#### DRIVERS TO BUILD A POWERFUL COUNTRY TOURISM BRAND: AN EMPIRICAL STUDY ON MILLENIALS SEGMENT

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#### ABSTRACT

There is a wide academic literature that deals with the term Country Brand, but nevertheless, it has not been sufficiently studied the country as a powerful tourism brand. The importance of the tourism industry for many countries is indisputable, which leads to generating a brand identity of a specific tourist destination: the country. The present study is conducted among 465 millenials placed at Spain which are a very interesting segment due to their principal motivations are travelling and also are the near future decisions makers (Ng & McGinnis, 2015). The empirical research has been conducted in Spain and it will be replicated in Turkish soon. The goal of this work is to find out the main drivers that allow build a powerful tourism country brand in the millennial segment.

The statistical analysis is conducted with Principal Components Factor Analysis Method that permit to discover the main underlying drivers. 11 main underlying factors, than explain more than 65% of the total explained variance, are found with a good adjustment. This factors represents the main drivers to build a strong tourism brand country. Although the univariate analysis carried out concludes that a key factor when evaluating a country like a tourism destination is security and safety, the factorial analysis reveals that the underlying driver that explains the greater percentage of the variance (16.65%) is the economic strength of the country, among other factors.

Discovering the main factors in the evaluation of millennials about a country as a tourist destination allow to detect the most important drivers that determine the decision to travel to a country on the millennial segment and, therefore, can help to build a powerful tourism brand country. The main originality of this work is to develop the concept of country-brand as a tourist destination and apply it to the millennial segment. The main limitation of this study is that it is based on a sample of millenials placed in Spain, we can apply this study to other segments of population in other countries.

Keywords: Brand Country, Tourism Destination, Millenials Drivers



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# **INTRODUCTION**

Tourism represents one of the most prosperous sectors within the global economy and specifically represents 10% of world GDP (UNWTO, 2018). The good tourism image of a country can make, along with other circumstances, increase the number of visits and, therefore, improve its capacity as a tourist power. It also allows improving the sustainability of the countries as tourist destinations, being able to plan in advance the key elements of the tourism management of a destination.

The country-brand concept has been widely used and analyzed in the academic literature, but little has been studied of the country's power as a tourism brand. The country, from the unique perspective of tourism, can be perceived as a multidimensional construct that is composed of a large number of elements that configure it as a tourist power.

Millennials are a segment that represents a great potential in which the tourism industry is concerned. Its main motivation is to travel, meet new countries, different people and have new experiences (UNWTO, 2016).

In this study we want to know the main drivers that lead the millenials segment to evaluate a country as a tourist destination when they think about traveling. Discovering these factors will allow countries to improve their plans in tourism destinations, positioning and promotion politics. All this will enable countries to gain weight as tourist destinations. As well, based on the most important factors, the planner can focus his/her efforts on building a powerful country brand as destination that will survive over time and enable sustainable tourism for the region.

On the other hand, it allows planners to know in advance the main motivations of a segment as important as those born between the end of the 20th century and the beginning of the 21st century. They are the near future of the tourism industry.

## **Country Brand and Tourism**

Tourism and the country brand are two concepts that are closely related, the positive image projected by a country will determine the attraction of a large number of tourists and the quality of tourism will create a good image of the tourist destination (Pavel et al., 2015). On the other hand, the good image of a country as a tourist destination will improve the sustainability of that country as a tourist reference, which will allow managers to plan ahead the tourist flows, deseasonalize the offer and meet the needs of each moment in each key place.

The fast change occured in the markets of the international economic arena carries up countries to use marketing as one of the principal implements in the recent economy. Currently, where log in to money, billiant human resources, new conceptions and smart customer is becoming easier, countries race for the regard, fidelity and trust of potential costumers, inverters, tourists, the attention of the mass media or governments from other nations (Polishko, 2015). In these times, the country brand and the improvement of the image are increasingly considered by governments, since globalization poses new dears for agents within international economic relations, in which growing up innovative approaches are required for the leadership of the world markets.



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In addition, research and management of country branding concepts extend beyond the scope of marketing, if we examine the subject from a cultural, social economic and political perspective, others factors such as geography, demography, urban and geopolitical planning appear. Therefore, the practice of the country brand as a strategic tool has become an integral and essential part of the public administration (Polishko, 2015). The way a country is perceived, beginning with the quality of its products and/or services, the appealling of its culture and tourism, investment chances and even the ease of create new business can be conformed under the structure of a country brand. In other occassions, the academic literature has focused on the image of nations as tourism destinations, which has been found to affect satisfaction, fidelity and perceived quality (Alvarez & Campo, 2011).

The emphasis for this research is oriented towards the tourism factor since it is one of the most visible and strongest aspects of a country brand, the fundamental reason is that capitalizing the potential of tourist destinations can be an essential component of nation tourism development in a long-term period. In many states, it receives considerable financial support from the government, being the main marketing tool nationwide. It is the industry that creates more jobs in the international arena, attracts large investments and leads to regional development (Pavel et al., 2015).

In relation to tourism, it is clear that the country-brand has a greater consideration and response capacity for it this activity has a great ability when it comes to attracting large flows of visitors who may feel motivated to know a country with a well-managed brand. It is said that a tourism destination brand includes the selection and strategic combination of brand elements to identify and distinguish a destination by creating positive images. These elements, similar to consumer products, are proposed to include terms, names, signs, logos, designs, symbols, slogans, colors, architecture, as well as inheritance, language, myths and legends. All of them have their contributions for the identification, differentiation and valuation of a tourist destination.

Tourism has become a global industry that has experienced a continuous increase to become one of the most important and fastest growing economic sectors in the world. For many developing countries, it is one of the main sources of income, creative force of employment and opportunities (Chen et al., 2011).

According to Mahika (2014), tourism plays a larger role in promoting the image and international perception of a country externally, as well as in the influence of complementary national policies. This range of influence and importance creates challenges to measure competitiveness in tourism. Understanding the competitiveness of countries in tourism is an important consideration for those responsible for policy making and an important challenge for professionals in the provision of evidence for decision making.

The tourist destination as a brand defines a symbolic construction that emphasizes the positive, memorable, unique, relevant and sustainable qualities of a destination. Therefore, the image of a tourist destination refers to a set of beliefs, ideas and impressions that a



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person has about a particular tourist complex. These perceptions and/or elements that lead to the development of a country, tourism, exports and direct investment (Pavel et al., 2015).

According to Giannopoulos et al. (2011) the tourism sector is one of the most tangible and manageable related to the concept of country-brand. Certainly building a brand-country differs in certain aspects of the construction of a destination brand, however, it can not be ignored that tourism, in general, occupies more points in common with the country-brand than any other aspect of international advertising (Kerr, 2006). But it is true that to achieve this premise, countries have to go a long way before they can prosper in the world market of tourists, investors, consumers, as well as in the respect and attention of the media (Giannopoulos et al., 2011).

The country-brand is of vital importance both nationally and internationally. The difference between a powerful country brand and a weak one translates into an impact on the attractiveness of a country to potential investors, including tourism, compromising public confidence and social unity (Pavel et al., 2015). For Fetscherin (2010) a high level of tourist arrivals indicates a strong country-brand. Countries that attract a significant number of tourists have a unique opportunity to transform them into loyal customers, thus becoming unofficial promoters of the country (Pavel et al., 2015). The countries have determined as essential the elaboration of a brand that is not limited to the mere description of the physical particularities of a territory but to the creation of experiences for its visitors (Hudson and Ritchie, 2009).

Kladou et al. (2014) assures that currently the international tourist market comprises a variety of destinations that offer alternative sales proposals to a large number of tourism segments. A single country can provide several tourism products (that is, different forms of tourism). Therefore, diversified portfolios of tourism products must be based on the advantages derived from the attributes of the country brand, in relation to natural assets, history, capabilities and culture of people, as well as infrastructure and facilities available (Balakrishnan, 2008).

According to Rojas-Méndez (2013), to recent dates no empirical study has focused on determining how many and which factors should be take into account as part of a tourism country brand. Similarly, Loo and Davies (2006) mention elements such as products and services, political actions, arts, popular culture, sports, media, architecture, etc. Iversen and Hem (2008) refer to language, skin color, music, art style, customs and religion; Kaplan et al. (2010) cite geography, attractions, natural resources, local products, characteristics of their people, institutions and infrastructures. Stokburger-Sauer (2011) considers factors such as territory, people, natural endowments, economic, political and cultural values.

As were set up by Ozretic-Dosen et al. (2018), academic literature in country brand supports the idea of the multidimensionality of the "nation as a destination" image construct. Even more, this literature backs up the idea that audieces and influential publics do not think in a country brand as an separated way, but as a complex and



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multidimensional construct. These dimensions and their interrelationships are which offer a very productive area to develop an approach that comprehensively represents the concept of the country brand and also the tourism country brand. Although the concepts mentioned by these authors clearly belong to the country-brand domain, this inventory is not yet complete (Rojas Méndez, 2013).

A considerable number of scales have been developed to be able to conveniently measure country brand concept, such as FutureBrand Country Brand Index (Futurebrand, 2005), or Anholt Gfk Roper Nation Brand Index (Anholt, 2005), considered some of the most relevant. The tourism factor has been taken into account in some of the built-country brand scales, such as that of Fetscherin (2010) or Rojas-Méndez (2013), sometimes with a greater or similar development of this variable than any presented in other scales in reference to it. But, to our best knowledge, a scale has not been created to measure the power of a country as a tourist destination, or what we would call the Country Tourism Brand.

## The Country as a Brand

The concept of a nation as a brand has been amply taken in the business and management literature with the name of country brand (O'Shaughnessy and O'Shaughnessy, 2000). De Chernatony (2006) sets up that places are being avowed as brands. Anholt (2003; 2005) mantains that nations are brands or, at least, act like such if we consider the impact that these brands have on customer perceptions, decisions and behaviours.

O'Shaughnessy and O'Shaughnessy (2000) are more precautious and cautionary about this issue because they defend the idea that s country is not a product or a service and the nation image is much more complex. On the contrary, Olins (2002) recognizes that some authors have respond stearnly to the conceptualization of the country as a brand, although he concludes by saying that this adverse attitude is not toward the concept itself, but toward the word "brand".

For Rojas-Méndez (2013) during the last years academics and management decision makers have changed their focus from corporate brands and commercial brands (Aaker, 2012, De Chernatony, 1999, Harris and De Chernatony, 2001, Hatch and Schultz, 2003) towards a more recent approach that focuses on national brands (D'Astous and Boujbel, 2007, Dinnie, 2008, Rojas-Méndez et al., 2013).

In reference to the various tries to equate the country brand with goods or services and corporate brands. Anholt (2016) sets up that "like corporate brands, the country brand evokes certain values, skills and emotional triggers in the minds of consumers in relation to any product from that country". In addition, the author defend that brands such as companies operate as umbrella brands including the great variety of destinations and products that belongs the own nation. Dinnie (2008) identifies the diversity of agents and of course the complexity and multiple dimensions of the entity itself (company/nation) as the analogy between the corporate brand and the nation.



