Articles and essays

Cognitive and Affective Image: a study of Blumenau, Santa Catarina, Brazil, as a tourism destination

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Abstract

In recent years, we have been observed a considerable increase of tourism destinations that aim to develop tourism with the goal of improving local economies. At the same time, new studies have emerged focusing on the competitiveness of these touristic places, addressing the most diverse topics – mainly related to marketing and management. The image of tourism destinations is quite often discussed in these studies, since one can use it to compare touristic cities. Considering this context, this study aims to carry out a comparative analysis between the cognitive and affective image of Blumenau, Santa Catarina, Brazil. The research is exploratory, descriptive and comparative, with quali-quantitative approach. To describe the cognitive image, we conducted a morphological and content analysis of 579 words and 117 images from tourism folders and an analysis of the city website. After this, we used Structural Equation Modeling (SEM) and correlation tests (Spearman's coefficient) to analyze the data. To describe the affective image, we used the study conducted by Reis et al. in which the researchers analyzed the Blumenau branding from the perspective of its residents. The results show that the cognitive image corresponds to the affective image, since the advertising of Blumenau promotes the German culture, an essential element for the residents' self-image.

Keywords: Cognitive image; Affective image; Tourism destination; Blumenau (Santa Catarina, Brazil).

Resumo

Imagem cognitiva e imagem afetiva: um estudo do destino Blumenau, SC, Brasil

Nos últimos anos, observou-se um aumento considerável de destinos que almejam desenvolver a atividade turística com o objetivo de alavancar a economia local. Concomitante a esta situação, surgiram estudos voltados à competitividade de destinos, englobando as mais diversas temáticas, voltadas principalmente ao marketing e à gestão. A imagem de destinos é abordada com bastante frequência nesses estudos, uma vez que, por meio dela, um destino pode diferenciar-se de seus concorrentes. Em virtude desse

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cenário, este estudo tem como objetivo realizar uma análise comparativa entre a imagem cognitiva e a imagem afetiva do destino Blumenau (SC, Brasil). A pesquisa caracteriza-se por ser exploratória, descritiva e comparativa, com abordagem qualiquantitativa. Para descrever a imagem cognitiva, realizou-se uma análise morfológica e de conteúdo das 579 palavras e 117 imagens encontradas nos folders e no site promocional da cidade. Posteriormente, aplicou-se aos dados a Modelagem de Equação Estrutural (MEE) e testes de correlação (Coeficiente de Spearman). Para descrever a imagem afetiva, utilizou-se o estudo realizado por Reis et al., que analisa a marca Blumenau a partir da perspectiva dos seus residentes. Os resultados demonstram que a imagem cognitiva corresponde à afetiva, uma vez que a comunicação publicitária de Blumenau promove a cultura germânica, elemento fundamental da autoimagem dos residentes do município.

Palavras-chave: Imagem cognitiva; Imagem afetiva; Destino turístico; Blumenau (SC, Brasil).

Resumen

Imagen afectiva e imagen cognitiva: un estudio de lo destino Blumenau, SC, Brasil

En los últimos años, se observó un aumento considerable de destinos que anhelan desarrollar el turismo con el objetivo de impulsar la economía local. Concomitante a esta situación, empezaron a surgir estudios centrados en la competitividad de los destinos, englobando las más diversas temáticas, pero sobretodo el marketing y la gestión La imagen de destinos se discute con bastante frecuencia en estos estudios, ya que, a través de ella, un destino puede diferenciarse de sus competidores. Bajo este escenario, este estudio tiene como objetivo realizar un análisis comparativo de las imágenes cognitiva y afectiva del destino Blumenau (SC, Brasil). La investigación se caracteriza como exploratoria, descriptiva y comparativa, con abordaje cualicuantitativo. Para describir la imagen cognitiva, se realizó un análisis morfológico y de contenido de 579 palabras y 117 imágenes de folletos promocionales y del sitio web de divulgación de la ciudad. Posteriormente, se aplicó a los datos el Modelo de Ecuaciones Estructurales (MEE) y pruebas de correlación (Coeficiente de Spearman). Para describir la imagen afectiva, se utilizó el estudio de Reis et al., que analiza la marca Blumenau desde la perspectiva de sus residentes. Los resultados demuestran que la imagen cognitiva corresponde a la imagen afectiva, ya que la comunicación publicitaria de Blumenau promueve la cultura alemana, un elemento clave en la autoimagen de los residentes del municipio.

