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Localization of National Tourism Organizations' websites: How are World Heritage Sites portrayed online by European destinations for different markets?

Emanuele Mele, Silvia De Ascaniis and Lorenzo Cantoni

Abstract

The internationalization of tourism, fueled by advantageous socio-economic and political conditions as well as by the new opportunities given by Information and Communication Technologies, has pointed out the importance of both translating accurately destinations' websites and taking scrupulous care of the online presence and promotion of heritage tourism destinations. New inbound markets not only need appropriate tourism and hospitality products and services, but also a tailor-made communication, which takes into consideration their cultural background, language, and preferences. This kind of cultural translation, which varies from adaptation of units of measure and calendars, to images and videos, up to elaborating distinct online texts, is called "localization". Even though there is a widely recognized importance of localization practices for the sales and marketing sector, the topic is under-researched in the tourism domain. In the research presented in the paper, localization activities concerning the presentation and promotion of UNESCO World Heritage Sites (WHSs) in three websites of European National Tourism Organizations (NTOs) were analyzed. Drawing from usability inspection methods, user scenarios were elaborated to perform a systematic content analysis of the online contents referred to UNESCO WHS across the Italian and US-American editions of the three websites. The content analysis was based on the cultural framework for the evaluation of cultural values on tourism destination websites proposed by Tigre Moura et al. (2014). Results showed that content managers paid great attention to localizing the content connected to UNESCO WHS, confirming most of the hypotheses based on Hofstede's cultural model.

Keywords: eTourism, ICT, Localization, World Heritage Sites.

Introduction

The internationalization of tourism and the extensive number of prospective travelers browsing the web to inform their travel decision (Law, Buhalis, & Cobanoglu, 2014) has increased the relevance of localizing destination websites (Cyr & Trevor-Smith, 2004). Localization can be defined as a set of processes aimed at "modifying products or services to account for differences in distinct markets" (LISA, 2007, p. 11). Once transferred into online communication, in addition to translation of textual content, localization of websites includes activities as adaptation of videos and graphics to meet cultural needs and preferences of specific markets (Tigre Moura, Gnoth, & Deans, 2014). Different kinds of variation include modifications of time and date formats, units of measure, and symbols, which are considered as instrumental for a smoother understanding of the pieces of information provided to the online visitor (De Troyer & Casteleyn, 2004; Singh, Furrer, & Ostinelli, 2004; Al-Badi & Naqvi, 2009). Localization becomes an even more important issue when it comes to online representation of heritage sites, which attract visitors with different preferences and motivations worldwide (Poria, Biran, & Reichel, 2009). Following this line of thought, researchers have proven the importance for heritage sites to be communicated and promoted on the web (Jolliffe, Rowe, & Davis, 2002), also as a way of supporting their sustainable development (Rivas, Gazizova, Marchiori, & Cantoni, 2013). However, little research has been done in terms of heritage interpretation online (Mitsche, Reino, Knox, & Bauernfeind, 2008) and how multimedia content is actually adapted for distinct geographical markets (Cappelli, 2008).

Literature Review

Over the centuries, culture has been defined by social scientists in numerous ways (Wallerstein, 1990). The English word culture derives from the Latin *cultūra*, which comes from the verb *colere* that means “to cultivate”. More specifically, when the verb was used in the context of the land or the country, it meant to cultivate the earth, while when it addressed the human being, it pointed at the preparation and development of the human intellect and skills. The past principle of the verb *colere* is *cultus*, translated into the English word *cult*, which depicts the act of worshipping God. Nowadays these diverse facets are condensed into the concept of culture: the set of practices applied for the cultivation of the land according to the customs of distinct human communities; human intellect and skills continuously require to be nurtured with education and exercise in order to become civilized adults; the spiritual dimension strongly affects all the other parts of human life (Aaron & Hamoodi, 2009). Following the etymology, culture can be defined as shared, learned, and discerning patterns of thinking, which build the way a group of people behave, feel, and think in a certain social environment (Hofstede, Hofstede, & Minkov, 2010).

Individuals from a given culture follow cultural values as a set of normative standards, which direct their preferences for certain situations over others when experiencing sensations and feelings for what a person may define as, for example, safe or unsafe, moral or immoral, good or evil (Trompenaars & Hampden-Turner, 1997). Thus, these intangible aspects of a culture appear to guide behaviors, aims, and goals of people belonging to a given society and they can be used as a way of clarifying actions made in order to comply with societal necessities and requirements (Lord & Brown, 2001). Due to their independency from specific situations and contexts in everyday life, the examination of cultural values has allowed researchers to conceptualize cultural differences both at the national and organizational level (Smith, Peterson, & Schwartz, 2002).

