Ljubljana's Images and Experiences

Expectations, Satisfaction and the Origin of Ljubljana's City Image

Roel Lutkenhaus

Twente University

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By Roel Lutkenhaus (s1000616)

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Examination board:

Dr. M. Galetzka

Prof. dr. G.J. Hospers

Supervised by:

Ms. Verica Leskovar

Marketing manager

Twente University

Faculty of Behavioral Sciences

Postbus 217

7500 AE Enschede

The Netherlands

Ljubljana Tourism

Krekov trg

SI-1000, Ljubljana

Slovenia

UNIVERSITY OF TWENTE.

Ljubljana

www.visitljubljana.si

Words of gratitude

The thesis you are about to read, started on a road trip through Europe in 2009. Sitting on a terrace, enjoying smooth jazz tunes under a starry sky, I fell in love with Ljubljana. That moment I decided to write my thesis there. Seven months later I started my Slovenian adventure. With these words of gratitude, I would like to thank the people who made this all happen and worthwhile.

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Abstract

After its declaration of independence in 1991, Slovenia rejuvenated its capital Ljubljana into a modern and charming city. Although the level of offered services is high, the city does not seem to capitalise its touristic potential completely. This might be the result of an unfavourable city image. This study assesses Ljubljana's city image through application of methods from economics and social sciences. Through interviews, a salient typology of city image was translated into a scale to measure perceptions of Ljubljana. Perceptions among visitors and non-visitors were compared to explore how the city performs. Subsequently, it was explored how the city image originates. Results show that Ljubljana has a moderately positive image that is often based on stereotypes. Expectations are often exceeded when Ljubljana is visited. Perceptions of the city differ among people, and personal preference seems to be an important determinant of the city image's favourability. This study emphasizes the need for methods to assess the favourability of the city image and its attributes through the development of a framework for researching city image. Overall, this case study provides a practical overview of a low cost but efficient method to assess how a city is perceived in the light of its marketing strategy.

Keywords: urban tourism, city image, image formation factors, city branding, city marketing

Samenvatting

Sinds Slovenië zich in 1991 onafhankelijk verklaarde, veranderde de plaats Ljubljana in een moderne en charmante hoofdstad. Hoewel het niveau van aangeboden diensten hoog is, lijkt de stad dit wat betreft toerisme niet volledig uit te buiten. Dit zou het gevolg kunnen zijn van een ongunstig stadsimago. In dit onderzoek wordt het stadsimago van Ljubljana bestudeerd met methoden uit de economie en sociale wetenschappen. Met behulp van interviews werd de betekenis van het begrip stadsimago achterhaald. Die betekenis stond aan de basis van de schaal waarmee het stadsimago van Ljubljana is gemeten. De denkbeelden van mensen die Ljubljana al eens bezochten, werden vergeleken met de denkbeelden van mensen die niet eerder in de stad waren, om er achter te komen hoe de stad presteert. Vervolgens werd onderzocht hoe deze denkbeelden zich ontwikkelen. Uit de resultaten blijkt dat mensen gematigd positief over Ljubljana denken en dat denkbeelden vaak gebaseerd zijn op stereotypen. Een bezoek aan de stad, overtreft vaak alle verwachtingen. Persoonlijke voorkeur blijkt een belangrijke determinant te zijn van hoe positief de denkbeelden zijn. Met de doorontwikkeling van een model om stadsimago te onderzoeken, benadrukt deze studie de noodzaak van methoden om de positiviteit van het stadsimago te kunnen bepalen. Deze casestudy geeft een praktisch overzicht van een efficiënte methode om het stadsimago te beoordelen in het licht van de marketingstrategie.

Managerial summary

People who have never visited Ljubljana think moderately positive about it. When they actually visit the city, they are overwhelmed; all of their expectations are exceeded. With hundreds of cities to choose from, you want them to realize how great Ljubljana is in the beginning. A good means to achieve this, is fighting prejudice among the right people and on the right platforms.

This study reveals that people think about Ljubljana according to Eastern European stereotypes. Especially younger, less educated people, who tend to use online media more, think of the city as a grimy, chilly city behind the former iron curtain. Means to fight these prejudices are the following:

- Creating awareness through provocative messaging - Provocative messages make people question their conceptions of the world or, in this case, Ljubljana. Denmark imports palm trees to their beaches to get rid of their icy image. How will Ljubljana get rid of the concrete flats?
- Making Ljubljana recognizable through creation of a visual hook – While Paris is the Eiffel tower and London is the Big Ben, lots of people think of Ljubljana in terms of grey concrete flats. The Dragon Bridge is unique and shelters the visual power to become Ljubljana's visual identity.
- The right message to the right people – Attract adventurous tourists by telling them about the great outdoors, Metelkova, trains to the Balkans and Laibach. Attract traditional tourists by telling them about the good roads, low prices, Euro as the currency and the seaside on the sunny side of the Alps. Do not tell the audience Ljubljana has everything. Rather locate the different types of tourists and tell them 'in person'.
- Provide people of means to share their enthusiasm – People like sharing nowadays, witness the immense popularity of social media like Facebook. By providing people of a means to easily share their story – a retweet button in the castle's museum or a like-

button in Galla Halla – perceptions will be changed on a large scale. After all, who does not trust friends over advertising?

- Getting there cheap and easy – When getting to Prague costs 40 euro's and Ljubljana 140, where will people go? Although EasyJet and RyanAir fly to Brnik already from London and Milan, connections should be expanded throughout Europe.
- Monitor Ljubljana's image – By comparing how people think about Ljubljana and experience it every year, developments related to marketing policy can be improved consequently.

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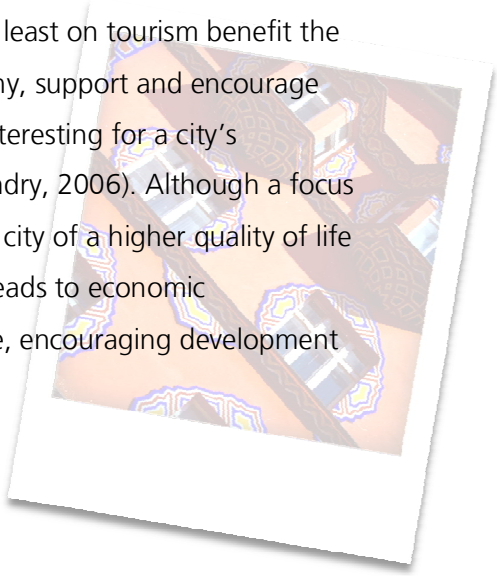
Introduction

The last few decades, major cities throughout the world were translated into brands to compete on a global market for attraction of companies, workers and tourists. This solely seemed the domain of large metropolitans, since branding is a valuable activity without a tangible return of investment. In recent years, cities regarded as regional or even peripheral places focussed on promoting themselves to improve their local economies as well. This is a development which runs parallel with globalisation (Ashworth & Page, 2010).

To guarantee reasons for existence on this global market, cities have to be concerned with keeping their local economy healthy (Landry, 2006). Central in the process of achieving this goal, city branding seems to be the key. By these means, city marketers concentrate on attracting and retaining inward investments, companies, skilled workers, new citizens and tourists (Jansson & Power, 2006). From these groups, the latter one seems to be the easiest to attract, because a visit is temporary, low risk and low threshold.

Jansson and Power (2006) distinguish three levels of competition: global cities, regional centres and smaller peripheral cities. According to Ashworth and Page (2010), the smaller cities are in disadvantage, because they do not have the highly developed producer services the global cities offer. Focussing on high quality consumer services such as tourism and leisure enables the smaller cities to counterbalance their disadvantage over the larger ones.

A paradox in this rationale is that cities that seem to focus the least on tourism benefit the most from it. Cities that simply focus on keeping their economy healthy, support and encourage their creative class to develop consumer services which are not only interesting for a city's inhabitants, but also for potent visitors and tourists (Florida, 2004; Landry, 2006). Although a focus on tourism policy does not necessarily pay off, tourism does provide a city of a higher quality of life standard (Ashworth & Page, 2010). Supporting a city's creative class leads to economic development through development of consumer services. In this sense, encouraging development



of consumer services may function as a kick start of synergetic development between the local economy and tourism.

In some cases however, cities improved their economies but did not enjoy the favourable effects. Among those cities are places in the former Eastern Bloc that miraculously transformed their plan economy into a free and flexible market of growth. Prime examples are Tallinn in Estonia (Smith, 2001), Bratislava in Slovakia (Henderson, 2002) and - the topic of this study – Ljubljana (for a brief description of Ljubljana, see Appendix A on page 50). Although these cities notably improved, large groups of people in the West seem unable to recognize this, and keep regarding these places as grey and chilly cities in the Eastern Bloc. Since the cities seem to meet most of the conditions for progress on the material side, the absence of inward investments might be the result of inadequate immaterial activity: promotion.

As the core of city marketing strategy, Jansson and Power (2006) distinguish material and immaterial branding. Material branding is improving a city's image by building flagship projects or organising prime events. Immaterial branding is advertising the city through conventional means like wielding a visual identity and advertising through mass media. In practice, different marketing activities are carried out by different organizational identities within a city. These promotional organisation draw from two fields of tourism research: economics and social sciences.

The field of economics is mostly concerned with material representations of trade (i.e., it measures flows of people and money and tries to find (causal) connections between material indicators). The field of social sciences however, is mainly concerned with a city's image as a function of marketing activity or travel experience. Within this field, researchers mainly focus on how people think, implying that this will predict their travel and buying behaviour in the end. Within both fields, integrated approaches are hard to find. However, some attempts to connect the fields have been made. Tasci and Gartner (2007) tried to connect literature on city image with material economic indicators and Selby (2004a, 2004b; 1996) contributed to the field by using methods adopted from social sciences to produce results that are hands-on and easy to use for policymakers in tourism.

This study is an attempt to apply knowledge and methods from social sciences and the economic field. By focussing on Slovenia's capital – Ljubljana – this study views the city's images and experiences as a function of both social and material indicators. By concretizing the 'redundant' baggage as a results from the field's *'inward looking approach'* (Ashworth & Page,

2010), it also tries to produce concrete and usable results for Ljubljana Tourism to build on. Since plans to measure how (potential) visitors perceive and consume the city are not apparent within Ljubljana Tourism, the proposed study aims to fill in this gap of useful knowledge.

Through interviews, a framework for a quantitative measurement of city image was created. While comparing positive and negative images, specific consumer characteristics were taken into account (e.g. media use, socio-economic status, motivation, etc), that may help improving the marketing strategy in a way that Ljubljana Tourism gets the right message to the right people.

A brief description of Ljubljana is provided in Appendix A on page 50.

Theory

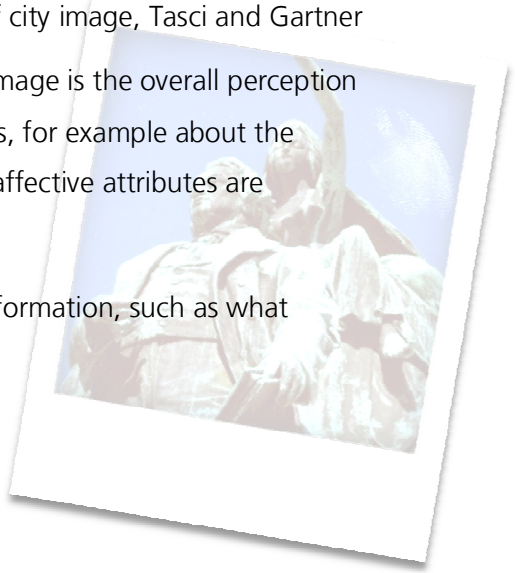
In his book on urban tourism, Selby (2004b) suggests methods to study the effects of material and immaterial branding. Key in his approach, are the perceptions people have about a destination, connected through the construct *city image*. In 1975, Hunt concluded that city image is a crucial factor in a destination's tourism success. A majority of researchers have built upon Hunt's work, by adopting his line of thought. The concept of city image has evolved however, and so have the methods to measure and apply it. This section goes into more detail about city image and the way it is integrated into this study.

The city image

Chon (1990) defines image as the net result of the interaction between a person's beliefs, ideas, feelings, expectations and impressions about an object. Embacher and Buttle (1989) define place image as *'comprised of the ideas or conceptions held individually or collectively of the destination under investigations. Image may comprise both cognitive and evaluative components'*. Studies by Pearce (1982) and Woodside and Lysonski (1989) show a clear relationship between positive perceptions of a destination and positive purchase outcomes. Therefore, destination image is likely to be an important determinant of tourist buying behaviour and destination choice.

Image attributes. Within the overall construct of city image, Tasci and Gartner (2007) distinguish the holistic image and its attributes. The holistic image is the overall perception people have a about a destination. Attributes are more specific ideas, for example about the weather, prices, history, and etcetera. Among those, cognitive and affective attributes are distinguished.

Cognitive attributes are typical pieces of concrete information, such as what language people speak or with which currency one can pay.



Affective attributes are more closely related to one's perception and opinion, for example whether a city is beautiful or whether it has friendly inhabitants.

Although this categorisation provides insight in the nature of the attributes, it is not known how they relate to the favourability of the holistic city image.

Stages of image

Throughout the years, several researchers have expanded place image theory by differentiating different types of city image throughout time (Echtner & Ritchie, 1991; Tasci & Gartner, 2007). These stages of city image represent the image as a function of exposure to certain types of information.

One approach, is distinguishing *images* and *experiences*. Images as a result from representations of a destination and experiences as the result from actually experiencing the city (Selby & Morgan, 1996).

Echtner and Ritchie's (1991) approach, connects the city image to consumer decision-making and distinguishes the organic, induced and the re-evaluative image. During phase one – when '*mental images are collected through everyday life*' (Selby, 2004b, p. 70) - the organic image is formed: '*At this stage, the image is based primarily upon information assimilated from non-touristic, non-commercial sources, such as the general media (news reports, magazines, books, movies), education (school courses) and the opinions of family/friends.*' (Echtner & Ritchie, 1991, p. 38)

During phase two – when '*researching the destination prior to travelling*' (Selby, 2004b, p. 70) - the consumer comes into contact with more specific information. This results in transformation of the organic image into the induced image. Information agents vary from family and friends to news and commercial sources.

During phase three – after an actual visit to the destination – the image transforms into the re-evaluative image. As a result of experiencing the city in an unmediated manner, the perceptions tend to be more realistic and complex (Fakeye & Crompton, 1991).

Image formation

As the three phases of city image already suggest, the city images is built upon several sources of information. Tasci and Gartner (2007) specify this process as *image formation*. Image formation is the *'construction of mental representation of a destination on the basis of information cues delivered by the image formation agents and selected by a person'* (2007, p. 414). To understand how a city image originates and how it can be changed, it is important to identify the *image formation factors,* to what stage of image they relate and the extent in which they are controllable.

Supply-side. The supply-side image formation factors are destination oriented and mainly consist of the city's marketing strategy, brand positioning, promotion, etc. Since tourism policy is almost without an exception coordinated by a (public) organization – in this case Ljubljana Tourism – the supply-side image formation factors are (the result of) marketing activity and therefore completely controllable. In most cases, marketing activity influences the induced and re-evaluative image.