Palabras clave: Imagen cognitiva; Imagen afectiva; Destino turístico; Blumenau (SC, Brasil).

CONTEXTUALIZATION

Currently, in order to improve their economy, many destinations focus on developing touristic attractions. In this process, they face a highly competitive scenario, where the differentiating factor has great importance for the survival in the market (BASAN; BAGARIC; LOCARIC, 2013; CHAGAS, 2008; UPADHYAYA, 2012). As a result of increased competitiveness, several studies addressing mainly marketing and management issues have been developed. The image of tourism destinations has been a frequent subject of discussion, since the literature presents them as corporate brands that can be promoted in the market and disseminated to the public (CHAGAS, 2008; KARABAG; YAVUZ; BERGGREN, 2011).

The management of a tourism destination image should be carried out with emphasis on its uniqueness, since it has significant influence on the strategic positioning of cities, increasing their attractiveness and thus making them more competitive in the market (BERTOLI, 2014; CHAGAS, 2008; MERRILEES; MILLER; HERINGTON, 2008; PEREIRA, 2013; PIKE, 2007). Therefore, it is necessary to invest in activities related to the creation of an image with differentiating features designed to meet the needs of residents, visitors and other potential public (BASAN; BAGARIC; LONCARIC, 2013; REIS et al., 2015). After all, an image properly promoted is considered an effective way to achieve long-term competitive advantages (GIACOMINI FILHO, 1998; MERRILEES; MILLER; HERINGTON, 2008).

This image affects individuals' perception and influence the buying behavior of tourists, mainly in relation to choices and other visits (CHARLTON, 2008; PEREIRA, 2013). Identifying the destination image through the appreciation of its distinctive features – such as tradition, History and culture – improves its market positioning (BERTOLI, 2014; CHAGAS, 2008; PEREIRA, 2013; PÉREZ-NEBRA; TORRES, 2002). The process of creating city branding is one of the main roles of marketing management in Tourism, being also responsible for the dissemination of the image of the city to the public (BERTOLI, 2014). The goal of this process is to disseminate a unique and competitive identity within the consumer's mind (STANCIOIU et al., 2011).

According to the studies by Merrilees, Miller and Herington (2008) and Upadhyaya (2012), the topic is still recent in the scientific area, and few published articles are available. Considering this context, this study aims to carry out a comparative analysis between the cognitive and affective image of Blumenau, Santa Catarina, Brazil. We opted for this destination inspired by Reis et al. (2015), who – while researching city branding from the perspective of Blumenau residents – identified the affective image linked to the city. In its turn, cognitive image will be identified by words and images from promotional materials of the city. This research aims at analyzing if the destination sells its "personality" based on its differentiating aspects.

DESTINATION IMAGE

Several authors believe that destination image influences the process of choosing a particular tourist attraction (ACERENZA, 2002; BERTOLI, 2014; CHAGAS, 2008; LI, 2012; PIKE, 2007; UPADAHYAYA, 2012). Because of this, many cities are focusing marketing efforts in advertising image as a competitiveness factor (GIACOMINI FILHO, 1998). However, the major challenge faced by destinations is to identify the image that best portraits their "personality," that is, their peculiar and differentiating aspects, which may attract more tourists (BERTOLI, 2014; PEREIRA, 2013; REIS et al., 2015; UPADAHYAYA, 2012).

Conceptualizing the term "destination image" is a complex process. In this study, the definition proposed by Acerenza (2002), Chagas (2008), Chagas and Marques Júnior (2011) and Stancioiu et al. was adopted. These researchers consider "destination image" the mental representation associated with a particular destination. The creation of this image, which determines the destination "personality" through a symbolic value based on knowledge and focused on the emo-

tions that the place cause in the public is essential for the development of Tourism (BERTOLI, 2014; PEREIRA, 2013; REIS et al., 2015; STANCIOIU et al., 2011).

Some public administrators use touristic attractions – especially main festivals and differentiating cultural features – to promote cities as corporate brands (KARABAG; YAVUZ; BERGGREN, 2011) According to studies conducted by Basan, Bagaric and Loncaric (2013), a destination with a strong brand and renowned for its diverse public has a better image in the market. In this way, using tourist attractions as part of the brand positioning process is fundamental for the destination strategic positioning (LUBOWIECKI-VIKUK; BASINSKA-ZYCH, 2011).

