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Subjects: (tick box)	Project	Synopsis	Portfolio	Thesis X	Written Assignment

Study programme:	Culture, Communication and Globalization
Semester:	10
Exam Title:	Master Thesis

Name and date of birth/ Names and dates of birth of group members:	Name(s)	Date(s) of birth
	Mafalda Dionísio Braga	20-11-1993

Hand in date:	30-05-2017
Project title /Synopsis Title/Thesis Title	Attractiveness of the city of Lisbon and its perceived attributes
According to the study regulations, the maximum number of keystrokes of the paper is:	192.000
Number of keystrokes (one standard page = 2400 keystrokes, including spaces) (table of contents, bibliography and appendix do not count)*	147.283
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Master Thesis

Attractiveness of the city of Lisbon and its perceived attributes

Culture, Communication and Globalization

May 2017

Supervised by

Peter Kvistgaard

Written by

Mafalda Dionísio Braga

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AALBORG UNIVERSITET
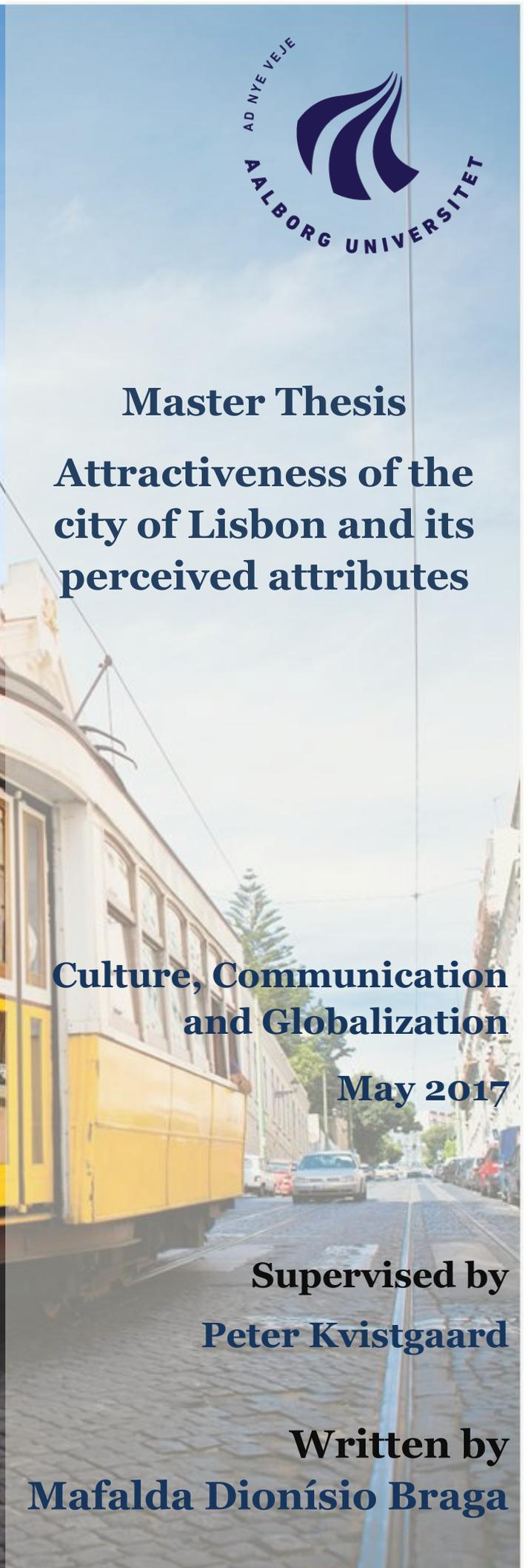
Abstract

The purpose of this thesis is to investigate attractiveness of a city and to answer the research question: "How is the attractiveness of the city of Lisbon perceived?" and four additional sub-questions regarding attractiveness of a city for different target groups, namely women and men, residents and visitors, female residents and male residents, and female visitors and male visitors.

This project developed a theoretical ground that consists of a list of twenty-seven attributes that measure the attractiveness of a city. A mixed methods research was conducted in this project and the methods chosen to collect the data were online survey and focus groups.

The results show that attractiveness of a city is a subjective concept and it is directly related to the city's available attributes. More importantly, this thesis proved that attractiveness of a city varies depending on the target group or dimension analyzed. Therefore, women and men prioritized different perceived attributes, as well as residents and visitors, and there was also significant differences found between female and male residents' perceived attributes and also between female and male visitors. This thesis contributes for future research as it developed a theoretical framework possible to be generalized and used to measure others city's attractiveness. Additionally, this thesis' results open a new area for future research that consists of the comparison between cities, either similar to Lisbon, such as southern European cities, or totally different, such as northern European cities.

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Chapter 1.0 - Introduction

Globalization has intensified competitiveness in the tourism marketplace, demanding cities to differentiate themselves and to create a positive image (De Carlo et. al, 2009; Noni et. al, 2014; Zenker, 2009; Zhang and Zhao, 2009). In order to improve competitiveness and attractiveness, academics, consultants, and government officials are becoming more aware of place branding (Zhang et al., 2009; Noni et. al, 2014; Kavaratzis 2007; Kaplan et al, 2008).

Along these lines, place branding refers to the practice of applying marketing strategies to differentiate cities economically, socially, politically and culturally (Kaplan et al., 2008). Place branding it is also seen as a common practice to market a city's history, quality of place, lifestyle and culture for opportunity, prestige or power in capital accumulation in a competitive environment (Zhang et al., 2009; Noni et. al, 2014; Kavaratzis 2007). As a complex concept, researchers are still struggling to separate the different terminologies used in place branding (Hanna et al., 2008) and, consequently, to find a consensual definition (Zenker et al., 2011). Extensive research and studies have been conducted across a wide variety of areas within place branding. Kavaratzis (2005) indicated that place branding incorporates numerous trends, such as place of origin branding, culture and entertainment branding, nation branding and destination branding.

Therefore, place branding is a more difficult and complex process as compared to the branding of goods and services, because it involves an enormous amount of factors, such as geography, tourist attractions, natural resources, infrastructures, institutions, local products and residents' characteristics. (Dinnie, 2004; Fan, 2006; Kaplan et al, 2008). Moreover, place branding it is also connected with offerings, attributes, images, associations, purposes, ownership and audiences (Fan, 2006).

Furthermore, according to Richards (2015), cities are starting to realize that a brand is not enough and it is also important to establish an "identity that speaks to the different users of the city and which tells the story of the city" (p. 1). There are also more complexities in place branding that arise from the diversity of stakeholders, the number of organizations steering the brand, the limited control brand and the target groups (Virgo et al., 2006; Kavaratzis, 2007). To simplify, "city marketing is about loving your city and showing to other people why you love it" (Kavaratzis, 2008, p. 67)

On 9th August of 2008, Kavaratzis (2008) entered "city branding" in Google and returned about 350 000 hits. On 7th of March of 2017, the number of hits increased by

more than 4 million. Today, "city branding" returns 4 670 000 hits on Google. As Kavaratzis mentioned, there are numerous results that had nothing to do with the process referred in this project. However, the majority direct readers to websites of cities through the world and provide information regarding their marketing efforts to create a competitive and attractive city. Several cities became successful cases of place branding, such as Barcelona or Amsterdam. And, as Hannigan (2003) states, "a successful brand should be instantly recognizable, play on the desire for comfort and certainly and provide a point of identification for consumers in a crowded marketplace" (in Richards et al., 2015, p. 34).

The Catalan capital managed to shift from being the Paris of the South to the Capital of the Mediterranean, supported by greatest artist such as Miró, Dali, Picasso and Gaudi. This shift led to another one – a city's image characterized by the port and the business center changed to a leisure and cultural destination (Richards et al, 2010; Richards, 2015). Barcelona started being identified as a city created by major events, a "strategy that has led to the staging of many more events and themed celebrations in recent years, as the city tried to recapture the 'Olympic effect'." (Richards, 2015).

"I Amsterdam" is the result of a successful branding place campaign that echoes in peoples' minds throughout the world. Trying to distance from the idea of the City of Sex and Drugs, Amsterdam focused on a marketing strategy that clearly avoided two pitfalls of city marketing. Firstly, they did not focus their marketing strategy only in an advertising campaign and secondly, they chose a strategy that addresses not only the tourism sector but also a variety of economic activities and target groups (Kavaratzis, 2008).

Cities are trying to stand out and there is a need to attract investors, tourists, new citizens and qualified workforce (Zenker et al, 2013). Cities are trying to promote themselves as an attractive place to live, work, visit and invest (Richards et al., 2015). In the place branding field, the words attractiveness, attractive or attract are constant as it is a priority to attract people, make a city attractive and compete for attractiveness.

But, what makes a city attractive?

1.1. - Problem Formulation

Although the number of contributions on place branding has increased considerably over the past years, there is a lack of studies regarding attractiveness of a city. In order to clarify the concept of city's attractiveness in the place branding context, the city of Lisbon, capital of Portugal, was chosen to conduct the investigation.

Lisbon was chosen as it is considered to be a developing and growing capital city. That can be shown in the following demographic and touristic data available. In 2015, Lisbon's population increased by approximately 3 500 people in comparison to 2014. This growth happened for two main reasons: the number of emigrants decreased whilst the number of immigrants increased. This has lead to a positive migration balance in Lisbon, an occurrence that did not happen since 2013 (INE, Statistics of Portugal). Moreover, tourism in Lisbon increased by approximately 3 million people in 2015 in comparison with the previous year (INE, Statistics of Portugal). According to the Study of the Macroeconomic Tourism Impact in the City and Region of Lisbon, in 2015 the touristic activity in the city generated 6.2 billion Euros.

1.2. – Research Question

Based on the information presented in the above sections, this thesis will answer the following research question and sub-questions:

How is the attractiveness of the city of Lisbon perceived?

As there is a lack of information regarding this topic, there are several possible angles to investigate. Out of large categories focusing on attractiveness, this project will focus on the following four.

Although it is commonly believed that in modern times the differences between the travel patterns of men and women are much less pronounced than in earlier times, for some authors tourism is still a process constructed out of gendered societies (Meng et al., 2008; Kinnaird et al., 1994). This project it is going to focus on the unexplored gender differentiation in attractiveness of a city. Hence, a sub-question that this project it is going to answer is:

How is the attractiveness of Lisbon perceived by women and men?

As stated by Servillo et al. (2011), "attractiveness is a concept that should be specified in relation to certain categories of possible users/ inhabitants for whom the assets are mobilized" (p. 359).

In the past, external target groups, such as visitors, were the focus of place branding. However, there is an effort to also include residents in this kind of projects, since they fulfill different roles in place branding (Zanker et al., 2013). Cities have multiple identities depending upon the beholder (Zukin, 2011; Gilboa et al., 2015). Hence, the perception of a place can differ depending on the target groups' perspectives and interests (Zenker et al., 2010). And these perceptions can be measured through the tourists' willingness to stay at a place and through the satisfaction of residents (Zenker et al., 2011). As Christgau et al. (2004) suggest "marketing should reflect both the citizens' conception of their city and what visitors experience" (p. 26). So, this project is going to answer the following sub-question:

How is the attractiveness of Lisbon perceived by residents and visitors?

In addition, it is also relevant to answer the following two sub-questions as it will provide more in-depth knowledge to understand attractiveness of a city:

How is the attractiveness of Lisbon perceived by female residents and by male residents?

How is the attractiveness of Lisbon perceived by female visitors and by male visitors?

The word perceived in the context of the present research questions as well as in the project's context it is understood as "a belief or opinion based on how things seem" (Cambridge Dictionary) or "how a person sees or understand something" (Oxford Dictionary). Essentially, perceived refers to how a particular group of people understands the 'reality' of what is attractiveness. As suggested in the Inside-Out Oslo Perception Survey, the brand of a place represents a complication set of association in peoples' mind. So, "ambitions and targets relating to the brand of a place should mainly be formulated and evaluated in the realm of perception (...)". (n.p.)

To sum up, this thesis is going to answer five main questions:

1. How is the attractiveness of the city of Lisbon perceived?

1.1. How is the attractiveness of Lisbon perceived by women and men?;

1.2. How is the attractiveness of Lisbon perceived by residents and visitors?

1.3. How is the attractiveness of Lisbon perceived by female residents and male residents?;

1.4. How is the attractiveness of Lisbon perceived by female visitors and male visitors?.

1.3. – Thesis Structure

1	• Introduction
2	• The City of Lisbon
3	• Theoretical Framework
4	• Methods
5	• Analysis
6	• Discussion
7	• Conclusion

Figure 1: Structure of the Thesis

Chapter 1 explains and clarifies the problem of the thesis. Additionally, presents the research question as well as the sub-questions that this project attempts to answer. **Chapter 2** gives a detailed description of the chosen city to analyze – Lisbon, its history, demographic data, location, and some other relevant facts. **Chapter 3** refers to the theoretical framework, including four sections: place branding, city's attractiveness, attributes and gender theory. **Chapter 4** describes the methods used in order to answer the research questions. This includes philosophy of science, research design and methods used in order to collect data. **Chapter 5** is the analysis section and it presents the results of both methods as well as a descriptive analysis. **Chapter 6** refers to the discussion section and the results shown in the previous chapter will be analyzed using the theoretical framework. **Chapter 7** presents the conclusion, including a brief summary of the answers to the research questions as well as overall conclusions. Furthermore, includes the project limitations and suggestions for further research.

Chapter 2.0 – The City of Lisbon

This chapter will briefly describe the history of Lisbon and present several facts regarding demography, economy, architecture, climate and events of the capital city.

2.1. – History
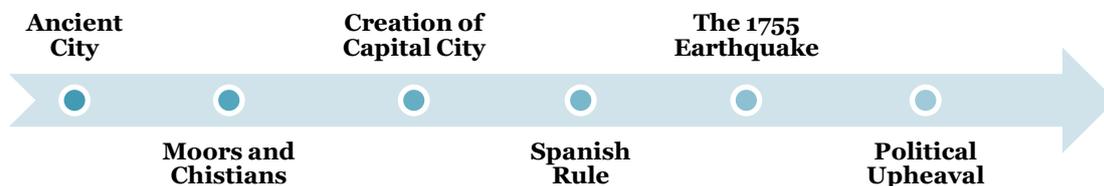
Figure 2: Timeline of Lisbon's History

The Phoenicians established a port town named Alis Ubbo (Safe Shore/ Harbor), in the location of what was to become the city of Lisbon, more than 3000 years ago. The city was later inhabited by the Greeks, the Carthaginians and, lately, the Romans, who took over in 205 B.C. and stayed for the next 600 years.

The Arabic Moors arrived from North Africa during the second decade of the 8th century A.C. and promptly claimed the city as their own. They rebuilt the ancient walls around the city which they renamed Lissabona and ushered in an important era in the history of Lisbon that lasted 400 years. After several months of a well-planned siege, the Christians took the city in the year of 1147.

The city's modern history turns into a new direction in 1260, when King Afonso III relocated his capital from Coimbra to Lisbon. The capital boomed during the 15th and 16th centuries as a result of the Portuguese Age of Discovery. Vasco da Gama, a Portuguese explorer, discovered the sea route to India at the end of the 15th century and the wealth become flowing into the city. Lisbon started trade relations with Africa, Europe, and the Far East and, eventually, Brazil, when gold was found in the territory. Merchants from around the world set up their shops in the city and Lisbon developed into one of the most cosmopolitan spots on the globe.

The city's imperialism ceased in 1580 when the Spanish took over the administration of Portugal. For 60 years the city was run by the dual Spanish-Portuguese throne until the Portuguese started the Restoration War to returned independence to Portugal. Autonomy was ensured with the Treaty of Lisbon, in 1688.

On the 1st of November of 1755, three enormous earthquakes hit the city of Lisbon, followed by fires and a tsunami that led to a complete destruction of the downtown part of the capital. It is estimated that approximately 30 percent of the city's residents were killed and most of the city was ruined.

Napoleon Bonaparte took over Lisbon in 1807 and remained until 1811. The French occupation led to a chaos and economic crisis that lasted for decades. The assassination of the King D. Carlos I and his son, in 1908, was a turning point for the republican movement, starting 45 changes of government over the next two decades.

With a dictatorial regime since 1933, Portugal managed to establish a democratic regime in 1974 after The Carnation Revolution, also called 25th of April. When Portugal joined the European Community, in 1986, stability slowly began to emerge[1].

2.2. – Facts

Lisbon is the capital of Portugal, the largest and most populous city of the country. It is located on the right bank of the mouth of the River Tagus (Tejo) and, along with 17 other municipalities constitutes the Metropolitan Region of Lisbon. The city is also the westernmost capital of a European country.

In 2015, the core city had approximately a population of 563,312 and the larger urban zone that constitutes the Metropolitan Region of Lisbon had a population of 2,810,923 (INE, Statistics of Portugal, 2015). The core city has 8 545 ha, whereas the larger urban zone has 143 669.
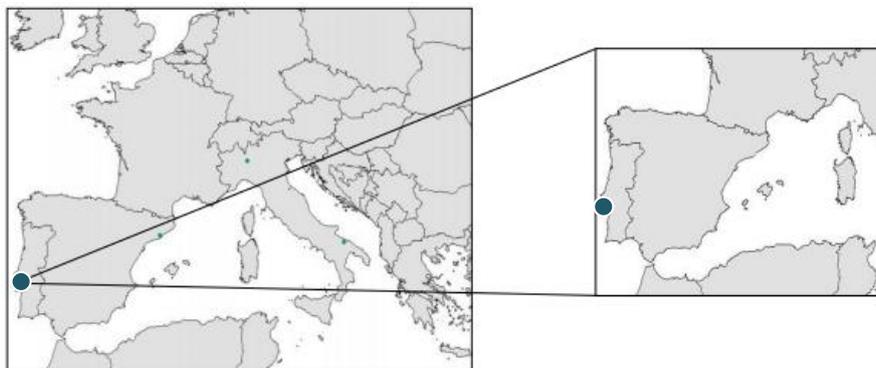
Figure 3: Location Map of Lisbon

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[1] Historical information retrieved http://www.world-guides.com/europe/portugal/lisboa/lisbon/lisbon_history.html

The Lisbon region is the wealthiest in Portugal and, despite the current economic crisis, the GDP per capita average of Lisbon is above the European Unions' average. Economically, Lisbon concentrates around 25% of the working population, 30% of domestic enterprises, 33% of employment and contributes over 36% of national GDP. The capital is the largest economic driver within the Metropolitan Area, concentrating 100,000 enterprises out of 340,000 in the region (Oliveira, 2015).

Lisbon is one of the oldest cities in the world, and the oldest in the Western Europe, predating cities such as London, Paris and Rome by centuries. The city has a rich cultural heritage, with monuments, botanical and imperial gardens and parks, and historic districts full of features that reflect its Roman origins and Moorish influence. The city is also rich in architecture and it is possible to find there Romanesque, Gothic, Manueline, Baroque, Modern and Postmodern constructions.

Lisbon has two sites considered by UNESCO as a World Heritage Site, namely Belém Tower and Jerónimos Monastery. Additionally, Lisbon was European Capital of Culture in 1994 and four years later, in 1998, organized the 1998 Lisbon World Exposition (Expo). It is also relevant to mention that Lisbon hosted the UEFA Euro 2004 Championship.

Lisbon benefits from a Mediterranean climate, with an average annual temperature of 21.5 ⁰C during the day and 13.5 ⁰C during the night. This is one of the strengths of Lisbon, promoting the city as a tourist destination, reflecting on the increasing numbers of visitors, as well as on the lengths of visits and quality of the tourism (Oliveira, 2015).

Chapter 3.0 – Theoretical Framework

The aim of the theoretical framework is to identify which attributes are considered to be the most attractive in the city of Lisbon. In this way, attractiveness of Lisbon is going to be analyzed through several perspectives, namely women's' and men's, residents' and visitors', female residents' and male residents', and female visitors' and male visitors'. In order to determine these attributes, will be conducted an extensive analysis of forty-one academic articles that gathered attributes and features that contribute to city's attractiveness.

The attributes discriminated in the academic articles will be gathered and it will result in a list of attributes developed in this section. This list of attributes will be further on in this project narrowed down with the aim to achieve a final list of attributes for each target group.

So, for instance, women will have a final list of attributes, as will men, residents and visitors. This final attributes list will consist of the attributes that each target group considers to be the ones that describe the attractiveness of the city of Lisbon.

In order to analyze what constitutes the attractiveness of a city and how is it perceived, there are three logical steps that the theoretical framework section follows. As Figure 4 shows, the first step refers to place branding, then to city's attractiveness and, lastly, to attributes. All these sections complement each other.
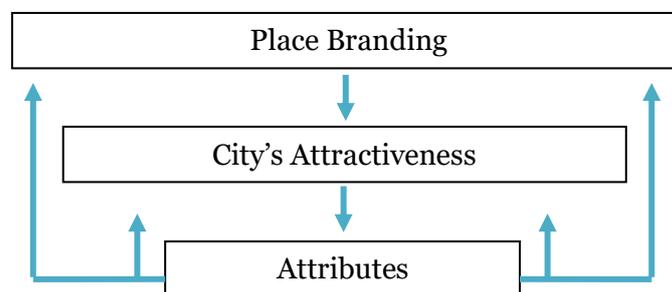
Figure 4: Overview of Theoretical Framework

As the forty-one academic articles analyze mainly tourists' and residents' perspectives, there is a need to add a section to the theoretical framework regarding gender theory. To analyze the results it will be necessary to have a theory to evaluate the gender differences, along with the articles that explore visitors' and residents' approaches.

3.1. – Place Branding

Research on branding became a challenge because the concept involves a number of spatial scales of places, such as countries, regions, cities or towns (Chang et. al, 2013). Hence, this situation has accentuated the challenge of branding the "multidimensional construct of 'place'" (Hanna et al., 2007, p. 62).

Branding had its origin in the 19th century and the first definition of brand was provided by the American Marketing Association as "a name, term, sign, symbol or design, or a combination of these intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of competitors" (Kotler et al., 2002, p. 469). Although this definition was subject of critics as it was too product oriented, it was accepted in the contemporary literature (Hanna et al, 2007; Wood, 2000).

Since then, the term of place branding emerged as a necessity generated by globalization and the need in the marketplace for ideas, culture, and reputation, in a time where products, services, and funds are becoming one in a global community (Anholt, 2005; Hanna et al., 2007). According to Chang et al. (2013), place branding is derived from two types of literature, namely, studies regarding country-of-origin effect and studies on destination image. The authors declare that although nowadays the term is different from these two sources, they are still interconnected. Additionally, Zenker et al. (2010), considered that place branding has its origin in place marketing.

The place branding field extends across a variety of academic areas (Hankinson, 2015), travel tourism being the primary focuses of branding literature and the most developed. Yet, several authors have agreed that the definition of place branding transcended the tourism field, incorporating also economic, socio-political and historical perspectives (Hanna et al., 2007; Hankinson, 2015; Gnoth, 2002; Papadopoulos et al., 2002; van Ham, 2001; Olins, 2002).

This project analyzes place branding in the city context, which is often referred to as city branding for several authors. Cities are competing in the promotion of tangible and intangible attributes in order to attract residents, tourists, businesses, investment and talented workers (Gilboa et al., 2015; Zenker et al., 2011). As suggested by Richards (2015), cities are realizing that a brand it is not enough to stay ahead of the competition but that it is necessary to create a city identity in order to speak to the different target groups and to tell the narrative of the city. In this way, place branding can be used by cities as a way to "unite their stakeholders around a new competitive identity and to

communicate their message to target audiences" (Gilboa et al., 2015, p. 50). In addition, "place managers need to become involved in the formation of a brand identity that accords the multidimensional construct 'place' purpose and direction, while the brand's delivery on attributes, benefits, values and personality secures consumer satisfaction, and economic and political attention" (Hanna et al., 2007, p. 63).