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For Rojas-Méndez (2013), the mutual attributes between companies and nations seem to be very clear: companies have symbols, logos, slogans, culture, and employees, while countries have flags, languages, culture, and citizens, respectively. This carries on the idea that the country brand has a multidimensional conception, as well as various interactions between the the set of influential publics and steakholders (Hankinson, 2004, Trueman et al., 2004). As we set up before, compared to corporate or commercial brands, the country brand is more complex (Olins, 2004, Davidson, 2006), involves many publics and stakeholders (Kavaratzis, 2005, Davidson, 2006), its image is not directly managed by marketing staff but by destinations planners (Papadopoulos and Heslop, 2002, 2003) and call for much more liaison (Olins, 2004).

Despite the fact that countries are much more complex than a company, a country can aim to get a higher financial performance (such as increase exports of products from the country, draw on more tourists outside and inside, improve foreign direct investments, etc.) by managing their real and aspirational senews (natural, culture, amusing, history, society, etc.) in a drain way. The results of the country brand can positively countervail the countries, since they can get an image that highlight in a competitive global market (Rojas-Méndez, 2013). When compared the product brand and the corporate brand, the country-brand value refers to the uncorporeal attibutes of a nation (Fan, 2006) or to the affect values that comes from the customers' evaluation of the country as a brand (Maheswaran and Chen 2006; Shimp et al., 1993).

However, according to Şentürk & Kartal (2018) cognitive and affective component effect buying intention both directly and indirectly through product image, but the effect of affective image on buying intention is relatively weak. In this order of ideas, it could also be inferred that the country brand will be influenced by affective and cognitive components, But we do not know if, in this case, also the affective component will be less influential or weaker than the cognitive component. It could be observed in later studies.

## Millenials like Travellers

Millennials are the generation called also Y or the Net Generation and its demographic cohort follows directly the X Generation. The concept millennials is oftenly respected to put on individuals who get adulthood around the turn of the 21st century. They are in the generation who grew up in an electronics-field, increasingly online, socially networked world and has received the most companies attention (Rouse, 2018).

The childhood of this cluster has passed in a time of economic expansion, with which the economic situation has been more or less favorable. The global crisis of 2007 (especially in Europe and the US) has hit them during their adolescence and youth. They were accustomed to abundance and have seen how the situation and their future has become complicated in just a few years.

In reference to the young segment and according to the Report called "The Power of Youth Travel" conducted by World Tourism Organization and WISE Travel Confederation in



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2016, the total market value of youth tourism was in 2009 at figures that reached 190 billion dollars, in 2014, however, it had increased to 286 billion dollars. Under this premise, the predictions for the growth of global tourism in 2020 are very favorable and positive, are close to the 370 million young tourists, who reported a total expenditure of about 400 billion dollars. Then it is worth noting the enormous importance of this group and its impact on tourism and the global economy (UNWTO, 2016).

Although it is true that this segment usually has a more limited financial capacity - a high percentage of trips are financed by family and friends - in exchange they enjoy more free time than other age segments, which translates into an increase in destination time. Because young tourists opt for longer stays compared to most tourists, young people spend up to two thirds more on average than a normal tourist (UNWTO, 2016).



Figure 1: Youth Tourist Global Expense

Another characteristic of this group is the tendency to travel often for professional or academic reasons, student travel is being recognized as an increasingly important economic engine, the mobile and flexible workforce of young travelers is becoming almost irreplaceable in some parts of the world.

Also, the general picture is that youth markets tend to be less volatile than the tourism market as a whole, the World Tourism Organization (2016) indicates that, although the youth sector was affected by the crisis in the years 2009- In 2010, it had generally decreased less and recovered faster than traditional tourism. Research by UNWTO (2016) indicated that total value of international youth travel market was almost USD 190 billion in 2009. By 2014 this figure had risen risen to USD 286 billion (Figure 1).

## **Research Objectives**

In this paper we try to find out which are the main drivers that moves the millennial segment when it evaluates a country as a tourist destination. As we have mentioned above, we rely on the country as a destination that shapes a tourism brand. Country Brand has a multidimensional nature (Hankinson, 2004, Trueman et al., 2004) as well as the Country Tourism Brand. Tourist will consider the elements that make up the brand image when

Source: The Power of Youth Travel (UNWTO, 2016)



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assessing that brand as a tourist destination. In our case, we are interested in knowing what factors are the ones that move the millennial segment when evaluating a country as a tourist destination. Therefore, we establish a series of research objectives:

- a) Investigate which are the main elements that build up the construct brand tourism country starting from the country brand construct, widely studied in literature.
- b) Carry out an exhaustive inventory of the factors that can be considered as influential in the construction of the country's brand as a tourist destination.
- c) Figure out which are the elements that most significantly move the millennial segment in its evaluation of a tourist destination as a brand.
- d) Extract the underlying factors that are below the selected elements that move the millennial segment.
- e) And finally, analyse the importance of each underlying drivers for the millennial segment.

## Methodology

The methodology of this work is mixed. In the first place, through the documentary analysis of the academic literature on the country brand as a tourist destination, an exhaustive inventory is made of the main elements that can move people when evaluating a country as a tourist destination. A total of 73 elements were selected.

These elements were the basis of a structured questionnaire that was constructed for the second part of the research, which was eminently quantitative. The method used was self-reporting interviews through questionnaires collected from a sample of millenials in a personal way. Young people who agreed to participate were encouraged to fill out the questionnaire in front of an interviewer who was solving any doubts.

### **Empirical Research Goal**

The main goal of the empirical research was to extract the underlying factors that influences the evaluation of a country as a tourism destination by the sample of millennials selected. For this purpose, the principal component factor analysis method was used using the SPSS vs22 software.

### Sample and Data Collection

The questionnaire was completed by a total of 465 participants. According to Hair et al., (2010) the minimum size of the sample to be able to use the factorial analysis must be higher than 5 cases per item. In our case, we use 73 items, then 365 cases were enough but 465 responses were gathered, so the requirements demanded in this aspect are properly fulfilled.



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Table 1. Technique Samphing	5 cneet
Population	Men and women between 18 and 30 years old
Sample selection	Non-probabilistic convenience sampling
Data collection	Personal self-reporting with 8 classification questions and 73 structured questions in a 7 point Likert scale.
Population Size	Infinite (more than 100.000 population elements).
Sample Size	465
Country	Spain
Sample Error	±4,64%
Sampling conditions	P =Q =50
Confidence level	95,46%
Research Date	January, 2017

Table 1: Technique Sampling Cheet

### Source: Own elaboration

## FINDINGS AND RESULTS

The data collected in the questionnaire are subjected to a classic strategic statistical type. We begin by observing univariably each of the items that make up the interview with its mean and standard deviation as we can see in table 2. This analysis allows to see the variables that have been scored in a higher position and therefore are the main elements that millennials take into account when assessing a country as a tourist brand. It also permit to observe the standard deviation of each variable.

However, this univariate analysis is limited, so we proceed to perform a principal components factorial analysis that will allow discover the underlying factors, and therefore decision drivers than move millennials when they evaluate a country as a tourist destination. Specifically, we find a solution in which 11 factors explain more than 65% of the explained variance (see table 3), which presents good fit of the factorial analysis and, therefore, is the chosen solution (see table 4).

The top ten of the elements evaluated are related to safety (items 9, 53, 11 and 10), respect for human rights (items 37 and 39), natural beauty (item 16) and convenience (items 44 and 43). The level of standard deviation is very homogeneous although it decreases in the lower punctuations.

A principal componentes factorial analysis was performed, after carrying out the purification of the variables and keeping those that exceed a commonality value higher than 0.6 (Hair et al., 2010), a 11 underlying factors solution that offers is founded what reveals the drivers that guide the evaluation of the millenials. This solution has a very good adjustment (see table 4) with a Kaiser-Meyer-Olkin measure of sampling adequacy near to



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0,94 and a Bartlett's sphericity test with a maximum level of significance. Also a varimax rotation of components was conducted (see table 5). The factors found are the following (explained variance in parentheses):

- 1. Economic strength (16,6%).
- 2. Respect for human rights, legal framework and political stability (9,27%).
- 3. Accessibility and services (6,46%).
- 4. Possibility of practicing sports and adventure activities (6,08%).
- 5. Safety (5,66%).
- 6. Cultural heritage (5,23%).
- 7. Variety of places to visit (4,09%).
- 8. Good prices (3,72).
- 9. Possibility of carrying out leisure activities and events (3,22%).
- 10. Experience and people (2,97%).
- 11. Weather (2,42%).

### CONCLUSIONS

First, we can say that the country as a tourist destination is configured as a multidimensional construct composed of a large number of elements that can be combined, with a high level of adjustment, in a set of underlying factors that determine the main drivers of tourists when they evaluate the country as a destination. In this way, and bearing in mind that a brand is a set of tangible and intangible attributes that are associated with a certain element (Aaker, 2012), we can refer of the country as a tourist brand.