The investigation of cultural values has been mainly performed using frameworks related to cultural dimensions, and have been classified depending on the number of variables into the following models: single dimension models, multiple models, and historical-social models. All of them regard culture as a measurable and quantifiable group of values, which are gathered by using structured questionnaires. The gathered data are statistically analyzed and compared across countries in order to attribute cultural scores to certain cultural dimensions, which mirror their breadth and direction (Morden, 1999). Cultural models have been applied for a wide variety of cases ranging from product design (Razzaghi, Ramirez, & Zehner, 2009) and marketing (De Mooij & Hofstede, 2010) to e-commerce platforms (Singh, Furrer, & Ostinelli, 2004) and multinational companies' websites (Yalcin, Singh, Apil, & Sayfullin, 2011).

Among the frameworks applied for the analysis of cultural values, Hofstede's has been appointed by researchers as the most consistent one (Tang & Koveos, 2008). Of course, his study is not immune from criticism that, for example, questions the relevancy of the methodology, together with the supposition regarding the cultural sameness of nation's populations (Jones, 2007). The framework elaborated by Hofstede is defined as a multiple dimension model, composed by a factor analysis of 32 questions on values and perceptions across 40 countries. The model depicts culture as a set of four bipolar dimensions: Individualism and Collectivism, Power Distance, Uncertainty Avoidance, and Masculinity and Femininity (Hofstede, Hofstede, & Minkov, 2010). Another research covering 23 countries contributed to the addition of another dimension that concentrates on the contrasting long-term and short-term perspectives on life and work: Confucian dynamism or Long-Term Orientation versus Short-Term Orientation (Hofstede, Neuijen, Ohayv, & Sanders, 1990).

The world of the web does not appear to be exempt from the influence of cultural values in terms of preferences for website design and multimedia content (Singh, Zhao, & Hu, 2005). LISA (2007) defines the activities of cultural adaptation of a product or software as “localization”, which can be broken down to a set of processes that aim at “modifying products or services to account for differences in distinct markets” (p. 11). Once transferred into online communication, in addition to translation of textual content, localization of websites includes activities as adaptation of videos and graphics to meet cultural needs and preferences of specific markets (Tigre Moura, Gnoth, & Deans, 2014). Different kinds of variation include modifications of time and date formats, units of measure, and symbols, which are considered as instrumental for a smoother understanding of the pieces of information provided to the online visitor (De Troyer & Casteleyn, 2004; Singh, Furrer, & Ostinelli, 2004; Al-Badi

& Naqvi, 2009). Due to the relevance of measuring cultural values in online communication, Singh et al. (2005) elaborated a successful model to support companies in their online localization strategies for the Chinese market (Yalcin, Singh, Apil, & Sayfullin, 2011). The framework comprises Hofstede's cultural dimensions, except for the Masculinity and Femininity dimension, and Hall's bipolar dimensions of High-Context (HC) and Low-Context (LC) cultures (Hall, 1976). The same model has been used for the study of cultural values on tourism destination websites by Tigre Moura et al. (2014), who also omitted the dimension of Masculinity and Femininity for low reliability.

Existing cultural studies on heritage sites and heritage-related tourism pursue a variety of goals, which vary from the importance of providing distinct interpretations according to the audience (Poria, Biran, & Reichel, 2009) to the importance of the web to develop and promote sustainability for heritage-related tourism (Rivas, Gazizova, Marchiori, & Cantoni, 2013). However, little research has been done on the way heritage sites are adapted and communicated online for different audiences (Jolliffe, Rowe, & Davis, 2002). Moreover, there is the need for an analytic method to measure the representation of cultural dimensions, which accounts for the flexibility and non-linearity of tourism websites architecture. Thus, this research concentrates on the localization of online content related to cultural values of UNESCO WHS on destination websites, pursuing the goal of proposing an analytic method to analyze and measure how they are represented.

Research Design

The research analyzes the representation of cultural values on UNESCO WHS-related webpages on NTOs' websites and the way WHSs are communicated and adapted for distinct audiences.

The US-American and the Italian editions of three NTOs' websites were analyzed: Austrian National Tourist Office, Innovation Norway, and Polish Tourist Organization. These three websites were chosen above others, because of their great efforts in diversifying the multimedia content of the US-American edition from the Italian edition. To serve the scope of the study, four cultural dimensions were taken into account: Individualism and Collectivism, Uncertainty Avoidance, Power Distance, and High Context and Low Context.