The process of place branding is complex and broad as it involves a range of factors (Kaplan et al., 2008; Dinnie, 2004; Fan, 2006). According to Anholt (2006), people evaluate cities and places, choose them, like or dislike them based on stereotypes and clichés. In other words, the author explains that it is the same as judging a book by its cover. Hence, it is a difficult challenge for a city to convince their potential visitors and investors that their perceptions are unfounded. Therefore, this is the main task of city branding. (Anholt, 2006; Zeinalpour et al., 2013). It is also important to take into consideration that branding is a "process by which attempts are made to influence how consumers interpret and develop their own sense of what a brand is" (Kavaratzis et al, 2007, p. 17). By this, it is understood that marketing involves what is communicated about a brand that can also be controlled by the brand owner or its agencies (Kavaratzis et al., 2007).

As suggested by Kavaratzis (2007), "branding needs to be thought of as a complete and continuous process interlinked with all marketing efforts" (p. 27). In this way, place branding refers to the practice of applying appropriate marketing strategies to differentiate cities economically, socially, politically and culturally (Kaplan et al., 2008). To Zenker et al. (2010), place branding is "a network of associations in the consumers' mind based on the visual, verbal, and behavioral expression of a place, which is embodied through the aims, communication, values and the general culture of the place's stakeholders and the overall place design" (p. 3). However, this definition implies that place branding is not about the physical place, but instead about the perception of expression in the mind of the target groups. In this project, this definition is rejected because it is believed that one of the main reasons why people chose to go to a place is due to the physical place offerings.

Furthermore, place branding's aim is also to maximize social function in order to benefit the different target groups, most importantly the residents (Kotler, 1993; Zenker et al., 2011). Moreover, these target groups differ not only in their structure, but mainly in their specific place needs and demands. This factor constitutes one of the main differences between place branding and the general field of marketing because the focus is on the satisfaction of the customers instead of on the profit of organizations which creates this divergence. Additionally, there is the need for a link between

externally based values and internally experienced values. Consequently, the marketing strategy should reflect both the citizens' conception of their city and what the visitors experience (Christgau et al., 2004; Stigel et al., 2006). In this project, this connection between both target groups is crucial because otherwise the strategy will consist of values and concepts that are incongruent with what residents and visitors experienced.

As the main function of place branding as a tool is to make a city attractive in order to drive its competitiveness, there is the need to understand the concept of attractiveness of a city.

3.2 – City's Attractiveness

As prior mentioned, attractiveness of a city was not defined in the previous literature. Yet, several researchers touched upon the concept of attractiveness, without considering a definition.

The concept of attractiveness can vary depending on the perspective analyzed, on specific needs and activity characteristics (Sinkiené et al., 2010). This occurs because attractiveness is not an objective concept, but instead it is the result of a generalized market attribution, which incorporates elements of subjectivity (Kim, 1998; Calvo-Mora et al., 2011). According to Sinkiené et al. (2010), in a city context, attractiveness would also vary depending on the target group in order to ensure long-term socio-economic growth and higher competitiveness. Servillo et al. (2011) add that attractiveness it is a cyclical process because when the city attracts and maintains target groups, the outcome of this attractiveness becomes a contribution, which further determines the result.

Several authors focused their studies on the description of an attractive city regarding attributes that the city possesses that make it attractive (Sinkiené et al., 2010). Along these lines, Snieska and Zykiene (2015), suggested that "attractiveness in the scientific literature is perceived as the city's available resources; the city's ability to maintain them and attract the new ones, thus gaining an advantage with respect to other cities and ensuring city's development." (p. 49).

In this paper, attractiveness is understood as the city's available attributes to attract new people, maintain residents and compete with other cities. It is also considered that attractiveness is a subjective concept and this project's aim is to comprehend if attractiveness of Lisbon and its perceived attributes are different between target groups, namely between residents and tourists, and also between women and men.

3.3. – Attributes

Noni, Orsi and Zanderighi (2014), argued that three reflections need to be taken into consideration when analyzing city's attractiveness attributes. "First, the marketing literature does not show consensus relative to the importance of city attributes. Second, just a few studies specified a detailed item structure of attributes and thus it is difficult to understand exactly how they are measured. Third, since several authors have referred to different but comparable attributes, a reclassification proves may be useful in or to aggregate similar ones" (p. 220-221).

Different disciplines and areas focus on different attributes of a city (Zenker et al., 2013). For instance, urban planners and architects tend to take a highly physical approach, centering on aspects such as the housing market, urban development or natural environment (Jensen, 2007; Zenker et al., 2013; Noni et al., 2014). Additionally, urban planners typically highlight diversity, tolerance and openness to different cultures (Trueman et al., 2007). Other disciplines normally focus on economic growth, cost of living or job opportunities. From a tourism perspective, cultural activities, nightlife, pollution and shopping are some of the core issues (Morgan et al., 2002; Zenker et al., 2013). Social studies tend to focus on safety, education, health and social services (Noni et al., 2014).

This project tries to gather the mentioned above perspectives that focus on aspects such as housing, natural environment, diversity, culture, economic growth, employment and value for money, entertainment, safety or education, along with some others. The academic articles that are going to be analyzed give relevance to different aspects, however a tourism perspective prevails as this project is directed related to tourism and visitors perspectives.

Although this project tries to gather different perspectives, it only focuses on tangible elements. According to Zenker (2011), tangible elements include perceptions about a city's culture, history, nightlife, shopping, infrastructure, housing or business in opposite to intangible aspects which involve brand's perceived personality, emotional characteristics or values.

The majority of the academic articles that are going to be part of the theoretical framework evaluated city's attributes regarding tourists and residents. However, other studies centered on business and talented people approaches as well as some in university students (Gilboa et al., 2015).

For example, Anholt (2006) created the City Brand Index that includes a hexagon model based on six dimensions: the presence, the place, the potential, the pulse, the people and the prerequisites. Merrilees et al., (2009) conducted an exhaustive study of residents' city brand attitudes and established several attributes: social bonding, sun-and-surf brand personality, business creativity, safety, nature, shopping, cultural activities and clean environment. García et al. (2012) suggested that socio-economic infrastructures, environment and safety, natural and cultural resources, pleasant atmosphere and overall image are the major attributes of a city. For Noni et al. (2014), several factors influence the city attractiveness of the city of Milan: level of safety, level of tourism supply, quality of culture, level of internationalization, quality of environment, quality of social services, quality of healthcare, quality of education structures, quality of work and job opportunities. For instance, Insch et al. (2013), identified four fundamental factors, namely work/life balance safety, natural environment and city's community assets.

Due to an immense variety of approaches and perspectives in the place branding field considering the attributes that maintain or create city's attractiveness, this project examined forty-one academic articles related to city's attractiveness attributes (**Appendix 1**).

It is important to explain the different steps conducted in order to examine the academic articles. Firstly, this analysis is conducted in a similar way to a study developed by Gilboa et al. (2014), as the authors examined 39 academic articles in order to gather what they call 'image dimensions' of studies conducted previously. Secondly, from the 39 articles examined by Gilboa et al. (2014), only 29 were considered adequate for this study. This happened for two main reasons: the impossibility of having access to some of the articles and, mostly, because, in my point of view, some of the articles chosen by Gilboa et al. (2014) were not related to place branding and the attributes that contributed to attractiveness of a city. Thirdly, to the 29 articles collected by Gilboa et al. (2014), were added 12 academic articles that were considered that fit the purpose of the present project.

Regarding the characteristics of the 41 academic articles, it is crucial to mention that:

(1) – 17 articles analyze residents' perspectives; 11 articles examine tourists and residents' perspectives; 5 articles evaluate residents, tourists and investors approaches; one article analyze tourists and potential tourists; 5 articles have no data regarding their perspective

(2) – 26 articles examine cities in Europe; 12 articles analyze cities in Asia; 1 article evaluate one city in North America; 2 articles investigate cities in Oceania; 1 article study one city in South America[2]

(3) – Spain, Netherlands, China and Italy are the most analyzed countries (4 articles analyze each country)

(4) – Rotterdam (Netherlands), Amsterdam (Netherlands) and Milan (Italy) are the most examined cities (2 articles analyze each city)

(5) – 33 articles analyze one city; 1 article examine two cities; 7 articles study three or more cities

(6) – For the present study, it is relevant to mention that there is no article that analyzes the city of Lisbon, but there is one article that examines the city of Porto, in Portugal

After the 41 academic articles and the respective attributes were examined (**Appendix 1**), it was time to analyze all the attributes individually and to develop a list of attributes that will further on be used in the project. All the academic articles gathered a total of 345 attributes. It is relevant to mention that only 332 attributes were considered because 13 attributes are too specific in relation to study the city in question. For instance, the attributes 'Sex, Drugs and R&R' and 'City of Canals' (Amsterdam, Kavaraztis et al., 2007), 'La Scala' (Milan, De Carlo et al., 2009) or 'The Han River' (Seoul, Hunter, 2012), cannot be generalized.

In a first stage, the 332 attributes collected previously from all the academic articles were gathered into 47. A lot of articles had similar if not the same attributes, which made it easier to narrow down the list. Afterwards, the 47 attributes were narrowed into the final 27 attributes, shown in Table 1. In the initial stage there was a lot of attributes, consequently in the final 27 attributes it was necessary to include similar features in the same attribute. In this way, the majority of the attributes in the Table 1 present a brief description of the attribute itself.

Table 1 shows the twenty-seven attributes that constitute the basis of the theoretical framework of the present project. The second step is to narrow down this attributes list through a survey conducted online and afterwards, two focus groups will be conducted in order to explain the survey results and, therefore, answer the research questions.

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[2] The total of articles regarding countries is 42, because one article examine two countries

Attributes	Absolute Frequency
Culture (people's attitudes and behaviors, hospitality, people's values and beliefs, tolerance and openness, local identity)	38
Architecture (architectural attractions, signatures architectures, heritage buildings, monuments)	24
Environment and Sustainability (water, cleanliness, environment-friendly)	21
Infrastructures (highways, streets, roads and bridges; public transport network; airports and trains; power and water supply; communications)	20
City's Overall Image	20
Parks and Green Spaces	18
Entertainment (nightlife, music and dance, leisure)	17
History and Heritage	15
Business (conference facilities and business atmosphere)	15
Art (art galleries, archeology sites, museums)	14
Economic Factors (dynamic economy, promotion of the city's economy)	11
Urbanity and Modernity	10
Value for money (products' quality is high and price is low)	10
Employment (job opportunities, professionalism and talent)	10
Trendiness (fashionable and stylish)	9
Diversity (difference, uniqueness, creativity)	8
Innovation and Technology	8
Location Factor (proximity to center, centrality, capital)	8
Housing	8
Safety	8
Shopping	7
Sports and Sports Facilities	7
Events and Festivals	7
Gastronomy and Wine	6
Political Factors (politics, government services and institutions)	5
Education	5
Healthcare	3

Table 1: List of Twenty-Seven Attributes

3.4. – Gender Theory

According to Meng et al. (2008), there is a lack of research that addresses gender perspectives in the tourism and leisure decision-making process (Meng et al., 2008; Kinnaird et al., 1994; Kinnaird et al., 1996; Swain, 1995). However, this section gathers articles conclusions that analyzed gender differentiations relevant to this project's topic.

Firestone and Shelton (1994) concluded that exist differences in the leisure patterns of men and women in the United States of America and they found out that men spend more time than women on social entertainment, such as sports activities, eating out or going to movies and plays. Moreover, McGehee et al. (1996) analyzed Australian leisure travelers from a gendered approach and found out that women were more likely to be motivated by culture, opportunities for family bonding when deciding a place to travel, while men gave more importance to sports and adventure.

Additionally, studies developed before 1980 concluded that men were the ones in charge in the decision-making process (Cosenza et al., 1981; Meng et al., 2008). However, after that period, women became more dominant in the decision-making process than men. Furthermore, several studies also found out that women are the primary vacation planner (Nichols et al., 1988; Fondness, 1992; Mottiar et al., 2004).

For Meng et al. (2008), their study in a resort in America concluded that women appreciate more natural scenery and recreational activities, such as festivals, museums, visiting historical sites, sightseeing and shopping, while men prioritized challenging nature-based activities. Along these lines, Bryant et al. (2011) concluded that men are higher in sensation seeking, which means that men tend to more active and prefer to go to parties and clubs more often than women. Moreover, according to Laing (1987) in Carr (1999), the male British tourists tend to prioritize sunbathing when on holiday, while women engage in more active experiences, such as visit historical sites and cultural sightseeing.

According to other studies (Crow et al., 1991; Hatala et al., 2000; Hawkins et al., 1999; Venkatesh et al., 2000), women are more affected by the surroundings, they search for more information and spend more time in the decision-making process than men. On the one hand, Wood (1990) concluded that men are more objective, assertive and realistic. On the other hand, Jucan et al. (2013) found out that women are they key influencers in the decision-making process but that considered that women are more pragmatic than men.

Chapter 4.0 – Methods

This section presents the problem that the project aims to solve, the paradigm followed and the methods used in order to achieve results and answer the research questions.

This project tries to understand how the concept of attractiveness of the city of Lisbon is perceived. As stated by Sinkiené et al. (2010), attractiveness varies depending on the target group. Hence, four sub-questions were added to the first one in order to achieve a deeper understanding of the concept: (1) How is the attractiveness of Lisbon perceived by men and women?; (2) How is the attractiveness of Lisbon perceived by residents and visitors?; (3) How is the attractiveness of Lisbon perceived by female residents and by male residents?; and, lastly, (4) How is the attractiveness of Lisbon perceived by female visitors and by male visitors?.

4.1 – Philosophy of science

As attractiveness of a city varies depending on the target group, this project attempts to understand the concept of attractiveness through four perspectives.

In this way, this study tries to comprehend the reality, understood as the attractiveness of the city of Lisbon, through different windows. This means that reality can vary depending on the windows that are open and able to construct it. For instance, in this study it was necessary to open four more windows to add to the previous ones, namely female residents, male residents, female visitors and male visitors. Hence, the reality is only accessed through a "window of theory" (Guba, 1990, p. 25). This happens because the reality could be different if other windows would be open to observe it and, therefore, construct it.

Guba (1990) defines the term paradigm as a "basic set of beliefs that guides action, whether of the everyday garden variety or action taken in connection with a disciplined inquiry" (Guba, 1990, p. 17; Denzin et al., 2005, p. 22). Hence, there are many different paradigms, but Guba describes four main types: positivism, post-positivism, critical theory and constructivism. As this project understands reality as a mere construction of several interpretations from the different target groups' perspectives, it tends to follow a **constructivist** paradigm.

The windows opened to construct this reality are the different target groups' perspectives. And these target groups are constituted by individual persons, by men and women, by residents and visitors. As individuals, each of them has different

thoughts, experiences and backgrounds. Although some of them can share aspects of the same experiences, they have different mental constructions, different opinions. In this way, to analyze the attractiveness of the city of Lisbon, I will be exposed to multiple meanings and multiple realities of each person that participates in the study. Hence, ontologically this thesis is related to **relativism**.

Along these lines, as a researcher, I both influence and I am influenced by the reality. As Lisbon is the city where I born and where I lived for almost whole my life, I have a special connection with it. Hence, my conclusions are products of my own perspective, history and cultural background and the conclusions could be different if this project was conducted by a different person or in a different context. Moreover, the choice of other theories, methods, and empirical data could lead to different conclusions to answer the same research questions. This happens because as the author of this project, I am a co-constructor of meaning. Therefore, epistemologically this project tends to be **subjective**.

4.2. – Research Design

The following section presents the research design and the methodological considerations. Therefore, it will be presented the methods that are used to solve the problem, which is to understand the concept of attractiveness of the city of Lisbon, as well as the approaches followed to achieve the results.

Bryman (2012) distinguishes three approaches that characterize the nature of the relationship between theory and research. This relationship can be based on a deductive, inductive or iterative approach. In the deductive approach, the researcher gathers knowledge from previous literature and deduces hypothesis based on these that must be subjected to empirical scrutiny (p. 24). The inductive approach implies that the research collects empirical data first and then new theories are developed. Finally, the iterative reasoning it uses both deduction and inductive because it involves going back and forth between data and theory (p.26).

In this project, a **deductive approach** has been used in the way that all the research process has a logical path. Despite the fact that hypotheses are not going to be developed, previous literature was used in order to create a list of attributes that constitute the base of the theoretical framework of this project. Hence, the findings are based on previous literature and therefore a deductive approach has been used. Conducting a deductive research can have disadvantages, such as conducting a rigid research because it does not allow the researcher to open to new hypothesis. In this

case, a deductive research could have restricted the list of attributes developed because it was only based on previous research. However, in order to contradict this feature of deductive research, through the methods conducted in this project it was given the possibility to add more attributes to the ones in the list already created. As an advantage, deductive research seeks to build on previous work, being designed to be cumulative in relation to the existing knowledge (Bellamy, 2012).

According to several studies (Zenker et al., 2013; Zenker, 2011; Chang et al., 2013), the existing place branding literature shows that three main methods can be used for measuring city perception. Firstly, it can be done through qualitative methods, such as focus group interviews (for example, Lodge, 2002; Morgan et al., 2002). Secondly, it can be measured using quantitative methods such as questionnaires (for example, Grabow, 2005; Merrilees et al., 2009). Finally, can be measured using mixed methods.

Chang and Marafa (2013) conducted a project reviewing place branding methodologies in the new millennium. The authors concluded that qualitative approach is the most used in place branding studies and that there is a lack of integrated research approaches. The authors suggested that the used of "mixed-method or more diversified quantitative approaches may yield insightful future research opportunities in a field where most research is typically conducted using individual case studies and qualitative approaches" (p. 236).

In this project have been conducted a **mixed methods research**, which stands for research that integrates quantitative and qualitative research in a single project (Bryman, 2012). This research method was chosen because using qualitative and qualitative approaches simultaneously provides a better understanding of the research questions than either method by itself. Additionally, mixed methods can also be used when more data is needed to explain the findings from the first data set. For instance, the data collect through a survey may not be enough to provide explanations for its results. However, focus groups can offer deeper insight and more specific information that the statistical results (Behar-Horenstein, 2010). According to Johnson and Onwuegbuzie (2004) "mixed methods also is an attempt to legitimate the use of multiple approaches in answering research questions, rather than restricting or constraining researchers' choices" (p. 17).

On the one hand, qualitative research can be often criticized because it is not necessarily representative of the universe, in this case, of all men and women who are resident and visitors of the city of Lisbon. Moreover, in a qualitative research the findings commonly cannot be generalized beyond the context where the study was

conducted (Behar-Horenstein, 2010). On the other hand, quantitative research may not explain the reasons and fail to demonstrate the participants' understanding or perspectives. However, data collection tends to be quicker, and the analysis more precise and less time-consuming in comparison to qualitative research. In quantitative research, the findings may be generalized when the data are based on random samples (Behar-Horenstein, 2010; Bryman, 2012)

Overall, mixed methods research has advantages and disadvantages. As strengths, this research method allows words, pictures and narrative to be complementary to numbers in a way that the three first can add meaning to numbers, and the last one can add precision to the first ones. Mixed methods also allow the project to answer a broader and more complete range of research questions because is not confined to a single method. Additionally, a researcher can use the strengths of one method to overcome the weaknesses of another method. In the same way, this research method can provide stronger evidence for a conclusion through convergence and corroboration of findings and can be used to increase generalizability of the results. As weaknesses, mixed research method can be more difficult to conduct for a single researcher because is more time consuming and more expensive. (Burke Jonhson et al., 2004).

4.3. – Data Collection Method

In this section, it will be described in detail the data collection methods used in this project, namely online questionnaire and focus group. Moreover, advantages and disadvantages, plus the structure of the mentioned methods and their limitations will be presented.

In this project, an online survey was conducted to support the theoretical framework and to narrow down the list of attributes created in that section and the focus groups had the purpose to give an in-depth explanation of the data collected through the survey.

4.3.1. – Internet Survey

The internet survey was the first method used, and had the purpose to narrow down the list of attributes (27 attributes) that determine the attractiveness of the city of Lisbon.

Internet survey methods refer to surveys completed by respondents either by e-mail or over the internet. The method can also be called by web survey or self-completion questionnaire (Best et al., 2013; Bryman, 2012).

Along these lines, the survey was shared online mainly through the social media Facebook. In order to gather more responses, the survey was posted on my personal Facebook account and, consequently, my friends and family helped me by posting the survey in their personal pages. Through this social network, the survey was also posted in a few pages regarding travels, travelers and Erasmus in Lisbon. The survey was also spread through e-mail, with the specific goal to reach older people or people without a Facebook page.

The survey was open for fifteen days, since the 29th of March until the 12th of April. This time period was considered enough to collect the necessary data as after the first week, the rate of responses decreases exponentially.

The web survey was conducted through the web polling service Google Forms for several reasons. Firstly, offers a free polling service. Secondly, the survey allows an unlimited number of respondents, as well as unlimited questions. Thirdly, is mobile friendly, therefore it makes easier for people to answer without having access to a computer. Fourthly, it is possible to get e-mail notifications when respondents answer the survey. Fifthly, Google Forms allows a wide range of questions, including scale and grid that normally are not available in other free polling services. Finally, and most importantly, is one of the only free polling software that supports logic branching, meaning that offers the possibility to direct the respondent based on his/hers previous answers (Agarwal, 2014).

Advantages and Disadvantages

As any other method, the internet survey has weakness and strengths. The advantages of this method are mainly geographical, economic and temporal. The researcher is not required to be present and the survey is neither restricted by the respondent's location nor by economic aspects. In this project, these features gain significance because this project's target groups are not in a specific location, instead they are in Lisbon (residents) or spread globally (visitors). Additionally, web surveys are also more

convenient to the respondents as they can select the time and place more suitable to answer (Bryman, 2012).

The survey disadvantages are primarily misinterpreted questions, so it must be conducted in a simple and accurate way. Secondly, the results can also show restrained answers from the respondents that not deliver the desired output. However, in order to prevent these situations, close-ended questions were used in more relevant questions. Another disadvantage it is the fact that web surveys can lead to missing data and low response rate and, for that reason, in the survey conducted in this project it was mandatory to answer specific questions to finish the survey (Bryman, 2012).

Although it can be argued that not all the population that this project aims to reach have access to the Internet, web surveys can still be effectively employed in groups who are all likely to have access to the Internet (Best et al., 2013). Once this research it is not regarding age, but instead regarding gender and whether the people are residents or visitors, it is considered that the Internet is a good vehicle of information to share the survey in order to create a good sample. If this project had as target the population age, probably this method would not be the most appropriate, as commonly older people do not have access to the Internet.

This survey has a non probabilistic sample, as it drawn samples arbitrarily without a specific probability structure in mind. However, internet is suited for drawing non probabilistic samples because it can easily, quickly and inexpensively access a great subject pool (Best et al., 2013). In non probabilistic samples, it is important to remember that they do not represent scientific samples and, in that way, cannot be used to make generalizations to greater populations. However, internet data collection is increasingly used together with other methods in order to improve the chances of generalization (Dillman, 2007). In this project the use of a second method – focus group – may be enough to generalize the survey results.

Structure

The web survey conducted had 7 questions. There are two types of questions in this survey, namely open-ended and close-ended. The survey consists mainly of close-ended questions, as it minimizes the data analysis for interpretation. One is open-ended questions and six close-ended. Consult **Appendix 2** to see the survey as presented to the respondents.

Firstly, a set of general questions related to demographic data was asked, such as gender (female/male), age (less than 18 years old/ 19-24 years old/ 25-34 years old/

35-44 years old/ 45-54 years old/ 55-64 years old/ 65-74 years old/ 75 years or older) and, finally, nationality (Portuguese/ Other). In this set, gender is the most relevant question as it consists of a target group to answer one of the research questions.

Secondly, a question regarding the identification of the other target groups for the present study was asked. The respondents had the chance to answer "I am a resident of Lisbon", "I am a visitor of Lisbon (visited once or more)" or "I have never been in Lisbon". In the last option, the respondent was directed to the end of the survey, as the aim of the project is not potential visitors.

