Observatório de
Inovação do Turismo
Revista Acadêmica

British travellers' image perspectives of Brazil as a tourism destination[1]

Isobel O´Neil [2]

Abstract

Over the last couple of years in Britain there has been an explosion of Brazilian favours in popular culture and the increased cultural interest in Brazil seems to be mirrored by an increased interest in Brazil by the travel and tourism sector. Therefore, mainstream operators are also looking to Brazil. However, it is also the case that Brazil has a reputation for insecurity due to gun crime and high crime levels relating to muggings against tourists. Otherwise, many positive organic image sources have raised the profile of Brazil in Britain. It is with this in mind that the following research undertook an exploratory study of British Travellers' image perspectives as a tourism destination. Based on literature about destination image management and quantitative research, this study concludes that Brazil has a strong image, both before and after experience, regarding beautiful natural attractions, beaches, the atmosphere, culture and people. Presently, the image of Brazil as a country for adventure sports and historical cities is weaker than that of sun and sea. British tourists after visitation have a less negative impression about issues related to crime and social problems.

Key Words: tourism, culture, destination image, image management, quantitative research.

[1] This paper has been conducted by Isobel O'Neil under coordination of Luiz Gustavo Barbosa, EBAPE-FGV and Christine Ennew, University of Nottingham - UK.

[2] PhD student at Christel DeHaan Tourism and Travel Research Institute, University of Nottingham. Master in "Tourism Management and Marketing" University of Nottingham. Coordinator of "Tourism Research Intelligence Partnership" (TRIP), University of Nottingham. Email: isobel.o'neil@nottingham.ac.uk. Adress: Christel DeHaan Tourism and Travel Research Institute, Nottingham University Business School, Jubilee Campus, Wollaton Road, Nottingham, NG8 1BB, UK.

1. Introduction background

Over the last couple of years in Britain there has been an explosion of Brazilian favours in popular culture. New cultural influences are emerging away from the usual stereotypes of football, Carnival and Bossa Nova. The increased cultural interest in Brazil seems to be mirrored by an increased interest in Brazil by the travel and tourism sector. In terms of coverage by the travel press Brazilian destinations have received attention in the main British newspapers, travel magazines and travel television shows over the last year. Whilst many of these reports focused on traditional destinations such as Rio de Janeiro, Salvador and the Amazon, travel journalists have been highlighting other lesser-known treasures in Brazil such as Búzios, Chapada Diamantina, and some of Bahia's beach hide-aways.

With regards to the independent travel market Brazil seems to be gaining popularity over the traditional backpacker hotspot Thailand. In 2004, 20 000 global "Lonely Planet" website users voted Brazil as the third most-desired global destination. The previous year Thailand was voted number one, this year it did not reach the top five. Some suggest that this could be linked to a need for new cultural input in light of global events.

In addition, mainstream operators are also looking to Brazil. Every year the British tour operator Thomson compiles a list of the top destinations to watch for the coming year. The list is based of factors such as new destinations, developing resorts, major film launches, exchange rates and travel fashions. For the 2005 list Brazil was placed as number one (TUI 2004). Thomson has confirmed its commitment to Brazil by including Natal, a beach resort in the North East, as a new long-haul package destination in their northern winter 2005/6 brochure (TUI 2004).

However, it is also the case that Brazil has a reputation for insecurity due to gun crime and high crime levels relating to muggings against tourists. Three of the most successful Brazilian film releases in the UK, City of God, Bus 174 and Carandiru, all provide fuel to propel this image further in the perceptions of the potential tourist. In addition, there have been some harsh media reports on violence in Brazil[3].

Brazil is currently undergoing a national-level push for tourism. The Ministry of Tourism has set out clear targets to be reached by 2007. The most ambitious of which is to increase the number of international arrivals to 9 million, the last available figure in 2003 stands at 4.090.590. The national body for the promotion of Brazil abroad, Embratur, is showing the international market that it is serious by opening offices in its major overseas markets (USA, Germany, Portugal, Italy, France and the UK) (Embratur website 2004).

The 2003 figures for international arrivals in Brazil, placed the UK as the 9th largest emitter market with 155.877 arrivals (Embratur 2004), an increase of 9.364 arrivals (6,4%) from 2002. For a comparison, Thailand received 736.520 British arrivals in 2003, an increase of

[3] See two articles in the Independent "Crime wave hits Rio tourist trade" 117/11/04 and "The City of Cocaine and Carnage" 12/10/04 – access online www.independent.co.uk

4.56% from 2002. British visitors to Thailand represent 7.31% of the international arrivals, third after inter-regional visitors from Malaysia and Japan (tourismthailand.org).

Britain has a well-established outbound tourism market. The number of international trips by British citizens in 2003 was 61.4 million and international spending was £28.6 million (ONS – UK 2004). Since 1999, there has been a steady annual increase of 3.3 percent for international trips. Whilst the majority of these trips are within Europe, in 2003 there were 6.62 million trips made to "other countries" which includes Africa, Asia, Oceania, Central and South America and the Middle East. Trips made by British travellers to Central and South America totalled 444.000. Taking into account that Brazil received 155.877 British Tourists in 2003, Brazil attracts a large number of British visitors to Central and South America.

The combination of the heightened interest in Brazilian culture, wider media coverage of Brazilian destinations, the interest that independent travellers have in visiting Brazil and the inclusion of Brazilian destinations in Thomson Worldwide holidays, highlights great potential for Brazil to strengthen its position as a holiday-destination for British travellers. In addition, the high number of international trips taken per annum and the high spending of British residents' trips abroad make it an interesting market to attract for Brazil. Under the right conditions, this market could be very lucrative for the Brazilian Tourism Industry and for British outbound operators.

The organic sources of information regarding Brazil are varied in nature. It is also worth briefly discussing the induced information sources that are supplied to the British by Embratur and the Brazilian embassy in London. It must be noted that the task of representing a country as large as Brazil for tourism purposes is far from simple. The variety of landscapes, historical influences and cultural variations must all be considered. It is perhaps for this reason that the promotional material from Embratur appears at first glance to be diluted with multiple messages offering 11 different tourism products[4] and no clear overall image. However, certain themes are standard throughout the marketing literature. These focus on plurality of people and culture, natural exuberance, and celebration of people, faith and creativity. The material from the Brazilian embassy offers more tangible advice on destinations and focuses on four traditional cultural attributes; carnival and celebrations; food and drink; sports; and music.

The above discussion highlighted many positive organic image sources that have raised the profile of Brazil in Britain. In addition, tour operators and the media are increasing the number of information sources reaching the British public on matters relating to Brazil as a tourist destination. However, Brazil has a number of negative image factors that exist due to organic sources such as films and media reports.