Image capital. Marketing activity draws from the so-called image capital of the city. These are historical, social, physical, and other factors already present in the city, such as – in Ljubljana's case - the Dragon Bridge, the castle and the café culture along the Ljubljanica. The image capital influences the city image directly, but mainly influences the re-evaluative image.

Marketing activity also influences the image capital, by presenting the city in a certain way. This is in line with how texts in leaflets direct a city's 'tourist gaze' (McGregor, 2000), by emphasizing what things in the city are most important and defining for the city's culture and identity. The image capital is therefore regarded as semi-controllable.

Independent. The independent formation factors are agents such as education, news, movies, books, and etcetera. Those are heavily influenced by the media, politics and culture (Preiss, Gayle, Burrell, Allen, & Bryant, 2007) and mainly influence the naïve image. Since the mass media need content, the marketing strategy also influences the independent image formation factors. Therefore the independent image formation factors are semi-controllable.

Demand side. The demand-side image formation factors consist of perceiver characteristics such as socio-demographics, psychographics, culture, experience, motivation, etc. According to Bramwell and Rawding (1996), (representations of) the destination can be regarded as a collection of messages about a destination. How these are sent is always the same, but how these are received however, is unique for every person since it is dependent of a person's comprehension, understanding and interpretation of these messages. This image formation factor mainly influences the naïve image, but also affects the other two. Bramwell and Rawding therefore argue that perceiver's sociodemographics and their past travel behaviour play a role in the image formation process. Because these factors are given, they are regarded upon as uncontrollable.

Pre, during and post-visit behaviour. Ideally, the city image should persuade people to actually visit a city. The city image – regardless whether it is naive, induced or re-evaluative - makes consumers search for information in a way that affects the city image.

Before visiting a destination, the city image influences whether consumers will search information about the destination (Blackwell, Miniard, & Engel, 2006). This influences the city image and when it is favourable enough, it may lead to an actual visit. Information found during this pre-visit behaviour therefore affects the image.

During visit, the city image is an important determinant for consumer satisfaction, since the city image is closely related to the expectations consumers have of the city. Whether those are met, not met or even exceeded, makes a large difference in the ultimate satisfaction (Blackwell, et al., 2006; Selby, 2004b). What the consumer actually learnt during the visit also influences the city image. The re-evaluative city image consequently influences consumers' post-visit behaviour, since consumers may recommend or advice against it.

Stocks of knowledge

'*Image uniqueness is due to many variables, including culture, prior experience and needs to be met. However, as has been shown in numerous studies, there is enough commonality among destination images to create useful market segments*' (Tasci & Gartner, 2007, p. 422). Organizations such as Ljubljana Tourism could improve their marketing and service by translating specific images into useful market segments.

Selby (2004b) translates images into market segments by appealing to cultural studies of Ringer and Schutz (p. 191-193). According to Selby, the individual image relies heavily on its social context. People rarely learn or have experiences as an individual, since life always occurs within a social context. Selby argues that '*from early childhood, even experiences acquired first hand are embedded in intersubjectively relevant, socially determined, and predelineated contexts*' (p. 154). Moreover, due to the growth of mediated communication, most of the experiences are not perceived first hand, but within 'hyperreality'. Consumers have ideas about a lot of cities because they have come into contact with (mediated) representations of those places.

Because we live, learn and experience within a social context, our knowledge is largely collective, although it differs for every person and social system. Drawing from Ringer (2004b, p. 154), Selby calls these collections of collective knowledge the 'inter-subjective stocks of knowledge':

'*In a crucial variation from much of the humanistic literature (...) social relations and structures create inter-subjective stocks of knowledge, in which knowledge is acquired and shared by different social groups. [...] In the context of consuming tourism, attention should be devoted to groups of visitors or residents who inter-subjectively acquire similar images and experiences of a destination'* (Selby, 2004a, p. 192)

Thus, because people are socially active – by living, experiencing and interacting – the stock of knowledge is constantly modified and expanded. The stock of knowledge is the product of a social process, but since every person has a different environment, the stock of knowledge differs from person to person. As Tasci & Gartner (2007) argue regarding the commonalities in city images, Selby argues that stocks of knowledge can also be generalized into useful market segments: '*The subjective experiences of members of a society are, in effect, stabilised around median values for typical experiences. In this way, 'subjective experiences become comparable to each other' (Ringer, 1998, p. 250) within the flow of experience. If the knowledge of tourists is partly socially distributed, analyzing the factors which influence this distribution of knowledge becomes a fundamental activity for urban tourism researchers.*' (2004b, p. 155)

Research model

On the basis of a large amount of literature, Tasci and Gartner (2007) provide a model in which the most important variables and connections for the establishment of the city image are

identified. For the current study, this model serves as a guideline. Several methods are used to reveal how Ljubljana's city image is formed, and how it differs over time and among groups of consumers. A modified version of Tasci and Gartner's model is therefore adapted as research model (see Figure 1).

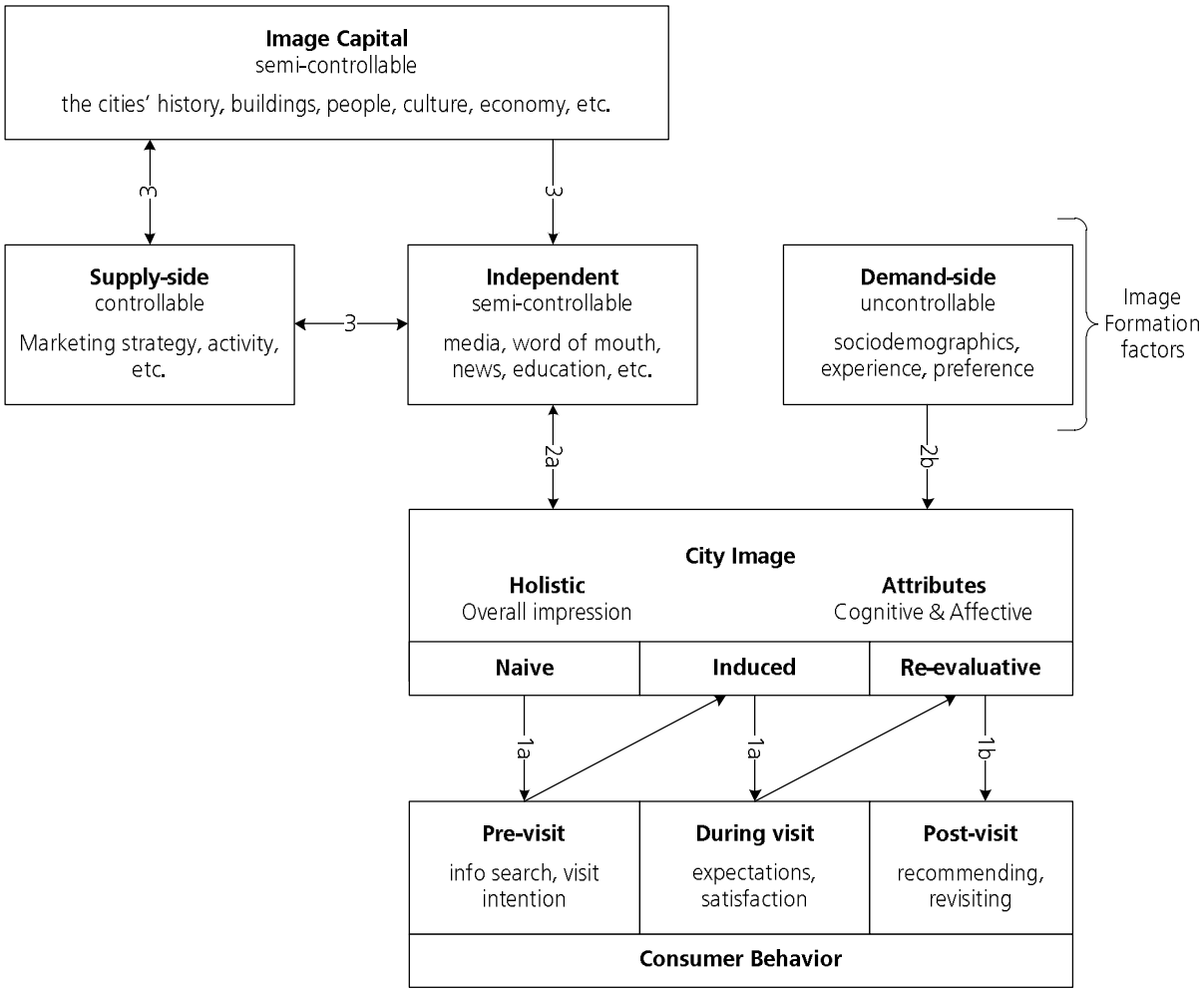


Figure 1. Research model: The three phases of destination image and its functional relationships (adapted from: Tasci & Gartner, 2007, p. 422).

The research model aims to study the following:

1. The image and experience of Ljubljana
    - What is Ljubljana's city image and to what pre-visit behaviour might it lead?
    - How is Ljubljana experienced and to what post-visit behaviour does it lead?

2. Associations between image formation factors and certain perceptions of Ljubljana.
    - What kind of media-use corresponds with which perceptions of the city?
    - What kind of sociodemographics and holiday preference correspond with which perceptions of the city?

Through question 1, this study aims to measure the different stages of city image. Images and experiences can be compared, which leads to valuable information about consumer satisfaction. By these means, this study also predicts consumer´s post-visit behaviour.

Through question 2, this study identifies associations between image formation factors and certain perceptions of Ljubljana. By these means, problematic media use and coverage, vacation preferences or sociodemographics can be identified.

The supply-side image formation factors and image capital are no main subjects of this study. These constructs and their (inter)relationships relate to the city itself and how it is promoted. Instead of surveying the actual quality of the city or assessing its marketing strategy, this study focuses on its results to optimize future promotional efforts.

Method

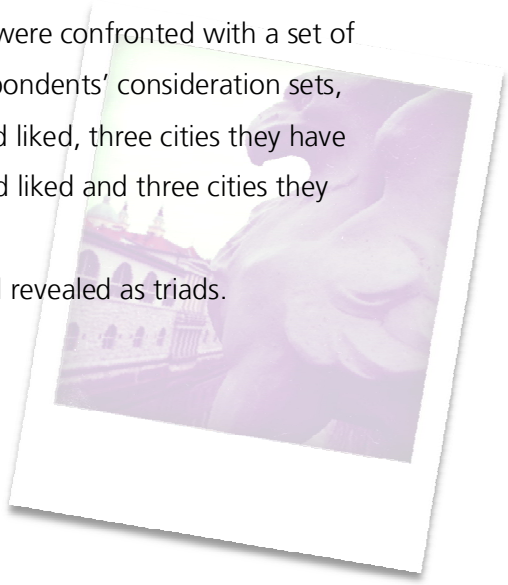
This study was carried out in three steps. First, the attributes underlying the conceptions of city image were revealed through repertory grid analysis. Secondly, pre-visit expectations and post-visit satisfaction of Ljubljana were assessed through measurement of the city image. Lastly, the dataset was analysed to reveal the image formation factors underlying different city images.

Revealing the attributes underlying city image

Before city image could be measured, it was important to specify what city image actually is. By conducting interviews guided by repertory grid analysis (RGA), the image attributes underlying the concept of city image were revealed. Although RGA is a good way to discover conceptions in the mind of one person, this study aimed to reveal the attributes of a whole group. Therefore, completed repertory grids were used to create a so-called consensus grid (Selby, 2004b), that reflects the salient image attributes of a group of participants. As a result, attributes salient to the tourists make up the definition of city image. These were used to measure the city image ultimately.

Procedure. During in-depth interviews, the RGA procedure went as following (Coshall, 2000; Selby, 2004a):

1. To reveal the participants' conceptions of city image, they were confronted with a set of cities. For these cities to reflect the extremes within the respondents' consideration sets, they were asked to sum up three cities they have visited and liked, three cities they have visited and did not like, three cities they have not visited and liked and three cities they have not visited and did not like.
2. The cards with the cities written on them were shuffled and revealed as triads.



3. The participants were asked to make a couple and tell in what sense the cards are similar, and in what sense the cards differ from the third card. For instance, in the case of Stockholm, Kiev and Mumbai, a respondent might group Kiev and Stockholm, since these cities have a cold climate. The underlying attribute elicited is *climate* with the values *cold* vs. *hot.*
4. This procedure was repeated several times until the participant started to repeat him or herself.

Thus, the RGA's aim was not to measure the actual city image, but rather to create a typology of it.

Participants. A total of 33 participants were interviewed. Of all respondents, 17 visited Ljubljana before, while 16 have never been to the city. Since the study aims to reveal why people do *and* do not visit Ljubljana –comparing the naïve and the re-evaluative image - both groups were included to elicit a representative set of image attributes (Selby & Morgan, 1996).

Translation into a scale. One strength of the repertory grid approach is that it enables researchers to elicit intersubjective concepts used by tourists. Therefore, during the interviews, the cities' attributes were written down on the grid, but in addition, the pairs were explained further on a separate piece of paper. These qualitative data were used to create an item pool of 71 items (see Appendix B on page 53) that represents the most salient attributes underlying city image. After optimisation of the scale, 41 items were adopted into the final questionnaire. Additionally, the holistic city image was assessed with one item ("My overall image of Ljubljana is negative (1) / positive (7)").

Pre-visit expectations and post-visit satisfaction

Selby (2004b) argues that comparison of images and experiences (perceptions prior to and after visit), may serve as a reliable service quality indicator. Therefore, the city image of Ljubljana was measured among visitors and non-visitors and compared consequently, providing a clear picture of the differences between the expectations prior to visit and the post-visit satisfaction.

Image formation factors underlying city images

After assessment of expectations and satisfaction, the images were differentiated to see how they may have developed as a result from the image formation factors. Following Selby (2004b), associations between image formation factors and certain perceptions were explored through factor analysis.

Scales. Scales to measure three important image formation factors were adopted in the questionnaire: sociodemographics, media use and vacation preference. The sociodemographics (gender, age, education, income and social status) were measured in a straightforward way. Media use was measured per medium (newspapers, magazines, books, radio, television, news websites, blogs, social media and other online sources) with a 7 points Likert scale (I never use this medium – I use this medium a lot). The observed media coverage about Ljubljana per medium was assessed as well.

Vacation preference was measured through a 7 points Likert scale, with 17 items corresponding to push and pull factors as defined by Dunne, Buckley and Flanagan (2007). Respondents were asked for their preference for holiday types (To relax on a sunny beach, touring a country or area, making a city trip, an active holiday and camping), attractiveness of destination characteristics (sun, sand and sea, a positive image, quality of facilities, favourable costs and previous experience) and what they are looking for in a holiday (Escaping routine, socializing with friends, a gift so oneself, fun and excitement, meeting new people, relaxing, prestige and learning about new cultures and history). For an overview of the questionnaire, see Appendix C on page 59.

The results of the scales *media use* and *vacation preference* were subjected to factor analysis to aid in interpretation. This resulted in three distinctive media usage and two vacation preference profiles. For a detailed description of the process, see Appendix D, pages 66 - 71.