Thirdly, the respondents were asked to rank their perception of the city of Lisbon according to the 27 attributes (see 3.3. Attributes). In this question, all items were measured using a Likert Scale with a range from 1 to 5, where 1 = not attractive at all, 2 = moderately unattractive, 3 = moderately attractive, 4 = attractive and 5 = very attractive. Additionally, some of the attributes had a short description in order to avoid misunderstandings and different interpretations. For instance, since culture is a broad term, it was added that culture in this projects' context is understood as hospitality, tolerance and openness and local identity. To avoid attribute's context effects, all items were presented in random order.

The aim of the survey was also to give the chance for the respondents to add attributes to the mentioned earlier that were thought to be relevant when analyzing the attractiveness of Lisbon. Therefore, the question "Do you consider that Lisbon can be described using any other attribute(s) not mentioned above?" was asked. And if the answer was positive, the respondent should say which attribute(s). This last question is the only open-ended.

It is also relevant to mention that some questions were mandatory to answer in order to avoid missing data. In this way, gender and whether the respondent is a resident or a visitor were mandatory because it refers to the target groups of the present study. In addition, the question to rank the attractiveness of the attributes was also mandatory.

In the beginning of the survey was also explained the aim of the survey and, most importantly, the fact that the participation in the survey is anonymous and the information provided only applies to academic research.

Survey Summary

The online survey was answered by 364 participants. However, 52 participants answered "I have never been in Lisbon" and, consequently, they were directed to the end of the survey. In this way, 312 participants answered to the whole survey and, therefore, 312 answers were analyzed.

The following graphics illustrate the percentages regarding participants' ages, genders and nationality.
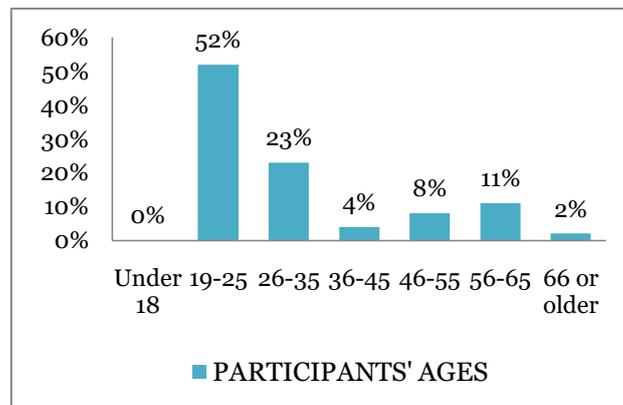
Graphic 1: Distribution of Survey Participants' Ages

Regarding the participants' ages, no participant under 18 years old answered the survey. 52% of the participants had ages between 19-25 years, representing the biggest group that responded to the survey. The second group that gathered more answers had ages between 26-35 years (23%), followed by participants aged between 56-65 years (11%), then 46-55 years (8%). Lastly, 4% of the participants had ages between 46-55 years and 2% were 66 years or older.
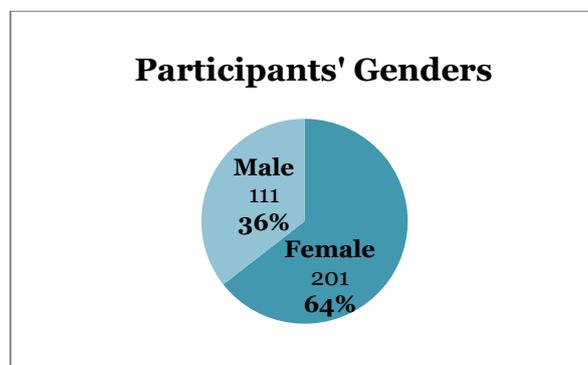
Graphic 2: Distribution of Survey Participants' Genders

In relation to the participants' genders, as the graphic shows, 64% are female and 36% are male. Out of 312 participants, 201 were women and 111 were men.
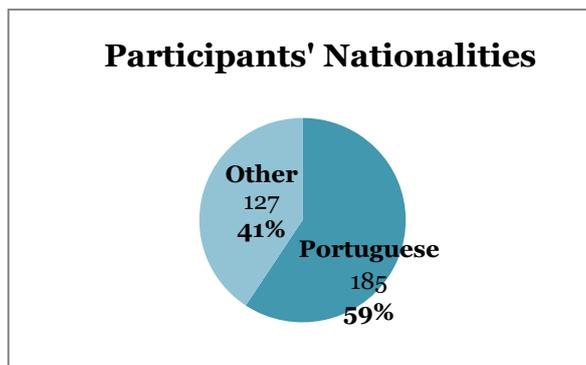
Graphic 3: Distribution of Survey Participants' Nationalities

As the graphic illustrates, 59% of the participants that answered the survey were Portuguese and 41% had other nationality. Out of 312 participants, 185 were Portuguese and 127 came from other countries.

The survey was answered by 32 different nationalities (Portuguese included), yet 16 participants did not specified from each country they were from. From the data available, it is possible to know the nationality of 111 participants.

Nationality	Absolute Frequency	Nationality	Absolute Frequency
German	13	Croatian	4
Polish	9	American	4
British	7	Greek	3
Italian	7	Danish	3
French	6	Turkish	3
Finnish	5	Bulgarian	3
Belgian	5	Hungarian	2
Spanish	5	Slovak	2
Romanian	5	Slovenian	2

Table 2: Survey Participants' Nationalities

The table shows the nationalities that had more than one participant. However, all the following nationalities had one participant each: Armenian, Austrian, Brazilian, Canadian, Czech, Dutch, Irish, Lithuanian, Mexican, Scottish, Swedish, Zimbabwe Mongolian and one participant had dual nationality Portuguese/Canadian.

See **Appendix 3** to consult the participants' demographic data such as gender, age and nationality for each category, namely women and men, residents and visitors, female

residents and male residents, female visitors and male visitors. See also **Appendix 4** to consult the other participants' nationalities.

It is relevant to mention that the survey participants' ages, genders and nationalities could had been different if different platforms were used to spread the survey and it can also depends on my network contacts, which can be seen as a limitation of the present project.

4.3.2. – Focus Group

Focus group method consists of a form of group interview that has a few requisites. It needs several participants, a focus on developing a particular defined topic and an emphasis on the interaction within the group (Bryman, 2012). Along these lines, A. E. Goldman (1962) defined focus group as group depth interviews by examining the meaning of the three words. "A group is a number of interacting individuals having a community of interest" (p. 61), depth relates to "seeking information that is more profound than is usually accessible at the level of interpersonal relationships" (p. 63) and interview involves the presence of a moderator that "uses the group as a device for eliciting information" (p. 64).

Although focus groups are most often used for exploratory research, this method is also used sometimes later in a particular research process. For instance, focus groups have also been proven useful following the analysis of a large-scale quantitative survey (Stewart et al., 2007).

Hence, once the online survey was close and the results analyzed, it was time to start conducting focus groups with the aim to have an in-depth knowledge of reasons behind the survey results. In this way, two focus groups were conducted. The first focus group was conducted in Lisbon, Portugal and the second focus group was conducted in Aalborg, Denmark. The first focus groups had the aim to gather the knowledge of female and male residents of Lisbon, while the second one tried to understand the male and female visitors of Lisbon perspective.

Advantages and Disadvantages

Focus group method provides a number of advantages in comparison to other types of research. Firstly, the data is obtained at a faster rate and has a lower finally cost than for individual interviews. Secondly, focus groups allow direct interaction between respondents and the researcher, providing opportunities for the clarification of responses, follow-up questions and probing responses. Thirdly, focus groups also allow

respondents to react to and build on the responses of other group members, which might not have been uncovered in individual interviews. Additionally, divergent opinions among group members can help the researcher to identify how and why individuals embrace or reject specific ideas. Lastly, focus groups are very flexible, because they can be used to examine a wide range of topics (Stewart et al., 2007).

However, focus groups also have some limitations. Firstly, the small numbers of respondents that participate in the focus groups can limit generalization to a larger population. Secondly, the responses from members of the group can be dependent of one another because a group can have a dominant or/and a more reserved member. However, it is proven that smaller groups may be dominated by one or two members and larger groups can inhibit participation by all members of the group (Stewart et al., 2007). In this way, this project tried to conduct focus groups with the ideal amount of participants, which according to Stewart et al. (2007) and Bryman (2012) it is around 8 to 10 participants. Thirdly, the open-ended nature of responses obtained in focus groups often leads to difficulties in interpretation of results. Additionally, focus group recordings are particularly prone to inaudible elements, which can also affect transcriptions. Additionally, the recordings are probably more time consuming to transcribe than recordings of individual interviews (Bryman, 2012). The first focus group had to be conducted in Portuguese because the participants were more comfortable as the majority does not speak English fluently. This leads to the need of translating the transcription of the focus group and, sometimes, in the translation process, meaning can be lost. In order to avoid this, a careful and accurate translation needs to be conducted.

The focus groups faced another limitation – the age of the participants. It would be more representative if the participants had different ages. However, it was not possible to achieve that goal as it was extremely difficult to find participants in Aalborg with different ages that had visited Lisbon. Once is supposed to compare the two focus groups results, the ages of both groups has to be similar and, therefore, both focus groups participants have to be ages between 21 and 30 years old.

Focus Group Guide

Since the aim of conducting focus groups was to have an in-depth knowledge of the survey results, a structured interview guide was previously done. According to Stewart et al. (2007), groups have different agendas that are dictated by the natural flow of the conversation. So, in this way, a guide is exactly just that, it serves to guide the discussion but both moderator and participants should modify it if desirable. In this

way, although it was created a structured interview guide, it was also possible to add more questions and new directions during the focus group.

The focus groups had a secondary role and a complementary one as its main goal is to explain in-depth the survey results. Therefore, the focus groups could only be conducted after the survey results were analyzed.

The creation of the interview guide consisted of mainly two steps: firstly, for each category (namely, Women and Men, Residents and Visitors, Female Residents and Male Residents, and Female Visitors and Male Visitors) were created several bullet points representing the final survey results. Secondly, for each bullet point was created a relevant starting question that tried to lead the participants to give an explanation for the survey results.

Although both focus groups had the same questions, it is natural that from the first focus group to the second one some changes were made. For example, in the end of the first focus group it was clear that probably the discussion should start with the categories that are more associated to the participants in the focus group. Therefore, the first focus group followed a normal order, starting by analyzing Women and Men, then Residents and Visitors, Female Residents and Male Residents and, finally, Female Visitors and Male Visitors. In the second focus group it was understood that it was more interesting to start with the more relevant sections. In this way, in the second focus group it was firstly analyzed Female Visitors and Male Visitors, then Residents and Visitors, then Women and Men and, lastly, Female Residents and Male Residents. In the **Appendix 5** is the first focus group interview guide and in **Appendix 6** is the second focus group interview guide.

Conducting the focus groups

I was the moderator of both focus groups, which included me asking the questions and running the discussion. Additionally, I had to make sure that all the participants had time to speak and give their opinions. I made the decision that all the participants should be anonymous as it normally leads to more comfortable conversations and also less embarrassment, which results in truer answers. Hence, it was explained to all the participants that they would remain anonymous, except for their ages and nationality.

In both focus groups it was asked for the participants to introduce themselves and also to answer a few demographic questions, such as age and nationality. Additionally, in the first focus group it was asked for how many years were they living in Lisbon and in the second focus group it was also asked when they visited Lisbon and for how long

they stayed in the city. The last two questions are relevant because if some participant was in Lisbon a long time ago (for instance, more than 10 years) or if visited the city for a short period of time (for instance, one day) the perception of the city in comparison to the others can be dramatically different.

As the participants' gender matters in order to answer the research question based on gender differentiation, it was also important to try to have the same number of men and women in each focus group.

In both focus groups was handed in a sheet with the different categories (Women and Men; Residents and Visitors; Female Residents and Male Residents; Female Visitors and Male Visitors) and the final attributes chosen by each of them. This sheet was handed in to the participants as it facilitated the analysis and it was important for them to follow the questions and to have access to the different attributes chosen. This sheet can be seen in **Appendix 7.**

The first focus group was conducted on the 20th of April in a cozy café in Lisbon called Kitschen. It was made arrangements with ten people on this date, but only nine of them showed up. Coffee and small sandwiches were served to ensure that the participants would feel comfortable. The duration of the first focus group was approximately 35 minutes. Pictures of the place where the focus group was conducted can be seen in **Appendix 8**.

Table 3 shows demographic information regarding the first focus group participants.

Interviewees	Gender	Age	Nationality	Years lived in Lisbon
1	Female	24	Portuguese	24
2	Male	24	Portuguese	24
3	Female	23	Portuguese	23
4	Female	23	Portuguese	23
5	Male	26	Portuguese	26
6	Male	21	Portuguese	3
7	Male	24	Portuguese	6
8	Male	29	Portuguese	29
9	Female	23	Portuguese	23

Table 3: First Focus Group Participants' Demographic Information

The goal was to have five men and five women. However, it was only possible to have five men and four women. As mentioned before, the participants' ages varied between 21 and 29 years old. All the participants were Portuguese and six of them lived in Lisbon their whole life, while two of them lived in the capital for 3 and 6 years. The two participants that live in Lisbon for less time were previously living in other cities, namely Aveiro and Alcobaça, and moved to the capital to go to University.

The second focus group was conducted on the 28th of April in my house in Aalborg. It was made arrangements with eight people, but only seven showed up. Coffee and cake were served to make the participants feel more comfortable. The duration of the second focus group was approximately 30 minutes. Pictures of the place where the focus group was conducted can be seen in **Appendix 9**.

Table 4 shows demographic information regarding the second focus group participants.

Interviewees	Gender	Age	Nationality	Time since they last visited Lisbon	Duration of visit
1	Male	25	Greek	1 year ago	6 days
2	Female	26	American	2 years ago	3 and a half weeks
3	Male	30	Portuguese	1 year ago	3 weeks
4	Female	26	German	1 year ago	3 weeks
5	Male	26	English	3 month ago	5 days
6	Male	24	French	2 years ago	6 days
7	Female	25	Polish	2 years ago	6 days

Table 4: Second Focus Group Participants' Demographic Information

Once it was harder to find people that had visited Lisbon with available time to participate in this focus group, the goal was to interview four men and four women. Yet, it was only possible to interview four men and three women. The participants' ages varied between 24 and 30 years. All of them had different nationalities and the Portuguese interviewee is not from Lisbon, but from the north of the country.

It was accepted that all the participants visited Lisbon recently and, consequently, they are able to discuss about the city as it is at the moment. The participants also visited the city for acceptable periods of time, going from five days to one month.

The transcription of the first focus group can be seen in **Appendix 10** and of the second focus group in **Appendix 11.** Both appendices also include the audio files of both focus groups.

Chapter 5.0 – Analysis

This chapter presents the results and descriptive analysis of both methods used – online survey and focus group - and it is split into four parts. The first section refers to women and men; the second one refers to residents and visitors; the third section to female residents and male residents; and, the last one to female visitors and male visitors.

Each section refers to one of the four categories and each category is split into two different parts: the survey results and the focus group results. It was decided that it is more adequate for these two parts to be together as the focus groups results are an explanation of the survey results.

In order to present the survey results, several steps were conducted for each category: (1) present the average rate, absolute frequency and relative frequency of the 27 attributes; (2) narrow down the list of attributes created in Chapter 3.0; (3) see new attributes added by the survey participants; (4) summarize the results.

The focus group section presents the results for each category: (1) focus group one, (2) focus group two. During the focus groups, several relevant questions were asked in order to explain the survey results. Hence, the answers that had more explanatory content were selected to be displayed.

5.1. – Women and Men

This section presents the survey and the focus group results in order to answer the question: "How is the attractiveness of Lisbon perceived by women and men?".

5.1.1. – Survey Analysis

In order to narrow down the 27 attributes list, the attributes that were averagely considered as 'very attractive', ranked with number 5, are the ones selected to include the final attributes list. The final attributes are colored blue in the Average Attribute Rating Tables.

In the survey, there was also an optional question to add a new attribute to the list of the previous ones. The new attribute has to achieve at least 50% of the participants' answers to be included in the final attributes list. However, if included, this new attributes cannot be compared with the others, as it was not ranked in the same way.

Women

A total of **201 women** answered to the online survey.

Attribute	Average Rate	Absolute Frequency	Relative Frequency
Culture	5	109	54
Architecture	5	125	62
Infrastructures	4	84	42
Environment and Sustainability	4	99	49
City's Overall Image	5	109	54
Parks and Green Areas	4	82	41
Entertainment	5	99	49
History and Heritage	5	133	66
Business	4	79	39
Art	4	98	49
Economic Factors	3	90	45
Urbanity and Modernity	4	102	51
Value for Money	4	86	43
Employment	3	91	45
Trendiness	4	82	41
Diversity	4	76	38
Innovation and Technology	4	88	44
Location	5	93	46
Housing	4	69	34
Safety	4	105	52
Shopping	4	100	50

Sports and Sports Facilities	4	88	44
Events and Festivals	**5**	**86**	**43**
Gastronomy and Wine	**5**	**144**	**72**
Political Factors	3	91	45
Education	4	92	46
Healthcare	4	79	39

Table 5: Women's Average Attribute Rating

In order to describe attractiveness of the city of Lisbon, the respondents were asked to answer whether or not it was necessary to add an attribute or attributes to the 27 attributes list (see Chapter 3.0). A total of 155 women answered "No" and 44 answered "Yes".

New Attributes	Absolute Frequency	Relative Frequency
Biodiversity	1	2
Cozy	2	5
Emotional	1	2
Fashion	1	2
Freedom and Importance of quality of public spaces	1	2
Magical	1	2
Responses associated with previous attributes	10	23
Romantic	2	5
Traffic	1	2
Tranquility	1	2
Typical	1	2
Weather ("high temperatures; sunny")	**22**	**50**

Table 6: New Attributes Suggested by Women

For the female survey participants, eight attributes were considered the most attractive: (1) Culture, (2) Architecture, (3) City's Overall Image, (4) Entertainment, (5) History and Heritage, (6) Location, (7) Events and Festivals and (8) Gastronomy and Wine.

It is relevant to mention that the attribute considered most attractive for women was Gastronomy and Wine (72%), followed by History and Heritage (66%) and Architecture (62%). Culture and City's Overall Image were also considered very attractive (54%), as well as Entertainment (49%). With a difference of 26% and 29% for the most attractive attribute, Location (46%) and Events and Festivals (43%) also include the list of the most attractive attributes.

The attribute Weather, through comments such as "good weather", "high temperatures" or "sunny", was mentioned by 50% of the survey participants, which means that the

participants considered this attribute important when analyzing Lisbon's attractiveness. In addition, the majority of the new attributes mentioned are associated with positive feelings, except one – "traffic".

To sum up, ranked in order of attractiveness, the attributes considered as the most attractive in Lisbon for women are eight: (1) Gastronomy and Wine, (2) History and Heritage, (3) Architecture, (4) Culture, (5) City's Overall Image, (6) Entertainment, (7) Location, and (8) Events and Festivals. Weather was the new attribute added later.

Men

A total of **111 men** answered to the online survey.

Attribute	Average Rate	Absolute Frequency	Relative Frequency
Culture	5	60	54
Architecture	5	55	50
Infrastructures	4	49	44
Environment and Sustainability	4	54	49
City's Overall Image	4	51	46
Parks and Green Areas	4	57	51
Entertainment	4	50	45
History and Heritage	5	81	73
Business	4	55	50
Art	4	54	49
Economic Factors	3	42	38
Urbanity and Modernity	4	57	51
Value for Money	4	45	41
Employment	3	46	41
Trendiness	4	59	53
Diversity	4	56	50
Innovation and Technology	4	54	49
Location	4	51	46
Housing	4	49	44
Safety	4	55	50
Shopping	4	56	50
Sports and Sports Facilities	4	56	50
Events and Festivals	4	52	47
Gastronomy and Wine	5	83	75
Political Factors	4	42	38
Education	4	58	52
Healthcare	4	55	50

Table 7: Men's Average Attribute Rating

Regarding the inclusion of new attributes in the final attributes list, a total of 83 men answered "No" and 25 answered "Yes".

New Attributes	Absolute Frequency	Relative Frequency
Colorful	2	8
Passion City of Love	1	4
Relaxing/ Peaceful Place	1	4
Responses associated with previous attributes	5	20
Scenic	1	4
Unique, Special, Modern, Classic	1	4
Weather ("Good weather"; "sunny")	**14**	**56**

Table 8: New Attributes Suggested by Men

For the male survey participants, four attributes were considered very attractive: (1) Culture, (2) Architecture, (3) History and Heritage and (4) Gastronomy and Wine.

The attribute considered the most attractive was Gastronomy and Wine (75%), followed by History and Heritage (73%). With a difference of 21% and 25% to the most attractive attribute, Culture (54%) and Architecture (50%) include the final attributes list.

Following the criterion, the attribute "Weather" had enough representation to be included in the final attributes list as it was mentioned by 56% of men. Moreover, all the new attributes mentioned by the participants were related to positive feelings.

In conclusion, the male participants considered four attributes the most attractive ones in the city of Lisbon (ranked by order of attractiveness): (1) Gastronomy and Wine, (2) History and Heritage, (3) Culture, and (4) Architecture. Weather was a new attribute added later.

5.1.2. – Focus Group Analysis

Focus Group 1

In the focus groups, for each category, relevant questions were asked and the most explanatory answers were analyzed. In order to see the entire transcription, consult **Appendix 10.**

	Why did women choose more attributes than men?
I1	*I think that it has to do with a difference in the gender. I think that men are more demanding*
I5	*No, I think that men know what they want and women just don't*
I3	*I just think that women have more sensitivity*
I9	*Women pay more attention to details*
I2	*The key word is pragmatism. We [men] look, we observe, and its closed. It is that and that is all. We don't need to go around things to say what we want*
I7	*We [men] do not need to go into detail*

According to the residents of Lisbon, the answer to this question is gender related. In this way, both men and women considered men more pragmatic and women more sensitive, which led to the fact that men "don't need to go around things to say what we want" (Interviewee 2), and women "pay more attention to details" (Interviewee 9).

	Why did men not choose Entertainment, Location and Events and Festivals?
I4	*Maybe I would expect men would choose Entertainment*
I2	*Men do not care about it. [...] We [men] are defining attractiveness in a broader way. Because if you want to talk about Entertainment, or you know what you are talking about, which is the case of the residents, or you speak in a broader way.*
I6	*For example, people that came from Barcelona or London have clubs with seven or eight floors and have this fucking crazy nightlife. In comparison, Lisbon does not have that much to offer.*
I8	*I am a DJ in Urban [club] and I can tell that at least 40% of people in there are tourists. And in the other club Place I would say that 70% are tourists.*
I3	*(...) in London the night ends at 2 a.m. So in here, in Lisbon, they [tourists] get crazy because the night only ends at 7 or 8 a.m.*
I8	*And the princes [in Lisbon]? Are so cheap.*
I6	*A bottle of vodka for 100 euros? They want three or four*

Interviewee 2 explained that probably Entertainment is not included in the men's final attributes list because of the visitors. As pointed out, "if you want to talk about

Entertainment, or you know what you are talking about, which is the case of the residents, or you speak in a broader way" (Interviewee 2).

However, Interviewee 8, DJ at several clubs in Lisbon, explained that in some clubs, there are actually more tourists than residents. Additionally, Interviewee 3, 6 and 8 argued that tourists enjoy the nightlife in Lisbon due to cheap prices and because the night ends later than in other cities. Overall, the interviewees agreed that it is strange that the visitors did not consider Entertainment as a very attractive attribute and that this is reflected in the men's attributes list.

Focus Group 2

To see the entire transcription of the second focus group, consult **Appendix 11.**

Why did women choose more attributes than men?	
I2	*Maybe women are more observant*
I1	*Or they get excited too easily*
I4	*Women are more into details, I guess*
I5	*I think that men are typically pretty easy going. You know, whenever I am on holiday is left for my girlfriend to choose what is going to happen*
I7	*I think that maybe men are like more picky in their choices*

According to the visitors of Lisbon, women are more observant and pay attention to details and men are more "easy going" (Interviewee 5) and picky, which can explains why women chose more attributes.