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8.8 a accountry that is not or is likely to be at war, revolution, revolt	Item	Average	Standard desviation
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93. The country has respect for women and their rights         5.7           1. Be a country with no possibility of contagion of diseases (malaria, yellow fever, Ebola)         5.7           1. Be a country with no possibility of contagion of diseases (malaria, yellow fever, Ebola)         5.7           1. Be a country with no possibility of contagion of diseases (malaria, yellow fever, Ebola)         5.7           1. Be a country with no possibility of contagion of diseases (malaria, yellow fever, Ebola)         5.6           1. Be a country with no possibility of contagion of diseases (malaria, yellow fever, Ebola)         5.6           1. Be a country with sever ware nature to terrorian.         5.6           1. The country disease respect for minotities of any kind (ethnic, cultural, sexual tendencies).         5.6           1. The country disease respect for minotities of any kind (ethnic, cultural, sexual tendencies).         5.6           1. The country disease a good accommodiation (hotels, resorts, campates)         5.6           1. The country disease of the and country is ofth and interest (brain, contage)         5.6           1. The country disease of the and country is not and interest (brain, country, is ofth and interest of the another the angle of that country is ofth and interest of the another the angle of the country is not and interest of the another the angle of the country is interesting flantacountry is interestin	37. The country respects the human rights of citizens and visitors		1,241
33. Have a good layed of contagion of diseases (malaria, yellow fever, Ebola)     5.76     1.       14. Be a courtry twine hop possibility of contagion of diseases (malaria, yellow fever, Ebola)     5.76     1.       15. Be a well communicate and confinctible courty to reach it (lights, trains, roads).     5.73     1.       10. Be a courtry that does not have or may have events related to terrorism.     5.68     1.       10. The courtry has breach may have events related to terrorism.     5.68     1.       10. The courtry that breach may have events related to terrorism.     5.60     1.       10. The courtry that breach may have events related to terrorism.     5.60     1.       10. The courtry that respect to the move internally through the courtry.     5.86     1.       11. The courtry that apport abunch the nove internally through the courtry.     5.86     1.       12. The column's through the town to the have a good accommodation (hotels, tesorts, campates)     5.66     1.       13. The courtry is and cod services in general     5.64     1.       14. Have good ad managehere i good accommodation (hotels, tesorts, campates)     5.66     1.       15. The courtry is angeed of that courtry is inchand interesting.     5.64     1.       16. Have a good dependent and observices in good accommodation (hotels, tesorts, campates)     5.64     1.       16. Have a good dependent and costary is and interesting.     5.64	16. The country has a great natural beauty (landscapes, forests, mountains)	6,01	1,103
11. Be a courty whith no possibility of contagion of diseases (malaria, yellow fever, Ebola)       5.75       1.         13. Be a well communicated and confortable courty to reach 11 (flight, trains, coade).       5.76       5.76         13. Be a well communicated and confortable courty to reach 11 (flight, trains, coade).       5.76       6.78         16. The courty has freedom of expression       6.86       1.         17. Be a courty flast freedom of expression       6.86       1.         18. The courty has treeped to minorities of any kind (ethnic: cultural, sexual tendencies).       5.86       1.         18. The courty has appond price tend may kind (ethnic: cultural, sexual tendencies).       5.86       1.         19. The courty in a good pastome internally through the courty.       5.86       1.         19. The courty in a good pastome internally through the courty.       5.86       1.         19. The courty in general of that courty in cit nad ritheresting.       5.85       1.         19. Have good hand varied restaurants and tood services in general       5.47       1.         19. Have good and varied restaurants and tood services in general       5.47       1.         19. Have kowy and transpheric place or vary type d'audience.       5.47       1.         19. The courty is interesting (language, music, folklore, customs and traditions).       5.28       1.	39. The country has respect for women and their rights	5,97	1,35
44. Be a country to which you can travel at alfordable prices.       5.75       1.         10. Be a country that close not have or may have events related to terrorism.       5.58       5.         10. The country allows me to enjoy good beaches.       5.68       5.         10. The country allows me to enjoy good beaches.       5.68       5.         10. The country allows me to enjoy good beaches.       5.66       5.         11. The country allows me to enjoy good beaches.       5.60       5.         12. The country allows me to enjoy good beaches.       5.60       5.         13. The country have a good chair function of any kind (ethnic, cultural, sexual tendencies).       5.67       1.         14. The country have a good chair function of any kind (ethnic, cultural, sexual tendencies).       5.67       1.         15. The country have a good chair function of the allows me to have interesting       5.67       1.         15. The country have a good chair function of the allows me to have interesting       5.63       1.         16. Have agood function of the allows me to have interesting       5.63       1.         16. Have agood function of the allows me to nave interesting interest.       5.61       1.         17. Have agood function of the allows me to nave interesting interest.       5.61       1.         18. Have good funcha legal of that accuruty in teresting inter	53. Have a good level of citizen security.		1,218
33. Be a veil communicated and controlable country to reach it fights, trains, reads)			1,489
10. Be a country that does not have or may have events related to lerrorism.       6.68       1.5.         10. The country abstreedon of expression       5.63       1.         10. The country abstreedon of expression       5.63       1.         10. The country abstreedon of expression       5.66       1.         11. The country abstreedon of expression       5.66       1.         12. The country abstreedon the event for me.       5.67       1.         13. The country abstreedon the event for me.       5.67       1.         15. Processes a good transport network to move internally through the country.       5.67       1.         17. Years a good hold offer that allows me to have a good accommodation (hotels, resorts, campales)       5.66       1.         10. The country abstree and abstree and the lengt framework.       5.67       1.         11. The country is respectiful with he lengt framework.       5.61       1.         12. Bar owner by and atmspression framework.       5.61       1.         13. Heave sequent with the relation of the evenomem.       5.33       1.         14. The intargible framework.       5.61       1.         15. The outurn barbor patient sequent with respect for minicol (quayage, max, clokee, cutors and traditions).       5.28       1.         15. The outurn barbor patient setup of that country heve w		,	1,189
86. The country has freedom of expression         6.68         1.           97. The country allows me to enloy good beaches.         6.68         1.           98. The country lates price level for me.         5.68         1.           98. The country has respect for minorities of any kind (ethnic, cultural, sexual tendencies).         5.58         1.           97. The country has a good geatronomy         5.58         1.           97. Have a good beal first allows me to have a good accommodation (hotels, resorts, campsites)         5.56         1.           97. Have a good heid offer that allows me to have a good accommodation (hotels, resorts, campsites)         5.56         1.           97. Have a good heid offer that allows me to have a good accommodation (hotels, resorts, campsites)         5.56         1.           97. Have a good heid offer that allows in good accommodation (hotels, resorts, campsites)         5.61         1.           98. Have good and antime allows and to down and to down and the second at the second accommodation (hotels, resorts, campsites)         5.63         1.           98. Have good and antime allows and to down and to down and the second at the secon			1,239
5. Offer a levely attrosphere open to viators.         5.62         1.           9. The courty allows me to enjoy good beaches.         5.6         1.           84. Have an adequate price level for me.         5.6         1.           85. The courty have respect for innomises of any kind (effinic, cultural, sexual tendencies).         5.58         1.           15. The courty have a good gation retwork to move internally through the country.         5.57         7.           17. Have a good and periad of that country is ich and interesting.         5.55         1.           18. Have good and atmospheric places or any type of audience.         5.47         1.           19. Have level and atmospheric places or any type of audience.         5.37         1.           10. The courty is diverse to viat rigging clies of interest (Paris, Rome, New York)         5.28         1.           10. The courty all set and anospheric places or any type of audience.         5.28         1.           11. The courty is instreating (Inguage, music, folkore, cuotons and traditions)         5.28         1.           13. The cultural benifting of that country (Instreating and the set of that country (Instreating and the set of that country in transmitter (Inguage, music, folkore, cuotons and traditions)         5.28         1.           14. The intransphe henifting of that country (Instreating anospheric, nuclear pollutis)         5.11         1.     <	· · ·		1,516 1,448
80. The country allows me to enjoy good beaches.       5,6       6,1         81. The country has respect for minorities of any kind (ethnic, cultural, sexual tendencies).       5,58       5,59         15. The country has a good gastronomy       5,58       1,         17. Have a good foot for final diverse me to have a good accommodation (hotels, resorts, campsites)       5,55       1,         18. The country has a good gastronomy       5,56       1,         17. Have a good foot of final country is rin and interesting.       5,56       1,         12. The culture in general of that country is rin and interesting.       5,54       1,         13. Have good and wrine for the and interesting.       5,41       1,         14. Have a good telecommunications network that allows me to be connected by phone and internet.       5,41       1,         14. The country is respectiful with the environment.       5,35       1,         15. The country has been may of the motion results (longuage, music, foldore, custors and traditions).       6,28       1,         15. The country has an yher of climites (longuage, music, foldore, custors and traditions).       6,22       1,         16. The country has a longuage music, foldore, custors and traditions).       5,28       1,         16. The country has a longuage music, foldore, custors and traditions).       5,22       1,			1,147
34. Have an adequate price level for me.         5.6         11.           35. The courty has respect or minimities of any kind (ethnic, cultural, sexual tendencies).         5.58         11.           15. Possess a good transport network to move internally through the courty.         5.57         1           15. The courty has a good gatomorpy         5.57         1           17. Have a good hotel offer that allows me to have a good accommodation (hotes, resorts, campeltes)         5.56         11.           16. Have a good tarainsport previous is in general         5.54         1.           16. Have a good tarainsport previous is no sene to be connected by phone and internet.         5.47         1.           17. He courty is respectiful with the environment.         5.31         1.         1.         5.28         1.           16. Have a good hearting and transport itele of interest (Paris, Rome, New York)         5.28         1.         1.           17. The courty is adenting and togoing systems.         5.28         1.         1.           17. The courty is adenting and togoing systems.         5.28         1.         1.           17. The courty is adenting an togoing anon soft torist interest and / or patrimonial.         5.11         1.           17. The courty is a stape of chreat suble to my tastes (tropical, warm, cold)         5.1         1.           <			1,471
B3. The country has respect for minorities of any kind (ethnic, cultural, sexual tendencies).         5.56         11.           15. Orescultry has a good gastronomy         5.56         11.           17. Have a good theol feft trait allows me to have a good accommodation (hotels, resorts, campelse)         5.56         11.           18. Have good and varied restaurants and food services in general         5.54         11.           18. Have good and varied restaurants and food services in general         5.54         11.           18. Have good and varied restaurants and food services in general         5.47         11.           19. Have investig and atmospheric places for any type of audience.         5.37         11.           10. The country is respectiful with the environment.         5.33         11.           10. The country is respectiful with the environment.         5.28         11.           11. The intrapidie herings of that country is interesting (linguiage, music, folklore, customs and traditions).         5.28         15.           12. Have agood herith and hospital system.         5.26         11.         15.           13. The cutural herings of that country is mersening (linguiage, music, folklore, customs and traditions).         5.28         11.           14. The intrapidities of that country have a welcoming classates fingh atmospheric, nuclear pollution).         5.14         11.			1,288
15. Possess a good transport network to move internally through the country.       5.68       17.         15. The courty has a good gatomorry       5.57       17.         17. Have a good hotel offer that allows me to have a good accommodation (hotels, resorts, campaites)       5.56       17.         18. Have good and varied resumants and food services in general       5.54       17.         18. Have good and amongsher places for any type of audience.       5.37       17.         19. Have levely and amongsher places for any type of audience.       5.37       17.         10. The country allows me to visit more oities of interest (Paris, Rome, New York)       5.28       17.         11. The country indential system.       5.28       17.         12. Have a good health and hospital system.       5.28       17.         13. The cultural health and hospital system.       5.28       17.         14. The intangible heritage of that country (interest) (Paris, Rome, New York)       5.28       17.         15. The country has a niteresting history       5.24       17.         16. The country has a hype of climate suitable tory tastes (tropical, warm, cold)       5.16       17.         17. The country has a hype of climate suitable or y tastes (tropical, warm, cold)       5.10       17.         17. The country has a hype climate suitable tory tastes (tropical, warm, cold	38. The country has respect for minorities of any kind (ethnic, cultural, sexual tendencies).		1,434
17. Have a good hotel offer that allows me to have a good accommodation (hotels, resorts, campates)         5.56         1.           12. The culture in general of that country is inch and interesting.         5.57         1.           18. Have good and varied restaurants and food services in general         5.54         1.           16. Have a good the decommunications network that allows me to be connected by phone and Internet.         5.47         1.           17. How lowed and atmospheric places for any type of audience.         5.37         1.           19. Have levely and atmospheric places for any type of audience.         5.37         1.           10. The country lowes net visit interesting (language, music, foktore, customs and traditions).         5.28         1.           14. The intangible heritage of that country in interesting (language, music, foktore, customs and traditions).         5.28         1.           15. The country has a ninteresting history         5.24         1.         1.           16. The country has a hype of dimense suitable to my tastes (tropical, warm, cold)         5.14         1.           17. The country has a hype of dimense of new yet sets (tropical, warm, cold)         5.51         1.           17. The country has a hype of dimense of new yet sets (tropical, warm, cold)         5.51         1.           17. The country has a hype of dimense of new yet setsets         5.49 <td< td=""><td>45. Possess a good transport network to move internally through the country.</td><td>5,58</td><td>1,285</td></td<>	45. Possess a good transport network to move internally through the country.	5,58	1,285
12. The culture in general of hat country is rich and interesting.         5,55         1,           18. Have good and varied restaurusts and food services in general         5,54         1,           18. Have good and varied restaurusts and food services in general         5,47         1,           19. Have lively and atmospheric places for any type of audience.         5,37         1,           10. The country is respectful with the environment.         5,31         1,           11. The country is respectful with the environment.         5,28         1,           12. The country fine environment.         5,28         1,           13. The cultural hereinge of that country (inserseming (anguage, music, folkore, custors and traditions).         5,28         1,           14. The intangible herings of that country (museum, monuments, architecture, art) is of great interest.         5,26         1,           15. The country has an interesting history         5,14         1,         1,           17. The country has an interesting history         5,11         1,         1,           16. Be a country what is not in danger of environmental or energy disasters (high atmosphetic, nuclear pollution)         5,03         1,           16. Be a country what is not in danger of environmental or energy disasters (high atmosphetic, nuclear pollution)         5,03         1,           17. How country have a sub	15. The country has a good gastronomy		1,33
18. Have good and varied restaurants and tood services in general         5.54         1.           19. Have good delecommunications metwork that allows me to be connected by phone and Internet.         5.47         1.           11. The country is respectlu with the environment.         5.37         1.           10. The country and atmospheric places for any type of adulence.         5.37         1.           11. The country is respectlu with the environment.         5.28         1.           12. The country allows me to visit inger cliss of interest (Paris, Rome, New York)         5.28         1.           13. The country interest interest interest (anguage, music, folkiore, customs and traditions)         5.28         1.           13. The country allows me to visit places or towns of tourist interest and / or patrimonial.         5.24         1.           14. The country allows me to visit places or towns of tourist interest and / or patrimonial.         5.11         1.           15. The country has a type of climate suble on y tastes (tropical, warm, cod)         5.03         1.         1.           16. Have a allows that is out thy personality.         4.96         1.         1.         1.         1.         1.         1.         1.         1.         1.         1.         1.         1.         1.         1.         1.         1.         1.         1.         <	47. Have a good hotel offer that allows me to have a good accommodation (hotels, resorts, campsites)		1,298