Media use. For media use, the following profiles were identified:

- Print users (newspapers, books and magazines)
- Web users (news websites, blogs and social media)
- Traditional media users (television and radio and in a lesser extent newspapers and magazines) (see Table 4, page 67)

Vacation preference. For vacation preference, the following profiles were identified:

- Traditional vacationers…
  - go on vacation to relax
  - look for things they already know
  - want to be certain that money is well spent
  - prefer sun, sand and sea
- Adventurous vacationers …
  - go on vacation to escape daily routine
  - want to experience as much as possible
  - want to get to know new cultures and countries
  - socialize with travel partner but also want to meet new people (see Table 5, page 70)

Recall that instead of dividing respondents in the image formation categories, it was calculated how every individual respondent scored on the separate factors. This made these variables highly suitable for exploration through factor analysis.

Analysis. To aid in interpretation of the direction of the effects, the response data were divided into two subsamples: positive and negative perceptions. To isolate effects, factor analysis was conducted for all image formation factors separately.

Participants

In May 2010 the questionnaire was distributed using e-mail and several social media (Facebook, Twitter and Hyves). After a month, this resulted in 296 completed questionnaires. The mean age of the respondents was 37 with a standard deviation of 15. Of all respondents, 45% was male, versus 55% female. Most participants were Dutch (87%), but there were participants from Belgium, Finland and France (each 2%), Germany, Sweden, United Kingdom, Bulgaria, Italy, Austria and Spain (each 1%) as well. The participant's income, marital status, education and employment were more or less representative for Western European standards. From all the participants, 28% visited Slovenia before, 20% visited Ljubljana before and 10% visited Ljubljana in the last 5 years.

Due to a lack of respondents who have visited Ljubljana, only the images subsample was subjected to factor analysis. Analysis of the small experiences subsample, would not have delivered any usable results (DeVellis, 1991).

Results

Recall that this study was carried out in three steps. RGA was used to reveal the conceptions underlying city image. The results were translated into a questionnaire that served as a means for assessing pre-visit expectations and post-visit satisfaction. Lastly, the dataset was analysed to reveal the image formation factors underlying different city images. In this section, the results of the three consecutive steps of the study are presented.

Attributes underlying city image

The mean amount of attributes mentioned during the RGA was 10, with a minimum of 5 and a maximum of 18. From a total of 272 attributes pairs, 105 were more or less unique.

The 18 most mentioned attributes were adopted (see Table 1), because they represent half of the total amount of mentioned attributes and therefore are salient. In the next paragraphs, these attributes are described briefly.

Bad climate – Good climate. Representing whether a city has a pleasant or unpleasant climate. Although respondents agreed on not liking cold and rainy weather, there was some disagreement on what is considered being too hot.

Not metropolitan - Metropolitan. Representing whether a city is large, busy and has international allure. Most respondents reported liking metropolitan cities, but some prefer more quiet places.

Chaotic - Orderly. Representing whether a city is busy, noisy and crowded or relaxed, peaceful and comfortable. Although chaos is inherent to touristic metropolitans such as Paris, London and New York, most of the respondents seem to prefer orderly places. India, the Mediterranean and the Middle East were often associated with chaos.

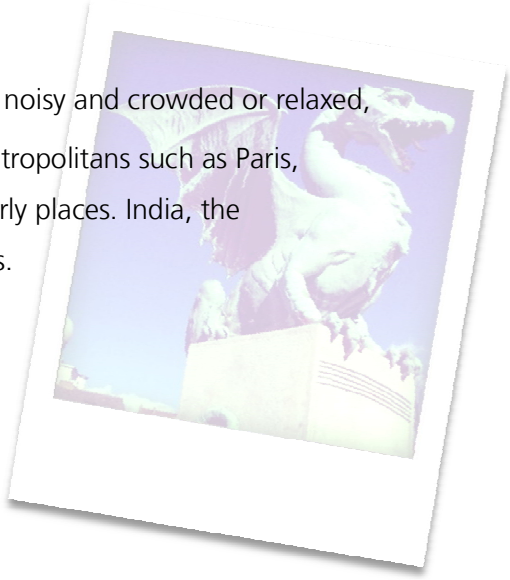


Table 1

Consensus repertory grid: the during the RGA interviews elicited construct-contrast pairs.

Construct	Contrast	Times mentioned	Cumulative percent
Good climate	Bad climate	13	4,8
Metropolitan	Not metropolitan	10	8,5
Order	Chaos	10	12,1
Sights	Lacks sights	10	15,8
Safe	Unsafe	9	19,1
Friendly	Unfriendly	8	22,1
Architecture	Lacks architecture	7	24,6
Clean	Dirty	7	27,2
Cultural offer	Lacks cultural offer	7	29,8
European	Not European	7	32,4
History	Lacks history	7	34,9
Small	Large	7	37,5
Romantic	Businesslike	6	41,9
Urban	Nature	6	46,3
Authentic	Touristic	5	48,2
Colourful	Grey	5	50,0
Unique	Superficial	5	51,8
Vibrant	Conservative	5	53,7

Note: Only the 18 most mentioned constructs are shown.

Lacks sights - Sights. Representing whether a city is unique, interesting, has architecture and has much to see or is superficial, boring, does not have architecture and has

nothing to offer. This is a somewhat vague attribute, since it does not concern merely physical sights, but also a feeling of uniqueness and cultural attractiveness.

Dangerous - Safe. Representing whether a city is safe and easy or rough and dangerous. Most respondents seem to avoid dangerous places, although some respondents reported considering them adventurous.

Unfriendly - Friendly. Representing whether a city is welcoming and has sunny people or is inhospitable and has grouchy people. This attribute does not only concern a city's inhabitants, but is about the general feeling of hospitality as well.

Lacks architecture – Lot of architecture. Representing whether a city has lots of architecture, has much to see and has a lot of history. This attribute is closely related to the attribute *sights*, but differs on historical value. When respondents labelled a city as offering architecture, they meant that the city offers classical architecture.

Dirty - Clean. Representing whether a city is clean and unpolluted or dirty and polluted. Especially India, China and places in the former Eastern bloc were labelled as dirty.

No cultural offer – Broad cultural offer. Representing whether a city offers arts, galleries and museums and has a large cultural offer. This attribute was often mixed up with the attribute *architecture*, since respondents regarded that as the main indicator for what they consider as culture. This attribute emphasizes art rather than architecture.

Not European - European. Representing whether a city is considered European culturally. Most respondents labelled European cities as Vilnius, Kiev and Skopje as not European, even though these cities are situated within European borders.

No history – Lots of history. Representing whether a city is ancient, historical and monumental or modern and contemporary. This attribute is closely related to the attributes *sights* and *architecture*, since respondents seem to associate it with old buildings. This attribute is different because it focuses on the perceived age and stories associated with the city.

Large - Small. Representing whether a city is small and easy or large and rough. Although most respondents preferred metropolitans, a substantial part of them preferred quieter

places over the capitals. The difference between the attributes *metropolitan* and *small* is that *metropolitan* focuses on a city´s vibrancy and *small* on its peace and safety.

Not romantic - Romantic. Representing whether a city has a heart and is romantic or is sterile and not romantic. This attribute was often connected to Paris and Rome.

Attractive for environment – Attractive for city. Representing whether a city is suitable for a city trip or for some outdoor exploration. Some respondents did not seem to enjoy city trips and mentioned places suitable for outdoor activity during the interviews. Among other places associated with outdoor activity were Reykjavik and Villach.

Touristic - Authentic. Representing whether a place is authentic and unspoilt or touristic and plastic. Respondents distinguished typical ´tourists traps´ such as Paris and Rome from the more unspoilt places such as Ljubljana and Tallinn. Although some participants seemed to prefer authentic places, a substantial part did not seem to mind the touristic kind.

Grey - Colourful. Representing whether a city is cheerful and colourful or sad and grey. Industrial or Eastern European cities were often associated with the latter.

Superficial - Unique. Representing whether a city is unique and has character or is superficial and meaningless. This attribute is closely related to the attribute *authentic* but differs in the sense that some touristic places can be unique as well. Among other touristic places that were labelled as being unique, were Berlin and New York.

Parochial - Vibrant. Representing whether a place is vibrant and cheerful or conservative and sad. Rural places or cities where people do not enjoy much personal freedom were often labelled as parochial. The attribute is closely related to the attribute *colourful* but differs in the sense that the latter is merely visual and this attribute is more about culture.

Image, experience and perception strength

The revealed image attributes were translated into a scale to measure Ljubljana's city image. In the following paragraphs, the results are discussed.

Holistic image.

Based on the available literature, it was expected that participants with the most (direct) experience, have the strongest perceptions about Ljubljana (Fakeye &

Crompton, 1991). To test that assumption, the holistic image of four different experience categories were compared: (1) people who have never visited Ljubljana, (2) people who have visited Slovenia but not Ljubljana, (3) people who have visited Ljubljana more than five years ago and (4) people who have visited Ljubljana less than five years ago. The results are shown in Table 2.

Table 2

Mean scores and SD for 'overall impression of Ljubljana' per group of place consumers

Vistited Ljubljana	N	Mean overall impression of Ljubljana	Standard deviation
No	212	4.57 [a b]	1.25
No, but did visit Slovenia	27	4.78 [c]	1.34
Yes, more than five years ago	31	5.23 [a]	.99
Yes, less than five years ago	26	5.96 [b c]	.96

Note: Means with the same subscript differ significantly on the p = 0.05 level.

Analysis of variance (ANOVA) showed that the means scores of the four groups differ significantly ($F(3, 292) = 11,8$, $p < .001$). Post-hoc comparison using Bonferroni showed that the more people experienced Ljubljana directly, the higher their appreciation for the city is. This confirms the earlier posed hypothesis. The smaller standard deviations for the more experienced groups indicate that their perceptions of Ljubljana are more specific as well. Moreover, it appears that the more experience with Ljubljana, the more positive the perceptions of the city are. Since the city image also covers peoples' expectations about a destination, the results show that when people visit Ljubljana, their overall expectations are exceeded.

The image and experiences of Ljubljana

For comparison of pre-visit expectations and post-visit satisfaction on the attribute level, comparison of the scores amongst visitors and non-visitors is sufficient. Therefore, the four subsamples were dropped and divided into *images* (non-visitors, n = 237) and *experiences* (visitors, n = 59) subsamples. The scores are presented in Table 3 on page 31.

Images. It is notable that for the non-visitors subsample, 11 out of 18 attributes score significantly higher than 4 (the neutral point on the semantic differential scale) and are therefore considered favourable. The best rated attributes – *history*, *architecture* and *cultural offer* – are typically qualities that are often associated with capitals.

Out of the 18 attributes, 5 of them are significantly lower than 4. This does not necessarily mean that this affects the holistic city images' favourability. The lowest rated attribute indicates that people think Ljubljana is more interesting for its environment than for the city. This is a typical example of a more cognitive attribute (Tasci & Gartner, 2007). The same is applicable to *metropolitan*, *small* and *climate*. Low scores for *dirty, grey* and *parochial*, indicate more obvious negative associations among non-visitors. During the RGA-phase, people tended to connect these attributes to cities in the Eastern Bloc such as Minsk, Chisinau and Bucharest.

Experiences. For the visitors subsample, all attributes except *metropolitan* and *attractive countryside or city* score significantly higher than 4.

Highly rated attributes are *architecture*, *history*, *friendly*, *romantic*, *unique* and *safe*. This resembles how some participants put it during the RGA-phase: "Ljubljana is a cute little city with a great atmosphere".

Among the lowest rated experiences are *vibrant*, *small* and *colourful*, but these attributes still score significantly higher than 4. This indicates that Ljubljana is considered as somewhat vibrant, small and colourful.

Pre-visit expectations and post-visit satisfaction.

Comparison of the attribute scores show that expectations for 12 out of 18 attributes are exceeded, 5 are met and the expectations for one attribute are not met.

Table 3

Comparison of attribute scores between images (non-visitors) and experiences (visitors).

	Non-visitors		Visitors					
Image attribute	M	SD	M	SD	Mean difference	T	df	Sig. (two-tailed)
Expectations exceeded								
Dirty - Clean	3.77	1.05	4.67	1.26	.90	5.63	294	.00
Not European - European	3.99	1.24	4.79	1.07	.79	4.53	294	.00
Grey - Colorful	3.81	1.16	4.52	1.29	.71	4.09	294	.00
Dangerous - Safe	4.16	.97	4.83	.88	.67	4.82	294	.00
Chaotic - Orderly	4.14	.77	4.67	.84	.53	4.68	294	.00
Parochial - Vibrant	3.82	.99	4.35	1.08	.53	3.59	294	.00
Bad climate – Good climte	4.36	.99	4.82	.89	.47	3.29	294	.00
Large - Small	3.98	.88	4.41	1	.43	3.25	294	.00
Unfriendly - Friendly	4.64	.94	5.04	1.04	.40	2.87	294	.00
Attractive countryside - Attractive city	3.44\	.94	3.73	.79	.29	2.18	294	.03
Rural - Metropolitan	3.83	.79	4.11	.72	.29	2.55	294	.01
Fake - Authentic	4.51	.70	4.75	.66	.24	2.38	294	.02
Expectations met								
Not romantic - Romantic	4.64	1.03	4.92	1.14	.28	1.83	294	ns
Superficial - Unique	4.69	1	4.9	.85	.20	1.44	294	ns
Nothing to see – Much to see	4.69	.94	4.74	.85	.48	.36	294	ns
No architecture – Lots of architecture	4.99	.98	4.99	.84	0	-.01	294	ns
No cultural offer – Large cultural offer	4.70	.89	4.67	.77	-.04	-.29	294	ns
Expectations not met								
Contemporary – Historical	5.09	.8	4.87	.7	-.21	-2.04	99.5	.04

Note. Image attributes were measured by means of a 7 points semantic differential scale with 1 representing the negative and 7 representing the positive attribute pole. The image attributes are sorted by the mean differences between the image and experience scores, representing expectations exceeded, met and not met.

It is remarkable that expectations associated with Eastern-bloc stereotypes during the RGA-phase (the attributes *dirty*, *not European*, *grey*, *dangerous*, *unfriendly* and *bad climate*) are clearly disconfirmed. These attributes score significantly higher among visitors than among non-visitors. *Chaos*, an attribute associated with the Balkans and the Middle East, is disconfirmed as well. This indicates that people are clearly surprised about Ljubljana's sophistication and friendliness.

It is notable that the top 3 attributes of the images subsample differ substantially in the rankings for experience. In the experience subsamples' rankings, *architecture*, *sights* and *history* are on positions 2, 5 and 10. Expectations for *architecture* and *sights* are met, but *history* is not met. This indicates that the expectations for *history* might be too high.

Identifying stocks of knowledge

During the final phase of this study, the dataset was explored for associations between image formation factors and certain perceptions of Ljubljana. In the following paragraphs, the results are presented. For a detailed description of the process, see Appendix D (page 66).

Positive images. The factor analysis resulted in four usable factors among the positive images subsample.