Why men did not choose Entertainment?	
I5	*I think that in general males are quite capable of just entertaining themselves by like just being. If I go on holiday, I can do nothing and we are having the best time ever. I don't have to do things. And the girls, they always have itineraries and places to go and stuff to see (...).*
I4	*I don't know, but for me, every time I go to a different country, I don't go out much. Although I think that Lisbon has a really cool nightlife, I really love the nightlife in Lisbon, but if I am going to another country I do not value that much.*
I7	*Maybe visitors pay more attention to the things that happen during the day. So, they are spending so much energy on the visiting part during the day, so basically the nightlife is forgotten in the way that they think: 'okay, I prefer to sleep than go to the club and then I want to wake up as early as I can and then again visit something new'. So, I think that maybe that is the reason*
I5	*I think that nightlife...I mean, I am surprise that it is not in the men main attributes in many ways. But I think that comparing cities by nightlife it is not that much. I mean, if I look across everywhere I've been in the world, I think you focus on the individual place, like the location. And the nightlife has almost no influence (...).*
I2	*I think that when you think about nightlife... I mean, you do not go to Lisbon for the nightlife. Maybe Berlin or London. More people go for the wine and maybe by chance you go out.*

The tourists presented several reasons to explain why men did not choose Entertainment to include their final attributes list. Firstly, they considered that men do not need much to be entertained. Secondly, they all agreed with the fact that when someone goes on holiday they do not choose certain city in order to go out. This happens probably because they "pay more attention to the things that happen during the day. So, they are spending so much energy on the visiting part during the day, so basically the nightlife is forgotten (...)" (Interviewee 7). Thirdly, visitors do not directly associate Lisbon with nightlife, which can be another reason. However, men (such as Interviewee 5 and 1) are surprised by the fact that men did not choose that attribute.

5.2. – Residents and Visitors

This section presents the survey and focus group results in order to answer the research question: "How is the attractiveness of Lisbon perceived by residents and visitors?".

5.2.1. – Survey Analysis

Residents

A total of **185 residents of Lisbon** answered to the online survey.

Attribute	Average Rate	Absolute Frequency	Relative Frequency
Culture	5	98	53
Architecture	5	105	57
Infrastructures	4	90	49
Environment and Sustainability	4	97	52
City's Overall Image	5	88	48
Parks and Green Areas	4	92	50
Entertainment	5	90	49
History and Heritage	5	136	74
Business	4	94	51
Art	4	88	48
Economic Factors	4	79	43
Urbanity and Modernity	4	95	51
Value for Money	4	78	42
Employment	3	82	44
Trendiness	4	92	50
Diversity	4	83	45
Innovation and Technology	4	94	51
Location	4	80	43
Housing	4	74	40
Safety	4	93	50
Shopping	4	98	53
Sports and Sports Facilities	4	91	49
Events and Festivals	5	82	44
Gastronomy and Wine	5	147	80
Political Factors	3	73	40
Education	4	103	56
Healthcare	4	87	47

Table 9: Residents' Average Attribute Rating

In order to describe the attractiveness of the city of Lisbon, the respondents were asked to answer whether or not it was necessary to add an attribute or attributes to the previous list. A total of 143 residents of Lisbon answered "No" and 42 answered "Yes".

New Attributes	Absolute Frequency	Relative Frequency
Colorful	2	5
Cozy	1	2
Freedom and Importance of quality of public spaces	1	2
Magical	1	2
Passion City of Love	1	2
Responses associated with previous attributes	14	33
Traffic	2	5
Tranquility	1	2
Typical	1	2
Weather (Good weather and sunny)	18	43

Table 10: New Attributes Suggested by Residents

For the residents of Lisbon, 7 attributes were considered the most attractive: (1) Culture, (2) Architecture, (3) City's Overall Image, (4) Entertainment, (5) History and Heritage, (6) Events and Festivals, and (7) Gastronomy and Wine.

The most attractive attributes were Gastronomy and Wine (80%) and History and Heritage (74%). With a substantial statistical difference from the most attractive attributes, Architecture (57%), Culture (53%) and City's Overall Image (48%) also include the final attributes list. Moreover, Events and Festivals were also considered one of the most attractive attributes (44%).

Despite the fact that 43% of the residents mentioned Weather as an additional attribute, it did not have enough representation (50%) to be included in the final attributes list.

Visitors

A total of **127 visitors of Lisbon** answered to the online survey.

Attribute	Average Rate	Absolute Frequency	Relative Frequency (%)
Culture	5	71	56
Architecture	5	77	61
Infrastructures	4	46	36
Environment and Sustainability	4	59	46
City's Overall Image	5	72	57
Parks and Green Areas	4	48	38
Entertainment	5	61	48
History and Heritage	5	82	65
Business	3	62	49
Art	4	66	52
Economic Factors	3	64	50
Urbanity and Modernity	4	65	51
Value for Money	4	54	43
Employment	3	58	46
Trendiness	4	53	42
Diversity	4	50	39
Innovation and Technology	3	50	39
Location	5	57	45
Housing	4	45	35
Safety	4	70	55
Shopping	4	61	48
Sports and Sports Facilities	4	57	45
Events and Festivals	4	57	45
Gastronomy and Wine	5	83	65
Political Factors	3	52	41
Education	3	55	43
Healthcare	3	51	40

Table 11: Visitors' Average Attribute Rating

Regarding the inclusion of new attributes in the final attributes list, a total of 96 visitors of Lisbon answered "No" and 27 answered "Yes".

New Attributes	Absolute Frequency	Relative Frequency
Biodiversity	1	4
Emotional	1	4
Fashion	1	4
Relaxing/ Peaceful Place	1	4
Responses associated with previous attributes	5	19
Romantic	2	7
Scenic	1	4
Unique, Special, Modern, Classic	1	4
Weather ("bright"; "sunny", "good weather")	**14**	**52**

Table 12: New Attributes Suggested by Visitors

For the visitors of Lisbon, 7 attributes were considered the most attractive ones: (1) Culture, (2) Architecture, (3) City's Overall Image, (4) Entertainment, (5) History and Heritage, (6) Location (7) Gastronomy and Wine.

The attributes that were equally considered the most attractive ones were History and Heritage (65%) and Gastronomy and Wine (65%). Then, Architecture (61%), City's Overall Image (57%) and Culture (56%) also include the most attractive attributes list, followed by Entertainment (48%) and Location (45%).

The attribute Weather, through comments such as "good weather", bright" or "sunny", was mentioned by 52% of the visitors, which led to the addition of this new attribute to the final attributes list. Furthermore, all the new attributes mentioned by the visitors of Lisbon were related to positive feelings.

To sum up, ranked by order of attractiveness, the most attractive attributes for the visitors of Lisbon are eight: (1) History and Heritage, (2) Gastronomy and Wine, (3) Architecture, (4) City's Overall Image, (5) Culture, (6) Entertainment, and (7) Location. Weather was the new attribute added later.

Focus Group 1

	Both residents and visitors chose Gastronomy and Wine as the most attractive attribute. However, 60% of the visitors ranked it as the most attractive, against 80% of the residents. Why?
I6	*(…) Because normally in the villages people eat very very well. So people that come from the villages get to Lisbon and do not give much importance to food*
I6	*For instance, people that are not from Lisbon have that stereotype that in their villages you eat so much better than in the capital. Because things are mainly for tourists*
I1	*It can also depend on the place. The majority of the tourists are directed to the most central areas, like downtown to that restaurants that are directed for tourists and of course the food is more expensive and normally it has less quality than in other places*
I8	*But people normally do not visit a city for their food, I would say*
I5	*I mean, I am sure that are people that do visit places because of their food. But I don't go to London because of their food, for instance*
I9	*In comparison to other countries, our food is so much better and has taste and we have fresh fish, fresh vegetables*
I3	*(…) in Portugal the wine is quite cheap for the quality in comparison to other countries*

For the two interviewees that are not from Lisbon (Interviewee 6 and 7), the Portuguese that visit Lisbon do not give importance to food in the capital as they considered that in their villages the food is substantially better. They argued that this happens because the food in Lisbon is mainly for tourists. Interviewee 1 added that visitors go the most central areas where the restaurants are directed to them and, therefore, the places are more expensive and the food has less quality. In their opinion, residents appreciate food in Lisbon as "our food is so much better and has taste and we have fresh fish, fresh vegetables" (Interviewee 9). Moreover, all the interviewees also agreed that the wine is cheap in comparison to its quality. Yet, residents tended to believe that, although food can be an attractive factor, people do not visit a country for the food.

Visitors ranked seven attributes as attractive (number 3), while residents ranked only two. The attributes chosen by the visitors are: Business, Economic Factors, Employment, Innovation and Technology, Political Factors, Economy, Education and Healthcare. Why this difference?	
I2	*I think it is mainly about lack of information*
I5	*But this is our image as a country to the others*
I4	*I think this has a lot to do with media coverage. I think that all people know about Portugal is terms of economy for instance is that we are in an economic crisis. Also in political terms that we had an ex-prime minister arrested. I guess that everyone knows that Portugal has a high rate of unemployment*
I4	*I think that is all about the information that they have access to*
I4	*But I think that exactly because our economy is terrible, all the others factors can be influenced by it*
I5	*But for me the message that is spread out abroad is that Portugal fucked it up again*
I9	*Yes, I agree totally. And that is why tourists ranked the attributes like that*

For the residents, visitors ranked more attributes as moderately attractive mainly because of the information that is spread out abroad. They believe that visitors have knowledge about the economical and political situation of the country and, consequently, that affects all the other attributes. Regarding some attributes such as Healthcare or Education, the residents agreed that probably it is due to lack of information.

The visitors added Weather as a new attribute to the final attributes list, but the residents did not. Why?	
I4	*The answer is simple. Because we take it for granted*
I2	*Exactly. For us is perfectly normal. But not for them. If you go United Kingdom, the weather is horrible so they feel a huge difference when they come here. For us, is good weather all year. Even in the winter.*
I3	*And they did not even go to Algarve*
I2	*For instance, if we were analyzing Copenhagen people would not refer the Weather. That's for sure.*
I3	*I think that Weather is only an attribute because we are talking about Portugal, and about Lisbon, Otherwise in the majority of the cities that does not make sense*

Initially, residents were surprised with this result. However, they quickly realized that Weather was not mentioned because they take it for granted. Additionally, all the residents joked with the fact that the tourists did not even go to Algarve, in the south of Portugal, where the weather is substantially better than in Lisbon. The residents also pointed out the fact that Weather makes sense as an attribute because we are analyzing Lisbon. Hence, if there was another city being analyzing, probably Weather would not be considered an attractive attribute.

The majority of the new attributes added were related to positive feelings. However, one resident mentioned a negative attribute – traffic. What do you think this can mean?	
I1	*(...) I think that the tourists have a more positive view of the city also because they do not spend enough time in Lisbon to feel this negative stuff, such as traffic*
I8	*And the majority of the tourists probably doesn't even drive [in Lisbon]*
I9	*I think it is easier for residents to point out negative factors but I think that in general if people live here it is because they like it, so more easily they also point positive attributes*
I5	*I think that tourists also do not go to the more dirty areas, I would say this way. If the areas are not the most attractive ones, supposedly tourists do not go there also*
I8	*I think that all cities have that kind of problems, such as traffic*
I6	*If I had to say, I would say that the residents are more critical than the visitors (...).*
I3	*But if we think about it, you have more traffic in the majority of the capitals in Europe than in Lisbon*

For the inhabitants of the capital, it is acceptable that the residents are more critical than the visitors, because "they [visitors] do not spend enough time in Lisbon to feel this negative stuff, such as traffic" (Interviewee 1). Moreover, because tourists do not go to the most dirty and less attractive areas, it is easier for them to mention positive attributes. Additionally, residents agreed that Lisbon residents are also more prone to mention positive factors as they chose to live in the capital and to take advantage of its benefits.

	Both residents and visitors chose Gastronomy and Wine as the most attractive attribute. However, 60% of the visitors ranked it as the most attractive, against 80% of the residents. Why?
I7	*I think it is very very important for them [residents], so they kind of cheer with all the stuff that came from them*
I4	*Yes, I mean, eating and drinking it is a huge part of the culture. Every Portuguese that I've met it is like: 'the food is the best in Portugal and the wine is the best in Portugal'*
I6	*And also the residents know all the good places and can go there, while visitors just chose random things and sometimes they can be more fast food, like pizza or so*

For the tourists of Lisbon, it is obvious why substantially more residents chose Gastronomy and Wine as very attractive in comparison to the visitors. Firstly, because residents are proud of their food and wine and, secondly, because visitors are mainly directed to touristic restaurants, with higher prices and food with less quality. Moreover, sometimes due to economical reasons, visitors prioritize fast food while on holiday.

	Visitors ranked seven attributes as attractive (number 3), while residents ranked only two. The attributes chosen by the visitors are: Business, Economic Factors, Employment, Innovation and Technology, Political Factors, Economy, Education and Healthcare. Why this difference?
I6	*Because they [visitors] don't know. They really don't know.*
I6	*I mean, I don't follow anything from Portugal, I just go on holiday. I don't know anything about the political situation*
I7	*It is just lack of knowledge and basically they assume that okay I am going on holiday and I don't care about the rest so I will put everything as average*
I6	*Because it is only 1,2,3,4 or 5, so if you don't know you put the one in the middle*

According to the visitors, the lack of knowledge explains the great amount of attributes ranked as moderately attractive. Moreover, they argued that when on holidays, they do not care about the attributes that they ranked with the number 3. Additionally, the visitors also mentioned that they do not know about the political and economical situation of Portugal.

The visitors added Weather as a new attribute to the final attributes list, but the residents did not. Why?	
I7	*Because they are used to it. Because they have it every single day*
I2	*(...) People go to Lisbon or Portugal because of the weather, so we [visitors] care more about it*
I6	*I am from the south of France and I never cared about the weather in there. But sometimes I am in Denmark and it is like: 'Ahh, I just want to go back for a week because of the weather'. But before I never thought about it*

In the tourists' minds, the fact that the residents are used to the good weather is the reason why they did not added as a new attribute. Furthermore, Weather is one of the main reasons why they go to Lisbon.

The majority of the new attributes added were related to positive feelings. However, one resident mentioned a negative attribute – traffic. What do you think this can mean?	
I3	*I think that residents have to stay there all year, while a visitor doesn't. And probably a visitor uses public transportation*
I4	*I guess it is the same as the weather. They [visitors] are just used to it, the way the city looks like. And I guess that, for instance, for someone coming from a northern country, Lisbon looks very different – also the architecture. At least it was very attractive to me.*
I5	*Yeah, but like whenever you go anywhere you kind of see, especially for like a short holiday, you kind of see everything through a kind of window where you do more touristic things. Like you go out more, and you eat outside more often, and you drink more than you normally would. It is like you live life really to the full. Especially if you are like two weeks on holiday, you know? You work all years just to go on holidays for like two weeks so you have to make it the best two weeks of your year. You are going to love every minute. But you don't see the normal and daily things that affect people*

For the visitors, the fact that they go to a city as tourists allows them to do activities and plans that they would not do in their home towns. When in a short holiday, "you have to make it the best two weeks of your year" (Interviewee 5). Additionally, because of this, "you don't see the normal and daily things that affect people" (Interviewee 5). Consequently, they believe that it is easier for the residents to mention negative attributes.

5.3. – Female Residents and Male Residents

This section presents the survey and focus group results to answer the research question: "How is the attractiveness of Lisbon perceived by female residents and male residents?".

5.3.1. – Survey Analysis

Female Residents

A total of **115 female residents of Lisbon** answered the online survey.

Attribute	Average Rate	Absolute Frequency	Relative Frequency
Culture	5	58	50
Architecture	5	69	60
Infrastructures	4	54	47
Environment and Sustainability	4	59	51
City's Overall Image	5	57	50
Parks and Green Areas	4	54	47
Entertainment	5	56	49
History and Heritage	5	83	72
Business	4	55	48
Art	4	50	44
Economic Factors	3	46	40
Urbanity and Modernity	4	56	49
Value for Money	4	50	44
Employment	3	52	45
Trendiness	4	51	44
Diversity	4	46	40
Innovation and Technology	4	59	51
Location	5	54	47
Housing	4	37	32
Safety	4	57	50
Shopping	4	58	50
Sports and Sports Facilities	4	53	46
Events and Festivals	5	56	49
Gastronomy and Wine	5	88	77
Political Factors	3	48	42
Education	4	62	54
Healthcare	4	51	44

Table 13: Female Residents' Average Attribute Rating

The participants were asked to answer whether or not it was necessary to add an attribute or attributes to the previous list. A total of 88 residents of Lisbon answered "No" and 27 answered "Yes".

New Attributes	Absolute Frequency	Relative Frequency
Cozy	2	7
Freedom and Importance of quality of public spaces	1	4
Magical	1	4
Responses Associated with previous attributes	9	33
Traffic	1	4
Tranquility	1	4
Typical	1	4
Weather ("high temperatures"; "sunny")	11	41

Table 14: New Attributes Suggested by Female Residents

For the female residents, the attributes that contribute to make Lisbon more attractive are eight: (1) Culture, (2) Architecture, (3) City's Overall Image, (4) Entertainment, (5) History and Heritage, (6) Location, (7) Events and Festivals and (8) Gastronomy and Wine.

The most attractive attribute was Gastronomy and Wine (77%), followed by History and Heritage (72%). With 12% difference from the previous attribute, in third place came Architecture (60%). Statistically equal, Culture and City's Overall Image (50%) also included the list of the most attractive attributes. With the same percentage (49%), Entertainment and Events and Festivals were also considered very attractive. Lastly, the female residents also chose Location (47%) as a very attractive feature of the city.

Although the attribute Weather was mentioned by 41% of female residents, the percentage was not enough to include this new attribute in the final list of attributes.

To sum up, ranked by order of attractiveness, the attributes considered as the most attractive for female residents are eight: (1) Gastronomy and Wine, (2) History and Heritage, (3) Architecture, (4) Culture, (5) City's Overall Image, (6) Entertainment, (7) Events and Festivals, (8) Location.

Male Residents

A total of **70 male residents of Lisbon** answered the online survey.

Attribute	Average Rate	Absolute Frequency	Relative Frequency (%)
Culture	**5**	**40**	**57**
Architecture	**5**	**36**	**51**
Infrastructures	4	36	51
Environment and Sustainability	4	38	54
City's Overall Image	4	34	47
Parks and Green Areas	4	38	54
Entertainment	**5**	**34**	**49**
History and Heritage	**5**	**53**	**76**
Business	4	39	56
Art	4	37	53
Economic Factors	4	34	49
Urbanity and Modernity	4	38	54
Value for Money	4	29	41
Employment	3	29	41
Trendiness	4	40	57
Diversity	4	38	54
Innovation and Technology	4	35	50
Location	4	35	50
Housing	4	38	54
Safety	4	35	50
Shopping	4	40	57
Sports and Sports Facilities	4	38	54
Events and Festivals	4	37	53
Gastronomy and Wine	**5**	**59**	**84**
Political Factors	4	41	59
Education	4	41	59
Healthcare	4	37	53

Table 15: Male Residents' Average Attribute Rating

Regarding the inclusion of a new attribute in the final attributes list, a total of 55 male residents of Lisbon answered "No" and 15 answered "Yes".

New Attribute	Absolute Frequency	Relative Frequency
Colorful	2	13
Passion City of Love	1	7
Responses associated with previous attributes	4	27
Weather ("Good weather"; "sunny")	**8**	**53**

Table 16: New Attributes Suggested by Male Residents

For the male residents, five attributes were considered very attractive: (1) Culture, (2) Architecture, (3) Entertainment, (4) History and Heritage and (5) Gastronomy and Wine.

The attribute Gastronomy and Wine was considered the most attractive one. 84% of the male residents ranked it with the number 5, very attractive, which led to the highest percentage that a attribute had in all the survey. The second most attractive attribute was History and Heritage (76%). With a difference of 20% from the previous attribute, Culture also included the final attributes list (57%), followed by Architecture (51%) and, lastly, Entertainment (49%).

A total of 53% male residents also considered Weather as a new attribute worth to be included in the attributes list as it reflects Lisbon attractiveness.

In conclusion, the male residents chose five attributes as the most attractive ones (ranked by order of attractiveness): (1) Gastronomy and Wine, (2) History and Heritage, (3) Culture, (4) Architecture, and (5) Entertainment. Weather was the new attribute added later.

5.3.2. – Focus Group Analysis

Focus Group 1

Why did female residents not add Weather as new attribute, but male residents did?	
I2	*I think that men give more relevance to good things*
I4	*Although all we [women] want is to go to the beach and post pictures of it on Instagram*
I6	*It may be connected with Gastronomy and Wine in the way that a real man appreciated a mini [Portuguese beer] in a sunny day*
I4	*I don't agree with that. I think that men would care less about weather*
I8	*Maybe man can live without good weather, but also maybe because we have it, we give more importance to it*

All the residents seemed surprised when they realized that female residents did not choose Weather as a new attribute. The male residents associated this results to Gastronomy and Wine, as men appreciate drinking beer in the sun. The female

residents expected that men would be the ones not to add Weather as a new attribute, because, for them, women value going to the beach and post pictures on social media.

Focus Group 2

Why did female residents not add Weather as new attribute, but male residents did?	
I2	*Strange*
I2	*Maybe for football then. To play, I mean, sports*
I2	*Maybe female residents don't care as much. I don't know*
I5	*In some ways I can image that female residents are more likely to go to places with good weather. So, I think it is a good reason why you are going on holidays, that is why both categories have it. I am surprised that female residents don't value the weather so much. But I think that men are also quite more outdoors to do some activities and that is also a reason, it is not only for the sake of having sun. Stuff like football or other sports, you known, the weather is a massive factor*

All the visitors seemed surprised with the survey results. And they associated this with the fact that men appreciate more the good weather as they need it in order to play football or do other activities outdoors, while women only enjoy sun for sunbathing.

5.4. – Female Visitors and Male Visitors

This section presents the survey and focus group results in order to answer the question "How is the attractiveness of Lisbon perceived by female visitors and male visitors?".

5.4.1. – Survey Analysis

Female Visitors

A total of **86 female visitors of Lisbon** answered the online survey.

Attribute	Average Rate	Absolute Frequency	Relative Frequency
Culture	5	51	59
Architecture	5	58	67
Infrastructures	3	33	38
Environment and Sustainability	4	41	48
City's Overall Image	5	54	63
Parks and Green Areas	4	29	34
Entertainment	5	45	52
History and Heritage	5	52	60
Business	3	46	53
Art	4	48	56
Economic Factors	3	45	52
Urbanity and Modernity	4	45	52
Value for Money	4	36	42
Employment	3	38	44
Trendiness	4	32	37
Diversity	5	36	42
Innovation and Technology	3	38	44
Location	5	40	47
Housing	4	32	37
Safety	4	48	56
Shopping	4	43	50
Sports and Sports Facilities	4	36	42
Events and Festivals	4	40	47
Gastronomy and Wine	5	57	66
Political Factors	3	43	50
Education	3	43	50
Healthcare	3	41	48

Table 17: Female Visitors' Average Attribute Rating

Regarding the inclusion of a new attribute to the attributes final list, a total of 71 female visitors of Lisbon answered "No" and 17 answered "Yes".

New Attribute	Absolute Frequency	Relative Frequency
Biodiversity	1	6
Emotional	1	6
Fashion	1	6
Responses associated with previous attributes	1	6
Romantic	2	12
Weather ("high temperatures"; "sunny")	**11**	**65**

Table 18: New Attributes Suggested by Female Visitors

For the female visitors of Lisbon, eight attributes were considered the most attractive ones: (1) Culture, (2) Architecture, (3) City's Overall Image, (4) Entertainment, (5) History and Heritage, (6) Diversity, (7) Location and (8) Gastronomy and Wine.

The attribute Gastronomy and Wine was considered the most attractive (66%), followed by Architecture (67%) and City's Overall Image (63%). History and Heritage came in the fourth place (60%), Culture in fifth (59%) and Entertainment in the sixth position (52%). Lastly, came also Location (47%) and Diversity (42%).

Although with the lowest percentage of all the chosen attributes, it is relevant to notice that for the first time Diversity came in the final attribute list of a target group.