In order to increase British arrivals numbers to Brazil and thus work towards reaching the international arrivals target by 2007, it is crucial that Brazilian tourism organisations and

[4] Adventure, Historical Cities, Diving, Ecotourism, Business and Events, Fishing, Festivities, Resorts, Golf, Sun and Sea, Incentive.

bodies deliver a consistent image message and act to improve perceptions relating to crime/safety and social problems in Brazil.

It is with this in mind that the following research undertook an exploratory study of British Travellers' image perspectives of Brazil as a tourism destination.

2. Literature review

The potential of the British market to Brazilian tourism and the various factors that seem to have raised awareness of Brazil as a travel destination to the British public has been pointed out. The following literature review addresses the context surrounding destination image management for developing countries and discusses the theory on destination image. Then previous destination image studies and their methodologies are examined before offering a justification for this current study's methodology.

2.1 Consumerism and destination image

For developed countries the post-modern era has been characterised by a move away from production-based economy towards a consumption-driven society. According to Bauman (1998) this means that rather than producing physical goods, industries become more concerned with producing attractions and temptations. As Crewe and Beaverstock (1998) state:

> "Individuals consume meanings and signs rather than the good or services themselves, and that the result is a vast and deeply symbolic consumer society".

This has lead to the increased importance of a strong and positive brand identity for service-based industries. For example, new chain of loosely Brazilian themed restaurants in the UK, Las Iguanas, has capitalised on the popularity of Brazilian culture. It is not the lemon-chicken dish (said to be Pelé's favourite) or even the caipirinhas (made from Cachaça brewed near to Rio and bottled in branded "Las Iguanas" bottles) that make the restaurants popular. Moreover, it is the way that the atmosphere and the brand's identity appeals to the customers' aspirations and interests. Nava (1992) proclaims:

> "consumerism is far more than economic activity: it is also about dreams and consolidation, communication and confrontation, image and identity".

This statement is pertinent when considering the role of consumerism in tourism, and particularly, the role that image plays in ensuring potential tourists choose one destination over another.

The destination is defined as "an amalgam of tourism products, offering an integrated experience to consumers" (Buhalis 2000). Tourists are said to travel to a destination to consume the atmosphere (Echtner and Ritchie 1993), which is a sum of all the elements in the destination. The concept of destination image provides a useful term to describe what is essentially a perceived atmosphere of place. Woodside and Lyonski (1989) stated that destination image is a "critical selection factor" in destination choice.

The consumerism paradigm means that tourists are more conscious of the symbolism attached to the type of holiday they take. In other words, a visitor selects a destination according to how they see their own identity position in society and decide based on whether or not they believe the destination matches their lifestyle aspirations (Ateljevic and Doorne 2002). This seems to be consistent with Urry's (1990) theory that status is inherent in tourist consumption decisions stating that the attractiveness of a place will be linked to the perception that people holidaying there are similar to oneself. Leisure time consumption is considered a real opportunity to show peers who you are by a clear display of identity (Baudrillard 1998 in Ateljevic and Doorne 2002).

Therefore, contemporary tourism is an economic activity, which produces 'attractions and temptations', inviting potential tourists to consume the imagery provided by marketing efforts from destination's tourism boards and tour operators and to consume all the services on offer when actually in the destination. Meethan 2001 argues that tourism is the commodification of space to ensure maximum consumption. He suggests that tourist space is produced from the "raw materials of the destination". It seems that Meethan suggests those in charge of destination marketing use symbolism to communicate a positive and strategic image to appeal to the desired tourists. This is controversial only in the case where an induced marketed touristic image becomes more powerful than the local's sense of place. This issue will be discussed below.

2.2 Globalization and developing country's touristic images

Tourism can be understood as a consequence of globalization; improvements to communications and infrastructure have brought about increased global awareness of other places, have facilitated travel overseas and also have reduced the costs involved. In addition tourism could be seen as a contributing force to globalization; new influences and ideas have been brought to tourist areas. Hannam (2002) draws from Franklin and Crang (2001) who suggest "tourism has become a significant modality through which transnational modern life is organized". Whilst this may be an extreme view, tourism must be understood as a global phenomenon capable of bringing changes to all areas worldwide. Thus, it is important to recognize the power that globalization and tourism can exert on localities' images.

An interesting stream of tourism research deals with issues connected to global/local power interplays in destination image construction. Urry (1990) stated that there are two principal powers concerned with destination image. Firstly, there is the tourist who holds the power to select a destination and the power to commit to a repeat visit or provide positive word-of-mouth to others. Secondly, there are the destination "industry" powers that provide image stimulus in order to tempt the potential tourist. However, certain other researcher deny that power is binary (Cheong and Miller 2000, Hannam 2002) and suggest that there is a more subtle, Foucauldian power balance between many stakeholders, all of whom exert influence on the holistic destination image.

The concept of Foucauldian power in tourism helps to explain the impact of global influences on local communities and local sense of place. Cheong and Miller (2000 p.372) show that power in tourism and destinations is not solely in the hands of the consumer tourist and the greedy industry, but that locals and other stakeholders have control and power over tourists. This is interesting for its potential to explain that globalization need not mean a top-down force that dominates tourist areas. Nor does is it a simple case of outsider image perceptions and expectations being (re) imposed upon a community. In others word, the specific and unique characteristics of the tourism destination and the locals can play a large role in image creation. This argument is backed up by Hannam (2002) who states that locals are able to develop a clearer awareness of their own community identity through exposure to tourists. Teo and Li (2003) provide a case study example where locals were actively involved in transforming a tourist attraction in Singapore back to its original local identity. The authors argue that tourism does not bring about homogeneous identities across the global as it is the "realities of everyday life that turn space into place" (Teo and Li 2003 p.290). Terkenkli writing about landscape and symbolism provides that space, place and landscape are in constant transition due to "continuous, dialectical struggles of power and resistance among and between the diversity of landscape providers, users and mediators" (Terkenkli 2005 p.167). Therefore, to summarise the image of a destination is influenced by many stakeholders in various positions. In the same way that a place is understood to change and incorporate new influences, destination image must be flexible in the same way to evolve overtime.

Despite the examples, which have provided evidence that locals incorporate global forces positively in their identity and touristic image, it must also be accepted that globalization and certain aspects of tourism can be damaging to a place's identity. In particular, there is one type of tourism development and power that can have grave consequences for a destination. This issue has been termed the "global beach" (Lofgren 1999 in Hannam 2002) and action should be taken by developing countries to avoid developing this image. The arrival of this standardized "global beach" destination ideal may be attributed to the mass media's obsession with "representing the world at the global scale and ignoring images of life at the scale of the community" (Stevenson 2002 p.736) and "the universalized gazes of leisure consumers" (Ateljevic and Doorne 2002 p.663). Whatever the reason for its birth, the "global beach" has caused many destinations to miss out on providing a unique experience for visitors based on the sense of place. Instead, their image is dominated by large enclave-style resorts, which could be anywhere in the world with sunshine, turquoise seas and fine sands.