Sociodemographics. One factor among the positive images loads on *gender* (.48), *history* (.32) , *vibrant* (-.70), *colourful* (-.68), *metropolitan* (-.60), *good climate* (-.55), *clean* (-.54), *European* (-.45), *authentic* (-.31), *friendly* (-.38), *annual income* (-.32) and *age* (-.37). These data identify a group of people likely to be older and wealthier males, who appreciate Ljubljana for being vibrant, colourful, metropolitan, clean, European, authentic, friendly and having a pleasant climate. This group is likely to estimate the city's historical value lower than other people among the positive images subsample. (See Table 6 on page 72)

Media Use. Another factor reveals loadings on *print users* (.79), *traditional media users* (.75) and *safe* (.41). This identifies a group likely to rely mostly on traditional media who think Ljubljana is safe. Moreover, a factor with loadings on *web users* (.79), *good climate* (-.73*), friendly* (-.47*), colourful* (-.45) and *vibrant* (-.38) suggests that the less likely people are to use online media, the more likely they are to think of Ljubljana as a friendly, colourful and vibrant city with a pleasant climate. (See Table 7 on page 74)

Assuming that the city image is at least partly influenced by the media, these results suggest that the image of Ljubljana is more positive in traditional media than online media. However, it might not be the media that shape perceptions, but also traits and other factors that define the type of media consumer. Preceding analysis showed that older, wealthier males are more likely to perceive Ljubljana as vibrant, colourful, and friendly and having pleasant weather. Therefore, the possibility of print and entertainment users being this group of older, wealthier males, cannot be excluded. This assumption can be backed up by studies of media usage, that show that older people tend to use traditional media, while younger people are mostly found using the online kinds (Roberts & Foehr, 2008).

Since very few people reported to have seen anything about Ljubljana in any of the media (see Table 9 on page 76), it was to be expected that factor analysis would not be able to connect media coverage to image attributes. This exactly turned out to be the case: none of the media coverage variables loaded on a factor with any of the attributes (see Table 8 on page 75). Therefore, no connection between representations of Ljubljana in the media and image attributes were found. Concluding, the reported media use has more to do with sociodemographics than image outcomes. Therefore, it is likely that media use is the result of the same combination of image formation factors that influence Ljubljana's city image.

Preference. Factor analysis of the positive images subsample also produced a factor with loadings on *traditional vacationer* (0.44), *vibrant* (.-.78), *colourful* (-.72), *good climate* (-.64), *clean* (-.56), *friendly* (-.51), *metropolitan* (-.49) and *authentic* (-.37). This identifies a group not likely to be traditional vacationers, but likely to think of Ljubljana as vibrant, colourful, clean, friendly, metropolitan, authentic and having a pleasant climate (see Table 10 on page 78).

Negative subsample.

The factor analysis for the negative images produced four factors.

Sociodemographics. There were no usable factors found for the sociociodemographics (see Table 11 on page 79).

Media use. Analysis of media produced a factor with high loadings for *web* (0.65), *history* (.74), *cultural offer* (.64), *architecture* (.46), *romantic* (.41) and *friendly* (.34). This suggests an association between negative images of Ljubljana and representations on the internet. The perceptions of Ljubljana among print and traditional media user seem milder. The corresponding

factor has high loadings for *entertainment* (.92), *print* (.56), *bad climate* (.37), *no architecture* (.33) and *attractive for the city instead of the countryside* (-.31). These results suggest an association between negative images of Ljubljana and representations in the media. However, it might not be the media that shape perceptions, but also traits and other factors that define the type of media consumer. Therefore, the observed media coverage of Ljubljana was analyzed as well. Since very few people reported to have seen anything about Ljubljana in any of the media (see Table 9 on page 76), no connections between media coverage and image attributes were expected. This exactly turned out to be the case: none of the media coverage variables loaded on a factor with any of the attributes. Concluding, the associations found between mass media and perceptions of Ljubljana, are likely to be the result of other image formation factors, such as sociodemographics and preference. It is likely that media use is the mediating variable between these image formation factors and perceptions of Ljubljana (see Table 12, Table 13 and Table 14 on pages 81, 82 and 83).

Preference. For the factor analysis for negative images one factor reveals high loadings for *traditional vacationers* (.81), *attractive for city* (.40), *bad climate* (-.52) and *not European* (-.40). This identifies a group likely to be traditional vacationers, who think of Ljubljana as an Eastern-European city in a not so interesting environment with an unpleasant climate.

The opposite is true for adventurous vacationers among the negative images subsample. A factor with high loadings for *adventurous vacationers* (.85) *European* (.34), *bad climate* (-.38) and *attractive for countryside* (-.31), identifies a group likely to be adventurous vacationers who think Ljubljana is European, has bad weather and is interesting for its countryside. Although both groups seem to think of Ljubljana in opposite ways for the attributes *European* and *attractive for the city or countryside*, in both cases the outcome is a negative holistic image. This emphasizes the effect of the image formation factor personal preference on the favourability of the holistic image (see Table 15 on page 85).

Conclusion and Discussion

The results of this study consist of three major parts: a typology of city image, comparison of Ljubljana's city image among visitors and non-visitors and associations between image formation factors and certain perceptions of the city. This section discusses the conclusions and relates the findings to the theoretical framework.

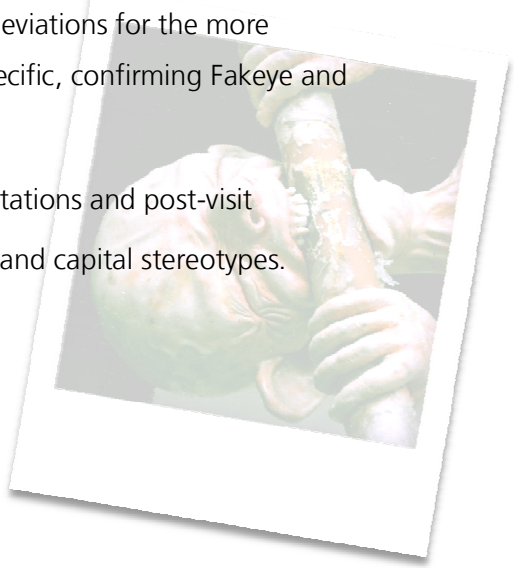
Conclusions

A typology of city image was created through in-depth interviews and subsequent repertory grid analysis (see Table 1on page 26). This was translated into a scale that was used to measure Ljubljana's city image among a large group of participants.

The image among visitors and non-visitors. The image scores among non-visitors show that the image of Ljubljana is moderately positive. The highest scores are found for *historical value*, *architecture* and *cultural offer*. Lower scores are found for *dirty*, *grey* and *parochial*. The attribute scores among visitors show that the city is experienced positively, especially on *friendly*, *architecture* and *romantic*. There were no unfavourable attributes found among the visitor subsample.

Comparison of the non-visitors' and visitors' scores shows that the expectations are exceeded for almost all attributes. Moreover, the smaller standard deviations for the more experienced groups, indicate that the image of Ljubljana is more specific, confirming Fakeye and Crompton's line of thought (1991).

Stereotypes. Through the comparison of pre-visit expectations and post-visit satisfaction, two common stereotypes were identified: Eastern Bloc and capital stereotypes.



Eastern Bloc. During the RGA-phase, the attributes *grey, dirty, not European, dangerous* and *parochial* were associated with cities in the Eastern Bloc. For the non-visitor subsample, these attributes are among the lowest rated.

Capital. During the RGA-phase, *history*, *architecture* and *culture* were often associated with large cities and capitals. A likely explanation is that capitals are often the historical and cultural centres of countries. The non-visitors sample attributed these qualities to Ljubljana, because the participants expected Slovenia's capital to dispose over those qualities as well.

All scores on these attributes are largely exceeded among the visitor sample. This indicates that both stereotypes are clearly disconfirmed after experiencing Ljubljana first hand.

Blank image. For both the visitors and non-visitors sample, the scores for the individual attributes are not more than one point away from the centre. Therefore it is hard to determine exactly how positive Ljubljana's city image is, especially since there are no scores of other cities to compare with. For future research, the results might be easier to interpret when they can be compared with a similar image measurement of another city.

Consumer behaviour. Following Selby (2004b), the city image among visitors and non-visitors was compared to predict consumer behaviour. According to a broad spectrum of marketing literature, consumers are satisfied when their expectations are met. Consumers are dissatisfied when their expectations are not met. When their expectations are exceeded, the probability of consumers recommending a product to others will increase (Blackwell, et al., 2006; Boulding, Kalra, Staelin, & Zeithaml, 1993).

Since almost all expectations were exceeded, the performance of Ljubljana is promising. However, exceeded expectations might be the result of expectations being too low as well. Since a substantial part of the consumers currently apply stereotypes to Ljubljana, the city's performance might chance when more people get to know about it.

The origin of Ljubljana's city image.

After image measurement, image formation factors were associated with perceptions of Ljubljana through factor analysis. When supplemented by the qualitative data collected during the study, the data appeared to identify groups who share similar perceptions of Ljubljana:

- The older, wealthier and better educated, the more positive the perceptions of Ljubljana.

- The older, wealthier and better educated, the more realistic the perceptions of Ljubljana (witness the fact that this group thinks more negatively about the city's historical value. This is the only image attribute among expectations that is not met). This corresponds with findings from Fakeye and Crompton (1991).
- Web users seem to have more negative perceptions about Ljubljana than print and traditional media users.
- Since there was almost no media coverage reported about the city, it is not likely that media use affects perceptions of Ljubljana directly.
- Adventurous and non-traditional vacationers seem to think more positively about Ljubljana than traditional vacationers.
- Traditional vacationers with a negative holistic image of Ljubljana, think of the city according to Eastern European stereotypes. Traditional vacationers with a positive holistic image, think more realistically about the city.
- Adventurous vacationers with a negative holistic image, think Ljubljana is a rural European city with a bad climate. Adventurous vacationers with a positive holistic image, think of it as a friendly, vibrant and clean city.

Theoretical reflection

The research model of this study (see Figure 1 on page 18) served as a guideline through the different phases of this study. Each phase corresponds to a part of the model. Repertory grid analysis was applied to operationalize the city image construct. Comparison of pre-visit expectations and post-visit experiences corresponds to the relationship between the different stages of city image and corresponding consumer behaviour. Ultimately, factor analysis corresponds to the effects of the demand-side and independent image formation factors on the city image. This section discusses the model's theoretical validity and reflects the operationalization of the individual constructs and their interrelationships. Ultimately, an optimized model for future research is presented.

The city image construct. City image is defined as a collection of ideas or conceptions about a certain city, held individually or collectively (Embacher & Buttle, 1989). These individual ideas and conceptions are called image attributes. Among these, cognitive and affective attributes are distinguished (Tasci & Gartner, 2007). Studies by Pearce (1982) and Woodside and

Lyonski (1989) show a clear relationship between positive perceptions of a destination and positive purchase outcomes. Therefore, one could assume that a positive or favourable image leads to a higher number of visitors. In the research model, this is shown through the effects between city image and consumer behaviour.

Clear about contents, but not about favourability. Following Selby (2004b), repertory grid analysis was used to reveal the city images' attributes salient to actual tourists. This technique did succeed in producing a large number of city characteristics that were used to measure Ljubljana's city image in detail. However, the effect of these individual attributes on the favourability of the city image remains unclear. Since favourability strongly affects the ultimate purchase decision (Pearce, 1982; Woodside & Lysonski, 1989) the absence of it in the research model frustrates the interpretation of the city image scores. Thus, the research model does provide insight in how the contents of the city image originate, but does not explain how that relates to favourability, ignoring an important determinant of consumer decision-making.

Attributes and image formation factors. Within the theoretical framework, two kinds of attributes are identified: affective and cognitive (Tasci & Gartner, 2007). To understand how these might relate to ultimate favourability, the results of the in-depth interviews are reflected on theory.

Cognitive attributes hold concrete information, such as the size and location of a city. City characteristics such as these are widely acknowledged. Reverting to the research model, these parts of typical concrete information seem to be the result of demand-side image formation factors: education, media, word-of-mouth, etc.

Affective attributes however, seem to relate to personal preference (Tasci & Gartner, 2007). When one associates Sweden with friendly people, this indicates that one prefers reserved people. A person, who associates Italy with friendly people, probably prefers people with an opposite character. In contrast with cognitive attributes, affective attributes seem to be the result of demand-side image formation factors: personal preference, experience and sociodemographics.

To adapt this in the research model, the effects of the individual image formation factors can be drawn straight to the specific city image assets, instead of the container construct.

Research implications. The favourability of affective attributes seems to be more reliant on personal factors than cognitive attributes are. In short, people tend to agree on the favourability of cognitive attributes, while the favourability of affective attributes seems to be a matter of taste. This implicates that for assessment of the favourability of a city image, the attributes should be

categorized as being affective or cognitive. Since there is probably agreement on the favourability of the cognitive attributes, this serves as the baseline. Subsequently, for every target group, the favourability of the individual affective attributes should be assessed.

Construct validity. RGA was used to create a salient typology of city image. Although the method proved useful in revealing attributes, it is doubtful whether the quantity in which attributes were mentioned can be interpreted as showing the individual attributes' importance. More specifically, *metropolitan* covers 3.8 per cent of all the attributes mentioned, but it is unclear whether this means it is twice as important as *vibrant*, representing 1.8 per cent of all the attributes. Two anomalies in the practice of RGA provide a possible answer.

Extremes within triads. During the interviews, most participants had difficulties eliciting three cities they did not like; especially when they did not visited a city before. Consequently, participants tended to elicit extreme examples, such as Grozny (Russia), Kabul (Afghanistan) or Baghdad (Iraq). These extremes made distinguishing one city from the other easier for the participant, but delivered low quality results (for instance, the triad New York, London, Baghdad always lead to s*afe* vs. *dangerous*). As a result, some of the elicited attributes might be overrepresented in the city image's typology.

Cognitive overrepresentation. During the interviews, participants tended to distinguish the cities on basis of their geographical position (e.g. European vs. Not European), climate conditions (e.g. good climate vs. bad climate) and cultural background (e.g. democracy vs. dictatorship). These are typical examples of cognitive attributes (Tasci & Gartner, 2007). It seems that the knowledge required for categorisation with cognitive attributes is more easily accessible, because cognitive attributes are seen as widely acknowledged facts. The type of processing required, shows resemblance with how heuristics are processed (Chen & Chaiken, 1999). Since matters of taste require the capacity to translate implicit perceptions into words, it seems logical that eliciting affective attributes requires more cognitive capacity. This indicates that it is likely that cognitive attributes are overrepresented.

Concluding, RGA provides a useful overview of salient image attributes, but it is not likely that the extent in which attributes are mentioned is representative for the extent in which they matter within the construct of city image.

Image formation factors. Earlier, the effects of the demand-side and independent image formation factors on the affective and cognitive attributes were discussed. In this section, the relations between the different kinds of image formation factors are reflected as well.

Demand-side image formation factors. The demand-side image formation factors seem to influence the favourability of the city image on a personal level. For instance, adventurous vacationers with a negative holistic image, have different conceptions of Ljubljana than adventurous vacationers with a positive holistic image. Through these results, the expected influence of the demand-side image formation factors on the city image is clearly supported.

Independent image formation factors. The independent image formation factors seem to influence the city image on a collective level; through media, education and human interaction. During this study, the only independent formation factors included were media use and education. Factor analysis showed that the more educated people are the more favourable and specific their perceptions of Ljubljana will be.

Contrasting the research model, there was no clear relation found between independent image formation factors and the city image. However, there was no media coverage on Ljubljana reported. A study focused on the media's effect on the city image of a more known destination that is covered by media more often, might produce more useable results.

Reverting to the research model, the results suggest that the individual image formation factors are not as autonomous as depicted. Since preference (a demand-side image formation factor) does not only influence what kind of vacation one might like, but also influences what kind of media (an independent formation factor) one might choose, the research model should be expanded with a moderating effect from the demand-side image formation factors, on the effect of independent image formation factors on the city image.