Individualism (IND) and Collectivism (COL) dimension is described as the extent to which people integrate into groups. While individualist cultures give attention to personal achievements, collectivist cultures regard group objectives and goals as the most important. United States is described as being one of the countries with the highest IND levels (cultural score of 91). Whereas, Italy is characterized by being a fairly individualist country (cultural score of 76), with collectivist influences from the southern part of the nation (Hofstede, Neuijen, Ohayv, & Sanders, 1990; Hofstede, Hofstede, & Minkov, 2010). On this base, the first hypothesis can be formulated as follows:

- *Hypothesis 1:* The UNESCO WHS-related webpages of the US-American edition of the NTO's website show **higher Individualism** levels than the UNESCO WHS-related webpages of the Italian edition of the NTO's website.

Power Distance (PD) dimension is described as the extent to which people accept discrepancies in the distribution of power within institutions of any kind. Countries with high PD are characterized by the tolerance of such inequalities. While United States shows low PD levels (cultural score of 40), Italy is outlined by an acceptance for inequalities in decision making (cultural score of 50) (Hofstede, Hofstede, & Minkov, 2010). Consequently, the second hypothesis can be formulated as follows:

- *Hypothesis 2:* The UNESCO WHS-related webpages of the Italian edition of the NTO's website present **higher Power Distance** levels than the UNESCO WHS-related webpages of the US-American edition of the NTO's website.

Uncertainty Avoidance (UA) dimension measures the extent to which people accept unclear and vague situations during their life. A society with a high score of UA is characterized by strong aversion toward uncertainty and the strong willingness to avoid it at any cost. While United States is characterized by low UA (cultural score of 46), Italy scores high on this dimension with a cultural score of 75 (Hofstede, Hofstede, & Minkov, 2010). Therefore, the study hypothesizes as follows:

- *Hypothesis 3:* The UNESCO WHS-related webpages of the Italian edition of the NTO's website show **higher**

Uncertainty Avoidance levels than the UNESCO WHS-related webpages of the US-American edition of the NTO's website.

High-Context (HC) and Low-Context (LC) dimensions express the extent to which people depend on the context and code of communication. Individuals belonging to HC cultures tend to communicate in an indirect way. They often combine body language with verbal communication. As opposite to that, LC cultures are characterized by a strong preference for a direct way of communication, where all verbal messages are clear and brief. While United States is described as a LC country, Italy is outlined by HC culture (Hall, 1976). The fourth and fifth hypotheses can, thus, be expressed as follows:

- *Hypothesis 4*: The UNESCO WHS-related webpages of the Italian edition of the NTO's website show **more** signs of **High-Context** communication than the UNESCO WHS-related webpages of the US-American edition of the NTO's website.
- *Hypothesis 5*: The UNESCO WHS-related webpages of the US-American edition of the NTO's website show **more** signs of **Low-Context** communication than the UNESCO WHS-related webpages of the Italian edition of the NTO's website.

Methodology

The analysis of cultural values and localization practices on UNESCO WHS-related webpages of NTOs' websites was performed by combining in a pioneering way 1) usability and 2) content analysis.

Usability is defined as the extent to which a software can be used by given users with satisfaction in order to reach certain goals with efficiency and effectiveness in a specified context of use (ISO 9241-11: D 3.1). The two most applied methods for usability analysis are: usability inspections and empirical tests. The latter includes the so-called "user scenarios" (i.e. realistic stories of the use of an application), which serve as a way of analyzing the layout, architecture, and multimedia content of a website. A user scenario is composed by a user profile, user goals (i.e. the expected outcome), and the activities required to reach such goals (Cantoni, Di Blas, & Bolchini, 2003). Following these criteria, three user scenarios (whose goals were identical for both US-American and Italian websites' editions), with a mean of 3.5 tasks each, were elaborated in order to simulate a realistic navigational pattern of online visitors from the US-American and Italian-speaking geographical markets seeking information about UNESCO WHSs on European NTOs' websites. For what regards the website of Austrian National Tourist Office the goals of the user scenarios were as follows:

- Retrieve general information about the UNESCO WHSs in Austria
- Retrieve information about the UNESCO WHSs in Vienna
- Retrieve information about the UNESCO WHS Baroque city center of Salzburg