The "global beach" concept has proved a potent tool for main-steam Tour Operators looking to incorporate new destinations into their product mix but ensure that the sea-sun-sand concept dominates any local cultural differentiation (Meyer 2003). Buhalis (2000) discusses the power of that tour operators exert over destinations as their marketing budgets are large and brochure distribution far-reaching. Meyer (2003) is concerned about the effect that being marketed as a global beach destination has in the long-term for a developing country trying to establish a sustainable tourism industry. Meyer believes that large tour operators: "control branding of the destination, have massive negotiating power to demand concessions, low prices, and high flexibility, and have little destination commitment" (2003 p.60).

Instead of focusing on unique attributes and developing tourism products based on local sense of place, some destinations allow multinational resorts chains to develop an area and market it as they see fit. This has been the case in countries such as Gambia and areas of the Caribbean. Enclave resorts ensure little interaction with the local community and little differentiation between destinations. For a developing country keen to expand its tourism industry it is vital to look to long-term image formation rather than being seduced by the high numbers of tourists that large international tour operators can bring.

Of course, the stronger the image of the country the less likely it is that a tour operator will be able to control the image. But even large countries like Brazil, should be aware of the potentially short-term only benefits of sun-sea-sand image, especially if the image is based on pristine, unspoilt beaches, which can soon be eroded with an influx of package holiday tourists. Brazil seems to be expanding international arrivals without the onslaught of mass enclave tourism. However, the Brazilian coast is far from free from enclave resorts in "Global Beach areas". The Costa do Sauípe, one hour north of Salvador, has seen much controversy relating to the social impact brought about by the building of a Superclub "Breezes" resort, a Sofitel hotel and a Marriott resort near small communities (Couto 2004).

Crewe and Beaverstock (1998) using the context of urban recreation discussed that one way of increasing appeal as a place of consumption is to manipulate a place's identity and image so they are compatible with the target market. However, for developing countries intent on providing a sustainable and differentiated destination image, any image manipulation must be only aesthetic. In other words, attributes must accurately portray the reality that tourists experience. Of course, this may involve emphasizing the more positive and salient attributes over others but the destination's uniqueness and local character must never be over-looked for short-term gains.

2.3 Destination image management

As it has been seen above consumerism and globalization both have significant implications for destination image management. On one hand the post-modern consumerism paradigm in tourism and increased global competition signify an increased need to market tourism destinations so as to be attractive to the target market. On the other hand, the image of the destination must remain in keeping with the local sense of space and incorporate local uniqueness.

Destination image has become one of the most prevalent areas of academic tourism research, which confirms the usefulness of its study (Pike 2002). Seminal work by researchers such as Gunn 1972, Woodside and Lyonski 1989, Gartner 1993, Selby and Morgan 1996, Baloglu and McCleary 1999, Goossens 2000 and Gallarza et al. 2002 have developed the theory on the factors that contribute to destination image formation and subsequent destination choice. Other studies have analyzed specific issues connected to destination image management such as the way in which image varies according to experience with the destination (Chon 1990, Fakeye and Crompton 1991, Dann 1996, Chaudhary 2000), or according to the culture of the visitor (Richardson and Crompton 1988, Anderson, Prentice and Guerin 1997).

For the purpose of this article, only a number of issues will be developed. These deal principally with issues that assist effective image management. It is recommended that destinations should understand the following two aspect of image.

Image is formed through a variety of sources over a period of time. Image must be a representation of what will be encountered upon experience.

Firstly, the number, type and variety of information sources that contribute to image formation have been examined by several authors (Gunn 1972, Gartner 1993, Baloglu and McCleary 1999, Goossens 2000). It is understood that they are two main types of information sources used by potential and actual tourists, which have an effect on individual's destination image. These are organic sources; those arising from independent sources such as media reports, popular culture, word-of-mouth and induced; those arising from a destination's direct marketing efforts (Gunn 1972). Gartner (1989) showed that these information sources vary as the potential tourist moves along a continuum, with the final stage being actual visitation. The destination image is justly modified as the tourist becomes more involved in researching the destination, this image formation journey accumulates in a re-evaluated image post-experience. It must be noted that it is not simply these information sources that effect destination image but it is the ways in which individuals process this information (Goossens 2000, Baloglu and McClearly 1999). Information processing is a complex process that need not be discussed here. The most importance conclusion from previous research is that it is not the actual destination physical attributes that directly motivate an individual to select a destination but the interpretation of the holistic attributes. In other words, it is the emotional meaning of a destinations attributes that motivate an individual to choose one destination over another. Goossens (2000) poignantly invited destinations managers to use enactive imagery in image management to stimulate the emotions which motivate the target market.

Secondly, destination image has many implications for satisfaction and subsequent loyalty. The tourist destination cannot be tested before visitation (WHO year?), therefore it is the destination image that helps creates the expectations. Expectations need to be precise and accurate, as satisfaction is based on an evaluation of the actual experience in a destination compared to what was expected (Selby and Morgan 1996, Buhalis 2000, Kozak 2003). In addition, the consequences of image stretch much further to the realms of loyalty by positive word-of-mouth or repeat visit, which is most likely to happen when expectations meet or exceed expectations and the visitor is satisfied. Positive word-of-mouth has been cited as one of the most important tools for destination marketing (Baloglu and McCleary 1999). As an organic source of information it is also considered one of the most believable (Beerli and Martin 2004). Thus, the importance of destination image management is reconfirmed, not only in the short-term to attract tourists but in the long-term to ensure loyalty either by behaviour or attitude.

2.4 Destination image methodologies

The wealth of existing literature has developed and put into use various measurement scales and methodologies for destination image studies. There are two main methodology variants for destination image research. Ecthner and Ritchie (1991) stated that to develop a full impression of destination image a mixed methodology should be used to uncover functional and psychological aspects of the destination image. Qualitative methods are recommended in order to uncover unique features and feelings about these, whereas Quantitative methods should be used to provide a statistical analysis of attributes (Choi et al. 1999). Although, it had been remarked that many researchers have preferred to use a quantitative methods (O'Leary and Deegan 2000), there are many cases that have used Ecthner and Ritchie's methods (O'Leary and Deegan 2000, Choi et al 1999, Rezende-Parker et al. 2003, Hui and Wan 2003).