In recent years, there has been an increase in the discussions regarding destination image. Authors such as Pike and Scott (2009) conducted a study in Australia to analyze the residents' involvement with the brand, verifying the congruence between projected images and identity of destinations. They concluded that the way communities host tourists is a strong competitive advantage tool. In Brazil, in Natal (RN), Chagas and Marques Júnior (2011) analyzed the relationship between quality, satisfaction, loyalty and destination image. The authors concluded that the complex image, i.e., created after the experimenting the product, directly influences quality, satisfaction and loyalty.

Achterkamp, Robinson and Moital (2011) analyzed Germany's image as a holiday destination, and found as strong points touristic attractions, cleanliness and accessibility; as a weak points, the weather, beaches and prices. Their study concluded that the promotional material does not have influence on the decision to visit Germany, perhaps by the absence of or even poor information.

In the study by Mendes, Valle and Guerreiro (2011), the researchers explored the relationship between the projected image and the image as a tourism destination, in the region of Algarve, Portugal. They concluded that the affective elements are not perceived by tourists.

Another author, who also used Portuguese destinations as study object, was Tojal (2014), discussed the importance that stereotypical representations of destinations and inhabitants have in the texts from folders and other promotional materials. After analyzing three cities in the Northern coast of Portugal, the author concluded that these representations influence the process of choosing a tourism destination.

Exploring and evaluating the structure of cognitive components from the image of a tourism destination "the Sun and the sea" in Greece was the goal of Stylos and Andronikidis (2013). The authors discussed the factors that affect image formation, suggesting four dimensions.

The objective of the study by Limberger, Anjos and Pereira (2013) was to analyze the communication effectiveness from Balneário Camboriú (Santa Catarina, Brazil) based on the perception from its tourists and public and private administrators. The authors concluded that although the induced message is consistent with the tourist services provided, it still needs to be improved.

The study by Buosi and Silva (2013) aimed to relate the perceived image and the overall assessment made by 280 tourists who visited Jericoacoara, Ceará, Brazil during the research period. The results point out the relevance of image attributes for a satisfactory overall assessment of destinations.

In the scientific database Elton Bryson Stephens Company, we found 286 articles that addressed the topic "destination image". We used the keyword "destination image" with temporal delimitation between 2005 and 2015. Most of the arti-

cles were from China (29), Turkey (11) and Taiwan (10), and from the 50 journals found those that stood out with a greater number of publications on the subject were International Journal of Tourism Research, with 35 articles, and Tourism Tribune, with 23 articles. Chart 1 presents the articles found on Ebsco database.

Chart 1 – Main studies focused on the topic "destination image" in recent years

Thesaurus term	Authors
Tourist attractions	Pike and Scott (2009) Achterkamp, Robinson and Moital (2011) Mendes, Valle and Guerreiro (2011) Limberger, Anjos and Pereira (2013) Tojal (2014)
Destination image	Pike (2007) Achterkamp, Robinson and Moital (2011) Chagas and Marques Junior (2011) Lyu, Xu and Lin (2014)
Place marketing	Pike and Scott (2009) Buosi and Silva (2013) Lyu, Xu and Lin (2014)
Destination promotion	Jetter and Chen (2011) Buosi and Silva (2013) Stylos and Andronikidis (2013)

Source – Ebsco (2015)

This article compares the cognitive and affective image of the destination Blumenau. According to Gartner (1993), the cognitive image can be regarded as knowledge on rational components based on measurable attributes of destinations, while the affective image is based on individual values formed by the relationship with a given destination and the feelings aroused by it.

CITY BRANDING

The term "city branding" can be defined as a set of activities to create a unique image of a particular place in order to identify, formulate and disseminate their particular characteristics in relation to other cities (REIS et al., 2015). Brand positioning optimization increases competitiveness of the destination, generating more opportunities and maintaining its vitality. To project and promote a location so that it is attractive to residents and visitors, meeting their needs, is the main objective of destinations that aim to generate a positive brand image (KARABAG; YAVUZ; BERGGREN, 2011; REIS et al., 2015).