16. Have a good letecommunications network that allows me to be connected by phone and Internet.         5.47         1,           19. Have invely and atmospheric places for any type of audience.         5.37         1,           10. The country is respectful with the environment.         5.31         1,           10. The country is respectful with the environment.         5.29         1,           11. The country is respectful with the environment.         5.28         1,           12. Have a good health and hospital system.         5.28         1,           13. The cultural healings of that country (incressing (language, music, folkiere, customs and traditions).         5.28         1,           13. The cultural healings of that country (incressing (language, music, folkiere, customs and traditions).         5.28         1,           14. The towartry has a pipe of dimeted stational diverse of towarts of towarts interest and / or patrimonial.         5.21         1,           14. The country has a pipe of dimeted stational diverse of towarts of towarts interest (main, 2).         5.14         1,           15. The inhibititities of that country have a welcoming divatation divation divational div			1,288
12. Be a country with a legal and stable legal framework.       5.41       1.         19. Howe levely and atmospheric places for any prop of adulence.       5.37       1.         10. The country is respectful with the environment.       5.3       1.         10. The country places the oxist indirects (Paris, Rome, New York)       5.28       1.         11. The country places are to visit indirects (Paris, Rome, New York)       5.28       1.         12. The country places are to visit places or towns of tourist interest and / or patrimonial.       5.28       1.         13. The country has a nitreresting history       5.14       1.			1,341
19. Heve lively and atmospheric places for any type of audience.         5.37         1.           11. The country lives prespective with the environment.         5.3         1.           20. The country allows me to visit major cites of interest (Paris, Rome, New York)         5.28         1.           12. Have a good health and hospital system.         5.28         1.           13. The cultural heritage of that country is interesting (language, music, folklore, customs and traditions).         5.28         1.           13. The cultural heritage of that country (mesums, monuments, architecture, art) is of great interest.         5.24         1.           14. The country has a political stability         5.22         1.         1.           15. The country has a syste of cimenals.         5.17         1.         1.           16. The country has a syste of cimenals or norgy disasters (high hatmospheric, nuclear pollution)         5.13         1.           16. Be a country what is not in danger of environmental or energy disasters (high hatmospheric, nuclear pollution)         5.03         2.           17. Have a currency with good parest for mean         4.94         1.         3.         3.         3.         3.           18. Be a country with a good level of cleanliness in its streets.         4.94         1.         3.         3.         3.         3.         3. <td< td=""><td></td><td></td><td>1,474</td></td<>			1,474
11. The country is respectful with the environment.       6.3       1.         20. The country allows me to visit imparcials of interest (Paris, Rome, New York)       5.28       1.         14. The intengible heritage of that country is interesting (language, music, folklore, customs and traditions).       5.28       1.         13. The cultural heritage of that country (missums, monuments, architecture, art) is of great interest.       5.26       1.         13. The cultural heritage of that country (missums, monuments, architecture, art) is of great interest.       5.22       1.         14. The country has political stability       5.22       1.       1.         17. The country has a hipteresting history       5.11       1.       1.         17. The country has a lyne of climate suitable to my tastes (tropical, warn, cold)       5.11       1.         18. Be a country with a good lengt of environmental or energy disasters (high atmospherc, nuclear pollution)       4.98       1.         19. Have a listory with a good lengt of cleanliness in its streets.       4.94       1.         19. Have a used on firms.       4.94       1.         19. Have good infrastructures       4.94       1.         19. Have good infrastructures       4.94       1.         19. Have good infrastructures to rome.       4.94       1.         19. Have good infrastructur			1,367 1,313
20. The country allows me to visit major cities of interest (Paris, Rome, New York)         5.28         1,           14. The intragible heritage of that country is interesting (language, music, folkiore, customs and traditions).         5.28         1,           12. Have a good health and hospital system.         5.28         1,           13. The cultural heritage of that country (museums, monuments, architecture, atr) is of great interest.         5.26         1,           10. The country has political stability         5.24         1,         5.74         1,           17. The country has an interesting history         5.14         1,         1,           17. The country has a type of citines evaluate or my tastes (tropical, warm, coid)         5.11         1,           18. The inhabitants of that country have a welcoming character.         5.11         1,           18. Be a country with a good level of cleanliness in its strests.         4.94         1,           19. Have a currency with good pares for monitories.         4.94         1,           19. Have acurency with good pares for monitories.         4.94         1,           19. Have acurency with good pares for monitories.         4.94         1,           19. Have acurency with good pares for monitories.         4.94         1,           11. The country have as a lot of possibilities for nightlife.         4.94			1,313
14. The intanglibe heritage of that country is interesting (anguage, music, folklore, customs and traditions).         5.28         1,           13. The cultural heritage of that country (museums, monuments, architecture, art) is of great interest.         5.24         1,           13. The country has political stability         5.22         1,           17. The country has an interesting history         5.14         1,           17. The country has a interesting inflory         5,14         1,           17. The country has a political stability         5,14         1,           17. The country has a political stability of have a velocimic polaracter.         5,11         1,           17. The country has a political stability of have a velocimic polaracter.         5,11         1,           18. Be a country with a good leavel of cleantiness in its streets.         4,94         1,           19. Be a country with a good leavel of cleantiness in its streets.         4,94         1,           19. Be a country with a good leavel of cleantines for nightlife.         4,94         1,           19. Have a list streets.         4,94         1,           19. Have an adequate level of taxes for me.         4,97         1,           19. Have an adequate level of taxes for me.         4,96         1,           19. That the people of my envinonment have necen named World Heritage Sites (The			1,477
22         Have a good health and hospital system.         5.28         1,           33         The coultry protects animals.         5.24         1,           40. The country protects animals.         5.24         1,           55. The country has policial stability         5.22         1,           17. The country has a niteresting history         5.14         1,           17. The country has a singe of climate suitable to my tastes (tropical, warm, cold)         5,11         1,           17. The country has a point climate suitable to my tastes (tropical, warm, cold)         5,13         1,           17. The country has a niteresting history         5,14         1,           17. The country has a point climate suitable to my tastes (tropical, warm, cold)         5,03         7           18. Be a country with a good level of cleaniness in its streets.         4,94         1,           18. The a country with a good level of cleaniness in its streets.         4,94         1,           19. Have a adequate level of taxes for me.         4,94         1,           14. That the people of my environment have recommended me the visit to that country         4,79         1,           18. The country have and adquate level of taxes for me.         4,66         1,           19. The country with resting and noringoblitic for nightiffle.         4,67	14. The intangible heritage of that country is interesting (language, music, folklore, customs and traditions).		1,313
10. The country protects animals.       5.24       1,         15. The country has political stability       5.22       1,         17. The country has an interesting history       5,14       1,         17. The country has an interesting history       5,14       1,         17. The country has an interesting history       5,11       1,         17. The country has an interesting history       5,11       1,         17. The country has an interesting of environmental or energy disasters (high atmospheric, nuclear pollution)       5,03         17. Have a currency with god pare of environmental or energy disasters (high atmospheric, nuclear pollution)       4,98       1,         17. Have a currency with god parity to the change with respect to mine.       4,97       1,         18. The country hare an interesting fusitor       4,94       1,         19. Have a currency with god parity to the change with respect to mine.       4,94       1,         19. The country hare an adequate level of taxes for me.       4,94       1,         19. The country with an adequate level of taxes for me.       4,94       1,         10. The country with pressign and good reputation.       4,76       1,         18. The country with resting and good reputation.       4,76       1,         19. The country with insthy an anitaresting flating concease for animals, cos,	52. Have a good health and hospital system.		1,484
15. The country has political stability         5.22         1,           21. The country has an interesting history         5.17         1,           7. The country has a number of the stable to my tastes (tropical, warm, cold)         5.1         4,           7. The country has a number of the stable to my tastes (tropical, warm, cold)         5.1         4,           7. The country has a type of climate suitable to my tastes (tropical, warm, cold)         5.1         4,           7. The visualities of that country have a velocining character.         5.1         4,           8. Be a country with a good barity to the change with respect to mine.         4.98         1,           7. Have a currency with good parity to the change with respect to mine.         4.94         1,           3. Have good infrastructures         4.94         1,           5. The country offers me a lot of possibilities for nightlife.         4.94         1,           6. That the people of my environment have recommended me the visit to that country         4.79         1,           7. The country with the good parity to the change with visit for that country.         4.78         1,           7. The the people of my environment have recommended me the visit to that country.         4.78         1,           8. The country with the good barity to daventure divisit for the altapeotic treanis strunctans, strunctans, strunctans, strunctans, stru	13. The cultural heritage of that country (museums, monuments, architecture, art) is of great interest.	5,26	1,374
21. The country allows me to visit places or towns of tourist interest and / or patrimonial.       6,17       1.         17. The country has an interesting history       5,14       1.         17. The country has a type of climate suitable to my tastes (tropical, warm, cold)       5,1       1.         18. The inhabitants of that country have a welcorning character.       5,1       1.         19. Bave and type to its in ont indegor of environmental or energy disasters (high atmospheric, nuclear pollution)       4,98       1.         19. Have a unrency with good parity to the change with respect to mine.       4,97       1.         19. Have a currency with good parity to the change with respect to mine.       4,94       1.         31. Have a querency with good parity to the change with respect to mine.       4,97       1.         19. Have a nate good infrastructures       4,94       1.         20. The country differs me a lot of possibilities for nightlife.       4,91       1.         21. The country thas many places that have been named World Heritage Sites (The Ahambra, Machu Pichu).       4,79       1.         21. The country with restige and good reputation.       4,67       1.       1.         22. The country with restige and good reputation.       4,67       1.       1.         23. In this country there are special events that are worth visiting (such as the Rio Carnival, the Oktoberfest	40. The country protects animals.	5,24	1,647
17. The country has an interesting history       5.14       1.         1. The country has a type of climate suitable to my tastes (tropical, warm, cold)       5.1       1.         1. The inhabitants of hat country have a welcoming character.       5.1       1.         3. Be a country that is not in danger of environmental or energy disasters (high atmospheric, nuclear pollution)       5.03       -         3. Have a direstly that gos on the my personality.       4.98       1.       -         3. Have a courtency with a good level of cleaniness in its streets.       4.94       1.         3. Have good infrastructures       4.94       1.         5. The country offers me a lot of possibilities for nightife.       4.94       1.         5. Have an adequate level of taxes for me.       4.86       1.         4. That the people of my environment have recommended me the visit to that country       4.79       1.         4. That the people of my environment have recommended me thritage Sites (The Alhambra, Machu Pichu).       4.79       1.         5. The country uith prestige and good reputation.       4.78       1.       1.         7. The country glows me teo possibility of adventure tourism (rafting, canceing, etc)       4.6       1.       1.         3. In tha country draver are special events that are worth visiting (such as the Rio Carnival, the Oktoberfest Festivals, the sequate the visit	35. The country has political stability	5,22	1,502
1. The country has a type of climate suitable to my tastes (tropical, warm, cold)       5,1       1,1         3. The inhabitants of that country have a welcoming character.       5,1       1,1         3. Be a country that is not in danger of environmental or energy disasters (high atmospheric, nuclear pollution)       5,03         5. Have a a lifestyle that goes with my personality.       4,98       1,         7. Have a currency with good parity to the change with respect to mine.       4,94       1,         13. Have good infrastructures       4,94       1,         25. The country offers me a lot of possibilities for nightlife.       4,94       1,         26. The country with agood level of cleaniness in its streets.       4,94       1,         27. The country has many places that have been named World Heritage Sites (The Alhambra, Machu Pichu).       4,79       1,         28. Be a country with prestige and good reputation.       4,78       1,       1,         29. The country allows me to enjoy a varied and interesting fauna (protected areas for animals, zoos, etc.).       4,61       1,         20. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4,58       1,         31. In that country on perform ecological activities related to nature and / or rural tourism)       4,57       1,         21. A that country with presties and areas to go shopping tourism)	21. The country allows me to visit places or towns of tourist interest and / or patrimonial.		1,385
5. The inhabitants of that country have a welcoming character.       5.1       1.         3. Be a country that is not in danger of environmental or energy disasters (high atmospheric, nuclear pollution)       5.03         0. Have a lifestyle that goes with my personality.       4.98       1.         7. Have a currency with good parity to the change with respect to mine.       4.97       1.         13. Have a poor firth structures       4.94       1.         33. Have good infrastructures       4.94       1.         5. Have an adequate level of taes for me.       4.86       1.         1. That the people of my environment have recommended me the visit to that country       4.79       1.         1. The the people of my environment have recommended me the visit to that country.       4.79       1.         2. The country with good oreputation.       4.78       1.         3. The country with interestinge and good reputation.       4.67       1.         3. The country allows me to enjog a varied and interesting fauna (protected areas for animals, zoos, etc.).       4.68       1.         3. In this country can perform ecological activities related to nature and / or rural tourism       4.58       1.         3. In this country dres me the possibility of adventure tourism (rafting, canceing, etc)       4.54       1.         3. In thacountry can perform ecological activities related to n	17. The country has an interesting history		1,491
3. Be a country that is not in danger of environmental or energy disasters (high atmospheric, nuclear pollution)       5.03         30. Have a lifestyle that goes with my personality.       4.98       1.         7. Have a currency with good parity to the change with respect to mine.       4.97       1.         7. Have a currency with good parity to the change with respect to mine.       4.94       1.         7. Have a currency with good parity to the change with respect to mine.       4.94       1.         7. Have a currency with good level of cleanliness in its streets.       4.94       1.         7. The country offers me a lot of possibilities for nightlife.       4.91       -         7. That the google of my environment have recommended me the visit to that country       4.79       -         8. Be a country with prestige and good reputation.       4.78       1.         8. Be a country with ittle probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4.67       1.         13. In this country there are special events that are worth visiting (such as the Rio Carnival, the Oktoberfest Festivals, 4.58       1.         31. In this country drop are special events that are worth visiting (faring, canoeing, etc)       4.58       1.         32. The country drops me the possibility of adventure tourism (rafting, canoeing, etc)       4.58       1.         31. In this country there are special events that			1,558