Additionally, 65% of the female visitors of Lisbon considered that Weather is a new attribute that should integrate the final attributes list. The female visitors had the highest percentage of all the survey participants that considered that Weather should be included in the final attributes list.

To sum up, ranked by order of attractiveness, for the female visitors eight attributes are in the final list: (1) Gastronomy and Wine, (2) Architecture, (3) City's Overall Image, (4) History and Heritage, (5) Culture, (6) Entertainment, (7) Location, and (8) Diversity. Weather was the new attribute added later.

Male Visitors

A total of **41 male visitors of Lisbon** answered the online survey.

Attribute	Average Rate	Absolute Frequency	Relative Frequency (%)
Culture	**5/4**	**20**	**49**
Architecture	4	20	49
Infrastructures	4	15	37
Environment and Sustainability	4	18	44
City's Overall Image	4	19	46
Parks and Green Areas	4	19	46
Entertainment	4	21	51
History and Heritage	**5**	**30**	**73**
Business	4	17	41
Art	4	18	44
Economic Factors	3	19	46
Urbanity and Modernity	4	20	49
Value for Money	4	18	44
Employment	3	20	49
Trendiness	4	21	51
Diversity	4	19	46
Innovation and Technology	4	19	46
Location	**5/4**	**17**	**41**
Housing	3	17	41
Safety	4	22	54
Shopping	4	18	44
Sports and Sports Facilities	4	21	51
Events and Festivals	4	17	41
Gastronomy and Wine	**5**	**26**	**63**
Political Factors	4	12	29
Education	4	19	46
Healthcare	4	20	49

Table 19: Male Visitors' Average Attribute Rating

Regarding whether or not it was necessary to add an attribute or attributes to the previous list, 30 male visitors of Lisbon answered "No" and 10 answered "Yes".

New Attributes	Absolute Frequency	Relative Frequency
Scenic	1	8
Unique, Special, Modern, Classic	1	8
Relaxing/ Peaceful Place	1	8
Responses associated with previous attributes	1	8
Weather ("Good weather"; "sunny")	**6**	**50**

Table 20: New Attributes Suggested by Male Visitors

For the male visitors of Lisbon, four attributes were considered very attractive: (1) Culture, (2) History and Heritage, (3) Location and (4) Gastronomy and Wine.

For the first time, History and Heritage was considered the most attractive attribute (73%), followed by Gastronomy and Wine (63%). Culture (49%) and Location (41%) were both considered as very attractive ("5") and attractive ("4") with the same percentage of votes.

Additionally, 50% of the male visitors also considered Weather as a very attractive attribute in the city of Lisbon that should include the final attributes list.

In conclusion, ranked by order of attractiveness, the male visitors chose four attributes as the most attractive ones: (1) History and Heritage, (2) Gastronomy and Wine, (3) Culture, and (4) Location. Weather was the new attribute added later.

5.4.2. – Focus Group Analysis

Focus Group 1

For the first time in the survey, Gastronomy and Wine is not considered the most attractive attribute to the male visitors. Why?	
I8	*Men have clearly more knowledge and are interested in seeing more architecture and so on [Laughing]*
I6	*To be honest this makes no sense*
I5	*I think that is good that the visitors are more interested in the History and Heritage of the city in comparison to Gastronomy and Wine*
I3	*In my opinion, this just shows that men are ashamed to admit that they are more interested in Gastronomy and Wine*
I2	*If you had access to their names, I could maybe understand the fact that they need to lie. But it was anonymous, so I don't understand*
I4	*I mean, maybe it can be something like if I visit another country is because of its History, and not because of its food*
I3	*Maybe foreigner people want to kind of transmit the idea that they visit other countries because they want to have more knowledge and probably they chose it in that way*

For the residents of Lisbon, the fact that History and Heritage was considered the most important attribute for the male visitors caused surprise. In the beginning, the residents took it as a joke. However, in the end they concluded that the male visitors

chose History and Heritage as they want to transmit the idea that they have more knowledge and that they do not go to a country mainly for the food and wine.

Both female and male visitors added weather as a new attribute. But 65% of female visitors mentioned it, being the highest score from all the survey, while only 50% men chose it. Why?	
I1	*Maybe when women chose a holiday place, they have more in consideration weather*
I4	*Yeah, I would have more in consideration good weather if I was visiting Lisbon as I would love to go to the beach*
I6	*Yes, I agree. And also men did mention that they consider more important History and Heritage and no beach*
I5	*It makes actually sense if men said that they prefer History and Heritage. So, we do give importance to weather, but we prefer History and Heritage, so we don't need amazing weather to do it*

According to the inhabitants of Lisbon, it makes sense that the female visitors give more importance to the weather than the male visitors because the last ones prioritized History and Heritage. And "(…) we [men] prefer History and Heritage, so we don't need amazing weather to do it" (Interviewee 5). Regarding the highest percentage of women that chose weather as a new attribute, the residents argued that when women chose a place to go on holiday, they pay attention to the weather as they want to go to the beach. Moreover, they considered Lisbon a beach city so, in that way, the weather is an attractive attribute.

For the first time, Diversity was included in the final attributes list by female visitors. Why?	
I2	*Someone was visiting Anjos or Arroios [these are places in Lisbon that typically have more foreigners residents, such as Muslism or African descendents]*
I7	*In comparison to London, for instance, Lisbon has no diversity*
I9	*It can be related to the places they visited*

The residents did not fully understand this result, because in comparison to other cities, "Lisbon has no diversity" (Interviewee 7). However, they considered that it might be related to the places that the tourists visited. For instance, maybe they visited places such as Anjos or Arroios, which are areas in Lisbon where more foreigner people live.

For the first time, the attribute Housing was ranked as one of the least attractive in the city of Lisbon by male visitors. Why?	
I7	*I think that the men chose that attribute in comparison to women because men are who have more knowledge about the housing markets and the prices and conditions of the houses*
I6	*I agreed and I think that women care more about what are we going to visit, than the actual buildings. I think that visitors do not really care about where and in which type of houses the residents of Lisbon live*
I1	*But if we are talking of a more permanent renting, like to choose a place to live, especially in a foreigner country, I think that actually women would have so much more to say*
I2	*I think that men don't know about the housing, as well as women but men just said it. If they don't know its normal that housing is less attractive*

In the beginning, it was necessary to explain the definition of Housing, because the majority of the interviewees did not know, which can mean that the Portuguese survey participants also had the same doubts when they filled out the survey.

The male residents argued that the male visitors ranked Housing as merely as moderately attractive as men have more knowledge about the housing markets and women care more about the trip itself than the buildings. However, Interviewee 1 argued that if the visitors had to choose a place to live in Lisbon, women were the ones that would have the decision.

In the end, all the interviewees reached an agreement, stating that men do not know about housing, as well as women, but men were the ones who said it. "If they don't know, its normal that housing is less attractive", explained Interviewee 2.

Focus Group 2

For the first time in the survey, Gastronomy and Wine is not considered the most attractive attribute to the male visitors. Why?	
I3	*Do you have the geographical region where they came from? I don't know. Because it could be so different depending on the place they came from*
I5	*But the truth is that it is a crazy historical city. I mean, really jumps out that it is quite historical, especially compared with where I live*

For the tourists of Lisbon, the fact that the male visitors chose History and Heritage is related with two factors. Firstly, it can depend on where the people that answer the

survey came from and, secondly, it makes sense as Lisbon is "a crazy historical city" (Interviewee 3).

Both female and male visitors added weather as a new attribute. But 65% of female visitors mentioned it, being the highest score from all the survey, while only 50% men chose it. Why?	
I1	*(…) I think that women want to sunbathing and to go to the beach, women prefer it*
I5	*I think that, I can only talk from experience with friends and stuff like that, but when the weather is nice, me and my friends go out to do something. We want to go out to play football or go to beach for a swim. But I find that a lot of the time, the girls I know are like go and tan. The sun is like the object*
I6	*I only go to Lisbon for the sun*
I2	*But even in Winter, that is when I went there, because I didn't want to go to places with snow*

The visitors agreed that women that visit the city enjoy more the weather in a place like Lisbon than men do. This can happen because when women go on holiday, usually they want to sunbath and get tan, "the sun is like the object" (Interviewee 5). Additionally, in the Winter, Lisbon is also considered a good place to visit for the weather as an escape from the snow.

For the first time in the survey, Diversity was included in the final attributes list by female visitors. Why?	
I6	*I mean, I never focus on diversity as a main point. I think that men do not focus much in diversity*
I5	*But that is my favourite thing about home, or about London in particular is that is crazy diverse. But I don't remember walking around Lisbon and thinking that was particularly diverse*
I7	*Maybe also depends on the experiences that the people that picked up that attribute had before. Maybe they never were in a city that is diverse. And so Lisbon it would be super diverse for them*
I2	*Yes, if you are from a small town then Lisbon would be diverse*

The visitors were surprised with this result, as they do not consider Lisbon a diverse city in comparison to others, such as London. However, they explained that it can depend on the experiences that the people who answered the survey had and,

especially, on where they came from. Therefore, "if you are from a small town then Lisbon would be diverse" (Interviewee 2).

For the first time, the attribute Housing was ranked as one of the least attractive in the city of Lisbon by male visitors. Why?	
I5	*I think that Housing is much more kind of residency base. So if you are going to live in a place or if you are going to spend time in there, so housing is very important. But then if you are a foreigner and come only for a couple weeks holiday...*
I2	*Maybe also depends on who planned the trip. Like the attributes also. For instance, if women did research online they are mainly interested in looking to these different aspects. Maybe a male goes like drag along, or maybe just follows*
I5	*Yes, I don't know. But also I think that the times I've been there and I've never had to chose accommodation so I guess I am just happy being where I am and it is not my focus at all, it just kind of happens. I am more interested in the rest in the city. Probably men are just also lazier when it comes to the survey*

For the visitors, the fact that male visitors ranked Housing only as moderately attractive is related with three reasons. Firstly, when people go on holiday they do not care about housing, as it is more related with permanent residency. Secondly, men follow women in their decisions regarding the trips, therefore, they would not have any idea about Housing. And lastly, men were lazier when filling out the survey.

Chapter 6.0 – Discussion

This chapter presents the analysis of the survey and focus group results along with the theoretical framework. The theoretical framework presented before (**Appendix 1**) and the gender theory developed previously will evaluate the results.

This chapter is logically split into the same categories as the results in order to facilitate the comprehension of the results and analysis.

6.1. – Women and Men

This section aims to answer the research question: "How is the attractiveness of Lisbon perceived by women and men?". A gender theory is used to complement the survey and focus groups results.

Women's Final Attributes List	Men's Final Attributes List
1. Gastronomy and Wine 2. History and Heritage 3. Architecture 4. Culture 5. City's Overall Image 6. Entertainment 7. Location 8. Events and Festivals 9. Weather (added later)	1. Gastronomy and Wine 2. History and Heritage 3. Culture 4. Architecture 5. Weather (added later)

Table 21: Women's and Men's Final Attributes List

Women chose eight attributes as the most attractive, while men chose only four. In the focus groups, the participants agreed that women chose more attributes than men due to the gender. For them, some features that are usually associated with women explain this difference, such as being more sensitive, observant and more aware of details. By opposition, men were considered to be easy going, picky and pragmatic in their choices.

According to Hoyer et al. (2011), women tend to engage in a detailed and depth examination of the message before a decision-making process, while men pay less attention to details. Additionally, some studies (Crow et al., 1991; Hatala et al., 2000; Hawkins et al., 1999; Venkatesh et al., 2000) concluded that women search for more information and spend more time in the decision-making process than men. Moreover, Wood (1990) found out that men are more objective, assertive and realistic. Thus, these authors support the focus group participants' opinions. Yet, for Jucan et al. (2013), women are substantially more pragmatic than men in the decision-making process.

In the survey, Gastronomy and Wine was considered the most attractive attribute for both men and women (75% of men and 72% of women); History and Heritage was the second most attractive attribute for both (73% of men and 66% of women); Culture was positioned in the third place for men and in the fourth for women (54% of men and 54% of women); and Architecture was considered the fourth most attractive attribute for men and the third for women (50% of men and 62% of women). However, men did not include in their final list attributes such as City's Overall Image, Entertainment,

Location and Events and Festivals. These attributes were chosen by women to integrate their final attributes list.

For the participants of the first focus group, the residents of Lisbon, the fact that the male visitors did not include Entertainment in their final attributes list was a surprise. Firstly, they considered that a lot of tourists go to clubs in Lisbon and, secondly, that Lisbon's nightlife has a lot to offer, such as cheap prices and endless nights. When they had to answer why men overall did not include it, the residents criticize themselves by explaining that some inhabitants only look at the greater picture and, consequently, they did not even think about Entertainment, as other attributes seemed more attractive in their hometown. For the participants of the second focus group, the visitors, Entertainment is just not a priority when they go on holiday to Lisbon. Moreover, as their priority is to visit the city during the day, going out is relegated as they intend to wake up early.

Firestone et al. (1994) evaluated gender differences in leisure time in the US Study of Time Use and they concluded that men spent more time than women on social entertainment activities, such as practicing sports, eating out or going to movies or plays. Bryant and Vorderer (2011) concluded that men are generally higher in sensation seeking, meaning that prefer parties and clubs more than women do. Moreover, Parkerson and Saunders (2004), in their study about Birmingham, in the UK, concluded that tourists prioritize nightlife. Furthermore, also Gilboa et al. (2015) found out that tourists prioritize recreational activities, sports and country clubs as well as nightclubs.

These studies support the surprise among the male participants in both focus groups. Additionally, it also upholds the first focus group participants' opinions. Yet, it contradicts the survey results and also the visitors' point of view.

Both women (50%) and men (56%) considered relevant to add Weather to the list of attributes that contribute to Lisbon's attractiveness.

Additionally, the majority of the new attributes were associated with positive feelings. Also, no attribute was ranked averagely with the number 1 (not attractive at all) or the number 2 (moderately unattractive). For women, only three attributes were considered as moderately attractive, with the number 3, and men ranked averagely two attributes with the number 3.

Furthermore, the average rate in all the survey results was the number 4, so an attractive attribute. In this case, women chose 14 attributes as attractive, while men ranked 21 attributes with the number 4.

6.2. – Residents and Visitors

This section intends to answer the research question: "How is the attractiveness of Lisbon perceived by residents and visitors?". To complement the survey and focus group results, previous literature regarding city attractiveness and its attributes (**Appendix 1**) is going to be used in the analysis.

Residents' Final Attributes List	Visitors' Final Attributes List
1. Gastronomy and Wine 2. History and Heritage 3. Architecture 4. Culture 5. Entertainment 6. City's Overall Image 7. Events and Festivals	1. Gastronomy and Wine 2. History and Heritage 3. Architecture 4. City's Overall Image 5. Culture 6. Entertainment 7. Location 8. Weather (added later)

Table 22: Residents' and Visitors' Final Attributes List

In the survey, the residents of Lisbon chose seven attributes as the most attractive, as well as the visitors. However, the residents prioritized Events and Festivals, whereas the visitors gave more importance to the Location of the city.

According to Agapito et al. (2010), in a study of Lagos, a city in the South of Portugal, that analyzed the perspectives of tourists and residents regarding destination image, residents gave more importance to events and nightlife, whereas tourists prioritized cultural heritage and entertainment. This can explain why residents chose Events and Festivals, yet residents gave more relevance to cultural heritage and entertainment than the visitors.

Both residents and visitors chose the same three most attractive attributes, namely Gastronomy and Wine, History and Heritage and Architecture. However, the visitors' answers were more scattered than the residents' responses. For instance, both residents and visitors considered Gastronomy and Wine the most attractive attribute (for visitors along with History and Heritage). However, 65% of the visitors ranked it as very attractive, while 80% of the residents answer the same.

As an explanation for the disparity between the amount of residents and of visitors that chose Gastronomy and Wine as the most attractive attribute, the participants from both focus groups agreed that because visitors are directed to more touristic restaurants,

their experience can be different in comparison to a resident's one, who knows the best places to eat.

Both focus groups members' also believed that the majority of residents ranked Gastronomy and Wine as a very attractive attribute because they are proud of their food and wine. Residents considered their food as being much better than in the other countries and their wine quality as superior. However, although residents agreed that food is an attractive factor, they believed that people do not visit a country for the food. For visitors, food and wine are the main reasons why they go to Lisbon.

Out of the forty-one academic articles analyzed in the theoretical framework, only three mentions one attribute related to Gastronomy and Wine. Two out of the three articles analyzed only residents' perspectives and the last one analyzed both tourists' and residents' angle. The articles that give importance to this attribute analyzed different cities, namely Taipei City (Karvelyte et al., 2011), Hiroshima (Wu et al., 2013), and New Orleans (Gotham, 2007).

In addition, Gilboa et al. (2015) analyzed the attributes that were more relevant for both residents and tourists in three cities: Jerusalem, Israel, Rome, Italy and Trieste, Italy. They found out that out of a lot of attributes, both residents and tourists prioritize restaurants and parks as the most attractive factor. Although not directly related, as the attributes chosen by the authors to measure did not include gastronomy, it can be argued that the restaurants are related with gastronomy and, therefore, corroborate this project results.

Regarding new attributes, the attribute Weather only had enough representation for the visitors of Lisbon (52%). Although 43% of the residents of the Portuguese capital also mentioned this attribute, it did not have enough representation.

Both focus groups participants agreed that residents did not add Weather to the final attributes list because they took it for granted. Additionally, both acknowledged that Weather is also one of the main reasons why people visit Lisbon and, therefore, this factor suits this list of attributes only because is the city of Lisbon that is being analyzed.

Out of forty-one academic articles analyzed, only one mentioned the attribute Weather in their final attributes list. According to Wu et al. (2013), Hiroshima was considered by its residents and tourists as a "city with comfortable climate". Any of the other articles included weather-related attributes, but one also included a similar attribute, namely "pleasant atmosphere". Moreover, according to Agapito et al. (2010), tourists

prioritized "pleasant climate" and "calm sea", whereas residents did not find it so relevant. It is important to mention that the city of Lagos, where the study took place, is known mainly for its beaches and good weather. This might be explained by the fact that residents do take the good weather for granted and, therefore, that is why it did not have enough representation.

In addition, the majority of the new attributes were associated with positive feelings. Yet, there was only one new attribute related to a negative factor ("traffic") and it was mentioned by a resident of the city of Lisbon.

Both focus group members believed that residents are more critical than tourists regarding their own city. Firstly, visitors do not live daily in Lisbon to acknowledge negative features of the city, such as traffic. And, secondly, tourists do not go to bad or "dirty" areas and, consequently, they do not experience daily things that affect the inhabitants.

Residents ranked two attributes as moderately attractive ("3"), while visitors ranked seven attributes. For residents, Employment and Political Factors represented moderately attractive factors of the city of Lisbon, whereas visitors chose Business, Economic Factors, Employment, Innovation and Technology, Political Factors, Education and Healthcare.

The first focus group participants have a different perception of the image that Lisbon has abroad in comparison to second focus group members. For these residents, visitors ranked a big amount of attributes as moderately attractive due to the image that the country has abroad. Hence, these residents think that visitors are aware that Portugal has a current bad economic and political situation. However, for the visitor's members in the focus group, this happened only due to lack of knowledge regarding that topics. Moreover, they mentioned that they do not know about the economic and political situation in Portugal.

Furthermore, the average rate in all the survey results was the number 4, so an attractive attribute. In this case, residents chose 18 attributes as attractive, while visitors ranked 13 attributes with the number 4.

6.3. – Female Residents and Male Residents

This section aims to answer the research question: "How is the attractiveness of Lisbon perceived by female residents and male residents?". To complement the survey and focus group results, previous literature and gender theory are going to be used.

Female Residents' Final Attributes List	Male Residents' Final Attributes List
1. Gastronomy and Wine 2. History and Heritage 3. Architecture 4. Culture 5. City's Overall Image 6. Entertainment 7. Events and Festivals 8. Location	1. Gastronomy and Wine 2. History and Heritage 3. Culture 4. Architecture 5. Entertainment 6. Weather (added later)

Table 23: Female Residents' and Male Residents' Final Attributes List

The female residents of Lisbon chose eight attributes as the most attractive, while the male residents only considered five as very attractive. As mentioned before, this can be explained by the fact that women are more detailed oriented than men.

In the survey, Gastronomy and Wine had the highest percentage of both female and male residents, namely 77% and 84%, constituting the most attractive attribute. Additionally, both agreed with the second most attractive attribute – History and Heritage, with similar percentages (76% of men and 72% of women). Although both agreed that Culture and Architecture are in the top 4, for the female residents' Architecture was considered more attractive than Culture and for the male residents it was the opposite. While men prioritize Entertainment as the fifth most attractive attribute of the city, women chose City's Overall Image, leaving behind Entertainment for the sixth position.

The attributes Events and Festivals, City's Overall Image and Location were not picked up by male residents to include in the final attributes list. According to Meng et al. (2008), in their study in a resort in the USA, women appreciate more natural scenery and recreational activities, such as festivals than men. This result supports the fact that women chose Events and Festivals to include their final attributes list and men did not.

Regarding new attributes, 53% of the male residents considered Weather an attractive attribute, whereas only 41% of the female residents mentioned it.

Both focus groups participants were surprised with the fact that female residents did not choose weather as a new attribute. However, the male residents justify this by relating the weather to food and drinks, while the male visitors associated it with sports and outdoor activities.

Laing (1987) in Carr (1999) found out that male British tourists tend to give more importance to sunbathing when on holiday than women. In this study, women prefer to engage in more active experiences, such as visit historical sites and cultural sightseeing. Laing study supports the survey results as only male residents prioritize Weather.

Furthermore, the female residents did not rank any attribute as not attractive at all ("1") or moderately unattractive ("2"). Moreover, women ranked three attributes as attractive ("3"), namely Economic Factors, Employment and Political Factors, whereas men only ranked one attribute - Employment.

In addition, the average rate in all the survey results was the number 4, so an attractive attribute. In this case, female residents chose 16 attributes as attractive, while male residents ranked 21 attributes with the number 4.

6.4. – Female Visitors and Male Visitors

This section intent to answer the research question: "How is the attractiveness of Lisbon perceived by female visitors and male visitors?". To complement the survey and focus group results, previous literature regarding attractiveness of city and its attributes as well as gender theory are going to be used.

Female Visitors' Final Attributes List	Male Visitors' Final Attributes List
1. Gastronomy and Wine 2. Architecture 3. City's Overall Image 4. History and Heritage 5. Culture 6. Entertainment 7. Location 8. Diversity 9. Weather (added later)	1. History and Heritage 2. Gastronomy and Wine 3. Culture 4. Location 5. Weather (added later)

Table 24: Female Visitors' and Male Visitors' Final Attributes List

In the survey, female visitors chose eight attributes, while male visitors chose only four attributes. They both prioritized different attributes – women chose Gastronomy and Wine as the most attractive attribute, whereas men preferred History and Heritage of the city. For the female visitors, History and Heritage came only in fourth place (60%), while for men came in the first position (73%).

It is the first time in the all the survey results that History and Heritage come in first place, in this case for male visitors, overtaking Gastronomy and Wine.

The fact that the male visitors chose History and Heritage as the most attractive attribute caused different reactions among the focus group participants. On the one hand, residents were surprised and believed that the male visitors just want to transmit the idea that they are more interested in History and Heritage, when they actually are not. On the other hand, visitors considered that this result depends on where you came from but also agreed that Lisbon is a historical city, therefore, this result makes sense.

According to Meng et al. (2008), women enjoy more to go to museums and visit historical sites and sightseeing than men. For these authors, men give priority to nature-based activities. For Laing (1987), women engage more in historical and cultural visits than men. Additionally, also McGehee et al. (1996), in a study about Australian International Pleasure to Travel Motivations, concluded that women rated Heritage and Culture as more important than men. All these studies contradict the survey

results. However, it can be argued that the focus groups' participants had a representative opinion as they mentioned the fact that men's opinion can differ depending on where they came from.

For the first time in all the survey results, the attribute Diversity was chosen to be included in the final attributes list, in this case by female visitors.

