



La imagen del destino turístico: Estudio en profundidad del municipio de Murcia como destino turístico [

2016

text (article)

Analítica

The image is a key tourist destination for tourists who want to visit a place. This image corresponds to the perceptions that visitors have about the destination and it is configured before, during and after the tourists visit. There are two key aspects of the image; first, cognitive image that corresponds to the knowledge about the destination and it includes tangible tourism resources, such as hotels, restaurants, museums and other resources. Second, emotional image which is identified with the emotions generated by the destination. The purpose of this paper is to analyze the image of Murcia as a tourist destination through in-depth interviews with industry professionals. The results indicate that the municipality of Murcia lacks a clear image as a tourist destination. The conclusions obtained indicates its main strengths, weaknesses and improvement proposals to consolidate this city as an attractive tourist destination

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Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es