For the website of Innovation Norway, the goals of the user scenarios were as follows:

- Retrieve information regarding the UNESCO WHS Røros
- Retrieve information regarding the UNESCO WHS Geirangerfjord

For the website of Polish Tourist Organization, the goals of the user scenarios were as follows:

- Retrieve information regarding the UNESCO WHS Cracow' historic center
- Retrieve information regarding the UNESCO WHS Toruń's historic center
- Retrieve information regarding the UNESCO WHS Old Town of Zamość

As far as the second point is regarded, each landing page visited while executing the user scenario was analyzed according to an adaptation (written in *italics*) of the framework for the evaluation of cultural values on tourism destination websites (see **Table 1**) proposed by Tigre Moura et al. (2014). Furthermore, while the evaluation used by Tigre Moura et al. (2014) included the value "not depicted", the present study classified each element that would belong to one of the Cultural Categories along a 5-point Likert scale from "scarcely depicted" to "prominently depicted". Those Cultural Categories with no associated values were classified as "not found" (N.F.) and they were omitted from the overall mean. The decision was dictated by the fact that the analytical method used took into account only the UNESCO WHS-related pages of the tourism websites and, consequently, it would have been inappropriate to label an element as "not depicted" (when instead it could have been shown in one or more pages that were not taken into consideration). For the measurement of Cultural Values, the research used the criterion of repetition, already employed by Tigre Moura et al. (2014), and added a second and a third crite-

tion called “relative size” and “positionality prominence” respectively. The criteria were elaborated as follows:

- *Relative size*: The relative dimension of a text box, picture or video when compared to the relative dimension of those elements that belong to the same multimedia content categories. Thus, the text boxes present on the websites were classified according to their relative size from the biggest to the smallest ones and then measured against a 5-point Likert scale. The same process was then applied for images and videos, which were regarded as being part of the same multimedia content category.
- *Repetition*: A numerical value was assigned every time an element belonging to a specific Cultural Category would appear. After that, the values were summed up and assessed against a 5-point Likert scale.
- *Positionality Prominence*: This criterion came from the assumption that the more a specific element was presented in the upper part of the webpage, the more importance it was regarded to have in order to reach the website’s communication purposes. Webpages were divided horizontally in five geometrically equal areas and decreasing grades were assigned from a 5-point Likert scale to the elements present in each area from the top (classified with the highest grade “5”) to the bottom of the page (classified with the lowest grade “1”). The multimedia content that was found between two areas would get the grade of the first upper area to which it belonged.

While playing the user scenarios for the UNESCO WHS-related webpages, those cultural elements, which were not addressed by the framework proposed by Tigre Moura et al. (2014), were analyzed and reported. Such multimedia content is: currency symbols, units of measure, and calendars (De Troyer & Casteleyn, 2004; Singh, Furrer, & Ostinelli, 2004; Al-Badi & Naqvi, 2009). The localization activities regarding these elements were studied for both editions of the websites.

Results

For measuring the depiction of cultural values on UNESCO WHS-related webpages for the US-American edition and Italian edition of the sampled destination websites, two realistic stories were elaborated for each destination website. The goals of the user scenarios were all feasible and were kept identical for both the US-American and the Italian-speaking geographical markets. Such decision was made in order to avoid affecting the comparability and the validity of the results within each website. This analytic method served as a structured way of finding and reporting all the multimedia content that would belong to any of the categories that were part of the Cultural Dimensions analyzed. In order to collect data in a proper way, adaptations (written in *italics*) were applied to the framework proposed by Tigre Moura et al. (2014), making it appropriate for the websites analyzed. In the grid of the results (see **Table 2**), the countries representing the European NTOs were abbreviated in the following way: Austria “AT”, Poland “PL”, and Norway “NO”. The US-American edition was abbreviated in “usa” and the Italian edition into “it”.

Results showed that the UNESCO WHS-related pages of the US-American editions of Austrian National Tourist Office and Innovation Norway scored lower in IND than the respective Italian editions. Whereas, the UNESCO WHS-related pages of the US-American and Italian editions of Polish Tourist Organization did not present any relevant difference (see **Table 2**). Therefore, hypothesis 1 was not confirmed.

The UNESCO WHS-related pages of the Italian editions of the three sampled websites scored higher in PD than the respective UNESCO WHS-related pages of the US-American editions (see **Table 2**). Therefore, hypothesis 2 was confirmed.