As attribute identification is of the utmost importance for image measurement various articles have assisted the consolidation of destination attributes/elements into one framework. Beerli and Martin 2004) offer a concise and comprehensive framework to be used in scale development. These are categorized into nine dimensions; natural resources; general infrastructure; tourism infrastructure; tourism leisure and recreation; culture, history and art; political and economic factors; natural environment; and the atmosphere of place (Beerli and Martin 2004). For this current paper a simple quantitative methodology, using a scale of 20 statements based on Beerli and Martin's framework and using the results from Rezende-Parker et al. This methodology was the most practical given the data collection method. However, that is not to eliminate the possibility of further research using the tried and tested Ecthner and Ritchie mixed methodology.

There have been many destination image case studies since the early 1970s. Data collection techniques have focused on collected data from either tourists at the destination or at their place of residence (Pike 2002). As discussed above image perceptions change along a continuum depending on the information sources they have contact with and the level of experience with the destination. Selby and Morgan (1996) showed that image is re-evaluated upon actual visitation. For this reason three groups of British travelers have been selected for a complete analysis of the image that the British hold of Brazil. A comparison can be made if there are differences according to the respondent's position on the continuum. It is beneficial to understand not only visitor's image of a destination, but also the image of potential tourists who are currently visiting competitor destinations. Any problems with a naïve image held by those who have not visited, or researched into visiting the destination must be overcome to increase visitor numbers (Selby and Morgan 1996).

Examples of data collection techniques for onsite destination image studies have been; cultural events (Schneider and Sönmez 1999); International Airports (Choi et al 1999, Hui and Wan 2003); Backpacker Hostels and Bus Station transit lounges (Murphy 1999); Airports and Ferry Ports (O'Leary and Deegan 2002) and Airports, Hotels and Destinations (Chaudhary 2000). For a country such as Brazil, where most British tourists enter by Air (Embratur statistics annual 2003), the airport would seem the least biased way to access respondents covering the full spectrum of visitors. In addition, when approached at an airport there is less likelihood to experience non-response bias. Non-response bias on the other hand can be problematic for mail out questionnaires and self-complete handed out in hotels, hostels etc.

3. Methodology

3. 1 Questionnaire design

In order to measure British tourists pre- and post-experience image perceptions of Brazil, two similar questionnaires were designed. The first questionnaire targeted British tourists prior to experience with Brazil, and the second was for British tourists who had already experienced Brazil. Whilst it may have been interesting to have more open-ended questions, the majority of questionnaire was structured. This reduces questionnaire completion time and facilitates data analysis.

Inline with other comparable destination image studies the first section, for both pre- and post-experience questionnaires, was a series of 20 Likert statements, which deal with functional destination image aspects such as tourism infrastructure and psychological aspects such as atmosphere of the destination. The respondents were asked to give a response from strongly agree (5) to strongly disagree (1). The statements were developed using the framework provided by Beerli and Martin (2004), see literature review. 20 relevant attributes covering elements in each of the nine dimensions were selected. Selection of the statements was influenced by the exploratory study of Rezende-Parker et al. (2003) that tested American traveller's image of Brazil. As the aim of this paper is to provide a general baseline study of image most of the statements are general. In other words, they do not focus on specific attractions such as carnival but seek to discover general, overall impressions of the Brazil's atmosphere and attributes in the minds of the British.

The second section of both questionnaires asks about any information sources that influenced a decision to come to Brazil and the main sources used for planning the trip. For the pre-experience questionnaire the format is shorter, with only one other section requiring information only about travel habits and socio-demographic details. The post-experience questionnaire was longer as the environment for data collection was less constrained by time. Therefore, the third section of the post-experience questionnaire collects data on the trip in Brazil (where visited etc.) and whether any alternative destinations were considered and if so what swayed the decision to choice Brazil. The fourth section asks about future plans to return, and why or why not they would return, as well as if they would recommend to others and what in particular would or would not be recommended. The final section collects travel habits data and socio-demographic information.

3. 2 Questionnaire distribution

For the pre-experience questionnaire, it was fundamental to ensure that the respondents had no previous personal experience of Brazil. Therefore, the questionnaire was carried out by face-to-face interview in the arrivals halls of Rio de Janeiro and São Paulo International Airports in January 2005. Due to specific characteristics of the arrivals procedures and arrival times of European flights to Brazil, there are frequent queues. This ensured an excellent participation rate, not one single person asked declined to take part. As the researcher carried out the interviews herself she could try to get a demographic balance of respondents more or less representative of British arriving in Brazil. The interviews took approximately 4 minutes to complete.

The post-experience questionnaire had more options of distribution, the airport departure lounges of Rio de Janeiro and São Paulo international airports were used but as the period was leading up to carnival there seemed very few British travellers leaving at the end of

January. Therefore, a selection of hotels and hostels in Rio were asked to distribute the questionnaire to British tourists this was carried out in the month of March 2005. However, a problem exited with using hotels in March: there was an absence of British leisure guests. Only 2 responses were gathered from Hotels. Hostels seemed to have a more constant number of guests but even so managers remarked a decrease in numbers since New Year and carnival. Respondents took 5-10 minutes to fill in the post-experience questionnaire.

Total of returned questionnaires:

- Pre-experience: 54
- Post-experience: 59
- Total: 113

3.3 Analysis methods

The data was entered in to SPSS version 12.0 for windows. A descriptive analysis provided an in-depth profile of the respondents, as there were no significance differences between the pre- and post-experience groups, a combined profile is given to show the overall trend for British travellers to Brazil who took part in the research.

In addition, the results from the post-experience questionnaire provide another profile for the British respondents. The destinations visited, the destinations they would like to visit in the future, the alternative countries considered and the attributes that influenced the final choice to come to Brazil. This information could be useful for how to encourage repeat visits to different areas of Brazil e.g. promoting the Amazon to tourists whilst in Brazil and when they return home.

Analysis of the 20 variables, or image statements, was able to compare both pre and post-experience responses. A t test was used to test the significance levels for the variation and show which variables were significantly different in the minds of travellers prior to visitation and post-experience.

4. Results

4.1 Respondent's profile

According to the sample of respondents there is a high number of younger British travellers in Brazil (68.1% under the age of 35). This may be an accurate representation of British visitors to Brazil. However, two factors may have affected the profile. Firstly, the time of data collection for pre-experience was directly prior to carnival, which attracts a large number of younger travellers. Secondly, the post-experience responses were collected at both the airport and backpackers hostels in Rio de Janeiro. Younger travellers are more frequent users of backpacker style accommodation. However, several hotel chains based in Rio were approached to assist with the research and would have handed out questionnaires to British guest; the only problem was there were small numbers of British travellers staying in 3/4/5 star hotels in March 2005.

