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**Contents**

**Introduction** 1

**1. Literature Review** 3

1.1 Cultural Tourism and Destination Image 3

1.1.1 UNESCO World Heritage Sites 4

1.1.2 Destination Image Formation Process 6

**2. Methodology and Data Analysis** 9

2.1 Tourism Discourse Analysis 9

2.1.1 Tourist Reviews About UNESCO Sites in Italy 10

2.1.2 Tourist Reviews About UNESCO Sites in Spain 12

**3. Results and Discussion**  13

3.1 Influence of UNESCO Sites on the Destination Image 13

3.1.1 Results From Italy 14

3.1.2 Results From Spain 16

**Conclusion** 17

**References** 19

**Introduction**

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text.

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**Literature Review**

**1.1 Cultural Tourism and Destination Image**

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***1.1.1 UNESCO World Heritage Sites***

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***1.1.2 Destination Image Formation Process***

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**Figure 1.1**

*A General Framework of Destination Image Formation*



*Note.* From “A Model of Destination Image Formation,” by S. Baloglu, and K. W. McCleary, 1999, *Annals of Tourism Research, 26*(4), p. 870.

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**Figure 1.2**

*Path Model of the Determinants of Tourism Destination Image Before Actual Visitation*



*Note.* Straight lines from exogenous to endogenous variables denote the paths (effects) that are hypothesized and tested, while dashed lines denote the paths (effects) that are not hypothesized but tested to examine the overall pattern of the model. From “A Model of Destination Image Formation,” by S. Baloglu, and K. W. McCleary, 1999, *Annals of Tourism Research, 26*(4), p. 871.

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**Methodology and Data Analysis**

**2.1 Tourism Discourse Analysis**

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***2.1.1 Tourist Reviews About UNESCO Sites in Italy***

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***2.1.2 Tourist Reviews About UNESCO Sites in Spain***

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**Results and Discussion**

**3.1 Influence of UNESCO Sites on the Destinatio Image**

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***3.1.1 Results From Italy***

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***3.1.2 Results From Spain***

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**Conclusion**

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