

Project 2.2 Destination Image South Tyrol

As part of the destination marketing project launched in 2019, comprehensive data on the image of South Tyrol as a travel destination was collected. For this purpose, potential tourists from the two most important core markets, Italy and Germany, were asked what they associate with South Tyrol and what reasons stand for and against a holiday in South Tyrol. In an experimental research design on visual aspects of the destination image, the study participants were asked to look at opposing pairs of images and select the image that better represented South Tyrol. Then they should mark elements and comment on a series of photographs that struck them as positive or negative. The data obtained was analyzed in order to better understand the beliefs, associations and impressions

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and to answer research questions on the emergence and development of the destination image. Furthermore, it was investigated whether differences between the two studied source markets, visitors and non-visitors or with regard to demographic characteristics could be identified. The evaluations show a very positive image of South Tyrol as a relaxing and active Alpine destination with special cultural and natural resources. The price level, as well as traffic problems and high visitor densities during the high season were seen critically. Especially with regard to the visual aspects, the respondents share a strongly idealized image. Part of the study was presented in a lecture at the Consumer Behaviour in Tourism Symposium in December 2020 and is currently being prepared for publication.