The majority of respondents are likely to travel usually with friends (60.2%) and partners (37.2%) rather than a family. The fact that families were not encountered during the research may be as the research was carried out outside of British school holidays.

Overall, the respondents have a high level of education with 61.9% possessing either a degree or a postgraduate qualification.

The profile shows that respondents are well travelled; 85% of respondents taking at least one holiday worldwide per year and 13.3% taking more than three. 82.3% also took one holiday or more per year in Europe.

The respondents have a wide range of incomes and average holiday spends, a trend cannot be established from these responses. Brazil seems to attract people with different holiday budgets, suggesting that Brazil appeals to both luxury high-end spenders and those who prefer less expensive holidays.

In relation to the factors that influenced decisions to come to Brazil, word-of-mouth recommendation is by far the most common cited (76.1%). Other important factors were Books/Films and Television shows/documentaries. These factors suggested that it is something less tangible that influences a decision. It seems as if the respondents could not pinpoint a single influencing factor but it is more likely to be a combination, which accumulates in a decision. This is consistent with image formation theory (WHO!). For the respondents who cited none of the factors on other there were some general trends e.g. a cultural interest, a desire to visit somewhere "new" or following some special interest or hobby. If these had been included in the original scale the results may have been different.

Three main information sources for trip planning dominate; recommendations by others (75%); guidebooks (71.4%); and the internet (68.8%). Only 18.8% used a travel agent at any stage in the planning. It is not clear if this was for flight booking services or for destination advice, given the tendency for independent travel it was more likely to be for the former reason.

Finally, a large percentage of respondents were spending more than one month in Brazil (31.9%). Interestingly, Brazil is not only attracting the longer-term traveller. 34.8% were spending less than two weeks in Brazil.

Table 1: Respondents profile (pre-and post-experience)

	%	**No.**
SEX:	100	113
Male	51.3	58
Female	48.7	55
AGE:	100	113
Under 25	29.2	33
25-34	38.9	44

35-44	16.8	19
45-55	6.2	7
Over 55	8.8	10
TRAVEL COMPANIONS:	*	113
Alone	13.3	15
Friends	60.2	68
Partner	37.2	42
Partner and Children	1.8	2
Other Family Members	1.8	2
HIGHEST EDUCATION:	100	113
No qualification	5.3	6
GSCE (or equivalent)	8	9
A-Levels (or equivalent)	14.2	16
HND (or equivalent)	10.6	12
Degree	45.1	51
Post-graduate/PhD	16.8	19
ANNUAL HOUSEHOLD INCOME:	100	113
Under £14.999	17.7	20
£15.000 to £29.999	26.5	30
£30.000 to £44.999	23.9	27
£45.000 to £59.999	10.6	12
Over £60.000	21.3	24
SPEND ON MAIN ANNUAL HOLIDAY:	100	113
Under £1000	21.2	24
£1000 - £1499	23.9	27
£1500 - £1999	22.1	25
£2000 - £2499	11.5	13
£2500 - £2999	5.3	6
Over £3000	15.9	18
TRAVEL FREQUENCY:		Mean
Average number of trips per year (UK)	1.25	
Average number of trips per year (Europe)	1.73	
Average number of trips per year (World)	1.39	
DESTINATION CHOICE FACTORS:	*	113
Word-of-mouth (friends, family etc)	76.1	86
Books and or films	32.7	37
Television show or documentary	18.6	21
Websites	13.3	15
Travel Brochures	10.6	12
Travel Magazine	9.7	11
Cultural interest	7.1	8
Advertisements	6.2	7
Invited	5.3	6
Whim/new destination	5.3	6
Hobby/Interest	4.4	5
Other	2.7	3

MAIN PLANNING SOURCES:	*	113
Recommendations from others	75	84
Travel Guidebook	71.4	80
Websites	68.8	77
Travel Agent	18.8	21
Travel Brochures	8.9	10
Embratur website	5.4	6
Brazilian Embassy in London	2.7	3
TIME SPENT IN BRAZIL	100	113
Less than one week	8	9
One to two weeks	24.8	28
Two to three weeks	17.7	20
Three to four weeks	17.7	20
More than four weeks	31.9	36
NUMBER OF HOLIDAYS PER YEAR	100	113
UK TRIPS:		
0	48.8	55
1	21.2	24
2	15	17
3 or more	15.	17
EUROPE TRIPS:		
0	17.7	20
1	35.4	40
2	23.9	27
3 or more	23	26
WORLDWIDE TRIPS:		
0	15	17
1	55.8	63
2	15.9	18
3 or more	13.3	15

* Note more than 100% due to multiple responses

4.2 Competitor destinations

Table 2 shows the alternative destinations that some of the respondents considered visiting for that particular trip. 45.8% of post-experience respondents listed destinations they had considered as valid substitutes to Brazil. South America in general and other South American destinations were most frequently cited. Argentina was the most popular alternative with 13.6% of respondents admitting they had considered visiting there instead of Brazil. Thailand was mentioned as an option by 10.2% and other South-East Asia destinations by 5.1%. Other alternatives were North America, New Zealand and South Africa.

Respondents were asked what factors swayed the decision to choose Brazil in order to gain an insight into Brazil's strong and/or unique attributes. The country's beaches seem to be the most popular factor to sway a decision (35.6%), followed by a friend's influence (27.1%) and then by culture (20.3%). Cost seemed to influence certain people's decisions (18.6%). It would have to be inferred that value is considered in relation to destinations such as North America, as in South America Brazil is one of the more expensive countries for travellers. Rio also seems to be a unique attraction, swaying the decision of 15.3% of respondents.

Table 2: Alternative destinations

	%	No.
ALTERNATIVE COUNTRIES:	45.8	27
Other SA/ SA in general	16.9	10
Argentina	13.6	8
Thailand	10.2	6
Canada	6.8	4
USA	6.8	4
Chile	5.1	3
Other SE Asia	5.1	3
South Africa	3.4	2
New Zealand	3.4	2
Other	5.1	3
ATTRIBUTES THAT SWAYED DECISION:	84.7	50
Beaches	35.6	21
Friends	27.1	16
Culture	20.3	12
Cost	18.6	11
Wildlife	16.9	10
Rio	15.3	9
Weather	10.2	6
People	8.5	5
NYE/ nightlife	8.5	5
Flights	6.8	4
SA location	5.1	3
Other	1.7	1

4.3 Respondents destination profile

The vast majority of responses were collected from Rio de Janeiro. Therefore, it goes without saying that this destination was the most visited by the respondents (98.3%) see table 3. Other destinations that are attractive to British travellers are Iguaçu Falls region (52.5%), São Paulo (35.6%) and Salvador (33.9%). It seems that many respondents are enjoying multi-centre visits to Brazil. It is perhaps usual to combine a trip to Rio with Iguaçu Falls or the Bahian Coast, or with the Florianopolis region.