Consumer behaviour. Consumer behaviour was predicted by assessing Ljubljana's image among visitors and non-visitors. Non-visitors have not experienced the city directly. Therefore, their perceptions of Ljubljana are either the naïve or induced image. Visitors do have direct experience. Therefore, their perception of the city is the third stage of image; the re-evaluative. Although the research model distinguishes these three phases through image formation, in practice it seems hard to distinguish them, because the reasons for consciously

searching for information about a destination are infinite. Therefore, these constructs seem only to exist theoretically. For a field research such as this study, distinction of images and experiences seems sufficient.

Construct validity. Although the questionnaire produced high quality results suitable for statistical analysis, the method to compare perceptions of visitors and non-visitors might have resulted in sample bias. The visitors might have visited Ljubljana because they differ from the non-visitors, for instance on certain image formation factors. In this sense, it would be interesting to compare this study's results with one that uses pre- and post comparison.

Framework. Resulting from theoretical reflection, an optimized model is presented (see Figure 2 on page 42). This model provides a practical framework to research the city image, a city's performance and how a city image originates. An overview of the changes:

Image formation factors. Since personal factors do not only predict vacation preference, but seem to influence media choice as well, the demand-side image formation factors moderate the effects of independent image formation factors on the city image.

Attributes. The distinction between cognitive and affective attributes is emphasized, since cognitive attributes are mostly held collectively and affective attributes personally. Since the same distinction applies to demand-side and independent image formation factors, the effects are drawn straight to the corresponding attribute constructs.

Holistic image. The holistic image is an overall idea or feeling about a city. Key for the holistic city image is whether it is favourable, since this is an important predictor of consumer behaviour (Pearce, 1982; Woodside & Lysonski, 1989).

Stages of image. Since the distinction between the naïve and induced image solely seems to exist theoretically, the different stages of image are reduced to image based on representations and image based on experience.

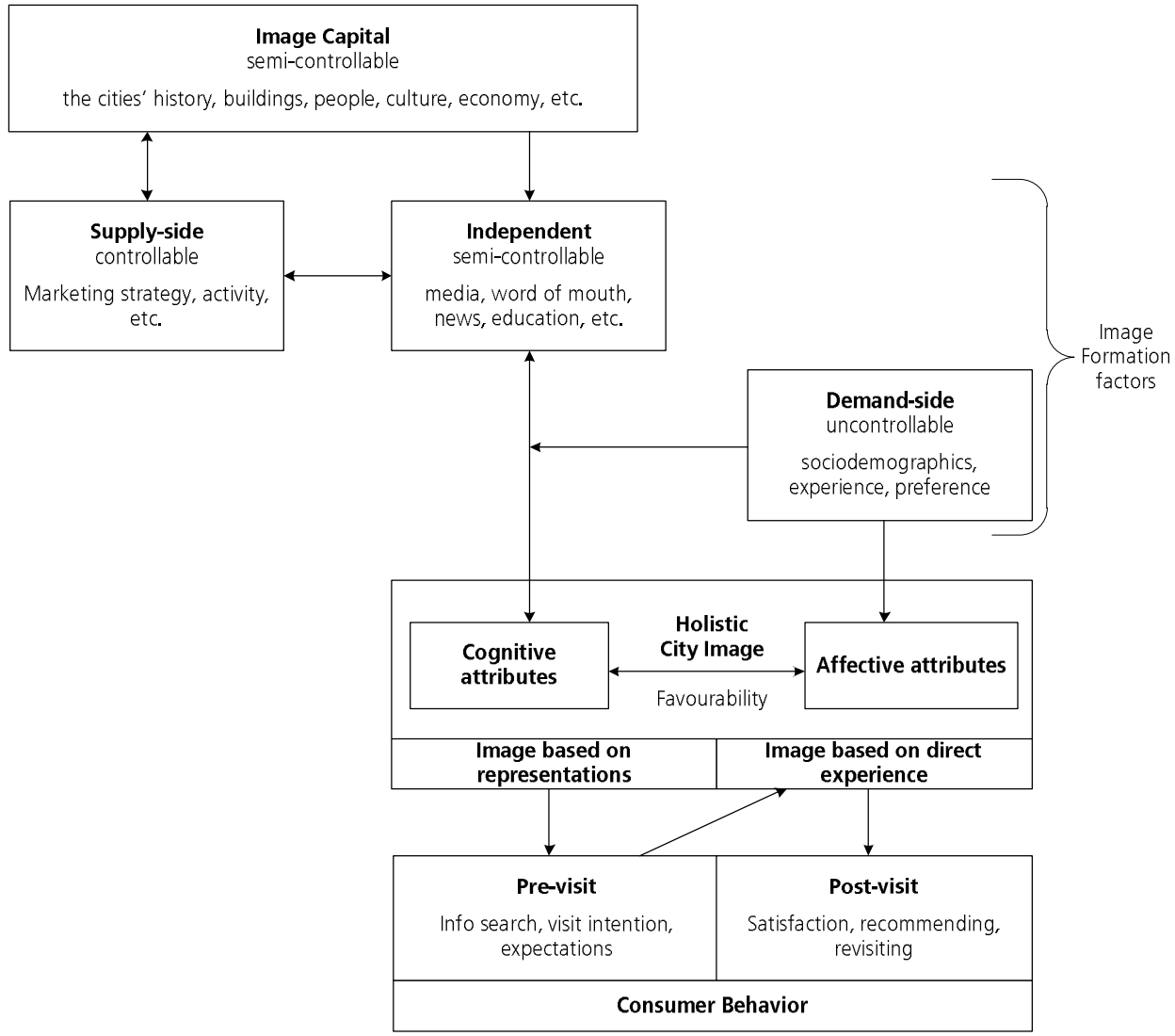


Figure 2. The city image and its functional relationships (after: Tasci & Gartner, 2007, p. 422).

Marketing implications and future research

The combination of interviews, image measurement and factor analysis, lead to an overview of how Ljubljana is seen by non-visitors, how it is experienced by actual tourist and how these perceptions of Ljubljana originate. On the basis of this overview, this study proposes several recommendations for improving Ljubljana's brand strategy.

Create awareness. The results of the image measurement suggest that people think positively about Ljubljana, but indicate that this image is more or less blank as well. Since Western-European consumers do not know much about the city, their ideas are not outspoken. This might result in Ljubljana always being absent in people's consideration sets when they make a decision about a where to go on a trip.

A means to tackle this problem is to use provocative messages in advertising campaigns. These messages get people to think about Ljubljana, causing them to settle into the people's minds and spark up the next time when people think of planning a city trip. A way to do this is by challenging current perceptions about the city. A good example is how the city of Frederikshavn in Denmark challenged the perception of being a chilly port city in the North. During the summer the city imported 50 palm trees from Italy to create a palm beach where families could swim and enjoy the summer weather (Jansson & Power, 2006).

Fight stereotypes with the right platforms and messages. Certain perceptions of the city were associated with certain types of media use, holiday preference and sociodemographics. The results suggest that it is a good idea to tune messages to vacation preferences. For example, traditional vacationers could be drawn to the city

with messages and arguments such as 'in the heart of Europe', 'close to the sea', 'great motorways', 'friendly people fluent in English and German', 'you can pay by Euro', etc. A pay-off which is currently used which suits this group well is 'Slovenia, on the sunny side of the Alps'.

The adventurous vacationers however, are looking for something different then their homes. They are looking to escape daily routine by experiencing new cultures and meeting new people. They can be drawn to Ljubljana with arguments such as 'baroque, art nouveau and socialist modernism in one city', 'gateway to the Balkans', 'squatted party centre in the middle of the city', etc. A pay-off which is currently used that suits this group well, is 'Where all of Europe meets'.

Apart from the motivations, it is apparent that mostly young people think of Ljubljana in terms of a chilly city in the former Eastern Bloc. Social media can be used to fight these stereotypes.

Providing a means to share stories. When expectations are exceeded, people tend to recommend the consumed product to others (Boulding, et al., 1993). In recent years, word-of-mouth changed radically through internet and social media (Roberts & Foehr, 2008). Users of these media, publicly like and recommend products and services to others. When a product is already present on such a social medium, it seems more likely that people will recommend it since the threshold of placing this product online is taken away.

Ljubljana could put several aspects of the city on a social medium such as Facebook for promotional purposes. Active communication policy on pages such as 'Ljubljana castle' 'Metelkova Mesto', 'Dragon Bridge' and 'Križanke', might reach an otherwise hard to reach audience through the most persuasive kind of promotion: word-of-mouth.

Monitor expectations and experience. This study provides a snapshot of how Ljubljana is seen and experienced. Results indicate that how the city is experienced is not a constant. Moreover, since marketing and branding are concerned with changing the way people think about the city, it seems wise to frequently monitor images and experiences (Jansson & Power, 2006; Selby, 2004b). By doing so, changes in the perceptions about the city can be identified and related to marketing activity. This takes the guess out of promoting the city and provides Ljubljana Tourism of a means to tackle problems directly.

Differentiate from the competition. Jansson and Power (2006) distinguish three levels of competition between cities: global cities, regional centres and smaller

peripheral cities. Ljubljana seems to be a regional centre. The city clearly has its metropolitan aspects, which is shown through the big amounts of foreign inhabitants and the high supply-level of the city. On the other hand, the city just shelters a sheer 300 thousand people and is eclipsed by much larger cities in the area such as Zagreb, Budapest and Vienna. According to Ashworth and Page (2010), non-global cities should counterbalance their disadvantage of not having the high quality producer services by investing in consumer services such as tourism and leisure. This is definitely something Ljubljana has done the last few decades, since production services shrunk largely within the city's borders while improving the inhabitants' quality of life standard (Kox, 2005). The image measurement indicates that this has resulted into a unique touristic offer.

However, Ljubljana Tourism should be cautious with investing in projects and services which are not unique to the city, since this could result in a zero-sum game (Selby, 2004b). A large venue for concerts is attractive, but does it really differentiate Ljubljana from its competitors? In this light it seems wiser to invest money in promoting the open air venue Križanke over building a new one, since Križanke is truly unique to the city.

A visual hook. Where the essence of Paris is captured by the Eiffel tower, Rome has the Coliseum and New York the Statue of Liberty, Ljubljana lacks such a visual hook. According to John Urry's tourist gaze theory (1990), people visit cities because of these visual hooks. In the past, attempts have been made to transform the Dragon Bridge or Ljubljana's Castle into the city's visual hook, but it was not adopted into its visual identity. A quick search on 'Ljubljana' on the photo website Flickr however, shows that almost all pictures depict the Dragon Bridge, which can be considered as proof of the bridge's visual strength. Therefore, it may be wise to reconsider using the Dragon Bridge in the city's visual identity.

According to Jansson and Power (2006), it is wise to enrich this visual brand with a story and a plot and contract professional brand builders to work in a managed way on an image strategy. In the end, the essence of the brand should be used in such a way that it is recognizable throughout all promotional material, merchandise and communication channels dedicated to Ljubljana.

Cheap flights to Brnik. A city may be attractive and may be supported by a great marketing strategy, but in the end, people have to be able to reach this destination. According to Ashworth and Page (2010), people try to avoid big metropolitan airports more and

more since they prefer the relaxedness of smaller regional airports. Ljubljana's airport – Brnik – is such a regional hub. Moreover, Ashworth and Page argue that with the growing popularity of cheap air carriers such as Easyjet and Ryanair, people increasingly tend to make short city trips to destinations these companies offer flights to. Easyjet's and Ryanair's aircrafts from London and Milan already land on Brnik, but the amount of direct connections to other parts of Europe could be expanded to increase the amount of visits to the city.

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Appendix A:
A brief description of Ljubljana

Ljubljana is the capital of the Republic of Slovenia, a small central-European country bordering Italy, Austria, Hungary and Croatia. Ljubljana is situated in the middle of the country. Although Slovenia is small in size and numbers –2 million inhabitants on 20,273km2 - it shelters a diverse range of natural scenery. The Julian Alps are situated North of Ljubljana, while South of Ljubljana the landscape looks more Mediterranean and one can even find 60 km of seaside.

History of Slovenia

Nowadays most people consider Slovenia as an Eastern European country. Historically, it is Central European. Throughout the past centuries, the country has been one of the most loyal provinces of the Austro-Hungarian Empire. After a period of increasing national consciousness, the Slovenes merged into the state of Slovenes, Croats and Serbs in 1918. Until the beginning of the nineties, the Slovenes were part of different states together with the other Southern Slavic nations. After the death of Tito – the president of former Yugoslavia - nationalism was on the rise and in 1991, Slovenia was the first of all Yugoslav provinces to declare its independence. The Yugoslav army was sent to claim the land back, but after eight days Slovenia's independence was acknowledged under pressure of the European Union. While a civil war followed in Bosnia and parts of Serbia and Croatia, the Slovenes reorganized their economy to ultimately become a member of the European Union in 2004 (Kox, 2005).

The capital of Slovenia: Ljubljana

In his work on the image of the city, Lynch (1960) argues that people use mental maps of cities with five elements: paths, edges, districts, nodes and landmarks. According to these elements, a brief description of Ljubljana is given.

Paths and edges. Ljubljana is a city with 272.000 inhabitants and is situated south of the Julian Alps in the centre of Slovenia. The city was founded by the Romans on the banks of the river Ljubljanica. Nowadays, the Ljubljanica flows through the city's centre.

The most important road in the city is Slovenska Cesta. It connects the Northern part of the city with the South. The road divides the historical part of the centre from the part that was more recently built.

Districts and nodes. Almost all buildings in the centre are built in baroque or art deco style. The rings around the centre however, mainly consist of socialist flats that were built during the reign of Tito. The most important district, of course, is the centre. It offers the most cultural heritage, theatres, museums, café's and bars. All the governmental buildings are situated here as well. On the outskirts of the centre lays a large park called Tivoli, which was set up during the French administration in Ljubljana. Tivoli is surrounded by the three major residential quarters of the city: Šiška, Vič and Rožnik, where most of the middle class lives. Further from the centre, the poorer neighbourhoods such as Fužine are found. The centre of Ljubljana does not have as many shops as other European capitals. Most of the city's shops can be found in the shopping district BTC, on the outskirts of the city. The upper class lives either in the centre or in the suburbs of Ljubljana.

Landmarks. Most important landmarks of the city are the dragon bridge, the castle and the structures designed by the famous architect Jože Plečnik. Plečnik was a famous Slovenian architect that contributed to how famous cities like Prague and Vienna look like today. By designing several bridges, the market, the library and other important structures in the centre, he tried to give the city a classical yet coherent touch.

Ljubljana is famous for its beautiful bridges over the Ljubljanica. The Dragon Bridge is the most famous of them all. The copper dragon statues on the four edges are considered the city's mascots nowadays. Inevitable in Ljubljana is its castle, which is built on a hill in the middle of the

city. On the most important square in the centre, one can find a statue of the first Slovenian poet France Prešeren. Plečnik's three bridges point, connect the square to the other side of the Ljubljanica.