The UNESCO WHS-related pages of the Italian editions of the three sampled websites scored higher in UA than the respective UNESCO WHS-related pages of the US-American editions (see **Table 2**). Therefore, hypothesis 3 was confirmed.

The UNESCO WHS-related pages of the Italian editions of the three sampled websites scored higher in HC than the respective UNESCO WHS-related pages of the US-American editions (see **Table 2**). Therefore, hypothesis 4 was confirmed.

The UNESCO WHS-related pages of the US-American editions of Austrian National Tourist Office and Innovation Norway scored lower in LC than the respective Italian editions. Whereas, the UNESCO WHS-related pages of the US-American and Italian editions of Polish Tourist Organization did not present any relevant difference (see **Table 2**). Therefore, hypothesis 5 was not confirmed.

For what regards the localization activities addressing those cultural elements, which are not covered by the framework elaborated by Tigre Moura et al. (2014), the content analysis bounded to the executed user scenarios provided the following outcomes. Austrian National Tourist Office's website showed localization activities for both US-American and Italian-speaking geographical market that covered currency symbols, calendars, units of measure for measuring temperature degrees (Fahrenheit and Celsius degrees for US-American and Italian editions respectively), and search engines results. More specifically, the prices were displayed in Euros for the Italian edition and American Dollars for the US-American edition; the week-calendar for the US-American edition would start on Sunday and finish on Saturday, whereas the week-calendar for the Italian edition would start on Monday and finish on Sunday; the internal search engine would respond to keywords in English or Italian according to the edition selected. Polish Tourist Organization's website presented localization activities for currency symbols for both US-American and Italian-speaking geographical markets. Finally, Innovation Norway's website adapted units of measure for both US-American and Italian editions (respectively miles and kilometers).

Conclusions, Limitations, and Further Work

This research has elaborated a methodology in order to measure and report localization activities applied to UNESCO WHS-related webpages in European NTOs' websites. The framework has combined in an innovative way user scenarios execution and content analysis following the Cultural Dimensions of Hofstede et al. (2010) and Hall (1976), which were encompassed also by Tigre Moura et al. (2014). The analysis of UNESCO WHS-related webpages on three important European NTOs' websites has confirmed most of the hypotheses originated from the study performed by Hofstede et al. (2010) and one hypothesis from Hall's (1976) cultural studies. The research has underlined the fact that great attention has been dedicated by content managers into adapting the multimedia content related to UNESCO WHSs in order to reach in a more efficient and effective way the US-American and Italian-speaking geographical markets. More in-depth investigation is required to improve the methodology used as well as to conduct research on those destination websites that show a lower degree of localization activities for UNESCO WHS-related webpages. Moreover, it is necessary to study the internal procedures and objectives held by NTOs when it comes to promotion, communication, and sustainable development of UNESCO WHSs through online communication. At this regard, it will be instrumental to do research on the impact (in terms of efficiency and effectiveness) that such cultural adaptations have on the intended audiences. These future steps will allow for a stronger analytical base, which is highly required not only for studying the issue at the academic and scientific level, but also to provide advices for all managers and practitioners that are involved in communicating and promoting UNESCO WHSs online.

Table 1. Proposed adaptation of the cultural framework for the evaluation of cultural values on tourism destination websites.

