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**Using the content-analysis method to assess the Spanish tourist destinations attractiveness (case of the Russian outbound tourism)**

Some countries from the Western Europe, like Spain, Italy and Greece force the consequences of economic crises in the last five years. After it they turned their attention to both the development of existing tourism destinations as well as the creation and promotion new destinations (Cracolici, Nijkamp, 2009). As a consequence of this, nowadays tourism has become one of the main flourishing sectors of the global economy. The development of tourism industry in the specific country makes it possible to attract additional investments and ‘money spenders’ inbound flow to this particular destination.

Within recent decades global tourism market is undergoing major structural changes. In just 30 years tourism market becomes more competitive. New and customer-thrilling destinations emerge from scratch and are becoming tough competitors with traditional destinations like United States, Spain, Italy, France, Greece which controlled almost 70% of tourist flow and now their market share is equal only 30% of total inbound tourist flow.

According to the Russian Federal Statistics Office, Russian outbound tourism market increased by almost 20% last year. Moreover, Russians are accustomed to allocate some solid travel budget to spend for their holidays. Therefore, many tourist destinations try to focus on the Russian inbound tourist and this also explains the relevance of the research.

This study is a continuation of the previous research projects dedicated to the assessment of tourism destinations attractiveness in Spain that was completed with the help of content-analysis of Russian Internet resources. We proposed the set of factors of tourist destinations attractiveness in Spain and determined the factors that have the greatest impact on the positive perception of the tourist destination by Russian tourists; also we examined what factors create the willingness for Russians to recommend this tourist destination to their friends and relatives.

To conduct the survey a target sample consisting of 2500 respondents who already visited tourist destination in Spain was used. The sample was chosen based on criteria of reviews complexity and availability for the last 3 years. For data collection, we have analyzed the tourists' comments on the Russian travel sites like <http://www.tourister.ru/> (tourism social network), <http://tonkosti.ru/>, <http://www.turizm.ru/> in order to determine the frequency of attractiveness characteristics references. Through the survey unstructured image of destinations was analyzed.

Tourism destination attractiveness characteristics which we have analyzed through previous research are directly related to certain destinations indicators, which can be measured in numeric data or related to other destinations. Comparison the obtained results with the real situation in the destinations (price level, crime rate, representation on the web-sites and others) will also be considered in the study.

The results of the research can be used by Spanish Tourism Organization in Russia to promote their destinations for Russian travelers focusing on main attractiveness characteristics identified in the study as well as National Tourism Organizations from other countries to understand main preferences of Russian tourists.

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