A study carried out by Lerner et al. (2011) had as the main goal to highlight the role that destination image has in the development of brands and to identify the main tourist attractions in the historical regions of Romania. The authors concluded that the image identified by the inhabitants as being the mark of the destination is linked to natural landscapes.

Karabag, Yavuz and Berggren (2011) analyzed the relationship between Turkey and Sweden festivals and the promotion and advertising of cities at different levels in the market. These authors concluded that, in spite of their importance to the residents, the festivals feature generic themes and are poorly promoted.

To discuss the importance of creating a brand of a national, regional and local destination for Poland is the aim of the research carried out by Lubowiecki-Vikuk and Basinska-Zych (2011). The authors concluded that sport and tourism are important components for the brand positioning process.

A study conducted in India by Upadhyaya (2012) aimed to better understand the main factors that contribute to identify the personality traits in the destination image. The author confirmed his hypothesis empirically, through six dimensions related to personality and five dimensions related to destination image.

Thirteen articles were found with the keywords "city branding" or "city brand" on Ebsco. The temporal limitation was between 2005 and 2015. Most of the articles was from European cities (8 articles), two of them from Turkey. The articles are distributed among eleven scientific journals, and three investigations published by Tourism Tribune.

Chart 2 – Main studies focused on the topic "destination image" in recent years

Thesaurus term	Authors
Competitiveness	Upadhyaya (2012) Xu et al. (2013)
Culture and Tourism	Zhou and Su (2014)
Destinations	Domenico and Domenico (2007) Stancioiu, Teodorescu, Pargaru, Vladoi and Baltescu (2011) Upadhyaya (2012) Xu, Qin, Zhang, Qi and Li (2013)
Festivals	Karabag, Yavuz and Berggren (2011)
Cultural Heritage	Domenico and Domenico (2007)
Brand image	Lubowiecki-Vikuk and Basinka-Zych (2011) Stancioiu, Teodorescu, Pargaru, Vladoi and Baltescu (2011) Upadhyaya (2012)
Place marketing	Lubowiecki-Vikuk and Basinka-Zych (2011)
Tourism Marketing	Karabag, Yavuz and Berggren (2011) Wang and Li (2012)
Destination promotion	Karabag, Yavuz and Berggren (2011)

Source – Ebsco (2015)

In Brazil, the study conducted by Bertoli (2014) aimed to identify the representation of Blumenau in social networks, analyzing the implications of this representation for the destination image. The study by Donaire and Galí (2011) carried out in Barcelona served to the author as the basis to define the dimensions to be studied. The most expressive results were related to general aspects – leisure, gastronomy, typical architecture and urban elements.

The research by Reis et al. (2015) – which, in this study, will be used to identify the affective image of the studied destination – aimed to examine the attributes of the brand Blumenau from the perspective of its residents. By using statistical techniques, the article studied the relationship between the characteristics of the city and the overall assessment made by its residents. The dimensions analyzed were based on the study by Merrilees, Miller and Herington (2008) carried out in Australia.

METHODOLOGICAL PROCEDURES

This study – based on a qualitative and quantitative approach – is exploratory, descriptive and comparative, and was performed through the cross-analysis of the residents' perspective regarding the brand Blumenau and the promotional materials distributed by the city. For the affective image description (related to the perception of the residents), we used the results from Reis et al. (2015). To describe cognitive image, 579 words (nouns and adjectives) and 117 images found on the Department of Tourism website of Blumenau and eleven promotional folders distributed in 2015 (Table 1).

Table 1 – The promotional material analyzed

Promotional material	Words	Images
Sommerfest 2015	59	06
Miss Blumenau 2015	08	01
Festival da Cerveja [Beer Festival]	57	05
Osterdorf 2015	49	07
Cãominhada 2015	14	01
Caminhada das Nascentes 2015	19	07
Torneio de Canastra 2015	51	02
Festitália 2015	11	04
Oktoberfest 2015	93	08
Blumenau Festas e Eventos [Blumenau festivals and events]	103	14
Parque Vila Germânica	62	28
Secretaria de Turismo [Department of Tourism website]	53	34
TOTAL	**579**	**117**

Source – Elaborated by the authors

The words and images were classified into five dimensions, based on the studies by Donaire and Galí (2011): typical architecture, events, gastronomy, typical identity and leisure (tourism). Each author classified the words and images. In a second stage, a meeting was held to collect the perceptions regarding the five dimensions. Only in a third phase the final distribution of words and images according to the most proper dimensions was made. To categorize the material coherently, we selected the most striking feature of each one of the images, noticeable at first impression.

