The Online Destination Image as Portrayed by the UGC on social media and Its Impact on Tourists' Engagement: Insights from Algarve, Portugal

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Abstract

This study developed in the scope of the project SSAICT-ALG/39588/2018 aims to measure the Online Destination Image (ODI) as portrayed by the User Generated Content (UGC) in social media, considering the multidimensional nature of Tourism Destination Image (TDI) and its impact on tourists' engagement. Data were extracted from the Facebook and Instagram on the Visit Algarve profile. Besides the descriptive statistics associated with the data exploration, sentiment analysis is performed. The main results shed light on the importance of intangible heritage in developing positive feelings about the destination and creating memories. Content about tourist activities generates more engagement in the tourism destination's social media.

Keywords: destination image, engagement, sentiment analysis, online destination image

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