Appendix B:
From Consensus Grid to Scale

The RGA was used to reveal attributes underlying the city image. One strength of the repertory grid approach is that it enables researchers to elicit intersubjective concepts used by groups of place consumers. During the interviews, the attributes were written down on the grid, but in addition, these pairs were nuanced on a separate piece of paper. Of the 18 most mentioned attributes, the corresponding qualitative data were used to create an item pool of 71 items. The item pool was tested on a total of 50 respondents, from which 22 visitors (mainly international students in Ljubljana) and 28 non-visitors (people from the Netherlands). Using exploratory factor analysis, the items were checked for their similarity. By deleting and adding items, every set was reduced to a minimum of items with an as high as possible reliability. This resulted in the final questionnaire with 41 items, representing 18 constructs. This table shows the overall construct-contrast pair for every attribute, and shows the corresponding item sets to measure them. The initial item sets were the result of the RGA interviews. The optimized items sets were used in the questionnaire.

Construct	Contrast	Items_name	Scale	Reliability (all)	Items (optimized)	Reliability (optimized)
Good climate	Bad climate	Climate_1	Sunny – cloudy	.78	Climate_1	.765

		Climate_2	Cold – warm		Climate_2	
		Climate_3	Unpleasant weather – pleasant weather		Climate_4	
		Climate_4	A good climate – a bad climate			
Metropolitan	Not metropolitan	Metropolitan_1	International – Not international at all	.581	Metropolitan_1	.772
		Metropolitan_2	Grand - Ordinary		Metropolitan_2	
		Metropolitan_3 *	Metropolitan – Not metropolitan		Metropolitan_3	
		Metropolitan_4	Not enormous at all - enormous		Metropolitan_5	
		Metropolitan_5 *	Common - spectacular		Sights_1	
					Vibrant_2	
					EU_1	
Order	Chaos	Order_1	Relaxed – busy *2	.749	Order_1	.797
		Order_2	Peaceful – Noisy *1		Order_2	
		Order_3	Organized – chaotic *1		Order_4	
		Order_4	Comfortable – crowded *2			
		Order_5	Calm traffic – Dense traffic			

		Order_6	Calm – Nervous *1		Order_6	
					Safe_4	
Sights	Lacks sights	Sights_1	Interesting- boring	.890	Sights_1	.839
		Sights_2	Attractions – no attractions*		Sights_5	
		Sights_3	Landmarks – no landmarks		Architecture_2	
		Sights_4	Lots of sights – no sights*		Unique_2	
		Sights_5	Much to see – not much to see*			
		Sights_6	A lot to do – not much to do			
		Sights_7	Attractive - unattractive			
Safe	Unsafe	Safe_1	Threathening – not threathening at all	.901	Safe_4	.821
		Safe_2	Civilized – uncivilized		Safe_5	
		Safe_3	Low crime – high crime *1			
		Safe_4	Easy – rough *2			
		Safe_5	Safe - dangerous			
Friendly	Unfriendly	Friendly_1	Welcoming – inhospitable	.913	Friendly_1	.885
		Friendly_2	Sunny people – grouchy people			

		Friendly_3	Open people – closed people		Friendly_2	
		Friendly_4	Friendly - Unfriendly			
Architecture	Lacks architecture	Architecture_1	Not industrial – industrial	.085	Architecture_2	.766
		Architecture_2	Lots of architecture – no architecture *2		Sights_5	
		Architecture_3	Beautiful – ugly		History_2	
		Architecture_4	Monumental – modern *1			
Clean	Dirty	Clean_1	Unpolluted – polluted	.845	Clean_1	.845
		Clean_2	Clean - dirty		Clean_2	
Cultural offer	Lacks cultural offer	Culture_1	Arts – no arts *	.709	Culture_1	.793
		Culture_2	Lots of galleries and museums – no galleries and museums *		Culture_2	
		Culture_3	A large cultural offer – no cultural offer *		Culture_3	
		Culture_4	A culture city – a business city			
European	Not European	European_1 *	A european look – no european look	.894	European_1	.894
		European_2	European – Not european		European_2	
History	Lacks history	History_1 *1	Ancient – Modern	.612	History_1	.708

		History_2 *2	A lot of history – no history		History_2	
		History_3	Old – Young		History_4	
		History_4	Historical - Contemporary		Architecture_2	
					Architecture_4	
Small	Large	Small_1 *	Small – Big	.635	Small_1	.732
		Small_2	A province culture – a city culture		Small_4	
		Small_3	A small city – a big city		Order_6	
		Small_4 *	Small - large			
Romantic	Businesslike	Romantic_1	Romantic – businesslike	.731	Romantic_2	.850
		Romantic_2 *	Romantic – Not romantic		Romantic_3	
		Romantic_3 *	A city with a heart - sterile			
Urban	Nature	Urban_1	An urban destination – a destination for its environment *	.522	Urban_1	.581
		Urban_2	Suitable for a city trip – suitable fora n outdoor holiday		Urban_2	
		Urban_3	Interesting for the city – interesting for its countryside		Order_2	

Authentic	Touristic	Authentic_1	Authentic –touristic	0.22	Authentic_2	.734
		Authentic_2	Fresh – Worn Out		Authentic_3	
		Authentic_3	Real - Fake		Unique_2	
					Safe_4	
Colourful	Grey	Colorful_1	Cheerful – sad	.910	Colorful_1	.871
		Colorful_2	Green - concrete		Colorful_3	
		Colorful_3	Colorful - grey			
Unique	Superficial	Unique_1	Interesting – boring	.776	Unique_2	.797
		Unique_2	Unique – superficial		Unique_4	
		Unique_3	Challenging – ordinary			
		Unique_4	Characteristic - Meaningless			
Vibrant	Conservative	Vibrant_1	Open – closed	.753	Vibrant_3	.824
		Vibrant_2	Diverse – parochial		Colorful_1	
		Vibrant_3	Vibrant - conservative			
		Vibrant_4	Modern – old fashioned			

Appendix C: Questionnaire

1. Gender
    - Male
    - Female

2. Country

3. What is the highest level of education you completed?
    - Less than high school
    - High school
    - Associate's or equivalent
    - Bachelor's or equivalent
    - Master's or equivalent
    - Doctorate's

4. What is your annual income?
    - Less than €10.000
    - € 10.000 - 30.000
    - € 30.000 - 50.000
    - € 50.000 - 100.000
    - More than € 100.000

5. How would you describe your own social class?

Low	0	0	0	0	0	0	0	High

6. Have you visited Slovenia before?

- Yes
- No

7. Have you visited Ljubljana – the capital of Slovenia - before?

- Yes
- No

8. Have you visited Ljubljana less than five years ago?

- Yes
- No

9. I think Ljubljana is...

Crowded	0	0	0	0	0	0	0	Comfortable
Grey	0	0	0	0	0	0	0	Colorful
International	0	0	0	0	0	0	0	Not international at all
Interesting	0	0	0	0	0	0	0	Boring
Vibrant	0	0	0	0	0	0	0	Conservative
Busy	0	0	0	0	0	0	0	Relaxed

Not metropolitan	0	0	0	0	0	0	0	Metropolitan
Inhospitable	0	0	0	0	0	0	0	Welcoming
Spectacular	0	0	0	0	0	0	0	Common
Suitable for a city trip	0	0	0	0	0	0	0	Suitable for outdoor holiday
Warm	0	0	0	0	0	0	0	Cold
Real	0	0	0	0	0	0	0	Fake
Monumental	0	0	0	0	0	0	0	Modern
Large	0	0	0	0	0	0	0	Small
Unpolluted	0	0	0	0	0	0	0	Polluted
Meaningless	0	0	0	0	0	0	0	Characteristic
Safe	0	0	0	0	0	0	0	Dangerous
Cloudy	0	0	0	0	0	0	0	Sunny
Ancient	0	0	0	0	0	0	0	Modern
Rough	0	0	0	0	0	0	0	Easy
Fresh	0	0	0	0	0	0	0	Worn out
Nervous	0	0	0	0	0	0	0	Calm
Grand	0	0	0	0	0	0	0	Ordinary
Noisy	0	0	0	0	0	0	0	Peacefull
A destination for its environment	0	0	0	0	0	0	0	An urban destination

Romantic	0	0	0	0	0	0	0	Not romantic
Parochial	0	0	0	0	0	0	0	Diverse
Big	0	0	0	0	0	0	0	Small
European	0	0	0	0	0	0	0	Not European
A city with a heart	0	0	0	0	0	0	0	Sterile
Romantic	0	0	0	0	0	0	0	Businesslike
Unique	0	0	0	0	0	0	0	Superficial
Dirty	0	0	0	0	0	0	0	Clean
Sad	0	0	0	0	0	0	0	Cheerful
Contemporary	0	0	0	0	0	0	0	Historical

10. I think Ljubljana has...

A lot of history	0	0	0	0	0	0	0	No history
No galleries and museums	0	0	0	0	0	0	0	Lots of galleries and museums
Grouchy people	0	0	0	0	0	0	0	Sunny people
A bad climate	0	0	0	0	0		0	A good climate
No arts	0	0	0	0	0	0	0	Arts
Lots of architecture	0	0	0	0	0	0	0	No architecture at all
A European look	0	0	0	0	0	0	0	No European look

Much to see	0	0	0	0	0	0	0	Not much to see
No cultural offer	0	0	0	0	0	0	0	A large cultural offer

11. My overall image of Ljubljana is...

Negative	0	0	0	0	0	0	0	Positive

12. How much do you use the following media?

	Not at all						A lot
Newspapers	0	0	0	0	0	0	0
Magazines	0	0	0	0	0	0	0
Books	0	0	0	0	0	0	0
Radio	0	0	0	0	0	0	0
Television	0	0	0	0	0	0	0
News websites	0	0	0	0	0	0	0
Blogs	0	0	0	0	0	0	0
Social media	0	0	0	0	0	0	0
Other areas of internet	0	0	0	0	0	0	0

13. In what media have you read, heard or seen something about Ljubljana lately?

	Nothing						A lot
Newspapers	0	0	0	0	0	0	0
Magazines	0	0	0	0	0	0	0

Books	0	0	0	0	0	0	0
Radio	0	0	0	0	0	0	0
Television	0	0	0	0	0	0	0
News websites	0	0	0	0	0	0	0
Blogs	0	0	0	0	0	0	0
Social media	0	0	0	0	0	0	0
Other areas of internet	0	0	0	0	0	0	0

14. Can you give an example of any media attention or information you've seen, read or heard?

15. How much do you prefer the following holiday types?

	Not at all						A lot
To relax on a sunny beach	0	0	0	0	0	0	0
Touring a country or area	0	0	0	0	0	0	0
Making a city trip	0	0	0	0	0	0	0
An active holiday (cycling, climbing, rafting)	0	0	0	0	0	0	0
Camping with the family	0	0	0	0	0	0	0

16. What attracts you in your favourite holiday destinations?

	Does not particularly attract me.					Attracts me a lot	
Sun, sand an sea	0	0	0	0	0	0	0
Positive or fun 'image'	0	0	0	0	0	0	0
Quality of the facilities	0	0	0	0	0	0	0

Favourable costs of the trip	0	0	0	0	0	0	0
Experiences from a previous visit	0	0	0	0	0	0	0

17. How much are you looking for the following experiences in a city trip?

	Not at all						A lot
Escaping daily routine	0	0	0	0	0	0	0
Socializing with travel partner	0	0	0	0	0	0	0
Self esteem (a gift to myself)	0	0	0	0	0	0	0
Fun and excitement	0	0	0	0	0	0	0
Meeting new people	0	0	0	0	0	0	0
Relaxing	0	0	0	0	0	0	0
Prestige	0	0	0	0	0	0	0
Learning about new cultures and history	0	0	0	0	0	0	0

Appendix D: Associating Perceptions with Image Formation Factors through Factor Analysis

To identify what image formation factors might have influenced the city image of Ljubljana, factor analysis was conducted.

Preperation

The dataset was split up and simplified. Factor analysis was conducted solely on the response data of the non-visitors (n=237). There were too little questionnaires completed by people who visited Ljubljana in the past (n=59) for the factor analysis to make sense (DeVellis, 1991).

\To interpret the results more easily, the responses of non-visitors among the participants were split up in two subsamples: positive and negative images. All participants who reported their overall impression of Ljubljana being lower than 5 (negative and neutral), were identified as having a negative holistic city image (n=101). All the non-visitors who reported their overall impression being 5 or higher, were identified as having a positive holistic city image (n=136). This was done to connect certain image formation factors to positive or negative perceptions of the city.

Media usage profiles. One important independent image formation factor is media-use (Tasci & Gartner, 2007). It is widely believed that mass media are capable of shaping people's beliefs, attitudes (Brock & Green, 2005; Preiss, et al., 2007) and thus images. According to Pearce (1982), Gartner (1986) and Selby (2004a, 2004b), the media supply consumers with representations of cities, on which they base their naïve and induced image. When these

representations of the city differ by nature and in strength across various media, it should cause different perceptions of the city among different (groups of) consumers. Principal component analysis was used to reveal these perceptions and identify corresponding groups.

Along Ljubljana's city image, respondent's media use was measured. Through a seven dots Likert-scale, the respondents reported in what extent (not at all – a lot) they used the following media: 'newspapers', 'magazines', 'books', 'radio', 'television', 'news websites', 'blogs', 'social media (facebook, twitter, etc.)' and 'other areas of internet'.

To make the results of the principal component analysis easier to interpret, this media scale was used to distinguish 'media usage profiles'. To achieve that, the scale was subjected to principal component analysis, which extracted three factors; explaining 58% of the total variance (see Table 4 on page 67).

Table 4

Components resulting from Principal Component Analysis of 'media use' scale using Oblimin rotation.

Item	Structure coefficients			Communalities
	C1	C2	C3	
Newspaper use	.816		.302	.715
Book use	.743			.582
Magazine use	.708		.436	.594
Social media use		.734		.633
Blog use		.726		.704
News website use		.674		.466
Other online media use		.583		.529
Television use			.832	.627
Radio use			.792	.369

Note: Since components 1 and 3 showed a weak but significant correlation (.30),not the pattern but the structure coefficients are shown.

Component 1 and 3 showed a weak but significant correlation (.30) and thus overlap. The extraction was helpful in identifying three media usage profiles: 'print users', 'web users' and 'television and radio users'.

Although component 1 (print use) clearly differs from component 2 (web use), component 3 seems to overlap. The literature suggests that component 1 and 3 differ in the motivation behind the use of the overlapping media. Meta-analysis of literature on media use and political involvement by Hollander (2007) shows that television use has a weaker relationship to political involvement than newspaper use. Also, Perse (2001, in: Preiss, et al., 2007, p. 481) argues that "*television is limited as a political resource because of its reliance on dramatic images, simple story-telling, and episodic framing.*" This suggests that a newspaper is a more serious medium, while television serves people's entertainment needs.

Accordingly, the factor extraction and literature suggest the following motivations behind media use:

Print users – show high usage of newspapers, books and magazines. Mainly interested in serious topics and staying up-to-date. Fulfill their entertainment needs mainly with books and magazines.

Web users – show high usage of social media (facebook, twitter, etc.), blogs, news websites and other online media. These media are used for serious aims (news consumption, exchanging thoughts), entertainment (watching youtube or tv-shows) and maintaining social life (facebook and twitter).

Entertainment users – show high use of television and radio, but also use newspapers and magazines. These users are mainly interested in entertainment, but also use their media, in a lesser extent than the print users, to consume news and other more serious matters.