The eleven folders – nine from promotional events (Sommerfest, Miss Blumenau, Festival da Cerveja, Osterdorf, Cãominhada, Caminhada das Nascentes, Torneio de Canastra, Festitália and Oktoberfest) and two guides (Blumenau parties and events and Parque Vila Germânica) – were given by an employee from the Blumenau Department of Tourism. The site used in the study (www.blumenau.sc.gov.br/secretarias/secretaria-de-turismo) was analyzed on September 15 and September 30 in 2015. It is important to emphasize that the words and images analyzed were taken from the *website* main page.

After the distribution of words and images in the five dimensions aforementioned, we elaborated Microsoft Excel spreadsheets with the goal of choosing the best statistical treatment to be employed. We decided then to use Structural Equation Modeling (SEM), which, according to Reis et al. (2015), allows researchers to view graphically, through the Spearman coefficient correlation tests, and through path diagrams, the relationship between study dimensions. Based on these data, we proposed the following hypothesis that could be accepted or rejected:

- H1: There is a positive relationship between the promotional material and self-image of the Blumeanau residents.

ANALYSIS AND DISCUSSION OF THE RESULTS

Blumenau is located in the Brazilian South, in the Center North region of Santa Catarina, known as Vale do Itajaí. The city – founded in 1850 by German immigrants – has strong European features, being considered one of the cities with the greatest Germanic influence on Brazilian culture, History, architecture and gastronomy (BLUMENAU, 2015; REIS et al., 2015). With 510 km ^{2} of extension and almost 330,000 inhabitants, it is the third largest and most populous city in the state of Santa Catarina. Its largest economic activity is the textile industry, responsible for approximately 70% of the Blumenau collection (BLUMENAU, 2015).

The results of this research are presented in a sequence in the following pages. First, we present the results achieved through the analysis of the words and images identified in the promotional materials (primary source). Then the results from the study by Reis et al. will be described (2015), which are related to the perception of the Blumenau residents in relation to the image identified as a city mark (secondary source). Finally, we compare the results obtained in each step of the analysis. At his stage, we will compare the cognitive and affective images of the destination Blumenau.

Cognitive image × affective image

To identify the cognitive image of Blumenau, we made a morphological analysis of the 579 words found in eleven promotional folders distributed in 2015 and published on the Department of Tourism website. Through the analysis of the words, it was possible to verify a higher incidence in the category "events," with 219 mentions, and gastronomy with 107. The category "typical architecture", with 59 references, was the least cited.

In Table 2, the distribution of words from the promotional materials among the five defined categories are shown.

Table 2 – Distribution of words found in the promotional materials

Promotional material / Categories	Typical Architecture	Events	Gastronomy	Typical Identity	Leisure (Tourism)	Total
Sommerfest	08	10	13	14	14	**59**
Miss Blumenau	03	05	00	00	00	**08**
Festival da Cerveja	04	13	33	02	05	**57**
Osterdorf	08	29	02	05	05	**49**
Cãominhada	03	11	00	00	00	**14**
Caminhada das Nascentes	01	10	00	00	08	**19**
Torneio de Canastra	06	43	00	00	02	**51**
Festitália	02	04	01	02	02	**11**
Oktoberfest	08	35	16	23	11	**93**
Blumenau Festas e Eventos [Blumenau festivals and events]	09	42	18	27	07	**103**
Parque Vila Germânica	07	11	16	06	22	**62**
Department of Tourism	00	06	08	19	20	**53**
OVERALL TOTAL	**59**	**219**	**107**	**98**	**96**	**579**

Source – Elaborated by the authors

The category "events" was the most mentioned in eight of the twelve promotional materials, mainly in Osterdorf (29), Torneio de Canastra (43), Oktoberfest (35) e Blumenau festivals and events (42) folders. As regards the category "gastronomy," we highlight the Festival da Cerveja (33) [Beer Festival] and Parque Vila Germânica (16) folders. The category "typical identity" was the most representative in the Oktoberfest (14) and Blumenau parties and events (23) folders. The category "leisure" was the most cited in the Sommerfest (14) and Parque Vila Germânica (22) folders. On the Department of Tourism website, the most representative categories were "events" (19) and "typical identity" (20). The typical architecture category was the least cited in the Sommerfest (8) and Oktoberfest (8) the folders; it was not mentioned on the Department of Tourism website.