20. Have a lifestyle that goes with my personality.       4.98       11.         37. Have a currency with good herel of cleanliness in its streets.       4.94       11.         31. Be a country with a good level of cleanliness in its streets.       4.94       11.         33. Have good infrastructures       4.94       11.         35. The country offers me a lot of possibilities for nightlife.       4.91       11.         36. Thave an adequate level of taxes for me.       4.86       11.         17. That the people of my environment have recommended me the visit to that country       4.79       11.         18. The country with integrobability of having natural disasters (earthquakes, hurricanes, tsunamis)       4.67       11.         20. The country with little probability of aventure tourism (rating, canoeing, etc)       4.66       11.         31. In this country tail were to enjoy a varied and interesting fauna (protected areas for animals, zoos, etc.).       4.66       11.         21. The country gives me the possibility of adventure tourism (rating, canoeing, etc)       4.58       11.         21. In that country can perform ecological activities related to nature and / or rural tourism       4.57       11.         22. Have good international relations with other countries.       4.49       11.         31. In that country can perform ecological activitities related to nature and / or rural tourism <td></td> <td></td> <td>1,492</td>			1,492
37. Have a currency with good parity to the change with respect to mine.       4.97       1,         11. Be a country with good perity to the change with respect to mine.       4.94       1,         13. Have good infrastructures       4.94       1,         25. The country offers me a lot of possibilities for nightlife.       4.91       1,         36. Have an adequate level of taxes for me.       4.86       1,         47. That the people of my environment have recommended me the visit to that country       4.79       1,         48. Ea country with pestige and good reputation.       4.76       1,         7. Be a country with presige and good reputation.       4.67       1,         7. Be a country with presige and good reputation.       4.67       1,         20. The country allows me to enjoy a varied and interesting fauna (protected areas for animals, zoos, etc.).       4.67       1,         31. In this country dress me the possibility of adventure tourism (rafting, canceing, etc)       4.58       1,         31. In that country gives me the possibility of adventure tourism (rafting, canceing, etc)       4.58       1,         31. Have good financial services       4.49       1,         31. In baccountry dress as and areas to go shopping resonal experience from a previous visit to that country.       4.46       1,         31. Have good financial services       4.49			1,67 1.628
51. Be a country with a good level of cleanliness in its streets.       4.94       1,         33. Have good infrastructures       4.94       1,         55. The country offers me a lot of possibilities for nightlife.       4.91       1,         15. The country offers me a lot of possibilities for nightlife.       4.91       1,         16. That the people of my environment have recommended me the visit to that country       4.79       1,         16. The country with prestige and good reputation.       4.76       1,         26. a country with ittle probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4.67       1,         27. The country glows me to enjoy a varied and interesting fauna (protected areas for animals, zoos, etc.).       4.6       1,         27. The country glows me to enjogia activities related to nature and / or rural tourism       4.58       1,         28. In this country glows me the possibility of adventure tourism (rafting, canceing, etc)       4.58       1,         29. Lawe good financial services       4.54       1,         31. In that country can perform ecological activities related to nature and / or rural tourism       4.57       1,         32. Have good financial services       4.49       1,         33. Have good shopping areas and areas to go shopping tourism)       4.41       1,         34. Have a good percoun			1,620
33. Have good infrastructures       4,94       1,         25. The country offers me a lot of possibilities for nightlife.       4,91       4,91         25. The country offers me a lot of possibilities for nightlife.       4,86       1,         34. That the people of my environment have recommended me the visit to that country       4,79       1,         18. The country with prestige and good reputation.       4,76       1,         7. Be a country with prestige and good reputation.       4,77       1,         28. The country allows me to enjog a varied and interesting faura (protected areas for animals, zoos, etc.).       4,66       1,         31. In this country there are special events that are worth visiting (such as the Rio Carnival, the Oktoberfest Festivals, 4,58       1,         32. The country allows me to enjog a varied and interesting faura (protected areas for animals, zoos, etc.).       4,66       1,         33. In this country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4,58       1,         34. The country gives are perform ecological activities related to nature and / or rural tourism       4,57       1,         35. Have good financial services       4,49       1,         36. Have good previous personal experience from a previous visit to that country.       4,46       1,         37. Have andow holping areas and areas to go shopping tourism)       4,41 <t< td=""><td></td><td></td><td>1,526</td></t<>			1,526
25. The country offers me a tot of possibilities for nightlife.       4,91         25. Have an adequate level of taxes for me.       4,86         1. That the people of my environment have recommended me the visit to that country       4,77         18. The country has many places that have been named World Heritage Sites (The Alhambra, Machu Pichu).       4,78         17. Be a country with ittle probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4,67         17. Be a country with ittle probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4,67         18. The country allows me to enjoy a varied and interesting fauna (protected areas for animals, zoos, etc.).       4,6         19. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4,58         11. In that country can perform ecological activities related to nature and / or rural tourism       4,57         11. In that country an pactice water sports (surfing, rowing, sailing)       4,48         11. Have good financial services       4,49         13. Have good shopping areas and areas to go shopping (shopping tourism)       4,41         14. Have a dond free means of communication (press, TV, radio)       4,22         15. Have a dood percentage of college students       4,03         16. Be a technologically advanced country.       4,21         16. Have a good offer of language courses to be able to			1,374
4. That the people of my environment have recommended me the visit to that country       4,79       1,         18. The country has many places that have been named World Heritage Sites (The Alhambra, Machu Pichu).       4,79       1,         18. The country with prestige and good reputation.       4,78       1,         24. Be a country with little probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4,67       1,         32. The country allows me to enjoy a varied and interesting fauna (protected areas for animals, zoos, etc.).       4,68       1,         32. In this country there are special events that are worth visiting (such as the Rio Carnival, the Oktoberfest Festivals, tc.).       4,58       1,         37. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4,56       1,         31. In that country can perform ecological activities related to nature and / or rural tourism       4,57       1,         36. Have good financial services       4,49       1,         31. In yself have a good previous personal experience from a previous visit to that country.       4,38       1,         31. Have good shopping areas and areas to go shopping (shopping tourism)       4,41       1,         31. Have a thriving economy       4,32       1,         42. Have modern and free means of communication (press, TV, radio)       4,22       1,         56.	25. The country offers me a lot of possibilities for nightlife.		1,63
18. The country has many places that have been named World Heritage Sites (The Alhambra, Machu Pichu).       4,79         54. Be a country with litte probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4,67         1. Be a country with litte probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4,67         32. The country with litte probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4,66         33. In his country diver are special events that are worth visiting (such as the Rio Carnival, the Oktoberfest Festivals, tec.)       4,58         47. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4,58       1,         27. The country an perform ecological activities related to nature and / or rural tourism       4,57       1,         28. Have good international relations with other countries.       4,44       1,         36. Have a good previous personal experience from a previous visit to that country.       4,46       1,         31. Have good phopping reas and areas to go shopping (shopping tourism)       4,41       1,         37. Have a low level of corruption.       4,22       1,         39. Have atower and free means of communication (press, TV, radio)       4,22       1,         31. Have good prevous contruption.       4,24       1,         39. Have internationally recognized products of origin (beer, textile	65. Have an adequate level of taxes for me.	4,86	1,695
54. Be a country with prestige and good reputation.       4,78       1,         7. Be a country with little probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4,67       1,         7. Be a country with little probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4,67       1,         23. The country allows me to enjoy a varied and interesting fauna (protected areas for animals, zoos, etc.).       4,6       1,         23. In this country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4,58       1,         27. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4,56       1,         31. In that country can perform ecological activities related to nature and / or rural tourism       4,57       1,         32. Have good international relations with other countries.       4,49       1,         34. Invself have a good previous personal experience from a previous visit to that country.       4,46       1,         33. Have good shopping areas and areas to go shopping (shopping tourism)       4,31       1,         73. Have a dord previous personal experience from a previous visit to that country.       4,46       1,         34. Have a good shopping areas and areas to go shopping (shopping tourism)       4,32       1,         74. Have a dood shopping areas and areas to go shopping (shopping tourism)       4,32 <t< td=""><td>4. That the people of my environment have recommended me the visit to that country</td><td>4,79</td><td>1,484</td></t<>	4. That the people of my environment have recommended me the visit to that country	4,79	1,484
7. Be a country with little probability of having natural disasters (earthquakes, hurricanes, tsunamis)       4,67       1,         12. The country allows me to enjoy a varied and interesting fauna (protected areas for animals, zoos, etc.).       4,6       1,         12. The country there are special events that are worth visiting (such as the Rio Carnival, the Oktoberfest Festivals, atc.)       4,58       1,         27. The country gives me the possibility of adventure tourism (rafting, canceing, etc)       4,58       1,         11. In that country can perform ecological activities related to nature and / or rural tourism       4,57       1,         28. Have good financial services       4,49       1,         30. Invself have a good previous personal experience from a previous visit to that country.       4,46       1,         31. Have good shopping areas and areas to go shopping (shopping tourism)       4,41       1,         32. Have a dowl previous personal experience from a previous visit to that country.       4,38       1,         32. Have a thriving economy       4,38       1,         33. Have good shopping areas and areas to go shopping (surjen, rowing, sailing)       4,27       5         34. Have a thriving recognized products of origin (beer, textiles, precious stones)       4,21       1,         35. Have a low level of corruption.       4,21       1,         36. Be a technologically advanc	18. The country has many places that have been named World Heritage Sites (The Alhambra, Machu Pichu).		1,58
32. The country allows me to enjoy a varied and interesting fauna (protected areas for animals, zoos, etc.).       4,6       1,         32. The country there are special events that are worth visiting (such as the Rio Carnival, the Oktoberfest Festivals, tc.)       4,58       1,         32. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4,58       1,         31. In that country can perform ecological activities related to nature and / or rural tourism       4,57       1,         32. Have good international relations with other countries.       4,49       1,         34. Have good shopping areas and areas to go shopping (shopping tourism)       4,41       1,         33. Have good shopping areas and areas to go shopping (shopping tourism)       4,38       1,         34. The a country you can practice water sports (surfing, rowing, sailing)       4,32       1,         35. Have good free means of communication (press, TV, radio)       4,21       1,         36. Be a technologically advanced country.       4,24       1,         37. Have a good offer of language courses to be able to learn a language.       4,03       1,         38. Have a good offer of language courses to be able to learn a language.       4,03       1,         39. Have internationally recognized products of origin (beer, textiles, precious stones)       3,98       2,         30. Have a good offer o			1,641
23. In this country there are special events that are worth visiting (such as the Rio Carnival, the Oktoberfest Festivals, tec.)       4,58         1.       1.         27. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4,58       1.         31. In that country can perform ecological activities related to nature and / or rural tourism       4,57       1.         32. Have good international relations with other countries.       4,54       1.         36. Have good financial services       4,49       1.         31. In yeslif have a good previous personal experience from a previous visit to that country.       4,46       1.         33. Have good shopping areas and areas to go shopping (shopping tourism)       4,41       1.         34. Have a thriving economy       4,38       1.         27. Have modern and free means of communication (press, TV, radio)       4,27       7         26. Be a technologically advanced country.       4,24       1.         27. Have a low level of corruption.       4,21       1.         38. Have a good offer of language courses to be able to learn a language.       4       1.         34. Have a good offer of language courses to be able to learn a language.       4       1.         34. Have a good offer of language courses to be able to learn a language.       4       1.         3			1,811
4c.)       4.30       1         27. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4.58       1         27. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)       4.58       1         31. In that country can perform ecological activities related to nature and / or rural tourism       4.54       1         32. Have good international relations with other countries.       4.54       1         34. In tyse a good previous personal experience from a previous visit to that country.       4.46       1         31. Have good shopping areas and areas to go shopping (shopping tourism)       4.41       1         73. Have a driving economy       4.38       1         74. That country you can practice water sports (surfing, rowing, sailing)       4.32       1         72. Have modern and free means of communication (press, TV, radio)       6.8 ca technologically advanced country.       4.24       1         55. Have a low level of corruption.       4.21       1       1         59. Have internationally recognized products of origin (beer, textiles, precious stones)       4.14       1         34. Have a good offer of language courses to be able to learn a language.       4       1         41. In the country thore are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3.98		4,6	1,642
27. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)4,581,31. In that country can perform ecological activities related to nature and / or rural tourism4,571,32. Have good international relations with other countries.4,541,35. Have good financial services4,491,30. In myself have a good previous personal experience from a previous visit to that country.4,461,33. Have good shopping areas and areas to go shopping (shopping tourism)4,411,34. Have a doi of the country ou can practice water sports (surfing, rowing, sailing)4,321,35. Have a doi leve nad free means of communication (press, TV, radio)4,221,36. Be a technologically advanced country.4,241,37. Have a good percentage of college students.4,031,38. Have a good percentage of college students.4,031,39. Have internationally recognized products of origin (beer, textiles, precious stones)4,141,39. Have a good percentage of college students.4,031,34. Have a good offer of language courses to be able to learn a language.41,39. Be a country that has been well promoted through good advertising and promotional campaigns.3,982,30. Re a country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)3,991,30. Have internationally recognized companies and trademarks3,791,30. Have internationally recognized companies and trademarks3,791,		4,58	1,579
31. In that country can perform ecological activities related to nature and / or rural tourism       4,57       1,         32. Have good international relations with other countries.       4,54       1,         36. Have good financial services       4,49       1,         31. Imyself have a good previous personal experience from a previous visit to that country.       4,46       1,         33. Have good shopping areas and areas to go shopping (shopping tourism)       4,41       1,         34. Have a thriving economy       4,38       1,         47. Have a thriving economy       4,32       1,         72. Have modern and free means of communication (press, TV, radio)       4,27       7         56. Be a technologically advanced country.       4,24       1,         57. Have a low level of corruption.       4,21       1,         58. Have a good offer of language courses to be able to learn a language.       4,03       1,         34. Have a good offer of language courses to be able to learn a language.       4,03       1,         39. Have a country that has been well promoted through good advertising and promotional campaigns.       3,94       1,         39. Possess prestigious universities (ashion, construction, technology)       3,9       1,         30. Have internationally recognized companies and trademarks       3,79       1,		4,58	1,799