The three different media usage profiles were used to reveal different perceptions of Ljubljana, as a function of independent image formation factors. The media usage profiles may also help in attributing perceptions of the city to supply sided image formation factors, since which media people use says a lot about their sociodemographics, needs and motivations. To achieve this, the regression for each of the media usage profiles was computed for every respondent and

written into three new variables. These variables were used in the principal component analysis concerning the city image of Ljubljana.

Vacationer style profiles. As with the media usage profiles, motivation and needs are important demand side image formation factors(Tasci & Gartner, 2007). To attribute needs and motivations as image formation factors to certain perceptions of Ljubljana, the questionnaire did not only measure people's city image and their media use, but also what kind of holiday they prefer, what attracts them to certain destinations and what experiences they are looking for.

The scale - that was loosely based on a study by Dunne et al. (2007) that tried to unfold the pull factors and experiences people are looking for behind city trips - consisted of 5 items to measure holiday preference by means of a 7 dots Likert-scale. People reported in what extent (Not at all – A lot) they preferred the following holiday types: 'Relaxing on a sunny beach', 'Touring a country or area', 'Making a city trip', 'An active holiday' and 'Camping with the family'. Through 5 items on a comparable scale, participants reported to what extent (Does not particularly attract me - Attracts me a lot) they were attracted by the following pull-factors: 'Sun, sand and sea', 'Positive or fun image', 'Quality of the facilities', 'Favourable costs' and 'Experiences from a previous visit'. Through the last 8 items, participants reported to what extent (Not at all – A lot) they were looking for the following experiences in a city trip: 'Escaping daily routine', 'Socializing with the travel partner', 'A gift to myself', 'Fun and excitement', 'Meeting new people', 'Relaxing', 'Prestige (something to brag about)' and 'Learning about new cultures and history'.

As with the media usage profiles scale, the items were subjected to principal component analysis to extract clear and practical descriptions of vacationer types. The principal component analysis resulted in two factors; explaining 33% of the total variance (see Table 5 on page 70).

This extraction was helpful in identifying the two following vacationer types:

Traditional vacationers – These vacationers like to use their holidays to relax in the sun. Since they have only a limited amount of time and money to spend, they want to get the most out of it and they want to be sure it is well spent. If they succeed in that, they have something to brag about when they come back.

Table 5

Pattern matrix for 'vacation needs and motivations' using Oblimin rotation.

Item	Pattern coefficients		Communalities
	C1	C2	
Preference for relaxing on a beach	.742		.545
Attracted by sun, sand and sea	.720		.513
Attracted by the quality of the facilities	.684		.487
Attracted by a positive image	.599		.366
Looking to relax	.575		.334
Attracted by low costs	.573		.335
Looking for self esteem (a gift to one's self)	.407	.378	.343
Attracted by experiences from a previous visit	.372		.137
Looking for prestige	.326		.173
Preference for camping with the family			.020
Looking for fun and excitement		.642	.521
Looking to learn about new cultures and history		.609	.376
Looking to meet new people		.608	.367
Looking to socialize with the traveling partner		.551	.386
Preference for touring a region or country		.521	.305
Preference for a city trip		.489	.270
Preference for an active holiday		.433	.245
Looking to escape the daily routine		.360	.215

Note: Since the components show a weak correlation (.11) the structure coefficients are shown.

Adventurous vacationers – Because these vacationers try to put as much experience in their holidays as possible, they prefer a diverse set of holiday types. By seeing and doing as much as possible, they try to escape daily routine and understand unknown cultures and countries. While they are at it, they socialize with their travel partner but also make new friends on the road.

The two different vacationer types were used to reveal different perceptions of Ljubljana as a function of supply side image formation factors. To achieve this, the regression for each of the vacationer types was computed for every respondent and written into two new variables. These variables were used in the principal component analysis concerning the city image of Ljubljana.

Factoranalysis

The perceptions of Ljubljana were revealed through factor analysis of the positive and negative images subsamples separately. To make the results easier to interpret, the analysis was carrier in three steps; analysis of sociodemographics, media use and vacation preferences. These are three of the most important independent and supply side image formation factors (Tasci & Gartner, 2007) suitable for quantitative measurement and analysis. The 18 different image attribute variables – elicited through RGA and measured by the questionnaire - were combined with the variables described above and subjected to principal component analysis. In this section, the procedure and results are described.

Positive images and sociodemographics.

Along with the 18 image attributes, 6 variables concerning participant's sociodemographics were included in the factor analysis: gender, age, household size, education level, annual income and social class. Through the KMO statistic (.76) and Bartlett's test of Sphericity, the data proved to be suitable for further analysis (Kaiser, 1970, 1974; Bartlett, 1954 in:Pallant, 2007, p. 197) .Subsequently, principal component analysis extracted 7 factors with an Eigen value above 1. Nevertheless, a 3 factor solution was chosen, because the scree plot showed a clear break after that position. The three factors explained 45,6% of the total amount of variance. For the results, see Table 6 on page 72.

Table 6

Pattern matrix for 'Image Attributes' and 'Sociodemographics' with Oblimin Rotation.

Item	Pattern coefficients			Communalities
	C1	C2	C3	
No architecture (1) - Lots of architecture (7)	.892			.772
Nothing to see (1) - Much to see (7)	.868			.806
Contemporary (1) - Historical (7)	.826		.321	.660
Superficial (1) - Unique (7)	.720			.543
No cultural offer (1) - Large cultural offer (7)	.685			.523
Not romantic (1) - Romantic (7)	.641	.314		.642
Fake (1) - Real (7)	.601		-.309	.609
Education level				.077
Chaotic (1) - Orderly		.837		.731
Large (1) - Small (7)		.737		.540
Attractive countryside (1) - Attractive city (7)		.698		.485
Dangerous (1) - Safe (7)		.547		.544
Household size				.047
Parochial (1) - Vibrant (7)			-.699	.600
Grey (1) - Colorful (7)			-.684	.685
Rural (1) - Metropolitan (7)		-.416	-.595	.537
Bad Climate (1) - Good Climate (7)			-.547	.296
Dirty (1) - Clean (7)		.502	-.542	.612
Gender			.479	.233
Not European (1) - European (7)			-.448	.212
Unfriendly (1) - Friendly (7)	.320		-.384	.379
Age			-.374	.136
Annual Income			-.332	.169
Social Class				.104

Note: Since the components showed no significant correlation, not the structure but the pattern matrix is shown. Factor loadings below 0.30 are considered insignificant and therefore not shown.

The component rotation revealed a factor with positive loadings for 'gender' (.48) and 'history' (.32) and with negative loadings for 'vibrant' (-.70), 'colourful' (-.68), 'metropolitan' (-.60), 'good climate' (-.55), 'clean' (-.54), 'European' (-.45), 'authentic' (-.31), 'friendly'(-.38), 'annual income' (-.32) and 'age'(-.37). A negative loading means that respondents, who tended to score high on the factor, tended to score low on the variable. Thus, people who tended to score low on

the factor, tended to score high on the variable (DeVellis, 1991; Pallant, 2007). Since this analysis concerns the positive images subsample, high scores on the negatively loaded variables and low scores on the factor are assumed. Consequently, these data identify a group of people likely to be older and wealthier males, who appreciate Ljubljana for being vibrant, colourful, metropolitan, clean, European, authentic, friendly and having a pleasant climate. This group is likely to estimate the city's historical value lower than other people among the positive images subsample.

Positive images and media use. Along with the 18 image attributes, three variables concerning participant's media use were included in the factor analysis: the regression for each three media usage components. Through the KMO statistic (.77) and Bartlett's test of Sphericity, the data proved to be suitable for further analysis (Kaiser, 1970, 1974; Bartlett, 1954 in:Pallant, 2007, p. 197) . Subsequently, principal component analysis extracted 5 factors with an Eigen value exceeding 1. The 5 factors explained 64.1% of the total amount of variance. For the results, see Table 7 on page 74.

The analysis extracts a factor with 'print users' (.79), 'entertainment users' (.75) and the image attribute 'safe' (.41). This identifies a group likely to rely mostly on traditional media who think Ljubljana is safe.

In addition, people who score low on the factor with 'web users' (.79) as the only positively loaded item, tend to score high on 'good climate' (-.73), 'friendly' (-.47), 'colourful' (-.45) and 'vibrant' (-.38). This suggests that the less likely people are to use online media, the more likely they are to think of Ljubljana as a friendly, colourful and vibrant city with a pleasant climate.

Assuming that the images are affected by the independent formation factors (e.g. education, media), these results suggest that the image of Ljubljana is more positive in print and entertainment media than on online media. However, it might not be the medium that shapes the perception, but also the type of media consumer. Since analysis of the sociodemographics showed that older people with a high socioeconomic status tend to think more positively about Ljubljana, the possibility of print and entertainment users being those older, high socioeconomic status people, cannot be excluded. This thought can be backed up by studies of media usage, which shows that older people tend to use traditional media while younger people are mostly found online (Roberts & Foehr, 2008).

Table 7

Pattern matrix for 'Image Attributes' and 'Media Use' with Oblimin Rotation.

Item	Pattern coefficients					Communalities
	C1	C2	C3	C4	C5	
No architecture (1) - Lots of architecture (7)	,898					,797
Nothing to see (1) - Much to see (7)	,891					,825
Contemporary (1) - Historical (7)	,830		,424			,739
No cultural offer (1) - Large cultural offer (7)	,732					,593
Superficial (1) - Unique (7)	,720					,561
Not romantic (1) - Romantic (7)	,599	,323				,650
Fake (1) - Real (7)	,522					,643
Chaotic (1) - Orderly		,857				,759
Large (1) - Small (7)		,767				,586
Attractive countryside (1) - Attractive city (7)		,716				,534
Dangerous (1) - Safe (7)		,517		,414		,660
Dirty (1) - Clean (7)		,481	-,401			,633
Rural (1) - Metropolitan (7)		-,412	-,762			,761
Not European (1) - European (7)			-,666			,486
Parochial (1) - Vibrant (7)			-,532		-,379	,632
Grey (1) - Colorful (7)			-,459		-,453	,708
Print user				,790		,607
Entertainment user				,746		,614
Web user					,793	,618
Bad Climate (1) - Good Climate (7)					-,736	,550
Unfriendly (1) - Friendly (7)					-,471	,513

Note: Since the components showed no significant correlation the pattern matrix is shown. Factor loadings below 0.30 are considered insignificant and therefore not shown.

Table 8

Pattern matrix for 'Image Attributes' and 'Reported Media Coverage' with Oblimin Rotation.

Item	Pattern coefficients						Communalities
	C1	C2	C3	C4	C5	C6	
No architecture (1) - Lots of architecture (7)	,900						,795
Nothing to see (1) - Much to see (7)	,876						,819
Contemporary (1) - Historical (7)	,828					-,369	,748
Superficial (1) - Unique (7)	,713						,559
No cultural offer (1) – Large offer (7)	,696						,560
Not romantic (1) - Romantic (7)	,608		,321				,664
Fake (1) - Real (7)	,548						,620
Ljubljana on the radio		,809					,679
Ljubljana in magazines		,791					,632
Ljubljana in newspapers		,773					,656
Ljubljana on television		,748					,553
Ljubljana on news websites		,728					,634
Ljubljana in books		,707					,539
Ljubljana in other online sources		,586					,550
Chaotic (1) - Orderly			,861				,753
Large (1) - Small (7)			,740				,604
Attractive countryside (1) - Attractive city (7)			,660				,513
Dangerous (1) - Safe (7)			,579				,596
Dirty (1) - Clean (7)			,526	-,364			,643
Parochial (1) - Vibrant (7)				-,801			,744
Bad Climate (1) - Good Climate (7)				-,717			,455
Grey (1) - Colorful (7)				-,647			,721
Unfriendly (1) - Friendly (7)				-,554			,543
Ljubljana on social media					,874		,780
Ljubljana on blogs					,822		,704
Not European (1) - European (7)						,854	,737
Rural (1) - Metropolitan (7)			-,412	-,308		,612	,733

Note: Since the components showed no significant correlation,not the structure but the pattern matrix is shown. Factor loadings below 0.30 are considered insignificant and therefore not shown.

To test this assumption, factor analysis was conducted on the 18 image attributes along with 9 variables expressing the amount of attention to Ljubljana throughout the 9 corresponding media: newspapers, books, magazines, radio, television, news websites, blogs, social media and other online sources. Through the KMO statistic (.76) and Bartlett's test of Sphericity, the data proved to be suitable for further analysis (Kaiser, 1970, 1974; Bartlett, 1954 in:Pallant, 2007, p. 197) . Subsequently, principal component analysis extracted 7 factors with an Eigen value exceeding 1. Nevertheless, a 6 factor solution was chosen on the basis of a clear break in the scree plot on that position. The 6 factors explained 60.7% of the total amount of variance. For the results, see Table 8 on page 75.

Table 9

Coverage of Ljubljana throughout different media on a scale from 1 (nothing) to 7 (much)

Item	M	SD
Newspapers	1.69	1.37
Magazines	1.49	1.12
Books	1.38	1
Radio	1.35	.93
Television	1.68	1.26
News websites	1.49	1.1
Blogs	1.71	1.53
Social media	1.76	1.62
Other online sources	1.71	1.38

Note: This tables shows the mean scores for all participants.

Since very few people reported to have seen anything about Ljubljana in any of the media (see Table 9 on page 76), it was to be expected that factor analysis would not be able to connect media coverage to image attributes. This exactly turned out to be the case: the image attributes did not load on the components on which the media coverage variables loaded. Even the component

correlation matrix shows no correlations close to .3. Therefore, no connection between representations of Ljubljana in the media and certain image attributes were found.

Concluding, the reported media use has more to do with sociodemographics than image outcomes. It is likely that media use is mediating the effect between image formation factors and perceptions of Ljubljana.

Positive images and vacation preferences. Along with the 18 image attributes, two variables concerning participant's holiday preference were included in the factor analysis: the regression for each of the two vacationer type components. Through the KMO statistic (.78) and Bartlett's test of Sphericity, the data proved to be suitable for further analysis (Kaiser, 1970, 1974; Bartlett, 1954 in:Pallant, 2007, p. 197) . Subsequently, principal component analysis extracted 4 factors with an Eigen value exceeding 1. The 4 factors explained 59.7% of the total amount of variance. For the results, see Table 10 on page 78.

The analysis extracted a factor which suggests that people who score low on being a traditional vacationer (0.44), tend to score high on the image attributes 'vibrant' (.-.78), 'colourful' (-.72), 'good climate' (-.64), 'clean' (-.56), 'friendly' (-.51), 'metropolitan' (-.49) and 'authentic' (-.37). This identifies a group not likely to be a traditional vacationer, but likely to think of Ljubljana as vibrant, colourful, clean, friendly, metropolitan, authentic and having a pleasant climate.

Negative images and sociodemographics. Along with the usual 18 image attributes, the same 6 sociodemographical variables as with the positive images (see page 53) were included in the factor analysis of the negative images subsample (n=101). Through the KMO statistic (.74) and Bartlett's test of Sphericity, the data proved to be suitable for further analysis (Kaiser, 1970, 1974; Bartlett, 1954 in:Pallant, 2007, p. 197) . Subsequently, principal component analysis extracted 7 factors with an Eigen value above 1. Nevertheless, a 3 factor solution was chosen, because the scree plot showed a clear break after that position. The three factors explained 47.3% of the total amount of variance. For the results, see Table 11 on page 79.