Outside of the major cities and tourist hotspots, destinations that are frequently mentioned include Ilha Grande (15.3%) and many smaller destinations along the Bahian coast (16.9%) like Morro de São Paulo.

For tourists about to leave Brazil, it was considered interesting to enquire about destinations that they had heard about and would like to visit in the future. The most frequently cited destination was the Amazon region (32.2%). As results were collected from the south of Brazil, visitors had perhaps found themselves too far from the Amazon to combine this destination with, say, Rio de Janeiro. In addition there are plenty of attractions and destinations in the south to keep the visitor occupied.

The North-East was another region that visitors expressed a further interest to visit; Salvador (15.3%) and general North-East (23.7%)

Table 3: Destination profile of british tourists in Brazil.

	%	No.
DESTINATIONS VISITED:	100	59
Rio de Janeiro	98.3	58
São Paulo	35.6	21
Salvador	33.9	20
Iguaçu Falls	52.5	31
Recife	3.4	2
Natal	5.1	3
Parati	22	13
Florianópolis	16.9	10
Fortaleza	8.5	5
Manaus	6.8	4
Other	47.5	28
OTHER DESTINATIONS:	49.2	29
Curitiba	10.2	6
Ilha Grande	15.3	9
Bahia (beaches)	16.9	10
Pantanal	3.4	2
Búzios	5.1	3
Santos	5.1	3
Brasília	5.1	3
Ilha do Mel	3.4	2
Minas Gerais	3.4	2
Other	15.3	6
DESTINATIONS WANT TO VISIT NOW	74.6	44
Amazon	32.2	19
Salvador	15.3	9
Foz do Iguaçu	13.6	8
Florianópolis	15.3	9
North-East	23.7	14

Pantanal	13.6	8
Ilha Grande	6.8	4
São Paulo	6.8	4
Bonito	3.4	2
Parati	5.1	3
Other	3.4	2

4.4 Future intentions

The respondents showed very positive reactions to future intentions regarding Brazil. 91.5% stated that they would return to Brazil. This indicates that the respondents were satisfied with the overall experience. Reasons for returning included the fact there was more to see and do (37.2%) and the people (32.2%). However, for those who were not sure if they would return (8.5%) issues connected to safety seemed to raise concern (5.1% of total respondents).

98.3% would recommend Brazil to others. The most popular factors seemed to be culture (11.9%) and specific destinations; Iguaçu Falls (13.6%); Rio de Janeiro (10.2%) and others (22%). This seems to indicate that word-of-mouth operates at two levels; the overall talk about a destination which assists positive image formation and subsequent destination choice; and the specific recommendations that lead to people select actual places within the country.

Although, practically all the respondents would recommend Brazil as a whole, there were a number of respondents (40.7%) who had an aspect that they would not recommend or would warn about. These included crime and safety issues (23.7%) such as stress relating to having to constantly consider what you are carrying around and avoid certain areas of cities. In addition 6.8% recommend learning Portuguese before coming to Brazil, indicting a certain degree of language difficulties for British people in Brazil or the feeling that one would enjoy the experience more with more communication skills.

Table 4: Future behavioral intentions

	%	**No.**
INTENTION TO RETURN:	100	59
Yes	91.5	54
Not Sure	8.5	5
No	0	0
REASONS FOR RETURNING	76.3	45
More to see	37.2	22
People	32.2	19
Cost	6.8	4
Beaches	15.3	6
Culture	6.8	4
Scenery	13.6	8
Climate	13.6	8

General atmosphere	13.6	8
Amazon	3.4	2
Other	5.1	3
REASONS FOR NOT RETURNING	6.8	4
Crime/safety issues	5.1	3
Distance from UK	1.7	1
INTENTION TO RECOMMEND TO OTHERS:	100	59
Yes	98.3	58
Not Sure	1.7	1
No	0	0
RECOMMENDED ASPECTS:	54.2	32
Culture	11.9	7
People	5.1	3
Beaches	5.1	3
Atmosphere	5.1	3
Rio de Janeiro	10.2	6
Iguaçu Falls	13.6	8
Specific destination	22	13
Other	3.4	2
ASPECTS NOT RECOMMENDED:	40.7	24
Crime/Safety	23.7	14
Airport	3.4	2
Transport related	3.4	2
Food	3.4	2
Language issues	6.8	4

4.5 Image perceptions of Brazil: pre-and post-experience anaylsis

Overall, Brazil appears to be perceived positively by British travellers both before and after experience. There is a certain degree of consistency in the responses given by pre-experience and post-experience British travellers. The positively framed variables' means all increased except for "Brazilian culture is diverse and interesting" which fell by a small 0.04 and "There are lots of places of historical interest in Brazil" which fell by 0.06. The three negatively framed variables experienced decreases in means except "Language is a barrier for British tourists in Brazil" which increased by a very small 0.01. This indicates that experience improves the perceptions on the positive variables and also improves opinions on what are considered negative aspects. For example, overall tourists after experience have more positive opinions on Brazil's attractive beaches (0.22 increase in mean) and also believe that tourists are less vulnerable to crime than tourist prior to visiting believe (0.52 decrease in mean).

Overall, the aspects upon which Brazil is most positively perceived are relating to nature/wildlife/scenery (variables 6, 10 and 16), culture/people/enjoyment (variables 1, 3, 8 and 13). These have means above 4.0 for both pre- and post-experience respondents. Of the positively framed statements Brazil performs badly on only one "Overall, Brazil is a clean and unpolluted country" with a mean of 2.69 prior to visiting, which only improves to 2.97 post-experience. However, there is a high standard deviation of the mean showing that opinions vary greatly on the cleanliness of Brazil. Three other variables that respondents have little agreement on are "Brazil has a good climate all year", "Brazil is ideal for a stress-free and relaxing holiday" and "Language is a barrier for tourists in Brazil" these all have means around the 3.5 mark and high standard deviation values. Clearly, a good climate, a relaxing holiday and language barriers all mean different things to different people, and of course these variables depend greatly on where you visit.