For both focus groups members it was a surprise that the female visitors considered Lisbon a diverse city, especially when compared with other cities. The residents explained this result by the places that the visitors might have visited, while the visitors believed that it was related to where they came from because if you came from a small town, it is acceptable that you would consider Lisbon as a diverse city.

Out of 41 academic articles, only three prioritized Diversity as an attribute. However, the three studies analyzed residents' approaches only and the following cities: Amsterdam and Rotterdam (Trip, 2007), Turin (Vanolo, 2008) and not specified cities in Germany (Zenker, 2009). As the attribute Diversity in this project also covers creativity, two more articles mentioned it, namely in the city of Eindhoven (Havermas et al., 2008) and Gold Coast, in Australia (Merriless et al., 2009), both analyzed residents' perspectives.

As the main similarity, both female and male visitors considered the attribute Weather as worth to add to the final attributes list (65% of women and 50% of men). However, 15% more women mentioned the new attribute in comparison to men. It is also relevant to mention that the female visitors had the highest percentage (65%) of all the survey participants regarding the addition of the new attribute Weather.

Both focus groups participants agreed that the female visitors gave more importance to the weather, as they want to go the beach. In addition, the second focus group added that the sun is considered an object for the female visitors. Moreover, for the residents this result makes more sense as the male visitors chose History and Heritage as the most attractive attribute and, therefore, they do not give much importance to the weather.

As mentioned in the previous section, Laing (1987) results in her study regarding British tourists showed that men have more interest for sunbathing than women, which contradicts these results.

For the female visitors, a total of eight attributes were ranked averagely as moderately attractive ("3"), namely Infrastructures, Business, Economic Factors, Employment,

Innovation and Technology, Political Factors, Education and Healthcare. For male visitors, only three attributes have that score, namely Economic Factors, Employment and Housing. The attribute Housing was only ranked as attractive ("3") by male visitors, whereas all the others target groups ranked that attributes as moderately attractive ("4").

Both focus group members agreed that male visitors ranked Housing only as moderately attractive because men tend to follow women's decision when planning a trip and, consequently, men would not have any idea about housing. However, the residents considered that neither men nor women had knowledge about housing in Lisbon, but men said the truth. For the visitors, this can also be explained by the fact that men could have been lazier when filling out the survey.

Several studies concluded that before the 80's, men were the ones in charge in the decision-making process (Cosenza et al., 1981; Meng et al., 2008). However, women become the dominant member in the process after that period. Furthermore, several studies concluded that women are the primary vacation planners (Nichols et al., 1988; Fondness, 1992; Mottiar et al., 2004), which can support the fact that men do not have knowledge about housing.

In addition, the average rate in all the survey results was the number 4, so an attractive attribute. In this case, female residents chose 11 attributes as attractive, while male residents ranked 22 attributes with the number 4.

Chapter 7.0 - Conclusion

In order to answer the research question "How is the attractiveness of the city of Lisbon perceived?" it is important to clarify some features of the concept of attractiveness of a city that this project found out.

Firstly, it was understood that attractiveness of a city is a subjective concept. Secondly, attractiveness of a city is directed related to the city's available attributes. These attributes are the city's characteristics that maintain residents, attract visitors and gain an advantage when competing with other cities. Thirdly, this project results supports previous studies conclusions that attractiveness varies depending on the target groups analyzed.

This project analyzed how is the concept of attractiveness of the city of Lisbon perceived by eight distinctive target groups, namely women and men, residents and visitors, female residents and male residents, and female visitors and male visitors.

The female survey participants considered that Lisbon has eight attractive attributes: Gastronomy and Wine, History and Heritage, Architecture, Culture, City's Overall Image, Entertainment, Location, Events and Festivals. For the male participants, Gastronomy and Wine, History and Heritage, Culture, and Architecture are the most attractive attributes of Lisbon. More than 50% of the female and the male survey participants mentioned the new attribute Weather as an attribute worth to consider when analyzing Lisbon's attractiveness.

For the residents, seven attributes describe Lisbon's attractiveness: Gastronomy and Wine, History and Heritage, Architecture, Culture, Entertainment, City's Overall Image, Events and Festivals. For the visitors, seven attributes make Lisbon an attractive city: Gastronomy and Wine, History and Heritage, Architecture, City's Overall Image, Culture, Entertainment, and Location. Only the visitors considered relevant to add the new attribute Weather.

The female residents chose eight attributes that determine the perceived Lisbon's attractiveness: Gastronomy and Wine, History and Heritage, Architecture, Culture, City's Overall Image, Entertainment, Events and Festivals, and Location. For the male residents, five attributes make Lisbon an attractive city: Gastronomy and Wine, History and Heritage, Culture, Architecture, and Entertainment. Only the male residents that participated in the survey considered relevant to add the new attribute Weather to the initial attributes list.

Lastly, for the female visitors that participated in the survey, the most attractive attributes are eight: Gastronomy and Wine, Architecture, City's Overall Image, History and Heritage, Culture, Entertainment, Location, and Diversity. For the male visitors, four attributes make Lisbon an attractive city: History and Heritage, Gastronomy and Wine, Culture, and Location. More than 50% of female and male visitors considered relevant to add to the initial attributes list the new attribute Weather.

In addition, this project found out the following results:

- Gastronomy and Wine is the most attractive attribute of the city of Lisbon
- Yet, only for male visitors the most attractive attribute was History and Heritage
- Men (men, male residents, and male visitors) chose fewer attributes than Women (women, female residents and female visitors)
- Weather was the only new attribute considered relevant to add to the initial attributes list by all the target groups
- All the male target groups considered that Weather was a new an attractive attribute worth to mention when analyzing the city of Lisbon, while female residents and residents did not have enough representation to add it. However, 65% female visitors considered that Weather should be included, representing the highest percentage
- For the focus groups' participants, Weather was only added to the final attributes list because is the city of Lisbon that is being analyzed and not another city
- Four attributes were frequently considered the most attractive: Gastronomy and Wine, History and Heritage, Culture and Architecture
- Averagely, out of 27 attributes presented in the survey, none was ranked as not attractive at all ("1") or moderately unattractive ("2") and the majority of the survey participants ranked averagely more attributes as attractive ("4"). This implies that for the survey participants, Lisbon was averagely considered to be an attractive city.

Study limitations and future research

This study has several limitations. First, this project analyzed only tangible attributes. However, as mentioned by Gilboa et al. (2015) and Zenker et al. (2011), intangible attributes should also be analyzed when studying attractiveness of a city. Therefore, further research should use the theoretical ground developed in this project but incorporate also intangible attributes.

Second, this project focused on eight target groups. However, the concept of attractiveness varies depending on the target group or dimension analyzed. In this way, further research in attractiveness of a city can analyze different dimensions, such as age differentiation or generations' contrast and the results might be different.

Third, this project analyzed only one city which has specific features in comparison to other cities. In this way, this paper results might be generalized only to cities with similar characteristics, such as cities in the Southern Europe.

Lastly, demographic factors such as age, gender or nationality influenced the survey results. The survey participants had big age disparities, such as the fact that no one under 18 years answered the survey or the fact that the majority of the participants (52%) had ages between 19-25 years old. In addition, substantially more women answered the survey than men and there were also more Portuguese participants than from other nationalities. For these reasons, the results might have been different if the participants' ages, gender or nationalities were more balanced.

This project has several implications for future research. Firstly, the theoretical framework had as the main goal to establish a list of attributes that can be generalized to other cities and, in this way, be used to analyze and evaluate attractiveness of a city. Secondly, this paper's results prove that attractiveness of a city is a subjective concept and varies depending on the target groups. Thirdly, this project focused on the unexplored gender differentiation in attractiveness of a city and the results show that women and men perceived attractiveness of the city of Lisbon differently. Fourth, also residents and visitors perceived attractiveness of the city of Lisbon differently. Fifth, it would be relevant if future research could add the new attribute Weather to the initial attributes list developed in this thesis aiming to understand if it is considered a very attractive attribute worth to include in the attributes final list.

Lastly, on the one hand, this project's results might be generalized to other cities, such as southern European cities that share similarities with Lisbon, such as cities in Spain, Italy, France, Greece and Malta. On the other hand, these results can be compared to completely distinctive cities, such as the ones in the Northern countries or even with the ones in Central Europe. In each case, the present research opens a new area for future investigation.

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Appendix 1 – Theoretical Framework Table (Attributes)

Researcher(s)	Year	Approach	City	Attributes
Beerli & Martín	2004	Tourists	Lanzarote, Spain	Natural Resources; General Infrastructure; Tourist Infrastructure; Tourist Leisure and Recreation; Culture, History and Art; Political and Economic Factors; Natural Environment; Social Environment; Atmosphere of the Place
Richards & Wilson	2004	Tourists	Rotterdam, Netherlands	Modern Architecture; Water; Multicultural; Working City; International; Dynamic; Culture and Art; Lots to Discover; Events; Shopping; Nightlife; Cozy; Safe
Parkerson & Saunders	2004	Tourists and Residents	Birmingham, England	Culture; Arts; History; Nightlife; Shopping; Hotels; Airports and Trains; Safety; Cleanliness; Transportation; Education; Health; Housing; Employment; Business; Infrastructure
Smith	2005	Tourists	Barcelona, Spain	Sports Theme; Modern Theme; Monumental Theme; Nature; Built Environment; Culture; Industry
Anholt	2006	No data	European Cities	Presence; Place; Pulse; Prerequisites; People; Potential
Laaksonen, Laaksonen, Borisov & Halkoaho	2006	Residents	Vaasa, Finland	Nature; Built Environment; Culture; Industry
Young, Diep & Drabble	2006	Residents	Manchester, England	Residents Profile; Cosmopolitan city-center lifestyle; centrality; Connectedness; Quality of Life; Trendy City-Center
Santos, Martins & Brito	2007	Residents	Porto, Portugal	Environment; Urbanism; Mobility; Culture; Sports and Leisure; Education; Health; Social Work Services; Trade and services; Housing; Urban Safety; Poverty and Exclusion; Social and Civic Behavior

Trip	2007	Residents (Creative Class)	Amsterdam and Rotterdam, Netherlands	Diversity; Specific Amenities; Liveliness and Culture; Technology and Innovation; Talent; Creativity and Bohemia; Tolerance and Openness; Aesthetics; Environment and Sustainability; Safety
San Martín & Del Bosque	2007	Tourists	Cantabria, Spain	Infrastructure and socio-economic environment; Atmosphere; Natural environment; Affective Image; Cultural environment
Kavaratzis & Ashworth[1]	2007	Residents, Tourists, Investors	Amsterdam, Netherlands	Residential City; Hub Function; Meeting Place; City of Canals; Capital; Business City; Sex, Drugs & R&R; People; Liveable City; Architecture; Compact City; Artistic City; Night Life; Shopping City; City of Events; City of Knowledge
Gotham	2007	Residents	New Orleans, USA	Rich History; Delicious Cuisine; Entertaining Music
Puczko, Ratz & Smith	2007	Residents	Budapest, Hungary	Panorama (views); Architectural Attractions; Heritage Buildings and Spa; Gastronomy/ Wine; Music and Dancing; People/ Hospitality; Language; Currency; Cheap Prices; Business and Conference facilities; Museums; Festivals
Trueman, Cornelius & Killingbeck-Widdup	2007	Residents	Bradford, England	Environment; Location; Architecture/heritage; People, Attitudes and Behaviors; Infrastructure
Hildreth	2008	No data	European Cities	Pride and Personality of its people; Distinctive sense of place; Ambition/ vision (policy) and business climate; Current recognition and perceptions; Worth going to see; Ease, access and comfort; Conversational value; Locational context and value; Attractions and Anomalies; Barcelona Effect (I could live here)
Havermans, Appel-Meulenbroek & Smeets	2008	No data	Eindhoven, Netherlands	Sports; Technology; Knowledge; Laboratory; Design; Creative City; Port

[1] The attributes of the city described by Kavaratzis and Ashworth (2007) were based on the dimensions of Amsterdam developed by City of Amsterdam (2003)

Herstein & Jaffe	2008	Residents and Tourists	Holon, Israel	Prestigious; Clean; Fine Population; New City; Well-kept; Modern; Proximidity to center; Developed; Entertainment; Good Transportation; Young; Academic; Shopping center; Hi-tech; Parks; Activities;
Lui	2008	No data	Hong-Kong, China	Signature Architectures; Iconic Buildings; Mega-Events and Mega-Projects
Vanolo	2008	Residents	Turin, Italy	Buzz; Art; Diversity; Nightlife; Public Spaces; Higher Education
De Carlo, Canali, Pritchard & Morgan	2009	Tourists and Potential Tourists	Milan, Italy	Abbeys and Churches; Palaces, Squares and Streets; Archeological Sites; Gates and Statues; Production Implants; Sports Facilities; Parks and Gardens; Channels and Waterways; Fashion/ Design; Football; La Scala; Shopping; Arts and Heritage; Architecture; Sensations (taste, see, smell, tough, hear)
Zenker	2009	Residents	Cities in Germany (not specified)	Urbanity and Diversity; Nature and Recreation; Job Chances; Cost-efficiency
Merrilees, Miller & Herington	2009	Residents	Gold Coast, Australia	Nature; Business Creativity; Shopping; Brand; Intentions; Transport; Cultural Activities; Government Services; Social Bonding
Zhang & Zhao	2009	Residents and Tourists	Beijing, China	Economy; Politics; Population; Infrastructure; Indigenous liberal arts; Heritage Constructions; Place-based culture; Lifestyle; Environmental aspects; Provision of public facilities; Standard of living; Governance; Promotion of the city's economy; Creation of local identity; Sense of place; Enhancement of city's image; Increase of City's attractiveness
Lee & Jain	2009	Residents and Tourists	Dubai, UAE	Quality; Commercial Hub; Dynamic Economy; Sophistication;

				Wealth; Innovation
Dumbrăveanua	2010	Residents	Bucharest, Romania	Symbolic Buildings; Infrastructure; Housing
Kim	2010	No data	Songdo City, South Korea	Open and green space; Bicycle Lanes; Carbon-free transportation; Vegetated green roofs; Energy-efficient heating; Cooling Systems; Recycling
Northover	2010	Residents and Tourists	Belfast, Ireland	Community; History
Servillo, Atkinson & Russo	2011	Residents and Tourists	European Cities	Environment; Architecture and Infrastructures; Economy; Human and Social Capital; Institutional Capital; Cultural Capital
Kalandides	2011	Residents	Bogotá, Colombia	Music; Environment
Karvelyte & Chiu	2011	Residents	Taipei City, China	Local events; Signature Buildings; Celebrities; Enterprises/ Businesses; Signature Cuisine (Food); Movie Industry
García, Gómez & Molina	2012	Entrepreneurs, Residents, Tourists	Castilla-La Mancha, Spain	Infrastructure and socio-economic environment; Natural and cultural resources; Pleasant Atmosphere; Social Setting Environment; Overall Image
Hunter	2012	Residents and Tourists	Seoul, South Korea	Shopping districts; The Han River; Monuments; Clean waterways; Historic city gates; Festivals and Cultural events
Wang, Xiaokaiti, Zhou, Yang, Liu & Zhao	2012	Residents and Tourists	Shanghai, China	Economy; Population; Infrastructure; Liberal Arts; Heritage Constructions; Place-based culture; Lifestyle; Environmental aspects; Provision of public facilities; standard of living; Governance; Economy Promotion; Local Identity creation; Image enhancement; Attractiveness increase
Herstein, Jaffe & Berger	2012	Residents and Tourists	Tel Aviv, Israel	Atmosphere and Aesthetics; Human Assets; Daily Assets; Assets

				that relate to location or history of the city and provide its reputation; Urban Services; Leisure, culture and entertainment facilities and services
Insch & Sun	2013	Residents (University Students)	Dunedine, New Zealand	Natural Environment; Personal and Public Safety; Public Transport; Community Assets; Sports grounds and facilities;
Zenker, Peterson & Aholt	2013	Residents	Cities in Germany	Urbanity and Diversity; Nature and Recreation; Job opportunities; Cost-efficiency
Khirfan & Momani	2013	Residents	Amman, Jordan	Exhibition Halls; Conference Center; Parks; National Museum; Art Galleries; Artists' Kiosks; Road Infrastructure; Ancient History; Archaeological sites; Markets; People
Wu, Funck & Hayashi	2013	Residents and Tourists	Hiroshima, Japan	Beautiful Town; City of green and river; City with delicious food; City famous for train town; City with good public transport networks; city with good road maintenance; City with friendly citizen; City with comfortable climate; Seaside city
Noni, Orsi & Zanderighi	2014	Tourists	Milan, Italy	Level of Safety; Level of Tourism Supply; Quality of Culture; Level of internationalization; Quality of Environment; Quality of Social Services; Quality of Healthcare; Quality of Educational Structures; Quality of work/ job opportunities
Gilboa, Jaffe, Vianelli, Pastore & Herstein	2015	Residents and Tourists	Jerusalem, Israel; Rome, Italy; Trieste, Italy	Municipal Facilities; Leisure and Entertainment; Security: Public Services; Caring; Tourism and Recreation
Weziak-Bialowolska	2016	Residents	European Cities	Physical; Social Nature; Environment; Economic; Institutional

Appendix 2 – Internet Survey Preview

Page 1

Attractiveness of Lisbon

My name is Mafalda Braga and I am a Masters student of Culture, Communication and Globalization (CCG) at Aalborg University, Denmark. This survey regards Attractiveness of the City of Lisbon, Capital of Portugal, and it will take you only 3 minutes to answer.

The aim of this survey is to answer the following research questions: What is attractiveness in the city of Lisbon?; How is the attractiveness of Lisbon perceived by men and women?; and How is the attractiveness of Lisbon perceived by residents and visitors?.

In order to answer these questions, I would kindly ask you to complete this survey. It is important to mention that your participation in this survey is anonymous and the information provided only applies to academic research.

Thank you for your time!

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Attractiveness of Lisbon

*Required

General Information

Gender *

○ Female

○ Male

Age

○ Under 18

○ 19-25

○ 26-35

○ 36-45

○ 46-55

○ 56-65

○ 66 or older

Nationality

○ Portuguese

○ Other:

Resident or Visitor *

○ I am a resident of Lisbon

○ I am a visitor of Lisbon (visited once or more)

○ I have never been in Lisbon

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Attractiveness of Lisbon

*Required

Rank your perception of the city of Lisbon according to the following 27 attributes on a scale of 1 to 5, where 1 = not attractive at all; 2 = moderately unattractive; 3 = moderately attractive; 4 = attractive; 5 = very attractive

Attractiveness can be understood as the city's attributes that attract visitors and maintain resident in the city.

Culture (hospitality, tolerance and openess, local identity) *

	1	2	3	4	5
	○	○	○	○	○

Architecture (heritage buildings, monuments) *

	1	2	3	4	5
	○	○	○	○	○

Infrastructures (highways, public transport network; power and water supply; communications) *

	1	2	3	4	5
	○	○	○	○	○

Business (conference facilities and business atmosphere) *

	1	2	3	4	5
	○	○	○	○	○

Art (art galleries, archeology sites, museums) *

	1	2	3	4	5
	○	○	○	○	○

Economic Factors (dynamic economy, promotion of the city's economy) *

	1	2	3	4	5
	○	○	○	○	○

Urbanity and Modernity *

	1	2	3	4	5
	○	○	○	○	○

Value for money (products' quality is high and price is low) *

	1	2	3	4	5
	○	○	○	○	○

Employment (job opportunities, professionalism and talent) *

	1	2	3	4	5
	○	○	○	○	○

Trendiness (fashionable and stylish) *

	1	2	3	4	5
	○	○	○	○	○

Diversity (difference, uniqueness, creativity) *

	1	2	3	4	5
	○	○	○	○	○

Innovation and Technology *

	1	2	3	4	5
	○	○	○	○	○

Location Factor (proximity to center, centrality, capital) *

	1	2	3	4	5
	○	○	○	○	○

Environment and Sustainability (cleanliness, environment-friendly) *

	1	2	3	4	5
	○	○	○	○	○

City's Overall Image *

	1	2	3	4	5
	○	○	○	○	○

Parks and Green Spaces *

	1	2	3	4	5
	○	○	○	○	○

Entertainment (nightlife and leisure) *

	1	2	3	4	5
	○	○	○	○	○

History and Heritage *

	1	2	3	4	5
	○	○	○	○	○

Housing *

	1	2	3	4	5
	○	○	○	○	○

Safety *

	1	2	3	4	5
	○	○	○	○	○

Shopping *

	1	2	3	4	5
	○	○	○	○	○

Sports and Sports Facilities *

	1	2	3	4	5
	○	○	○	○	○

Events and Festivals *

	1	2	3	4	5
	○	○	○	○	○

Gastronomy and Wine *

	1	2	3	4	5
	○	○	○	○	○

Political Factors (politics, government services and institutions) *

	1	2	3	4	5
	○	○	○	○	○

Education *

	1	2	3	4	5
	○	○	○	○	○

Healthcare *

	1	2	3	4	5
	○	○	○	○	○

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Page 4

Attractiveness of Lisbon

Do you consider that Lisbon can be described using any other attribute(s) not mentioned above?

○ Yes

○ No

If yes, which attribute(s)?

Your answer

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# Appendix 3 – Survey Participants' Demographic Information

This appendix shows the demographic information, such as gender, age and nationality, for each category.