After analyzing the content of 117 images found in eleven promotional folders and on the Blumenau Department of Tourism website, it was possible to verify that the most representative categories were typical identity, with 35 images, and events, with 25. The category "leisure" was the least present in the images from the materials, with only 18 occurrences. In Table 3, the distribution of words from the promotional materials among the five defined categories is shown.

Table 3 – Distribution of words found in the promotional materials

Promotional material / Categories	Typical Architecture	Events	Gastronomy	Typical Identity	Leisure (Tourism)	Total
Sommerfest	03	00	00	03	00	**06**
Miss Blumenau	00	01	00	00	00	**01**
Festival da Cerveja	00	00	05	00	00	**05**
Osterdorf	01	06	00	00	00	**07**
Cãominhada	00	00	00	00	01	**01**
Caminhada das Nascentes	00	00	00	00	07	**07**
Torneio de Canastra	00	00	00	00	02	**02**
Festitália	00	01	02	01	00	**04**
Oktoberfest	01	01	01	05	00	**08**
Blumenau Festas e Eventos [Blumenau parties and events]	01	03	02	05	03	**14**
Parque Vila Germânica	08	00	09	11	00	**28**
Department of Tourism	06	13	00	10	05	**34**
OVERALL TOTAL	**20**	**25**	**19**	**35**	**18**	**117**

Source – Elaborated by the authors

The category "typical identity" was the most representative in the Oktoberfest (5) and Blumenau festivals and events (5) folders. It also excelled in the Parque Vila Germânica folder (11). The category "gastronomy," was the main highlight in the Festival da Cerveja (5) and Parque Vila Germânica (9) folders. "Events" was the most cited in the Osterdorf folder (6). The category "leisure" was more cited in the Caminhada das Nascentes folder (7), and the category "typical architecture" was highlighted in Parque Vila Germânica folders (8). On the Department of Tourism website, the most representative categories were "events" (13) and "typical identity" (10).

Figure 1 shows the path diagram created through Structural Equation Modeling (MEE).

Figure 1 – Structural Equation Modeling (MEE)
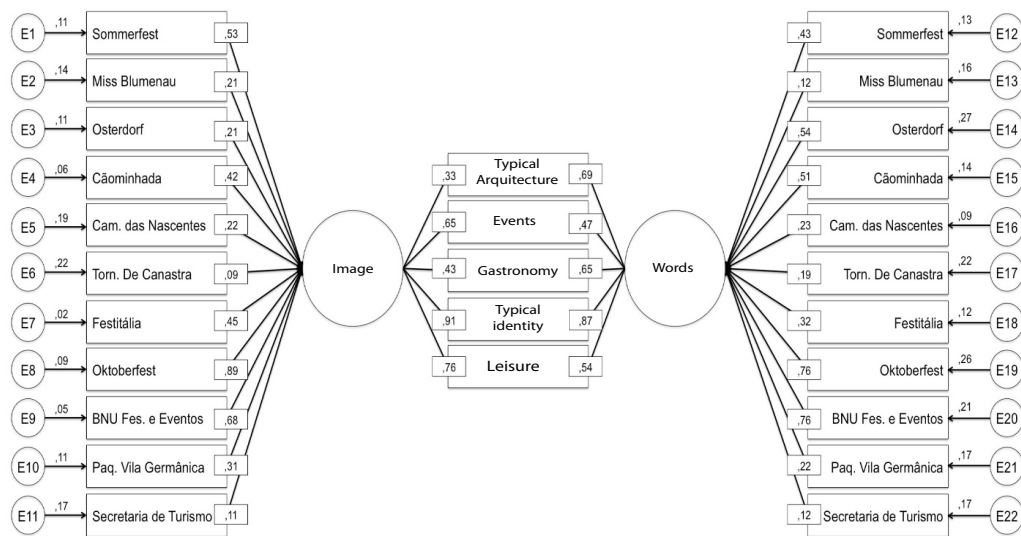
Source – Research data (2015)

From the analysis of Figure 1, it was possible to realize that Oktoberfest had the most representative folder in the sample, both concerning image analysis (89%) and word analysis (76%). The second most representative folder – Blumenau festivals and events – is right behind, with 68% (images) and 76% (words). Considering only the images, the least representative materials were: Torneio de Canastra (9%) and the Department of Tourism website (11%) – the latter is also the least representative regarding words, reaching the percentage of 12% and having the same result of the Miss Blumenau folder. Regarding dimensions, we noted that typical identity is the one that reaches a higher percentage in images (91%) and words (87%). However, through the application of correlation tests, by Spearman's coefficient, we could not prove a statistical correlation among the variables.