56. Have good financial services       4,49       1,         3. I myself have a good previous personal experience from a previous visit to that country.       4,46       1,         33. Have good shopping areas and areas to go shopping (shopping tourism)       4,41       1,         33. Have good shopping areas and areas to go shopping (shopping tourism)       4,31       1,         34. Have good shopping areas and areas to go shopping (shopping tourism)       4,32       1,         29. In that country you can practice water sports (surfing, rowing, sailing)       4,32       1,         72. Have modern and free means of communication (press, TV, radio)       4,227       7         56. Be a technologically advanced country.       4,21       1,         57. Have a low level of corruption.       4,21       1,         59. Have a low level of corruption.       4,21       1,         34. Have a good percentage of college students.       4,03       1,         34. Have a good offer of language courses to be able to learn a language.       4       1,         28. In that country that has been well promoted through good advertising and promotional campaigns.       3,98       2,         24. In the country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3,99       1,         29. Possess prestigious universitiles and / or business schools. <td>31. In that country can perform ecological activities related to nature and / or rural tourism</td> <td></td> <td>1,744</td>	31. In that country can perform ecological activities related to nature and / or rural tourism		1,744
3. I myself have a good previous personal experience from a previous visit to that country.       4,46       1,         33. Have good shopping areas and areas to go shopping (shopping tourism)       4,41       1,         73. Have a thriving economy       4,38       1,         92. In that country you can practice water sports (surfing, rowing, sailing)       4,32       1,         72. Have modern and free means of communication (press, TV, radio)       4,227       7         76. Be a technologically advanced country.       4,24       1,         75. Have a low level of corruption.       4,21       1,         76. Have a good percentage of college students.       4,03       1,         76. Be a country you can practice winter sports (skiing, snowboarding)       4,14       1,         76. Be a country you can practice winter sports (skiing, snowboarding)       4,14       1,         77. OR be a country that has been well promoted through good advertising and promotional campaigns.       3,98       2,         77. Be a country there are interesting amusement parks (such as Walt Disney, Futuroscope)       3,9       1,         78. The country promotes through good advertising and promotional campaigns.       3,88       1,         79. Be a country that has thand out for the talent of their people (Silicon Valley).       3,88       1,         79. Be a country promotes	62. Have good international relations with other countries.	4,54	1,654
33. Have good shopping areas and areas to go shopping (shopping tourism)       4,41       1,         73. Have a thriving economy       4,38       1,         173. Have a thriving economy       4,38       1,         173. Have a thriving economy       4,32       1,         172. Have modern and free means of communication (press, TV, radio)       4,32       1,         172. Have modern and free means of communication (press, TV, radio)       4,24       1,         56. Be a technologically advanced country.       4,24       1,         57. Have a low level of corruption.       4,21       1,         59. Have internationally recognized products of origin (beer, textiles, precious stones)       4,14       1,         38. Have a good offer of language courses to be able to learn a language.       4,03       1,         34. Have a good offer of language courses to be able to learn a language.       4       1,         34. Have a country that has been well promoted through good advertising and promotional campaigns.       3,94       1,         35. Possess prestigious universities and / or business schools.       3,88       1,         36. The country promotes strategic industries (fashion, construction, technology)       3,9       1,         36. Have internationally recognized companies and trademarks       3,79       1,         37. Mi	66. Have good financial services	4,49	1,743
73. Have a thriving economy       4,38       1,         73. Have a thriving economy       4,38       1,         29. In that country you can practice water sports (surfing, rowing, sailing)       4,32       1,         72. Have modern and free means of communication (press, TV, radio)       4,27       5         6. Be a technologically advanced country.       4,24       1,         55. Have a low level of corruption.       4,21       1,         59. Have internationally recognized products of origin (beer, textiles, precious stones)       4,14       1,         59. Have a good offer of language courses to be able to learn a language.       4       1,         14. Have a good offer of language courses to be able to learn a language.       4       1,         28. In that country you can practice winter sports (skiing, snowboarding).       3,98       2,         70. Be a country that has been well promoted through good advertising and promotional campaigns.       3,94       1,         29. Possess prestigious universities and / or business schools.       3,88       1,         39. Possess prestigious universities (ashion, construction, technology)       3,99       1,         30. Have internationally recognized companies and trademarks       3,79       1,         31. Have places that stand out for the talent of their people (Silicon Valley).       3,77	<ol><li>I myself have a good previous personal experience from a previous visit to that country.</li></ol>		1,805
29. In that country you can practice water sports (surfing, rowing, sailing)       4,32       1,         72. Have modern and free means of communication (press, TV, radio)       4,27       7         56. Be a technologically advanced country.       4,24       1,         57. Have a low level of corruption.       4,21       1,         59. Have internationally recognized products of origin (beer, textiles, precious stones)       4,14       1,         59. Have a good percentage of college students.       4,03       1,         84. Have a good offer of language courses to be able to learn a language.       4       1,         70. Be a country that has been well promoted through good advertising and promotional campaigns.       3,98       2,         70. Be a country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3,99       1,         79. The country promotes strategic industries (fashion, construction, technology)       3,88       1,         70. Have internationally recognized companies and trademarks       3,79       1,         71. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         71. The country win ha lot of tourist affluence       3,77       1,         72. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1, <t< td=""><td></td><td></td><td>1,772</td></t<>			1,772
72. Have modern and free means of communication (press, TV, radio)       4,27         76. Be a technologically advanced country.       4,24       1,         56. Have a low level of corruption.       4,21       1,         57. Have a low level of corruption.       4,21       1,         58. Have a low level of corruption.       4,14       1,         59. Have internationally recognized products of origin (beer, textiles, precious stones)       4,14       1,         58. Have a good percentage of college students.       4,03       1,         44. Have a good offer of language courses to be able to learn a language.       4       1,         70. Be a country that has been well promoted through good advertising and promotional campaigns.       3,98       2,         70. Be a country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3,99       1,         74. In the country promotes through good advertising and promotional campaigns.       3,88       1,         76. Be a country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3,99       1,         76. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         77. A. Deacountry with a lot of tourist affluence       3,77       1,         77. B. Be a country with a lot of tourist affluence <td< td=""><td>73. Have a thriving economy</td><td></td><td>1,653</td></td<>	73. Have a thriving economy		1,653
56. Be a technologically advanced country.       4,24       1,         57. Have a low level of corruption.       4,21       1,         59. Have internationally recognized products of origin (beer, textiles, precious stones)       4,14       1,         59. Have a good percentage of college students.       4,03       1,         34. Have a good offer of language courses to be able to learn a language.       4       1,         28. In that country you can practice winter sports (skiing, snowboarding).       3,98       2,         70. Be a country that has been well promoted through good advertising and promotional campaigns.       3,94       1,         24. In the country promotes strategic industries (fashion, construction, technology)       3,9       1,         35. Possess prestigious universities and / or business schools.       3,88       1,         36. The country promotes strategic industries (fashion, construction, technology)       3,8       1,         36. Have internationally recognized companies and trademarks       3,79       1,         37. I. Have places that stand out for the talent of their people (Silicon Valley).       3,77       1,         37. Be a country with a lot of tourist affluence       3,77       1,         37. Be a favorable country for investments.       3,72       1,         37. Be a favorable country for investments.       3,7			1,892
55. Have a low level of corruption.       4,21       1,         59. Have internationally recognized products of origin (beer, textiles, precious stones)       4,14       1,         59. Have a good percentage of college students.       4,03       1,         34. Have a good offer of language courses to be able to learn a language.       4       1,         34. Have a good offer of language courses to be able to learn a language.       4       1,         28. In that country you can practice winter sports (skiing, snowboarding).       3,98       2,         70. Be a country that has been well promoted through good advertising and promotional campaigns.       3,94       1,         24. In the country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3,99       1,         59. Possess prestigious universities and / or business schools.       3,88       1,         50. Have internationally recognized companies and trademarks       3,79       1,         50. Have internationally recognized companies and trademarks       3,79       1,         51. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         2. Be a country with a lot of tourist affluence       3,77       1,         57. Be a favorable country for investments.       3,73       1,         71. The country has appeared in series an			<u>1,77</u> 1,771
59. Have internationally recognized products of origin (beer, textiles, precious stones)       4,14       1,         86. Have a good percentage of college students.       4,03       1,         84. Have a good offer of language courses to be able to learn a language.       4       1,         84. Have a good offer of language courses to be able to learn a language.       4       1,         84. In that country you can practice winter sports (sking, snowboarding).       3,98       2,         70. Be a country that has been well promoted through good advertising and promotional campaigns.       3,94       1,         84. In the country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3,9       1,         93. Possess prestigious universities and / or business schools.       3,88       1,         94. The country promotes strategic industries (fashion, construction, technology)       3,8       1,         95. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         97. Be a country with a lot of tourist affluence       3,77       1,         97. Be a favorable country for investments.       3,52       1,         97. Be a favorable country to rinvestments.       3,52       1,         98. The country was appeared in series and / or famous films.       3,52       1,         97. Be a			1,853
88. Have a good percentage of college students.       4,03       1,         94. Have a good offer of language courses to be able to learn a language.       4       1,         28. In that country you can practice winter sports (skiing, snowboarding).       3,98       2,         70. Be a country that has been well promoted through good advertising and promotional campaigns.       3,94       1,         24. In the country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3,9       1,         90. Possess prestigious universities and / or business schools.       3,88       1,         91. The country promotes strategic industries (fashion, construction, technology)       3,8       1,         92. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         91. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         92. Be a country with a lot of tourist affluence       3,77       1,         93. Be a favorable country for investments.       3,73       1,         94. The country has appeared in series and / or famous films.       3,52       1,         94. Link the country has appreated in series and / or famous films.       3,52       1,         95. Link the country has appreated in series and / or famous films.       3,52       1,			1,673
34. Have a good offer of language courses to be able to learn a language.       4       1,         28. In that country you can practice winter sports (skiing, snowboarding).       3,98       2,         70. Be a country that has been well promoted through good advertising and promotional campaigns.       3,94       1,         24. In the country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3,9       1,         39. Possess prestigious universities and / or business schools.       3,88       1,         30. How country promotes strategic industries (fashion, construction, technology)       3,8       1,         30. Have internationally recognized companies and trademarks       3,79       1,         31. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         2. Be a country with a lot of tourist affluence       3,77       1,         37. To the country have appeared in series and / or famous films.       3,52       1,         32. In this country, sporting events (such as Olympiads, World Championships, etc.) are held.       3,44       1,	68. Have a good percentage of college students.		1,847
28. In that country you can practice winter sports (skiing, snowboarding).       3,98       2,         70. Be a country that has been well promoted through good advertising and promotional campaigns.       3,94       1,         24. In the country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3,9       1,         39. Possess prestigious universities and / or business schools.       3,88       1,         38. The country promotes strategic industries (fashion, construction, technology)       3,8       1,         50. Have internationally recognized companies and trademarks       3,79       1,         51. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         52. Be a favorable country for investments.       3,73       1,         57. Be a favorable country has appeared in series and / or famous films.       3,52       1,         52. In this country, sporting events (such as Olympiads, World Championships, etc.) are held.       3,44       1,	34. Have a good offer of language courses to be able to learn a language.		1,928
24. In the country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)       3,9       1,         39. Possess prestigious universities and / or business schools.       3,88       1,         58. The country promotes strategic industries (fashion, construction, technology)       3,8       1,         50. Have internationally recognized companies and trademarks       3,79       1,         51. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         2. Be a country with a lot of tourist affluence       3,77       1,         57. Be a favorable country for investments.       3,73       1,         10. The country has appeared in series and / or famous films.       3,52       1,         22. In this country, sporting events (such as Olympiads, World Championships, etc.) are held.       3,44       1,	28. In that country you can practice winter sports (skiing, snowboarding).	3,98	2,007
59. Possess prestigious universities and / or business schools.       3,88       1,         58. The country promotes strategic industries (fashion, construction, technology)       3,8       1,         50. Have internationally recognized companies and trademarks       3,79       1,         51. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         2. Be a country with a lot of tourist affluence       3,77       1,         77. Be a favorable country for investments.       3,73       1,         71. The country has appeared in series and / or famous films.       3,52       1,         22. In this country, sporting events (such as Olympiads, World Championships, etc.) are held.       3,44       1,	70. Be a country that has been well promoted through good advertising and promotional campaigns.		1,758
58. The country promotes strategic industries (fashion, construction, technology)       3,8       1,         50. Have internationally recognized companies and trademarks       3,79       1,         51. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         52. Be a country with a lot of tourist affluence       3,77       1,         57. Be a favorable country for investments.       3,73       1,         71. The country has appeared in series and / or famous films.       3,52       1,         22. In this country, sporting events (such as Olympiads, World Championships, etc.) are held.       3,44       1,	24. In the country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)		1,863
50. Have internationally recognized companies and trademarks       3,79       1,         51. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         52. Be a country with a lot of tourist affluence       3,77       1,         57. Be a favorable country for investments.       3,73       1,         71. The country has appeared in series and / or famous films.       3,52       1,         52. In this country, sporting events (such as Olympiads, World Championships, etc.) are held.       3,44       1,	69. Possess prestigious universities and / or business schools.		1,871
S1. Have places that stand out for the talent of their people (Silicon Valley).       3,79       1,         2. Be a country with a lot of tourist affluence       3,77       1,         57. Be a favorable country for investments.       3,73       1,         71. The country has appeared in series and / or famous films.       3,52       1,         22. In this country, sporting events (such as Olympiads, World Championships, etc.) are held.       3,44       1,			1,885
2. Be a country with a lot of tourist affluence       3,77       1,         57. Be a favorable country for investments.       3,73       1,         57. The country has appeared in series and / or famous films.       3,52       1,         52. In this country, sporting events (such as Olympiads, World Championships, etc.) are held.       3,44       1,			1,804
57. Be a favorable country for investments.         3,73         1,           71. The country has appeared in series and / or famous films.         3,52         1,           22. In this country, sporting events (such as Olympiads, World Championships, etc.) are held.         3,44         1,			1,772
71. The country has appeared in series and / or famous films.       3,52       1,         22. In this country, sporting events (such as Olympiads, World Championships, etc.) are held.       3,44       1,			1,611
22. In this country, sporting events (such as Olympiads, World Championships, etc.) are held. 3,44 1,	•		1,847
			1,876
,			1,038
	26. The country gives me the option of being able to enjoy games of chance (casinos, gambling halls)		1,85

