6%	0,6%	3	3,8%	4,20
SEA	3	1,2%	0,6%	0,6%	3	3,8%	4,20
PAST*	3	1,2%	0,6%	0,6%	3	3,8%	4,20
MYST*	3	1,2%	0,6%	0,6%	3	3,8%	4,20
HEAT*	3	1,2%	0,6%	0,6%	3	3,8%	4,20
EXCIT*	3	1,2%	0,6%	0,6%	3	3,8%	4,20
CLIFF*	3	1,2%	0,6%	0,6%	3	3,8%	4,20

CALM*	3	1,2%	0,6%	0,6%	3	3,8%	4,20
CASTL*	3	1,2%	0,6%	0,6%	3	3,8%	4,20
DELICIOUS*	4	1,6%	0,8%	0,7%	3	3,8%	5,70
PEACE	2	0,8%	0,4%	0,4%	2	2,6%	3,20
EUPHORIA	2	0,8%	0,4%	0,4%	2	2,6%	3,20
PACIFICATION	2	0,8%	0,4%	0,4%	2	2,6%	3,20
MADEIRA	2	0,8%	0,4%	0,4%	2	2,6%	3,20
FADO	2	0,8%	0,4%	0,4%	2	2,6%	3,20
SURPRISE	2	0,8%	0,4%	0,4%	2	2,6%	3,20
SUSPENSE	2	0,8%	0,4%	0,4%	2	2,6%	3,20
HOSPITABLE	2	0,8%	0,4%	0,4%	2	2,6%	3,20
ALGARVE	2	0,8%	0,4%	0,4%	2	2,6%	3,20
SUMMER	2	0,8%	0,4%	0,4%	2	2,6%	3,20
CHEAP	2	0,8%	0,4%	0,4%	2	2,6%	3,20
FLOWERS	2	0,8%	0,4%	0,4%	2	2,6%	3,20
FARO	2	0,8%	0,4%	0,4%	2	2,6%	3,20
FISH	2	0,8%	0,4%	0,4%	2	2,6%	3,20
PEOPLE	3	1,2%	0,6%	0,6%	2	2,6%	4,80
UNHURRI*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
TREE*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
TAN	2	0,8%	0,4%	0,4%	2	2,6%	3,20

SMIL*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
SATISF*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
REST*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
QUIET*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
POSIT*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
PLEASANT*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
OLIV*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
MUSIC*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
MOUNTAIN*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
LIGHTN*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
IMPRESS*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
HIGH*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
HELP*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
EDG*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
EASE*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
CAREFRE*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
ARCHITECT*	2	0,8%	0,4%	0,4%	2	2,6%	3,20
AFFORD*	2	0,8%	0,4%	0,4%	2	2,6%	3,20

Appendix F – Distribution of words (First figure – actual visitors, sentiments dictionary; Second figure – prospective visitors, sentiments dictionary)



Appendix G – Distribution of leftover words (First figure – actual visitors, sentiments dictionary; Second figure – prospective visitors, sentiments dictionary)