Using the t-test analysis, various interesting differences are highlighted between pre- and post experience image perceptions of Brazil. Six variables have means that are considered significantly different at 1% between pre-and post-experience tourists' opinions:

1. Brazilians are friendly and welcoming people

5. Tourists are vulnerable to crime in Brazil (neg.)

9. Transport infrastructure in Brazil is adequate

11. Airport procedures in Brazil are straightforward

17. Brazil has various social problems (neg.)

20. Brazil has a good tourism infrastructure.

A further two statements are considered significantly different at the 5% level:

6. Brazil has many attractive beaches

15. Brazilian food is good quality and delicious

It appears that by experiencing Brazil variables that relate to functional/ tangible aspects of the tourist experience are significantly improved. This is the case with (1), (9) and (20) above. All of these elements, people, transport and tourism infrastructure make up the everyday encounters of the destination experience; they cannot be tested prior to experience and it can be difficult to use imagery/information to create an appropriate and accurate portrayal to potential tourists. Positive significant difference after experience indicates that either little is know or little is expected about these variables. It is quite likely these factors do not heavily impact upon a decision to select a destination but it is highly likely that if they created many problems whilst visiting that the tourist would be disinclined to return or recommend. In relation to transport infrastructure, airport procedures, and overall tourism infrastructure, it seems that prior to experience British travelers are perhaps expecting a somewhat less developed infrastructure than exits. It is also possible that respondents really had no idea what to expect.

The perception of the airport procedures could relate to a couple of issues; the arrivals procedures are considerably more time-consuming and problematic than departures and that the problems encountered on arrival do not stay in the mind of the visitor for very long nor do they taint the overall picture of Brazilian airports, they simply provide an inconvenience when arriving. With regards to the airport, it must be pointed out that the interviews took place as respondents were waiting to pass through customs, which can be a lengthy process in Brazil. However, even if this is a short term inconvenience, it does not appear to last as those post-experience are less likely to complain about the airport procedures.

The two negatively framed variables that show significant difference actually are considered less of a problem for those leaving Brazil than for tourists prior to actual experience. The idea that tourists are vulnerable to crime is less potent in the minds of tourist who have firsthand experience in Brazil; reputation actually seems to be over hyped and exaggerated. In the same vein, it seems that British visitors are expecting Brazil to have more issues relating to social problems that would cause concerns to them. Certainly, it is a fact that poverty, homelessness etc. exist in Brazil. The reason why the perception may improve on this variable for post-experience visitors might relate to the idea that once in the country you are not so exposed e.g. staying in resorts, avoiding the less salubrious areas of cities. Again, reputation seems to be worse than the reality that tourists experience.

The two remaining variables with significant differences at 5% may relate to a lack of awareness about food and an underestimation of the beauty of the beaches. This may indicates a gap in marketing/promotional materials that should be filled as currently the focus tends to be on the other natural attractions e.g. Foz, Amazon, Pantanal etc. This may change if TO start to actively market Brazil ad a three-s destination. However, in the case of Brazilian food although the mean improves after experience, there is still considerable variety of opinion shown by a high standard deviation. This goes to show food is simply a matter of taste.

Table 5: Means and comparison between pre-experience and post-experience

	Pre-experience		Post-experience					
VARIABLE	**MEAN**	**SD**	**MEAN**	**SD**	**Paired Difference**	***t* value**	**Sig. level**	**Sig%**
Brazilians are friendly and welcoming people	4.06	.56	4.47	.50	-.42	-4.174	.000	1%
Overall, Brazil is a clean and unpolluted country	2.69	.80	2.97	.98	-.28	-1.660	.100	NS
Brazil is an enjoyable and fun destination	4.35	.62	4.54	.54	-.19	-1.753	.082	NS
Brazil offers great value for money	4.19	.68	4.37	.58	-.19	-1.584	.116	NS
Tourists are vulnerable to crime in Brazil	4.11	.72	3.59	.93	.52	3.327	.001	1%
Brazil has many attractive beaches	4.39	.49	4.61	.53	-.22	-2.304	.023	5%
Brazil has a good climate all year	3.57	.79	3.66	.92	-.09	-.536	.593	NS
There are plenty of night-life options in Brazil	4.19	.62	4.24	.68	-.05	-.426	.671	NS
Transport infrastructure in Brazil is adequate	3.52	.79	4.02	.80	-.50	-3.322	.001	1%
There are beautiful natural attractions in Brazil	4.59	.53	4.73	.45	-.14	-1.464	.146	NS
Airport procedures in Brazil are straightforward	3.22	1.00	3.78	.89	-.56	-3.127	.002	1%
Language is a barrier for British tourists in Brazil	3.69	.93	3.68	.90	-.01	.042	.967	NS
Brazilian culture is diverse and interesting	4.48	.50	4.44	.60	.04	.391	.696	NS
Brazil is ideal for a stress-free and relaxing	3.61	.79	3.68	.84	-.07	-.436	.664	NS

holiday								
Brazilian food is good quality and delicious	3.31	.61	3.63	.93	-.31	-2.097	.038	5%
Brazil has many species of flora and fauna to see	4.15	.76	4.32	.71	-.17	-1.259	.211	NS
Brazil has various social problems	4.69	.47	4.41	.65	.28	2.636	.010	1%
There are lots of places of historical interest in Brazil	4.04	.67	3.98	.78	.06	.393	.695	NS
Brazil offers various adventure sports	4.00	.75	4.08	.73	-.08	-.609	.544	NS
Brazil has a good tourism infrastructure	3.74	.73	4.36	.61	-.62	-4.872	.000	1%

5. Conclusions

Overall, Brazil has a positive image and expectations are for the most part met or exceeded. This is most evident by the very high percentage of people who intend to return and who would recommend Brazil to others. In particular Brazil has a strong image, both before and after experience, with regard to beautiful natural attractions, beaches, the atmosphere, the culture and the people. This matches the focus of the marketing focus of current Embratur promotional materials. However, as the Brazilian tourism sector is currently developing 11 diverse tourism products, Brazil must ensure its position global image is consistent with the various products it promotes. Presently, the image of Brazil as a country for adventure sports and historical cities is weaker than that of sun and sea.

Certain problems exist with the image of Brazil on a number of issues. Principally, this relates to crime and social problems. However, British tourists after visitation have a less negative impression. This indicates that Brazil's reputation for crime is worse than the reality for the majority of tourists. The national tourism board must find the balance between ensuring that incoming tourists are not naïve to security issues and must manage the reputation effectively as this may be deterring tourists or limiting their experiences whilst in Brazil. It is worth noting that whilst post-experience British tourists commented on their concerns of safety/violence this did not deter them from actually considering a return trip to Brazil.

In respect of the apparent gaps in knowledge about Brazil, efforts need to be made to increase the image of Brazil as a country well equipped to provide for even the most discerning tourist. The results showed significant differences pre- and post-experiences responses on issues such as transport infrastructure, good overall tourist infrastructure, and Brazilian food. Whilst, these may not be factors that initiate an interest in visiting Brazil, they may affect a final decision if a competitor has a better image for these aspects. These factors contribute to the perceived overall quality of the stay and may impact on satisfaction and future behaviour.