#### Table 2: Univariable analysis of items

Source: Own elaboration (SPSS vs22)



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On the other hand, we identify one of the main segments that are part of the current landscape of the tourism industry: the millennials. One of their main motivations of this segment is traveling, in which they spend a good percentage of their resources and they are also near future decision makers, which brings this segment of great relevance.

From the review of the literature on Country Brand we identified 73 attributes that can be important when evaluating a country as a tourist destination when traveling. These attributes serve as the basis for a structured study based on a 7-point Liker scale, which allows us to perform a first univariate analysis of the average importance of each of these elements and their level of homogeneity.

In this first analysis we see that variables such as safety, respect for human rights, natural beauty of the country and convenience are important for the segment of millennials. But, in a second phase of the analysis multivariable, through Principal Components Factorial Analysis, we verify that not all the variables reach a good level of commonality, so they have to be eliminated from the factorial solution. This is the case for example of the atribute number 16 (natural beauty) that only reaches a commonality value of 0.572, so it is advisable to quit it from the analysis (Hair et al., 2010). Therefore, this element will not be included into the main factors that were discovered.

There are 11 main factors in which the 73 initial attributes are grouped, explaining a total of more than 65% of the variance extracted. Economic strength (16.6%); respect for human rights, legal framework and political stability (9.27%) and accessibility and services (6.46%) are the three main factors in the evaluation of millennials about a country as a tourist destination, and therefore, are configured as the most important drivers that determine the decision to travel to a country and can help to build a powerful tourism brand country.