Cultural Dimension	Cultural Categories	Operationalization
Collectivism	Community relations	<i>Presence of sustainable tourism activities, activities relating to involvement of the local community; an emphasis on social responsibility</i>
	Clubs or chat rooms	<i>Presence of member's clubs, chat with destination agents, chat with interest groups, message boards, discussion groups and live talks, social network sites</i>
	Family theme	<i>Pictures of families, pictures of teams of employees, groups of tourists, emphasis on team and group activities and tourists as a family</i>
	Newsletter	<i>Online subscriptions, magazines, and newsletters</i>
Individualism	Independence theme	<i>Images and themes depicting self-reliance, self-cognition, achievement, isolation and self-fulfillment</i>
	Uniqueness of the destination	<i>Emphasis on the unique features and differentiating aspects of the destination</i>
	Personalization	<i>Features such as attractions recommendations and accommodation experience recommendations, individual acknowledgements or greetings from the destination, travel planners, tour operators, web page personalization, and customized travel packages</i>
Power Distance	Destination hierarchy info	<i>Information about destination managers, politicians, local government or administration and hierarchy of the tourism sectors</i>
	Pictures of celebrities	<i>Pictures of important people related to the destination and titles of the people in the contact information</i>
	Proper titles	<i>Titles of the important people related to the destination and titles of the people in the contact information</i>
	Vision statement	<i>Statement about the destination from destination managers or people who represent power in the society</i>
Uncertainty Avoidance	Customer service	<i>FAQs, tourist service, tourist contact, tourist service emails and toll free numbers available 24 hours</i>
	Tradition theme	<i>Emphasis on history, emphasis on respect, veneration of elderly and the culture, and phrases like "most respected destination", "keeping the tradition alive", "for generations", etc.</i>
	Local services	<i>Contact information for local tourism-related companies such as hotels, travel agencies, tour operators, restaurants, and others; also contact information for personal safety services, such as police and hospitals</i>
	Visualization of the place	<i>Maps of the destination and reference to geographical localization, virtual tours, live webcams, weather charts, etc.</i>
	Local terminology	<i>Use of country-specific metaphors, name of festivals, puns, a general local touch in the vocabulary of the web page</i>
High Context	Aesthetics	<i>Attention to aesthetic details such as: currency, textual correctness, plug-ins and links, redundancy, and responsive webpage</i>
	Feelings and emotions	<i>Pictures and themes reflecting love and harmony appeal</i>
	Politeness and indirectness	<i>Greetings from the destination, images and pictures reflecting politeness, and use of indirect expressions like "perhaps", "probably", and "somewhat"; overall humbleness of in the destination philosophy and information</i>
	Soft sell approach	<i>Use of affective and subjective impression of intangible aspects of a product or service and more entertainment theme to promote the destination</i>
Low Context	Hard sell	<i>Discounts, promotions, coupons, and emphasis on products and services advantages using explicit or implicit comparison</i>
	Rank or prestige of the destination	<i>Features like destination's rank in the country, listings, and numbers or text showing the growth and importance of the destination</i>
	Use of superlatives	<i>Use of superlative words and sentences: like "we are the number one", "the most visited destination", "the leader", and "world's most famous"</i>

Table 2. Means of Cultural Dimensions and Cultural Categories.

Cultural Di- mensions	Representation on Website	Mean AT_usa	Mean AT_it	Mean PL_usa	Mean PL_it	Mean NO_usa	Mean NO_it
COL	Community relations	2.82	2.86	N.F.	3.67	3.80	3.97
	Clubs or chat rooms	2.30	1.90	3.00	3.12	2.33	2.55
	Family theme	3.57	2.64	2.44	3.22	3.71	3.80
	Newsletter	2.16	2.92	2.49	2.48	2.14	2.02
		2.72	2.58	2.65	3.12	3.00	3.08
IND	Independence theme	2.95	2.70	3.32	3.26	3.93	3.88
	Uniqueness of the destination	3.75	3.62	3.42	3.44	3.39	3.39
	Personalization	3.38	3.80	3.35	4.06	3.69	3.56
		3.36	3.37	3.36	3.59	3.67	3.61
PD	Destination hierarchy info	2.29	N.F.	2.75	2.86	1.56	1.92
	Pictures of celebrities	N.F.	2.58	N.F.	3.08	1.81	N.F.
	Proper titles	1.98	2.75	2.92	3.18	1.64	2.17
	Vision statement	N.F.	N.F.	N.F.	N.F.	N.F.	N.F.
		2.14	2.67	2.83	3.04	1.67	2.04
UA	Customer service	2.85	2.72	3.02	3.16	1.78	2.01
	Tradition theme	3.19	3.55	3.19	3.70	2.20	2.31
	Local services	2.59	3.33	3.16	3.46	3.70	3.77
	Visualization of the place	2.69	3.42	3.34	3.18	3.39	3.82
	Local terminology	2.25	2.92	2.44	3.10	2.87	2.76
		2.71	3.19	3.03	3.32	2.79	2.94
HC	Aesthetics	4.00	3.00	2.00	2.00	3.00	5.00
	Feelings and emotions	2.62	3.22	3.67	3.67	2.57	2.80
	Politeness and indirectness	1.89	2.45	N.F.	N.F.	N.F.	3.19
	Soft sell approach	3.03	3.69	3.06	3.47	2.97	3.00
		2.89	3.09	2.91	3.05	2.85	3.50
LC	Hard sell	2.21	2.58	N.F.	N.F.	3.07	2.70
	Rank or prestige of the destination	1.90	2.70	3.14	N.F.	1.56	2.31
	Use of superlatives	2.61	3.28	2.82	3.00	2.36	2.13
		2.24	2.85	2.98	3.00	2.33	2.38

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