To identify affective image, we used the study by Reis et al. (2015) who, through the application of descriptive statistics, identified the identity dimension as the most representative in the city (average = 5.22). For most respondents, the city values its German culture, something important for a population that has pride of the traditions inherited from their ancestors. The highest overall average in the study (5.69) was achieved by the "it is by the German culture, manifested through its festivals and traditions that Blumenau is recognized throughout the country," since it allowed the authors to confirm that the cultural heritage from the German founders of the city is strongly valued as an element of local identity.

Through the application of analytical and inferential statistics, Reis et al. (2015) might also identify other two dimensions that have strong influence on the construction of the image Blumenau from the perspective of its residents: transportation (77%) and Government Services (69%). However, both dimensions say more about the image that residents have of the current administration of the city and do not have influence on the image of the destination Blumenau as tourism product. Finally, the authors concluded their investigation stating that the self-image of the population represents a key element for the tourism positioning strategy.

The results obtained by our study corroborate those by Reis et al. (2015), stating that, both in the words and in the promotional images of Blumenau, the dimension "typical identity" is the most representative. This statement shows that the city is disseminating in its advertising campaigns exactly the defining feature for its residents: the German culture. In other words, Blumenau has identified the differentiating aspect in relation to its competitors and thus have advertised the aspects that reflect the reality of the city. However, despite the evidence, the hypothesis H1 ("there is a positive relationship between the promotional material and the self-image of Blumenau residents") could not be statistically proven.

However, it is important to note that the qualitative data did not diverge from the results found by other authors. The study by Pike and Scott (2009) pointed out the congruence between the projected image and the destination identity. The research by Karabag, Yavuz and Berggren (2011) verified that cultural aspects have influence on the promotion of the city as corporate brand. Tojal (2014) concluded that the stereotypical representations of destinations and its inhabitants in promotional materials affect the choice of a tourism destination. Also the research by Stancioiu et al. (2011), carried out in Romania, identified the natural aspects – image identified by its inhabitants – as a mark of the destination.

FINAL CONSIDERATIONS

This study allowed to deepen theoretical and empirical knowledge on the topic "destination image" by a detailed literature review and through practical application of the theoretical knowledge. To make a comparative analysis between the cognitive and affective image of the destination Blumenau, we sought to test the research hypothesis H1 ("there is a positive relationship between the promotional material and the self-image of residents in Blumenau").

After the collection and analysis of information, it was possible to conclude that Blumenau give tourists all the city can offer. Or to put it another way: there is correspondence between cognitive and affective image, and the differentiating feature of the city – the typical Germanic identity – appears represented in its cultural heritage, traditions transmitted by its settlers and thematic festivals.

However, despite the evidence, the hypothesis H1 ("there is a positive relationship between the promotional material and the self-image of the Blumenau residents") could not be statistically proven.

According to Reis et al. (2015), the self-image of a population is an essential element to define the strategy for the tourism brand positioning. When they feel part of the city – and thus have influence on the decision-making in there –, the residents assume the role of brand ambassadors in relation to the visitors, which contributes significantly to the development of the tourism activity. The results obtained in this research corroborates those by Reis et al. (2015) reaffirming the importance of the strategic positioning of tourism destinations and the identification of their differentiating aspects as competitive advantages. One can note that identifying the differentiating aspect in relation to other cities and, with it, to carry out an advertising campaign focused on a target audience, is an important competitive advantage, used by Blumenau.

As limitations of this research we can cite the use of two different sources for data collection, a primary (content analysis of the promotional material of the city) and a secondary (study by Reis et al.), which were concluded in different years (Reis et al. worked with data collected in 2015). Moreover, the classification of words and images carried out by the three authors of the study can be pointed out as a limitation. We suggest future investigations using the perception of a greater number of people in order to enhance the credibility of these findings.

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