



Analysis of the destination image of Barcelona in the written press of South Korea [

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Analítica

Over the last years the Korean tourism has been introduced in Europe. In seven years, the number of Korean tourists visiting Spain has been multiplied fifteen times and Barcelona is usually a regular destination. In this article we analyze the image perceived in South Korea. To do so, this article analyzes the Anholt-GfK city brand index. The present study also analyzes the written press in South Korea with the purpose of finding out what images of Barcelona the Koreans share through this channel. Therefore, a content analysis has been carried out for five years (2013-2017) of the three most important newspapers in South Korea. The results show how most of the news published on culture and sports show a positive tone while those of politics have a mostly negative tone

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