## LIMITATIONS AND FUTURE RESEARCH

The main limitation of our work is that it has been carried out in a specific country (Spain) with a non-probabilistic convenience sample. It would be interesting to be able to repeat the study in other countries to see the difference in the influential factors and with probabilistic samples. In the near future, we are going to replicate the study in Turkey as we will mention later.

There are many future lines of research that are opened with this work. Our first intention is to carry out this study in an intercultural context comparing it with turkish millennials. Turkey and Spain are two powerful tourism countries with many similarities since both share the Mediterranean Sea and its main source of incomes proceed from the sun and beach tourism model. In addition both have other tourist attractions, ancient patrimonial resources, active cultural life, and valuable natural places.

In other hand arises the idea to be able to build a tourism brand index that can conveniently measure the power of a country as a tourist destination. This index would be a development of the Brand-Country indexes known to all but focused on the unique phenomenon of tourism. For this purpose, it would be convenient to have a broad and representative sample of different population segments in different countries that allows us



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to perform a Confirmatory Factor Analysis on the main driver factors of the country's configuration as a tourism brand.

The work could be configured as a longitudinal barometer in time that allows us to see the evolution of the decision factors in different segments and in different countries over time. We are aware that it is an ambitious research but it would be very useful for countries to have a thermometer of their strength as tourist destinations in the world that would help to better plan resources and to create strong and sustainable tourism tourism brands.

Total Variance Explained											
	Inicial Auto-values				emoval of loads	squared	Sums of rotation of squared charges				
Component	Total	Variance %	Acc. %	Total	Variance % Acc. %		nce % Acc. % Total	Variance %	Acc. %		
1	16,299	28,595	28,595	16,299	28,595	28,595	9,491	16,650	16,650		
2	4,966	8,712	37,307	4,966	8,712	37,307	5,289	9,278	25,929		
3	3,452	6,056	43,363	3,452	6,056	43,363	3,685	6,465	32,394		
4	2,628	4,610	47,973	2,628	4,610	47,973	3,467	6,082	38,476		
5	2,087	3,661	51,635	2,087	3,661	51,635	3,232	5,669	44,145		
6	1,851	3,247	54,882	1,851	3,247	54,882	2,986	5,239	49,385		
7	1,509	2,648	57,530	1,509	2,648	57,530	2,332	4,092	53,477		
8	1,344	2,358	59,888	1,344	2,358	59,888	2,121	3,721	57,198		
9	1,238	2,172	62,061	1,238	2,172	62,061	1,837	3,224	60,422		
10	1,129	1,981	64,042	1,129	1,981	64,042	1,694	2,971	63,393		
11	1,012	1,776	65,818	1,012	1,776	65,818	1,382	2,424	65,818		

Table 3: Total Explained Variance

Source: Own elaboration (SPSS vs22)

Table 4: Principa	l Components	adjustment
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KMO and Bartlett Test						
KMO Test		,939				
Bartlett Test	Chi-Squared	21476,708				
	DF	2628				
	Sig.	0,000				

Source: Own elaboration (SPSS vs22)



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Rotated Component Matrix											
Items	1	2	3	4	5	6	7	8	9	10	11
60. Have internationally recognized companies and trademarks	,859	,025	,088	,093	,099	,075	,052	-,010	,112	,026	-,070
58. The country promotes strategic industries (fashion, construction, technology)	,859	,081	,115	,112	,078	,047	,031	-,051	,039	,014	-,040
57. Be a favorable country for investments.	,833	,093	,066	,191	,087	,046	-,053	-,029	,003	,031	-,039
61. Have places that stand out for the talent of their people (Silicon Valley).	,783	,040	,055	,173	,029	,060	,163	-,059	,031	,041	-,073
69. Possess prestigious universities and / or business schools.	,768	,157	,017	,140	,022	-,046	,096	,252	,089	,045	,078
56. Be a technologically advanced country.	,761	,173	,237	-,012	,090	,033	,039	-,092	,101	,052	,010
59. Have internationally recognized products of origin (beer, textiles, precious stones)	,746	,012	,128	,165	,104	,205	-,010	-,009	,132	-,033	-,094
70. Be a country that has been well promoted through good advertising and promotional campaigns.	,733	,042	,072	,033	,031	,016	,205	,179	,024	,140	,148
68. Have a good percentage of college students.	,709	,135	,010	,110	-,026	-,052	,085	,356	,136	,079	,112
73. Have a thriving economy	,672	,195	,134	,029	,158	,060	,083	,210	,015	-,020	,282
66. Have good financial services	,655	,205	,171	,097	,151	,038	,044	,378	,064	-,009	,108
62. Have good international relations with other countries.	,643	,334	,146	,056	,141	,189	,064	,156	,000	,085	,127
72. Have modern and free means of communication (press, TV, radio)	,597	,218	,057	-,013	,067	,031	,283	,286	,081	,044	,267
71. The country has appeared in series and / or famous films.	,548	-,001	-,012	,086	-,041	,023	,446	,076	,140	,158	,184
63. Have good infrastructures	,519	,226	,364	-,057	,200	,252	,061	,145	,041	-,001	,159
39. The country has respect for women and their rights	,069	,833	,156	,014	,113	,054	-,073	,044	,060	,036	-,103
38. The country has respect for minorities of any kind (ethnic, cultural, sexual tendencies).	,117	,769	,167	,063	,135	,115	-,009	,098	,026	-,006	,007
36. The country has freedom of expression	,123	,755	,067	-,031	,152	,153	,024	,103	,196	,061	,026
37. The country respects the human rights of citizens and visitors	,017	,740	,203	-,002	,228	,181	-,072	,092	,154	,039	-,044
41. The country is respectful with the environment.	,259	,698	,164	,322	,113	,007	,144	-,010	-,209	,029	,084
42. Be a country with a legal and stable legal framework.	,231	,684	,164	,095	,253	,136	,103	,066	-,078	-,019	,061
40. The country protects animals.	,199	,671	,145	,234	,084	-,044	,203	,031	-,105	,010	,089
35. The country has political stability	,182	,532	,082	-,009	,380	,209	,070	,140	-,031	,015	,153
43. Be a well communicated and comfortable country to reach it (flights, trains, roads).	,158	,260	,744	-,019	,093	,000	,050	,043	,064	,115	,065
45. Possess a good transport network to move internally through the country.	,129	,239	,740	,037	,141	,084	,032	,203	-,080	,036	-,057
44. Be a country to which you can travel at affordable prices.	,021	,070	,658	,084	,140	,145	,017	,349	-,031	,072	-,253
47. Have a good hotel offer that allows me to have a good accommodation (hotels, resorts, campsites)	,212	,158	,650	-,092	,202	,060	,131	,064	,199	,070	,240
46. Have a good telecommunications network that allows me to be connected by phone and Internet.	,336	,266	,577	-,054	,139	,004	,120	,089	,140	,130	,175
48. Have good and varied restaurants and food services in general	,246	,238	,573	,031	,122	,151	,123	-,021	,231	-,046	,258
27. The country gives me the possibility of adventure tourism (rafting, canoeing, etc)	,105	,070	,018	,769	-,096	,124	,020	,181	,207	,074	-,062
29. In that country you can practice water sports (surfing, rowing, sailing)	,187	,080	-,041	,764	-,050	-,036	-,014	-,036	,221	,087	,034
31. In that country can perform ecological activities related to nature and / or rural tourism	,152	,134	,048	,724	,039	,237	,107	,008	-,185	,012	,088
28. In that country you can practice winter sports (skiing, snowboarding).	,182	,037	-,083	,693	-,057	-,046	,070	-,035	,230	,144	-,058
32. The country allows me to enjoy a varied and interesting fauna (protected areas for animals, zoos, etc.).	,115	,106	,024	,648	,084	,190	,200	,042	-,104	-,082	,244
10. Be a country that does not have or may have events related to terrorism.	,079	,175	,114	-,038	,778	-,028	,055	,046	,039	,107	-,071
9. Be a country that is not or is likely to be at war, revolution, revolt	-,005	,183	,153	-,038	,683	,081	,005	,164	,111	,086	,021
7. Be a country with little probability of having natural disasters (earthquakes, hurricanes, tsunamis)	,169	,270	,089	,003	,664	-,004	,068	,050	-,059	,014	,251
11. Be a country with no possibility of contagion of diseases (malaria, yellow fever, Ebola)	,174	,160	,220	-,143	,653	-,017	,019	-,013	,117	,108	-,043
8. Be a country that is not in danger of environmental or energy disasters (high atmospheric, nuclear pollution)	,174	,262	,046	,174	,638	,075	,009	,076	-,144	,010	,179
12. The culture in general of that country is rich and interesting.	,077	,131	,078	,056	,057	,812	,015	-,073	,004	,048	,002
13. The cultural heritage of that country (museums, monuments, architecture, art) is of great interest.	,123	,122	,120	,020	,068	,754	,209	,059	,026	,043	,036
14. The intangible heritage of that country is interesting (language, music, folklore, customs and traditions).	,031	,130	,004	,144	-,047	,710	,046	,134	,098	,066	,029
17. The country has an interesting history	,145	,127	,030	,142	-,005	,529	,454	,037	-,127	,045	-,156
18. The country has many places that have been named World Heritage Sites (The Alhambra, Machu Pichu).	,234	,013	,134	,238	,095	,293	,599	,030	,040	,133	-,155
19. The country has among its natives many renowned personalities (actors, musicians, writers).	,486	,032	,039	,157	,058	,121	,546	,030	,084	,067	-,024
21. The country allows me to visit places or towns of tourist interest and / or patrimonial.	,102	,179	,163	,147	,040	,440	,533	,082	,143	-,010	-,029
20. The country allows me to visit major cities of interest (Paris, Rome, New York)	,209	,053	,285	-,101	,081	,088	,515	-,015	,447	,132	-,033
67. Have a currency with good parity to the change with respect to mine.	,398	,150	,223	,006	,067	,047	,001	,632	,025	,062	,136
64. Have an adequate price level for me.	,136	,141	,353	,077	,192	,110	,037	,622	,120	,012	-,134
65. Have an adequate level of taxes for me.	,387	,248	,177	,064	,226	,085	,059	,580	,078	-,003	-,013
25. The country offers me a lot of possibilities for nightlife.	,254	,125	,148	,232	-,054	-,012	-,017	,216	,611	,114	,058
23. In this country there are special events that are worth visiting (such as the Rio Carnival, the Oktoberfest Festivals, etc.)	,280	-,080	,082	,315	,091	,194	,191	,140	,570	-,047	,009
24. In the country there are interesting amusement parks (such as Walt Disney, Euro Disney, Futuroscope)	,290	,031	,139	,249	,157	,007	,344	-,152	,487	,079	,076
<ol><li>I myself have a good previous personal experience from a previous visit to that country.</li></ol>	,137	-,021	,044	,075	,103	-,042	,158	-,006	-,045	,770	,059
4. That the people of my environment have recommended me the visit to that country	,031	,058	,131	,077	,117	,155	,085	,046	,133	,756	-,045
5. The inhabitants of that country have a welcoming character.	,178	,169	,160	,149	,143	,325	-,250	,054	,075	,500	,275
<ol> <li>The country has a type of climate suitable to my tastes (tropical, warm, cold)</li> </ol>	,187	,022	,158	,178	,204	-,019	-,160	-,019	,056	,100	,665

### Table 5: Varimax Rotated Components Matrix



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