1. <u>Women and Men</u>

Ages

Nationalities

2. Residents and Visitors

Genders

Residents' Genders

Male
70
38%

Female
115
62%

Visitors' Genders

Male
42
33%

Female
85
67%

Ages

Resident's Ages

Age	%
Under 18	0%
19-25	49%
26-35	18%
36-45	6%
46-55	8%
56-65	17%
66 or older	3%

Visitor's Ages

Age	%
Under 18	0%
19-25	53%
26-35	31%
36-45	2%
46-55	9%
56-65	4%
66 or older	1%

Nationalities

Residents' Nationalities

Other
22
12%

Portuguese
163
88%

Visitors' Nationalities

Portuguese
32
25%

Other
95
75%
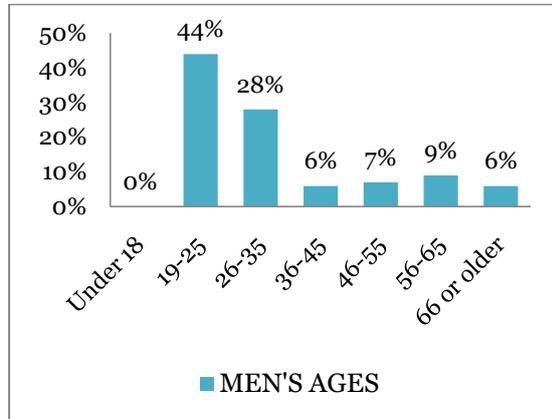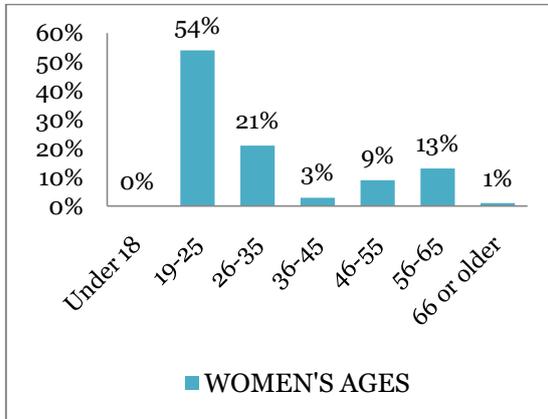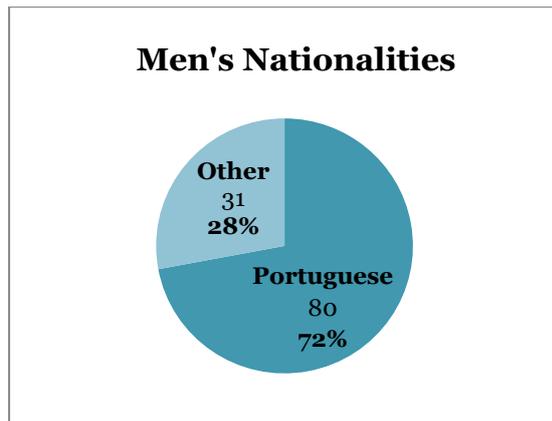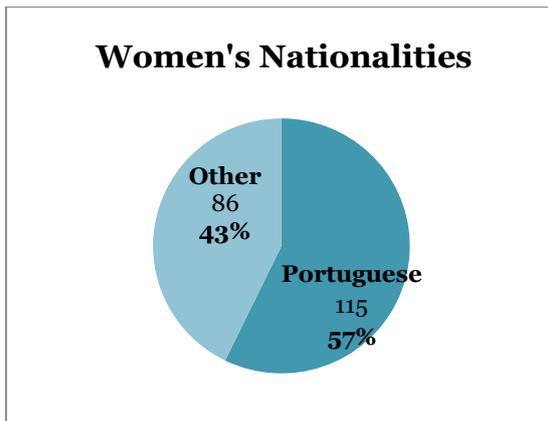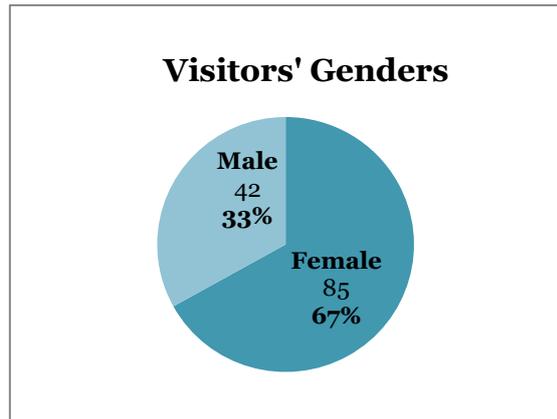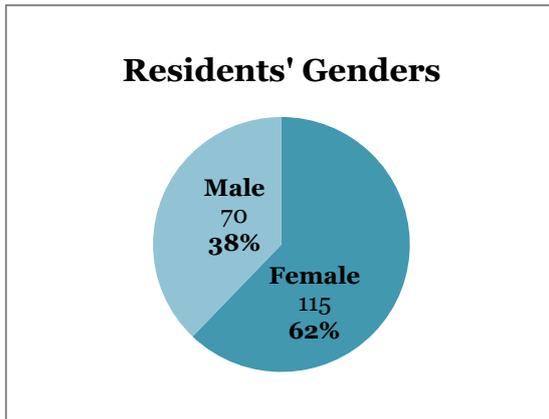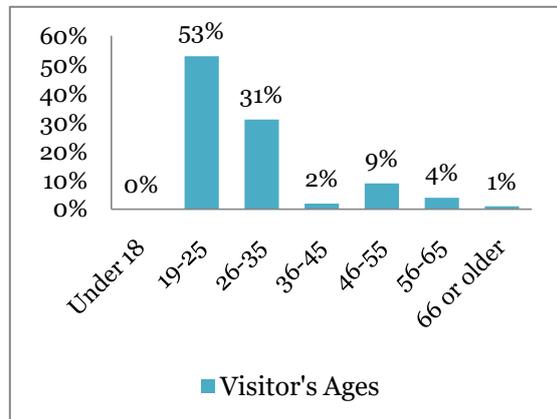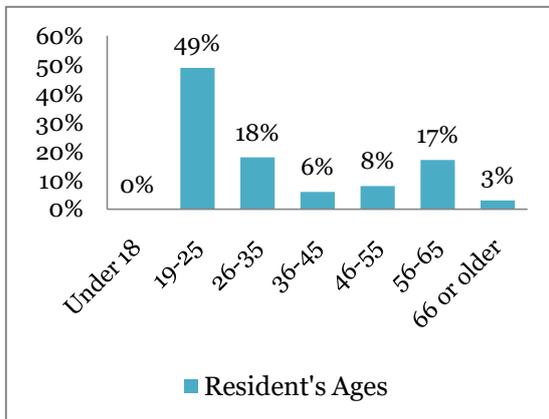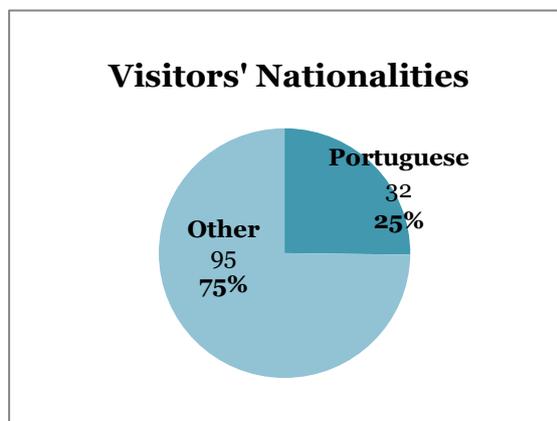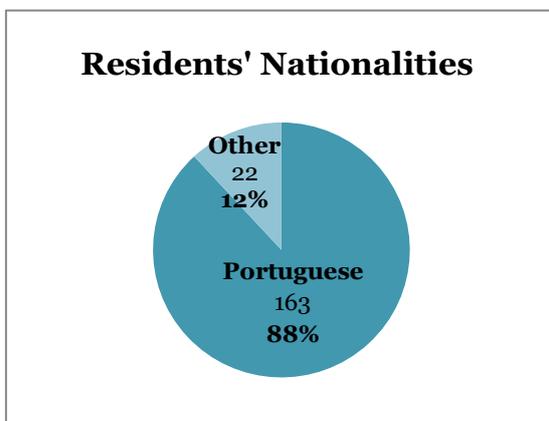
3. Female Residents and Male Residents
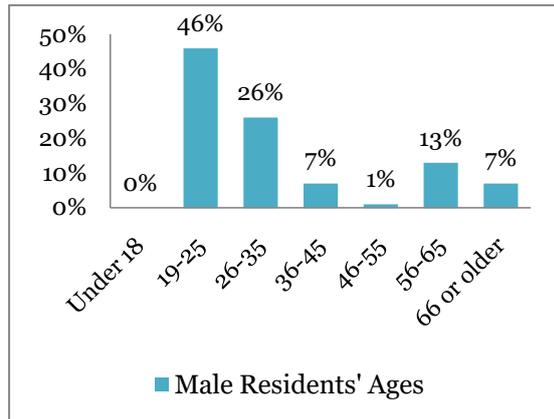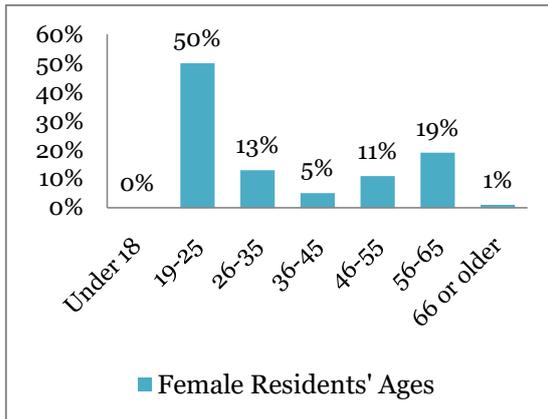
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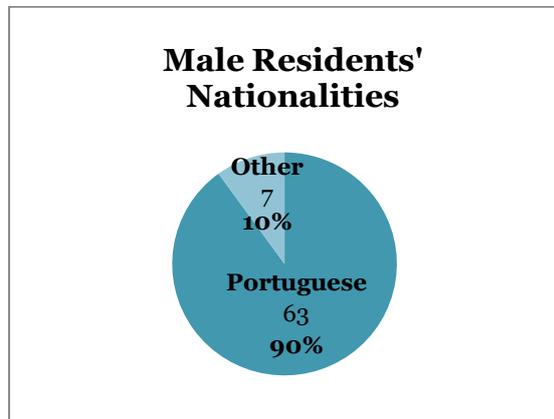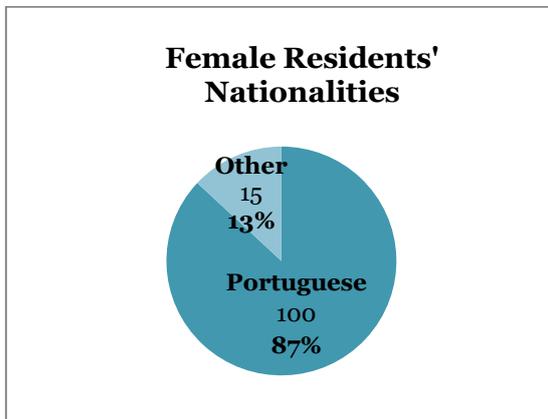
Nationalities

4. <u>Female Visitors and Male Visitors</u>
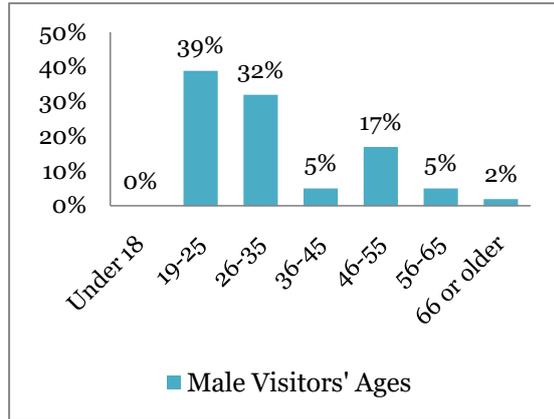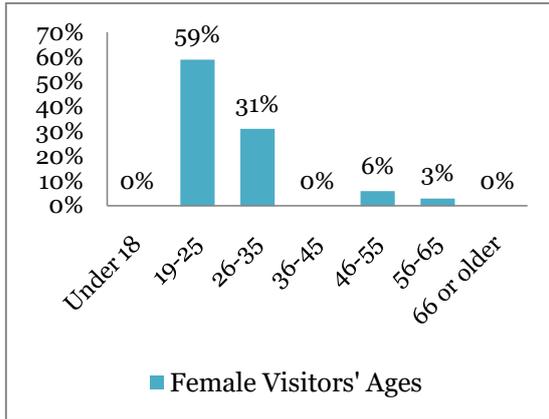
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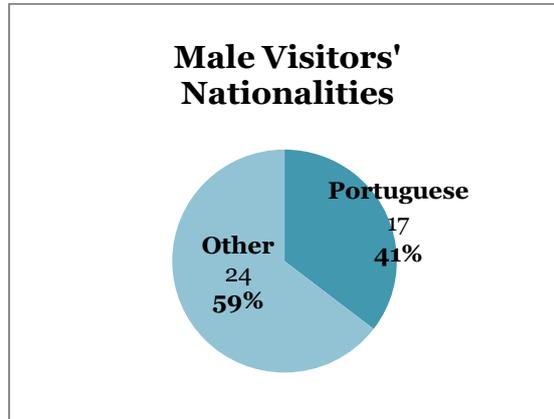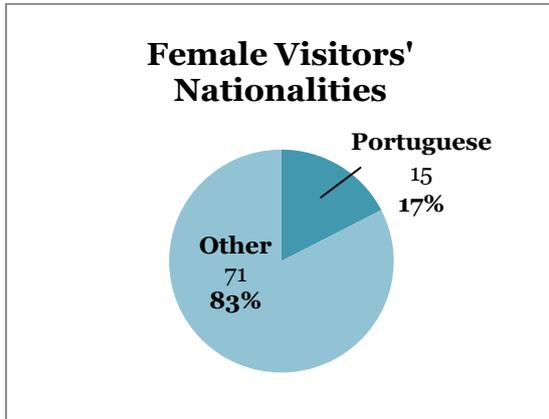
Nationalities

## Appendix 4 – Survey Participants' Demographic Information

This appendix shows the demographic information, such as gender, age and nationality, for each category.

1. <u>Women and Men</u>

Ages

Nationalities

2. Residents and Visitors

Genders

Residents' Genders

Male
70
38%

Female
115
62%

Visitors' Genders

Male
42
33%

Female
85
67%

Ages

	Under 18	19-25	26-35	36-45	46-55	56-65	66 or older
Resident's Ages	0%	49%	18%	6%	8%	17%	3%

■ Resident's Ages

	Under 18	19-25	26-35	36-45	46-55	56-65	66 or older
Visitor's Ages	0%	53%	31%	2%	9%	4%	1%

■ Visitor's Ages

Nationalities

Residents' Nationalities

Other
22
12%

Portuguese
163
88%

Visitors' Nationalities

Portuguese
32
25%

Other
95
75%
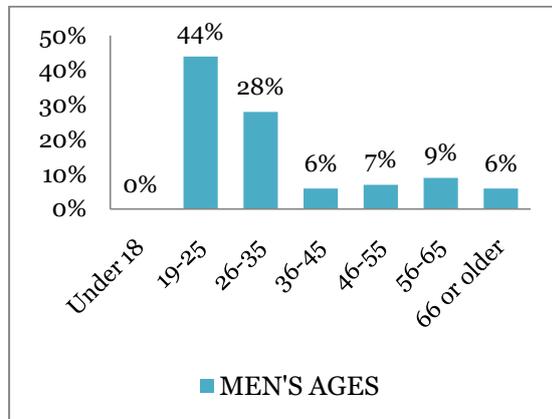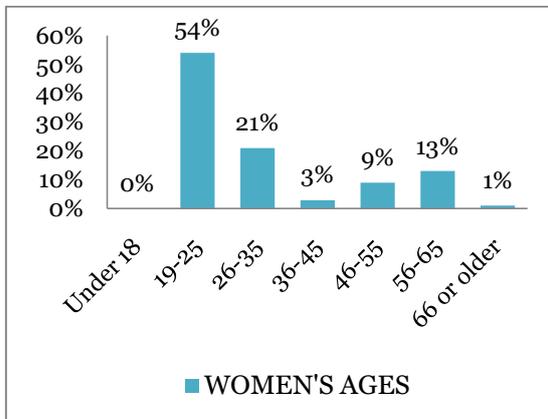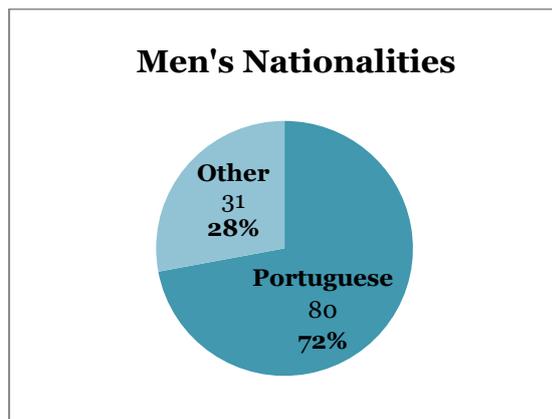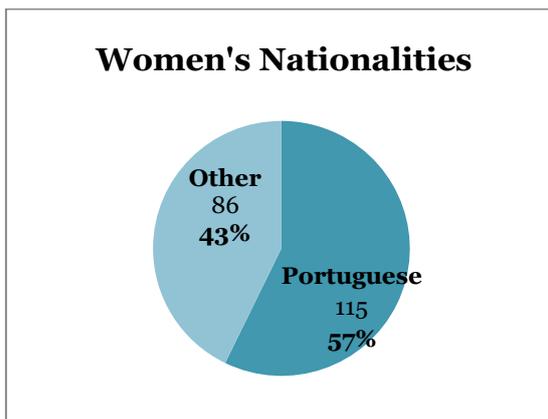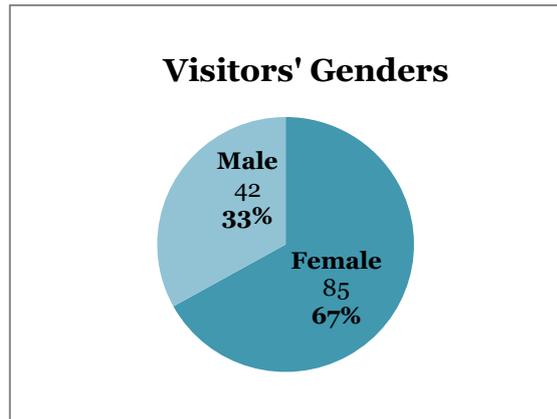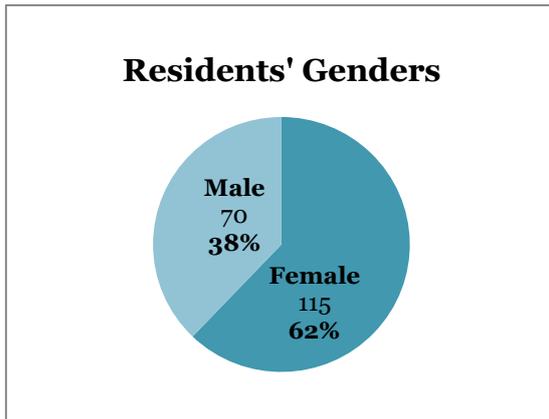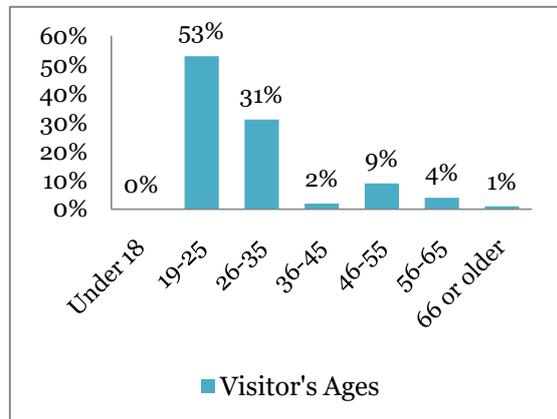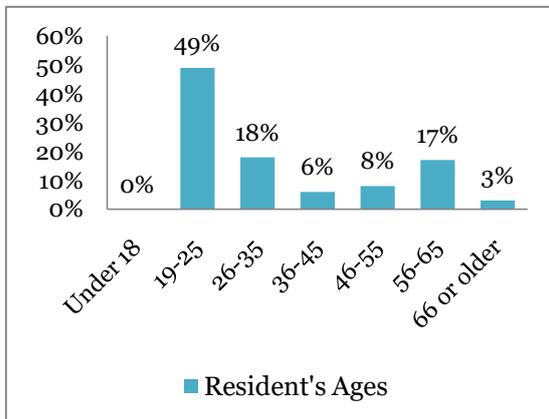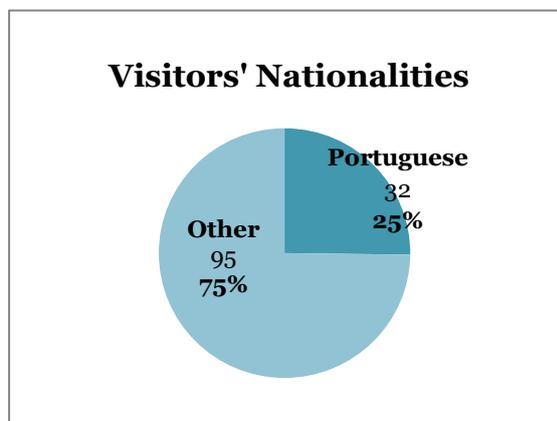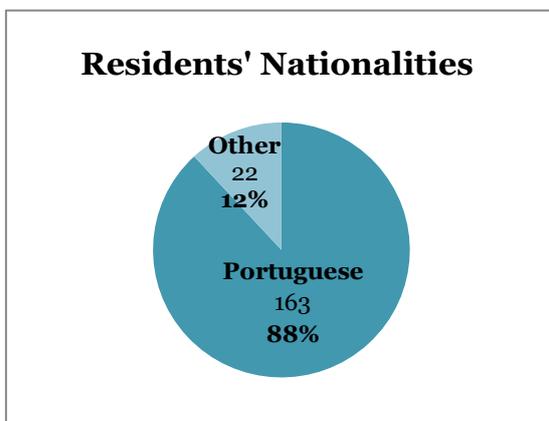
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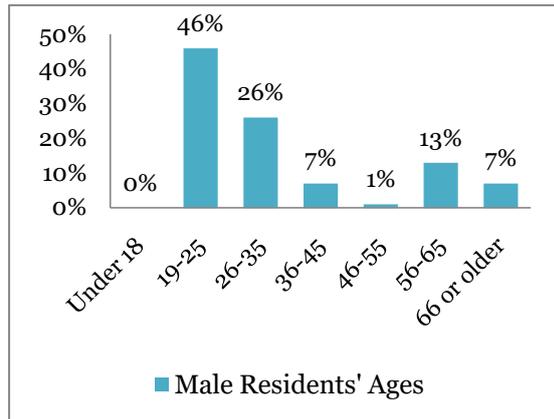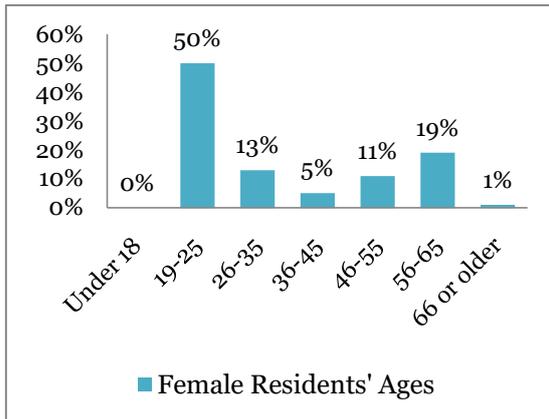
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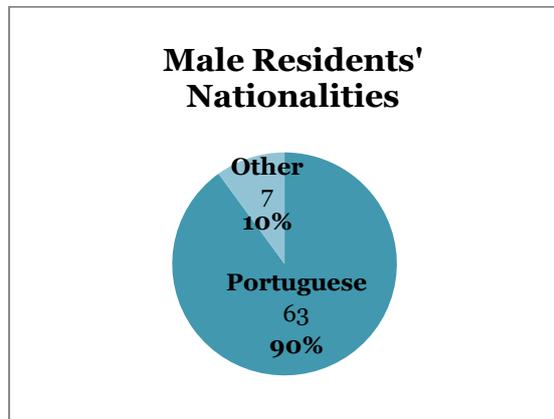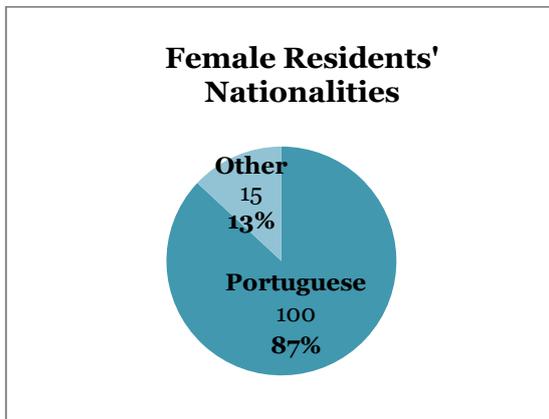
Nationalities

4. <u>Female Visitors and Male Visitors</u>

Ages
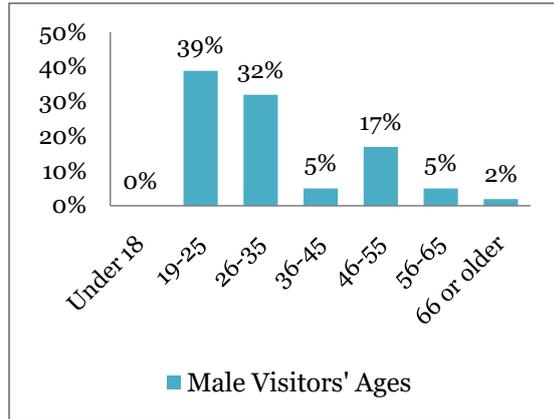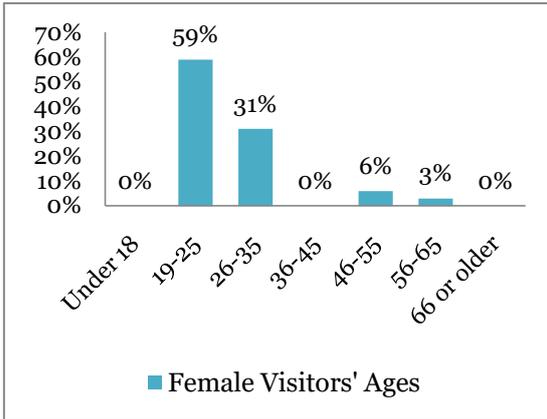
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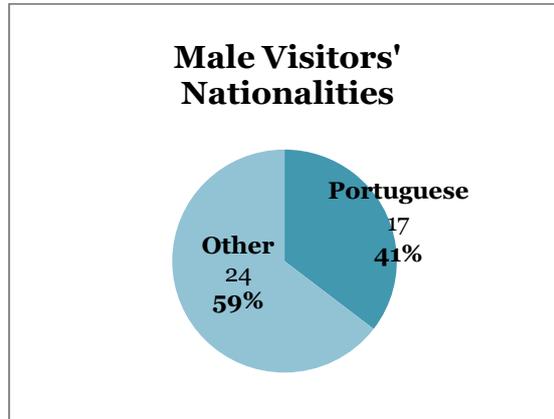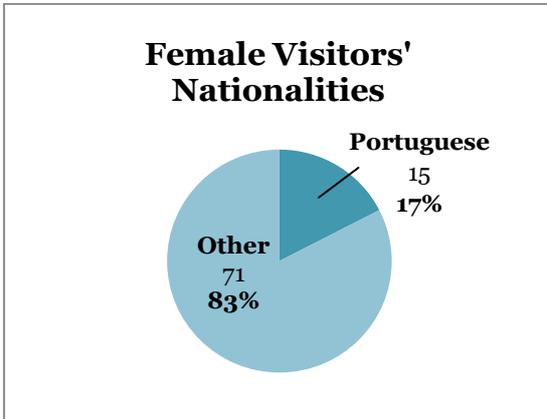
Appendix 5 – First Focus Group Interview Guide

Participation is Anonymous

In this focus group we are going to talk about the final attributes selected by four categories: Women and Men; Residents and Visitors; Female Residents and Male Residents; Female Visitors and Male Visitors.