The pre-experience perception of transport in particular, could be greatly improved, which could provide far-reaching consequences. If British travellers prior to arrival have a more positive impression of internal transportation, they may be more adventurous in the regions visited. It is clear that tourists are leaving Brazil with lists of regions they did not reach on their trip, with improved knowledge about transport, they may pre-plan trips to less-visited tourist areas e.g. Pantanal, thus dispensing the earnings from tourism across the country.

Brazil has a strong national identity based on vibrant culture and plurality of people and is endowed with much natural beauty; this all translates into a positive tourist image. The British public receive much information about Brazil, however this is mainly from organic sources such as the media, and popular culture. This has led to certain negative images to be exaggerated beyond the actual reality. Brazil is undergoing a national-level push for tourism, which has involved the development of 11 key tourism products, a re-branding of the Brazil logo and the opening of tourism board offices abroad including one in London. In order to increase British travel to Brazil, the salient and positive image aspect must be cemented in the minds of the British through induced marketing efforts. To increase the variety of destinations visited, fuller information on the quality of its tourism infrastructure should be provided.

6. References

ANDERSEN, V., PRENTICE, R. and GUERIN, S. **Imagery of Denmark among visitors to Danish fine arts exhibitions in Scotland**. Tourism Management, 18 (7), 453-464, 1997.

ATELJEVIC, I and DOORNE, S. **Representing New Zealand: Tourism Imagery and Ideology**. Annals of Tourism Research. 29:648-667, 2002.

BALOGLU, S., and MCCLEARY K.W. **A model of destination image formation**. Annals of Tourism Research, 26(4), 868-897. 1999.

BARKER, M., PAGE S. J. and MEYER D**. Modeling tourism crime: The 2000 America's Cup**. Annals of Tourism Research, 29(3), pp. 762-782, 2002.

BAUDRILLAED, J. **The Consumer Society: Myths and Structures**. London: Sage, 1998.

BAUMAN, Z. **Work, consumerism and the new poor.** Buckingham: Open University Press, 1998.

BEERLI, A. and MARTÍ, J. **Factors influencing destination image**. Annals of Tourism Research, 31(3), 657-681, 2004.

BUHALIS, D. **Marketing the competitive destination of the future**. Tourism Management, 21, 97-116, 2000.

CHEONG, S. and MILLER, M. **Power and Tourism: A Foucauldian Observation**. Annals of Tourism Research, 27 (2) 371-390, 2000.

CHOI, W. M., CHAN, A. and WU, J., **A qualitative and quantitative assessment of Hong Kong's image as a tourist destination**. Tourism Management 20, pp. 361–365, 1999.

CHON, K. S. **The Role of Destination Image in Tourism: A Review and Discussion**. The Tourist Review, 2: 2-9, 1990.

Gestão em Turismo e Hotelaria: Experiências Públicas e Privadas. São Paulo: Aleph, 2004. 16 DANN, G. **Tourist Images of a Destination: an Alternative analysis**. In Recent Advances in Tourism Marketing Research, D. Fesenmaier, J.T. O'Leary and M. Usysal, eds., pp.45-55. New York: The Harworth Press, 1996.

ECHTNER, C. M., and RITCHIE, B. **The Measurement of Destination Image: an Empirical Assessment**. Journal of Travel Research 31 (4):3-13, 1993.

FAKEYE, P.C., and CROMPTON, J.L. **Images differences between prospective, first-time and repeat visitors to the Lower Rio Grande valley**. Journal of Travel Research, 30(2), 10-16, 1991.

GALLARZA, M., Gil Saura, I. and Calderón Garcia, H.,. **Destination Image: Towards a Conceptual Framework**. Annals of Tourism Research 29, pp. 56–78, 2002.

GARTNER, W. C. **Tourism Image: attribute measurement of state tourism products using multidimensional scaling techniches**. Journal of Traveçl Research, 28(2), 16-20, 1989.

GARTNER, W. C. **Image Formation Proccess**. Journal of Travel and Tourism Marketing, 2 (3): 197-212, 1993.

GOOSSENS, C. **Tourism Information and Pleasure Motivation**. Annals of Tourism Research, 27(2), pp. 301-321, 2000.

GUNN, C. **Vacationscapes: Desigining Tourist Region**. Bureau of Business Research. Austin: University of Texas Press, 1972.

HANNAM, K. **Tourism and development I: globalization and power**. Progress in Development Studies 2,3, pp. 227-234, 2002.

HUI, T. and YUEN, C. **A study in the seasonal variation of Japanese tourist arrivals in Singapore. Tourism Management**, 23 (2), April 2002, Pages 127-131

INSTITUTO BRASILEIRO DE TURISMO. **Statistical Yearbook**. Brasília, 2004.

KOZAK, Metin. **Comparative analysis of tourist motivations by nationality and destinations**. Tourism Management, 23(3), pp. 221-232, 2002.

MEETHAN, K.. **Place, Image and Power: Brighton as Resort**. In: Selwyn, T., Editor, 1996.

The Tourist Image: Myths and Myth Making in Tourism, Wiley, Chichester, pp. 180–196, 1996.

MURPHY, L. **Exploring social interactions of backpackers.** Annals of Tourism Research, 28(1) pp. 50-67, 2001.

PIKE, S. **Destination Image Analysis - A Review of 142 Papers from 1973-2000**. Tourism Management, 23(5): 541-549, 2002.

RICHARDSON, S. and CROMPTON, J. **Vacation patterns of French and English Canadians**. Annals of Tourism Research, 15(3), pp. 430-435, 1998.

SCHENEIDER, I. and SONMEZ S. **Exploring the touristic image of Jordan Tourism Management**, 20(4) pp. 539-542, 1994.

SELBY, M. and MORGAN, N. **Reconstructing place image: A case study of its role in destination market research**. Tourism Management, 17 (4) pp.287-294, 1996.

STEVENSON, T. **Communities of Tomorrow**. Futures 34, pp. 735-744, 2002.

TEO, P. and LI L. **Global and Local Interactions in Tourism**. Annals of Tourism Research, 30(2), pp.287-306, 2003.

TERKENLI, T. **New Landscape spatialities: the changing scales of function and symbolism.** Landscape and Urban Planning, 70, pp. 165-176, 2005.

URRY J. **The Tourist Gaze: Leisure and Travel in Contemporary Societies**. London: Sage, 1990.

WOODSIDE, A., and S. LYSONSKI. **A General Model of Traveller Destination Choice**. Journal of Travel Research 17 (4); pp.8-14, 1989.