Table 10

Pattern matrix for Image Attributes and Vacationer Type with Oblimin Rotation.

Item	Pattern coefficients				Communalities
	C1	C2	C3	C4	
No architecture (1) - Lots of architecture (7)	,912				,794
Nothing to see (1) - Much to see (7)	,875				,821
Contemporary (1) - Historical (7)	,856				,742
Superficial (1) - Unique (7)	,696				,553
No cultural offer (1) - Large cultural offer (7)	,680				,540
Not romantic (1) - Romantic (7)	,586				,645
Fake (1) - Real (7)	,551		-,366		,622
Chaotic (1) - Orderly		,831			,750
Large (1) - Small (7)		,739			,543
Attractive countryside (1) - Attractive city (7)		,682			,476
Rural (1) - Metropolitan (7)		-,517	-,492	,457	,718
Dangerous (1) - Safe (7)		,514	-,342		,559
Parochial (1) - Vibrant (7)			-,784		,677
Grey (1) - Colorful (7)			-,715		,689
Bad Climate (1) - Good Climate (7)			-,635		,408
Dirty (1) - Clean (7)		,449	-,559		,604
Unfriendly (1) - Friendly (7)			-,508		,449
Not European (1) - European (7)				,713	,576
Adventurous vacationer				,606	,399
Traditional vacationer			,443	,471	,377

Note: Since the components showed no significant correlation, not the structure but the pattern matrix is shown. Factor loadings below 0.30 are considered insignificant and therefore not shown.

Table 11

Pattern and structure matrix (direct oblimin rotation) of the principal component analysis using the image attributes along with sociodemographics among the negative images subsample.

Item	Pattern coefficients			Communalities
	C1	C2	C3	
Nothing to see (1) - Much to see (7)	.883			.784
No architecture (1) - Lots of architecture (7)	.808	-.324		.709
Not romantic (1) - Romantic (7)	.787			.618
Rural (1) - Metropolitan (7)	.727			.584
Superficial (1) - Unique (7)	.701			.557
Parochial (1) - Vibrant (7)	.690			.573
Unfriendly (1) - Friendly (7)	.608			.510
No cultural offer (1) - Large cultural offer (7)	.605			.389
Grey (1) - Colorful (7)	.585	.344		.498
Fake (1) - Real (7)	.579	.403		.555
Contemporary (1) - Historical (7)	.547	-.347		.396
Bad Climate (1) - Good Climate (7)	.510		.331	.371
Large (1) - Small (7)	-.499	.454		.438
Not European (1) - European (7)	.463	.389		.409
Dangerous (1) - Safe (7)		.780		.712
Chaotic (1) - Orderly		.779		.631
Dirty (1) - Clean (7)		.743		.598
Attractive countryside (1) - Attractive city (7)		.695		.527
Age			.792	.641
Annual Income			.704	.506
Household size			.521	.292
Social Class			.454	.207
Education level			.347	.135
Gender			-.344	.127

Note: Since the components showed no significant correlation, not the structure but the pattern matrix is shown. Factor loadings below 0.30 are considered insignificant and therefore not shown.

There were no factors extracted which suggested clear sociodemographical patterns among the negative images subsample. Factor 3 does have high loadings for 'Age' (.78), 'Annual income' (.71), 'Household size (.54), 'Social class' (.41), 'Education level' (.33) and 'Climate' (.33) while

'Gender' (-.34) loads negatively on the factor. Since the negative images subsample was analyzed, this suggests that lower scores on age, annual income, household size, social class, education level and the image attribute climate are mainly found among females. It is hard to translate this into a city images' group characteristic, since it only concerns the climate attribute. This is probably more a cognitive than an affective attribute, and therefore it probably does not influence the overall evaluation of the city so much. The factor is extracted from the negative images subsample which is constructed on the basis of a negative evaluation of the city. This makes drawing any conclusion on this specific factor invalid.

Negative images and media use. As with the positive images subsample, the18 image attributes and three variables concerning participants' media use were subjected to principal component analysis. Through the KMO statistic (.78) and Bartlett's test of Sphericity, the data proved to be suitable for further analysis (Kaiser, 1970, 1974; Bartlett, 1954 in:Pallant, 2007, p. 197) . Subsequently, principal component analysis extracted 5 factors with an Eigen value exceeding 1. On basis of a clear break in the scree plot, it was decided to retain 4 factors – responsible for 61.9% of the variance - for further analysis. For the results, see Table 12 on page 81 and Table 13 on page 82.

The principal component analysis extracted two factors on which the media user type items loaded. Factor 3, on which 'web' (0.65) loads, also has loadings for the attributes 'historical' (.74), 'cultural offer' (.64), 'architecture' (.46), 'romantic' (.41) and 'friendly' (.34). This suggests and association between negative images of Ljubljana and representations on the internet.

The 'entertainment' (.92) and 'print' (.56) users, who load on factor 4, seem milder. The factor has loadings for 'bad climate' (.37) and 'no architecture' (.33). Moreover, the entertainment and print users think Ljubljana is attractive for its city (-.31) instead of for its countryside.

However, factor 3 and 4 correlate mildly (r = .244). Although it is strictly taken not significant, it is just too much to ignore. The structure matrix (see Table 12 on page 81) shows a less hard line between the images of web, print and entertainment users among the negative images subsample. Factor 3 does not only have loadings for 'web' (57), but also for 'print' (.30) users. In addition to the items which loaded on the factor for the pattern matrix, in the structure matrix, factor 3 also has loadings on 'no sights' (.45), 'superficial' (.40) and 'fake' (.38). Factor 4 has extra loadings for 'contemporary' (.43), 'no sights' (.42), 'unfriendly' (.37) and 'fake' (.35). This

suggests that all users think evenly negative about Ljubljana, except for the city's cultural value and its romanticism, which were unique for factor 3.

Table 12

Pattern matrix (direct oblimin rotation) of the principal component analysis using the image attributes along with media use among the negative images subsample.

Item	Pattern coefficients				Communalities
	C1	C2	C3	C4	
Rural (1) - Metropolitan (7)	,912				,778
Parochial (1) - Vibrant (7)	,870				,750
Grey (1) - Colorful (7)	,769				,629
Nothing to see (1) - Much to see (7)	,707				,786
Not European (1) - European (7)	,663				,491
Not romantic (1) - Romantic (7)	,609		,409		,645
Superficial (1) - Unique (7)	,581				,502
Unfriendly (1) - Friendly (7)	,389	,326	,338		,561
Chaotic (1) - Orderly		,859			,797
Dangerous (1) - Safe (7)		,765			,742
Attractive countryside (1) - Attractive city (7)		,685		-,314	,590
Dirty (1) - Clean (7)	,336	,662			,635
Large (1) - Small (7)	-,520	,580			,539
Fake (1) - Real (7)	,406	,431			,595
Contemporary (1) - Historical (7)			,737		,725
Web user			,645		,419
No cultural offer (1) - Large cultural offer (7)			,644		,562
No architecture (1) - Lots of architecture (7)	,433		,458	,313	,755
Entertainment user				,922	,773
Print user				,558	,380
Bad Climate (1) - Good Climate (7)	,362			,370	,337

Note: Factor loadings below 0.30 are considered insignificant and therefore not shown.

As with the analysis for the positive images, these results might suggest an effect between media and image, but might also be the result of other image formation factors such as sociodemographics or holiday preferences. Analysis of the amount of media attention for Ljubljana by including these items in the factor analysis, might clarifies this issue.

Table 13

Pattern matrix (direct oblimin rotation) of the principal component analysis using the image attributes along with media use among the negative images subsample.

Item	Structure coefficients			
	C1	C2	C3	C4
Rural (1) - Metropolitan (7)	,871			
Parochial (1) - Vibrant (7)	,852			
Nothing to see (1) - Much to see (7)	,774		,451	,415
Grey (1) - Colorful (7)	,758			
Not romantic (1) - Romantic (7)	,690		,532	
Superficial (1) - Unique (7)	,647		,401	
Not European (1) - European (7)	,640			
Fake (1) - Real (7)	,550	,470	,378	,354
Unfriendly (1) - Friendly (7)	,537	,363	,464	,371
Chaotic (1) - Orderly		,857		
Dangerous (1) - Safe (7)	,394	,792		
Dirty (1) - Clean (7)	,378	,697		
Attractive countryside (1) - Attractive city (7)		,685		-,356
Large (1) - Small (7)	-,455	,522		
Contemporary (1) - Historical (7)			,798	,432
No cultural offer (1) - Large cultural offer (7)	,397		,700	
No architecture (1) - Lots of architecture (7)	,562		,616	,532
Web user			,567	
Entertainment user				,822
Print user			,304	,580
Bad Climate (1) - Good Climate (7)	,452			,459

Note: Factor loadings below 0.30 are considered insignificant and therefore not shown.

Table 14

Pattern matrix (direct oblimin rotation) of the principal component analysis using the image attributes along with reported media coverage of Ljubljana among the negative images subsample

Item	Pattern coefficients						Communalities
	C1	C2	C3	C4	C5	C6	
Parochial (1) - Vibrant (7)	,862						,783
Rural (1) - Metropolitan (7)	,859						,802
Grey (1) - Colorful (7)	,788						,668
Not European (1) - European (7)	,570						,524
Nothing to see (1) - Much to see (7)	,513			,468			,801
Superficial (1) - Unique (7)	,384			,381			,533
Ljubljana on the radio		,969					,879
Ljubljana in newspapers		,967					,882
Ljubljana on news websites		,887					,869
Ljubljana on television		,847					,806
Ljubljana in magazines		,816					,834
Ljubljana in books		,614		-,307			,609
Chaotic (1) - Orderly			,884				,855
Dangerous (1) - Safe (7)			,767				,769
Attractive countryside (1) - Attractive city (7)			,667				,572
Dirty (1) - Clean (7)	,464		,622				,672
Large (1) - Small (7)	-,510		,594				,590
Fake (1) - Real (7)			,482	,464			,638
Contemporary (1) - Historical (7)				,904			,796
No cultural offer (1) - Large offer (7)				,744			,562
No architecture (1) - Lots of architecture (7)				,731			,784
Unfriendly (1) - Friendly (7)			,347	,438			,562
Ljubljana on social media					-,966		,855
Ljubljana on blogs					-,809		,775
Ljubljana in other online sources					-,719		,745
Bad Climate (1) - Good Climate (7)						,845	,767
Not romantic (1) - Romantic (7)	,306			,349		,470	,703

Note: Since the components showed no significant correlation, not the structure but the pattern matrix is shown. Factor loadings below 0.30 are considered insignificant and therefore not shown.

As with the analysis of media coverage on Ljubljana among the positive images subsample, the 18 image attributes and amount of coverage per medium were subjected to principal component analysis. Through the KMO statistic (.78) and Bartlett's test of Sphericity, the data proved to be suitable for further analysis (Kaiser, 1970, 1974; Bartlett, 1954 in:Pallant, 2007, p. 197) . Principal component analysis extracted 6 factors with an Eigen value exceeding 1, explaining 72.7% of the variance. For the results, see Table 14 on page 83.

Almost none of the media coverage items loaded on any of the factors on which image attributes loaded. The only item with a loading on one of those factors, is 'Ljubljana in books'; factor 4 suggests that representations of Ljubljana in books, leads to low scores on some of the constructs. The item loads negatively on factor four (-.31), which has positive loadings for 'contemporary' (.90), 'no cultural offer' (.74), 'no architecture' (.73), 'no sights' (.47), 'fake' (.46), 'unfriendly' (.44), 'superficial' (.38) and 'not romantic' (.35).

Apart from the quantitative scale, also qualitative data were collected by asking people for any examples of media coverage in any of the media they reported before. From the negative images subsample, the respondents who reported having read something in a book about Ljubljana were selected (n = 11) and their response was analyzed. The majority of this small group did not provide any input. Three of them told that they read or heard something about Ljubljana through offerings of cheap flights to the city, via business partners or in an article or a magazine.

In short, among the responses of the people who reported to have read something about Ljubljana in a book, there were no concrete examples of any information in books. These results were too weak to conclude that there are books that have a negative effect on the image of Ljubljana.

Table 15

Pattern matrix (direct oblimin rotation) of the principal component analysis using the image attributes along with vacationer type among the negative images subsample

Item	Pattern coefficients					Communalities
	C1	C2	C3	C4	C5	
Rural (1) - Metropolitan (7)	,871					,804
Parochial (1) - Vibrant (7)	,837					,775
Grey (1) - Colorful (7)	,749					,644
Not European (1) - European (7)	,614			-,397	,337	,726
Chaotic (1) - Orderly		,897				,833
Dangerous (1) - Safe (7)		,781				,748
Attractive countryside (1) - Attractive city (7)		,656		,399	-,311	,740
Dirty (1) - Clean (7)	,420	,621				,637
Large (1) - Small (7)	-,497	,589				,570
Fake (1) - Real (7)		,502	,500			,660
Contemporary (1) - Historical (7)	-,304		,938			,783
No architecture (1) - Lots of architecture (7)			,762			,769
No cultural offer (1) - Large cultural offer (7)			,718			,530
Nothing to see (1) - Much to see (7)	,519		,574			,813
Not romantic (1) - Romantic (7)	,343		,545			,626
Superficial (1) - Unique (7)	,421		,541			,633
Unfriendly (1) - Friendly (7)		,368	,453			,562
Traditional vacationer				,805		,657
Bad Climate (1) - Good Climate (7)				-,519	-,377	,588
Adventurous vacationer					,846	,785

Note: Since the components showed no significant correlation, not the structure but the pattern matrix is shown. Factor loadings below 0.30 are considered insignificant and therefore not shown.

Negative images and vacation preferences. As with the positive images subsample, the 18 image attributes along with the two vacation preference variables were subjected to principal component analysis. Through the KMO statistic (.80) and Bartlett's test of Sphericity, the data proved to be suitable for further analysis (Kaiser, 1970, 1974; Bartlett, 1954 in:Pallant, 2007, p. 197). Subsequently, principal component analysis extracted 5 factors with an Eigen value exceeding 1, explaining 69.4% of the variance. For the results, see Table 15 on page 85.

From the extracted factors, the vacationer type items loaded on factor 4 and 5. A factor on which 'traditional vacationers' (.81) and 'attractive for city' (.40) loaded, had negative loadings for 'bad climate' (-.52) and 'not european' (-.40). This identifies a group likely to be traditional vacationers, who think of Ljubljana as an Eastern-European city in a not so interesting environment with an unpleasant climate.

The opposite is true for adventurous vacationers among the negative images subsample. A factor with high loadings for 'adventurous vacationers' (.85) 'European' (.34), 'bad climate' (-.38) and 'attractive for countryside' (-.31), identifies a group likely to be adventurous vacationers who think Ljubljana is European, has bad weather and is interesting for its countryside. Although both groups seem to think of Ljubljana in opposite ways for the attributes 'European vs. not European' and 'attractive for the city vs. attractive for countryside', in both cases the outcome is a negative holistic image. This emphasizes the effect of the image formation factor 'personal preference' on the favourability of the holistic image.