

Web-Content Analysis of the Major Spanish Tourist Destinations Evaluation by Russian Tourists

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Abstract : In the research, we proposed the set of factors of tourist destinations attractiveness in Spain and determined the factors that have the greatest impact on the positive perception of the tourist destination by Russian tourists; also, we examined what factors create the willingness for Russians to recommend this tourist destination to their friends and relatives. The tourists' comments on the Russian travel sites have been analyzed in order to determine the frequency of attractiveness characteristics references. Additionally, the study will reflect the relationship of variables.

Keywords : tourism destination, destination attractiveness, destination competitiveness, content analysis, unstructured image

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