- The final attributes in the sheet are only the ones that achieved an average of 5 (very attractive). And the attributes are listed in order of attractiveness. So, the first one was the most voted and so on.

1. **Women and Men**

- Women chose 8 attributes and men chose 4. **(Why do you think that women chose more attributes than men?)**
- Men did not choose attributes such as Entertainment, Location and Events and Festivals. **(Why?)**
- The majority of the new attributes are associated with ideas and thoughts that are positive. And the majority of the attributes was considered moderately attractive (number 3), and no attributes was ranked with as not attractive at all or moderately unattractive. **(What do you think this can mean?)**

2. **Residents and Visitors**

- Both residents and visitors chose 7 attributes
- Both visitors and residents chose Gastronomy and Wine as the most attractive attribute. But only 65% of the visitors chose it, in opposite to 80% of the residents. **(Why? Do you think that the residents give more importance to their food than visitors?)**
- Residents did not add Weather as a new attribute. **(Why?)**
- All the new attributes are related to positive feelings and ideas. However, one resident chose a negative attribute – "traffic". **(Could this mean that residents are more critical than visitors? Or it is not representative?)**
- Visitors chose 7 attributes as attractive (number 3), while residents chose only 2. Visitors chose attributes as: Business, Economic Factors, Employment, Innovation and Technology, Political Factors, Education and Healthcare. While residents chose Employment and Political Factors. **(Why do visitors think this way? May be lack of information? Or if you come for holidays you don't give much importance do these factors?)**
- However, visitors positioned City's Overall Image in fourth place, while the residents positioned in sixth place. **(Do visitors have a more positive idea of Lisbon than residents?)**

3. **Female Residents and Male Residents**

- Women chose eight attributes and men chose four.
- Men did not choose City's Overall Image as a very attractive attribute. **(Why?)**
- Female residents did not have enough percentage to include Weather as a new attribute, while men did. **(Why do you think this happened?)**

4. **Female Visitors and Male Visitors**

- More inconsistent results.
- Women chose 8 attribute and men 4 attributes
- It is the first time that men (and overall) considered Gastronomy and Wine the second most attractive attribute, while History and Heritage are in the first place. **(Why?)**
- It is the only time that the attribute Diversity is in the final attribute list of a category – Diversity is understood as difference, uniqueness, creativity. **(Why do you think that female visitors chose this attribute and the others no?)**
- Women chose eight attributes as averagely attractive (number 3), while men only chose 3. However, for the first time in the survey, men considered Housing ranked with 3. **(Why did male visitors associated this attribute as less attractive than the others?)**
- Both added Weather as a new attribute. 65% of female visitors mentioned Weather as a new attribute. And this is the highest percentage of all the survey participants. And only 50% of the male visitors added it also. (**Why do you think that exist such a big difference?/ Do women give more relevance to weather than men?)**

Any Suggestions?

Appendix 6 – Second Focus Group Interview Guide

Participation is Anonymous

Introduction (Age, Nationality; Time since you last visited Lisbon and Duration of the stay)

In this focus group we are going to talk about the final attributes selected by four categories: Women and Men; Residents and Visitors; Female Residents and Male Residents; Female Visitors and Male Visitors.

- Start with the categories that are more associated with the visitors
- The final attributes in the sheet are only the ones that achieved an average of 5 (very attractive). And the attributes are listed in order of attractiveness. So, the first one was the most voted and so on.

1. **Female Visitors and Male Visitors**

- Women chose 8 attributes and men chose 4 **(Why would women choose twice as many attributes as men?)**
- For the first time in the survey results, men chose History and Heritage as the most attractive attribute. In all the other categories Gastronomy and Wine was always the most attractive attribute. **(Why?/ Are male visitors more interested in History and Heritage than in Gastronomy and Wine?)**
- Both added Weather as a new attribute. 65% of female visitors mentioned Weather as a new attribute. And this is the highest percentage of all the survey participants. And only 50% of the male visitors added it also. (**Why do you think that exist such a big difference?/ Do women give more relevance to weather than men?)**
- It is the only time that the attribute Diversity is in the final attribute list of a category. **(Why do you think that female visitors chose this attribute and the others no?)**
- Women chose eight attributes as averagely attractive (number 3), while men only chose 3. However, for the first time in the survey, men considered Housing ranked with 3. **(Why did male visitors associated this attribute as less attractive than the others?)**

2. **Residents and Visitors**

- Both visitors and residents chose Gastronomy and Wine as the most attractive attribute. But only 65% of the visitors chose it, in opposite to 80% of the residents. **(Why? Do you think that the residents give more importance to their food than visitors?)**
- Residents did not add Weather as a new attribute. **(Why?)**
- All the new attributes are related to positive feelings and ideas. However, one resident chose a negative attribute – "traffic". **(Could this mean that residents are more critical than visitors? Or it is not representative?)**

- Visitors chose 7 attributes as attractive (number 3), while residents chose only 2. Visitors chose attributes as: Business, Economic Factors, Employment, Innovation and Technology, Political Factors, Education and Healthcare. While residents chose Employment and Political Factors. **(Why do visitors think this way? May be lack of information? Or if you come for holidays you don't give much importance do these factors?)**
- However, visitors positioned City's Overall Image in fourth place, while the residents positioned in sixth place. **(Do visitors have a more positive idea of Lisbon than residents?)**

3. **Women and Men**

- Women chose 8 attributes, while men chose 4.
- **Why do you think that women chose substantially more attributes than men?**

4. **Female Residents and Male Residents**

- Female residents did not include Weather as a new attribute, and Male residents did. **(Why do you think that women gave less importance to this attribute?)**

Any suggestions?

Appendix 7 – Focus Group Sheet

4 CATEGORIES - each categories includes two target groups, each with a different final attributes list (attributes listed in order of attractiveness in terms of the number of votes)

1. <u>Women and Men</u>

Women

- Gastronomy and Wine
- History and Heritage
- Architecture
- Culture
- City's Overall Image
- Entertainment
- Location
- Events and Festivals
- Weather (added after)

Men

- Gastronomy and Wine
- History and Heritage
- Culture
- Architecture
- Weather (added after)

2. <u>Residents and Visitors</u>

Residents

- Gastronomy and Wine
- History and Heritage
- Architecture
- Culture
- Entertainment
- City's Overall Image
- Events and Festivals

Visitors

- Gastronomy and Wine (65%)
- History and Heritage (65%)
- Architecture
- City's Overall Image
- Culture
- Entertainment
- Location
- Weather (added later)

3. <u>Female Residents and Male Residents</u>

Female Residents

- Gastronomy and Wine
- History and Heritage
- Architecture
- Culture
- City's Overall Image
- Entertainment
- Events and Festivals
- Location

Male Residents

- Gastronomy and Wine
- History and Heritage
- Culture
- Architecture
- Entertainment
- Weather (added later)

4. **Female Visitors and Male Visitors**

Female Visitors

- Gastronomy and Wine
- Architecture
- City's Overall Image
- History and Heritage
- Culture
- Entertainment
- Location
- Diversity
- Weather (added later)

Male Visitors

- History and Heritage
- Gastronomy and Wine
- Culture
- Location
- Weather (added later)

Appendix 9 – Second Focus Group Pictures (Living Room)

Appendix 10 – Focus Group 1 Transcription

Moderator: I think you all answered to my online survey.

All Interviewees: Yes.

Moderator: This focus group is going to be conducted in relation to the topic attractiveness of a city and, in this case, of the city of Lisbon. Basically, I will divide this conversation by the categories analyzed in my project in order to answer the different research questions. So, the categories are four: Women and Men, Residents and Tourists, Female Residents and Male Residents and Female Visitors and Male Visitors.

Moderator: I should also mention that your answers are anonymous, I will only mentioned your age and the fact that you are all Portuguese.

Moderator: The survey had 27 attributes that the participants had to rank from 1 to 5, where 1 is considered not attractive at all and 5 very attractive. The final attributes in the sheet you have in front of you are the only the ones that achieved an average of 5 (so, very attractive). And the attributes are listed in order of attractiveness. So, the first one was the most voted, and so on.

All Interviewees: Yes, okay.

Moderator: In the first category, you can see that the women chose eight attributes while the men only chose four. Women chose eight attributes: Gastronomy and Wine, History and Heritage, Architecture, Culture, City's Overall Image, Entertainment, Location, Events and Festivals. The survey also included one questions regarding whether or not you wanted to add another attribute, and in this case 50% or more chose to add the attribute Weather. Men also chose Gastronomy and Wine, History and Heritage, Culture, Architecture and also added Weather.

Moderator: Why did you think that women chose all this attributes and in comparison men chose substantially less? Do you think it have to be with gender?

Interviewee 1: I think that it has to do with a difference in the gender.

Interviewee 3: I agree.

Interviewee 1: I think that men are more demanding

Interviewee 5: No, I think that men know what they want and women just don't.

Interviewee 6: I think what Interviewee 5 said makes all sense. [Laughing]

Interviewee 4: The men are less demanding then, okay? [Laughing]

Interviewee 3: I just think that women have more sensitivity.

Interviewee 9: Women pay more attention to details.

Interviewee 1: Men do not give importance to so many things.

Interviewee 3: Men you should defend your gender. [Laughing]

Interviewee 5: Let's not interrupt the ladies. Come on. [Laughing]

Interviewee 2: The key word is pragmatism. We [men] look, we observe, and its closed. It is that and that is all. We don't need to go around things to say what we want.

Interviewee 7: We [men] do not need to go into detail.

Interviewee 2: It is all about pragmatism, I repeat.

Moderator: From all the attributes that are in this category, do you agree that Gastronomy and Wine is the most attractive attribute in Lisbon?

Interviewee 5: It is definitely one of the most known attribute abroad.

Interviewee 7: Yes, of course. Not only in Lisbon but also all over the country.

Interviewee 1: Agree.

Moderator: And you don't find odd that for instance men did not give more relevance to Entertainment, Location and Events and Festivals?

Interviewee 2: Men do not care about it.

Interviewee 4: Maybe I would expect that men would choose Entertainment.

Interviewee 1: I don't know why this could be.

Interviewee 8: But the residents chose Entertainment. But men overall did not.

Interviewee 6: But honestly I think that what men chose are the things that can define Lisbon. In my opinion they are really the most important attributes.

Interviewee 2: We [men] are defining attractiveness in a broader way. Because if you want to talk about Entertainment, or you know what you are talking about, which is the case of the residents, or you speak in a broader way.

Interviewee 6: But if you think about it, the categories that men chose include almost everything. Culture can be anything. It can also include Entertainment. In the way that for instance I consider that Theatre or so is culture.

Moderator: But Culture in this context has a very specific meaning that it was stated in the survey. Culture means people's attitudes, hospitality, tolerance and openness or local identity.

Moderator: In the survey, the participants had the chance to add a new attribute if necessary. And all the new attributes mentioned positive thoughts or positive ideas. While only one person mentioned a negative attribute. But why do you think that people chose mainly positive attributes?

Interviewee 4: People are always nice.

Interviewee 1: What was the negative attribute?

Moderator: It was traffic.

Interviewee 1: And who said it?

Moderator: It was a resident.

Interviewee 1: Exactly. I think that the tourists have a more positive view of the city also because they do not spend enough time in Lisbon to feel this negative stuff, such as traffic.

Interviewee 7: Exactly.

Interviewee 8: And the majority of the tourists probably also doesn't even drive [in Lisbon].

Interviewee 9: I think it is easier for residents to point out negative factors but I think that in general if people live here [Lisbon] it is because they like it, so more easily they also point out positive attributes.

Interviewee 5: I think that tourists also do not go to the more "dirty" areas, I would say this way. If the areas are not the most attractive ones, supposedly tourists do not go there also.

Interviewee 8: I think that all the cities have that kind of problems, such as traffic.

Interviewee 3: Yes, every city has good and bad places and good and bad attributes.

Interviewee 5: But Lisbon is better than all the others. [All laughing]

Interviewee 3: That must be an attribute: The best. [All laughing]

Interviewee 2: For instance, if we were analyzing Copenhagen people would not refer the Weather. That's for sure.

Interviewee 3: I think that Weather is only an attribute because we are talking about Portugal, and about Lisbon. Otherwise in the majority of the cities that does not make sense.

Interviewee 5: Especially in the Nordic countries. (6:20)

Interviewee 7: Can I add something?

Moderator: Of course.

Interviewee 7: I find interesting the fact that women give more relevance to Events and Festivals than men, though.

Interviewee 8: It is all about likes on Facebook and Instagram. [Laughing]

Interviewee 2: Women tend to give more importance to social media than men.

Interviewee 5: It is all about followers.

Moderator: Now, we are going to analyze other category – Residents and Visitors. As you can see, both chose seven attributes. One interesting survey result was the fact that 80% of the residents chose Gastronomy and Wine as the most attractive attribute, but

only 60% of the visitors chose the same as the most attractive also. Do you think that this happened for some reason? Or also the fact that the visitors chose History and Heritage as the most attractive? It is important to mention that exactly the same percentage of visitors chose History and Heritage and Gastronomy and Wine as the most attractive attribute.

Interviewee 6: Do you know why? Because normally in the villages people eat very very well. So people that come from the villages get to Lisbon and do not give much importance to food.

Interviewee 7: Exactly.

Interviewee 3: But so you are not from Lisbon, right?

Interviewee 6: No, I am from a village.

Interviewee 7: So am I.

Interviewee 3: Ah, okay. [Laughing]

Interviewee 6: For instance, people that are not from Lisbon have that stereotype that in their villages you eat so much better than in the capital. Because things are mainly for tourists.

Interviewee 1: It can also depend on the place. The majority of the tourists are directed to the most central areas, like downtown (Baixa) to that restaurants that are directed for tourists and of course the food is more expensive and normally it has less quality than in other places.

Interviewee 4: That is why probably Gastronomy and Wine are not as much attractive for visitors in comparison to residents.

Interviewee 8: But people normally do not visit a city for their food, I would say.

Interviewee 9: Totally agreed.

Interviewee 5: I mean, I am sure that are people that do visit places because of their food. But I don't go to London because of their food, for instance.

Moderator: Yes, but do you think that people do not come to Lisbon for our food?

Interviewee 5: I think it is possible, for sure.

Interviewee 9: In comparison to other countries, our food is so much better and has taste and we have fresh fish, fresh vegetables.

Interviewee 2: The wine is also amazing. Although in this section, there are a lot of places in the world with great wine.

Interviewee 3: Yes, but in Portugal the wine is quite cheap for the quality in comparison to other countries.

Interviewee 9: Yes, that is totally true.

Interviewee 6: If I had to say, I would say that the residents are more critical than the visitors. But if we think about that new attribute about traffic that it came from a resident it shows that I can be right.

Interviewee 1: Ah, but probably the resident that chose that new attribute probably answered the survey after a big day of work and probably was also caught in the traffic in the way home. [Laughing]

Interviewee 2: I think that everyone that lives in Lisbon complains about the traffic.

Interviewee 3: But if we think about it, you have more traffic in the majority of the capitals in Europe than in Lisbon.

Interviewee 4: In London you cannot even drive. It is impossible.

Interviewee 5: But that is the difference between Lisbon, that only have 1 million people, and London, that has so much more.

Moderator: 312 people answered the survey. And they ranked the attributes averagely with 3, 4 or 5 (meaning 3 is moderately attractive, 4 is attractive and 5 is very attractive). So, there was no attribute ranked with 1, which is not attractive at all or 2, which is moderately unattractive.

Moderator: Visitors ranked seven attributes as attractive, I mean with the number 3. While residents chose only two as attractive (number 3 again). It is relevant to say that tourists chose the attributes: Business, Economic Factors, Employment, Innovation and Technology, Political Factors, Economy, Education and Healthcare. While the residents only chose Employment and Political Factors. Why do you think was the reason for this to happen?

Interviewee 3: Healthcare for instance, I guess that visitors do not really have information about it.

Interviewee 2: I think it is mainly about lack of information.

Interviewee 5: But this is our image as a country for the others.

Interviewee 4: I think this has a lot to do with media coverage. I think that all people know about Portugal is terms of economy for instance is that we are in an economic crisis. Also in political terms that we had an ex-prime minister arrested. I guess that everyone knows that Portugal has a high rate of unemployment.

Interviewee 6: I am going to talk through my own experience, by was living five months in Manchester and I did not have the right to go to the hospital and be treated in there.

Interviewee 3: Yes, with me was the same when I was living in London.

Interviewee 6: If I was dying, they could not treat me.

Interviewee 1: But why?

Interviewee 6: Because you need to register in the health system and I went to apply for mine in the first day I moved. But basically they said that the paper that I had to fill out it was kind of sold out. So, I had to wait a few months. And in five months I never had access to health insurance.

Interviewee 1: That is insane.

Interviewee 6: If it was not a urgency, I could not be treated in the hospital.

Moderator: But in Denmark, we don't have to pay anything and we have all the access to the health system. Maybe in comparison to Portugal, other countries also have better healthcare.

Interviewee 4: I think that is all about the information that they have access to.

Interviewee 3: But that are things that make all sense. Our economy is destroyed so I understand why did ranked it so low.

Interviewee 4: But I think that exactly because our economy is terrible, all the others factors can be influenced by it.

Moderator: For instance, Innovation and Technology in Portugal is quite an advanced sector in comparison to other countries.

Interviewee 2: I think we are really advanced in it. But people do not have any notion.

Interviewee 1: Yes, but if you compared with more advanced countries this is not true. It is all relative.

Interviewee 5: But for me the message that is spread out abroad is that Portugal fucked it up again.

Interviewee 9: Yes, I agree totally. And that is why the tourists ranked the attributes like that.

Moderator: Another important difference between residents and visitors it was the fact that 50% or more of the visitors added as a new attribute Weather, while the residents percentage did not achieve enough representation to include it in the final list. Why?

Interviewee 1: We did not??

Interviewee 9: That is so so strange.

Interviewee 4: The answer is simple. Because we take it for granted.

Interviewee 2: Exactly. For us is perfectly normal. But not for them. If you go to United Kingdom, the weather is horrible so they feel a huge difference when they come here. For us, is good weather all year. Even in the winter.

Interviewee 3: And they [tourists] did not even go to Algarve. [Laughing]

Moderator: Another thing - would not be expected for instance that men also considered more attractive Entertainment, for instance?

Interviewee 5: Actually yes.

Interviewee 7: I think that the culture may include that entertainment section and I think that probably the men though it like that.

Moderator: I understand but in the survey it was exactly stated what it mean culture and that Entertainment includes nightlife.

Interviewee 6: For example, people that came from Barcelona or London have clubs with seven or eight floors and have this fucking crazy nightlife. In comparison, Lisbon does not have that much to offer.

Interviewee 3: You have Urban [most known club in Lisbon]

Interviewee 7: Maybe it is not the primary focus for visitors.

Interviewee 6: They can go out at night of course, but maybe they do not give that much importance in comparison to other cities.

Interviewee 9: I don't know. I think that young people do give a lot of importance to nightlife.

Interviewee 8: I am a DJ in Urban [club] and I can tell that at least 40% of people in there are tourists. And in the other club Place [name of the club] I would say that 70% are tourists.

Interviewee 7: Really? I had no idea.

Interviewee 8: In Bairro Alto, for example, it is always always full of tourists.

Interviewee 3: There is also other relevant fact. I don't know how is in Denmark, but in London the night ends at 2 am. So in here, in Lisbon, they get crazy because the night only ends at 7 or 8 am.

Interviewee 8: And the prices? Are so cheap.

Interviewee 2: So much different.

Interviewee 6: A bottle of vodka for 100 euros? They want three or four.

Moderator: Now you can look at the sheet again and we are going to talk about the comparison between female residents and male residents. Women chose eight attributes while men chose only four.

Interviewee 7: I think it would have the same meaning as the difference between women and men already analyzed.

Interviewee 8: It is nice to realize that in comparison to men overall, the male residents chose Entertainment [Laughing]

Interviewee 2: We know what is good.

Moderator: Why do you think that men did not chose City's Overall Image as a very attractive attribute but women did?

Interviewee 1: For some stuff, you [men] are more succinct, but in this case you are not. Because City's Overall Image it could be seen as succinct attribute that includes others.

Interviewee 6: I understand your point.

Moderator: As you can see, female residents did not add Weather as a new attribute. But men did. What do you think about this?

Interviewee 2: I think that men give more relevance to good things [Laughing]

Interviewee 8: I don't really know, but maybe we do give more importance to it than women.

Interviewee 4: Although all we [women] want is go to the beach and post pictures of it on instagram [Laughing].

Interviewee 6: It may be connected with Gastronomy and Wine in the way the a real man appreciates a mini [Portuguese beer] in a sunny day [Laughing]

Interviewee 7: To be honest it may be connected to the gastronomy yes. Maybe women do not give much importance.

Interviewee 4: I don't agree with that. I think that men would care less about weather.

Interviewee 8: Maybe man can live without good weather, but also maybe because we have it we give more importance to it.

Interviewee 2: Yes, you are probably right.

Moderator: Now look at the sheet and the fourth category. It is the first time that Gastronomy and Wine is not considered the most attractive attribute, in this case for male visitors.

Interviewee 9: But it happened before with the visitors in general.

Moderator: No, there was a difference because Gastronomy and Wine and History and Heritage both had the same percentage in the visitors overall case.

Interviewee 9: Ahh, okay.

Interviewee 8: Men have clearly more knowledge and are interested in seeing more architecture and so on. [Everyone laughing].

Interviewee 6: To be honest this makes no sense!

Interviewee 9: This is so wrong.

Interviewee 5: I think it is good that the visitors are more interested in the History and Heritage of the city in comparison to Gastronomy and Wine.

Interviewee 3: In my opinion, this just shows that men are ashamed to admit that they are more interested in Gastronomy and Wine.

Interviewee 8: Men are never ashamed. So that is stupid.

Interviewee 2: If you had access to their names, I could maybe understand the fact that they need to lie. But it was anonymous, so I don't understand.

Interviewee 4: I mean, maybe it can be something like if I visit another country is because of its History, and not because of its food.

Interviewee 9: I think it can be that, yes.

Interviewee 3: Maybe foreigner people want to kind of transmit the idea that they visit other countries because they want to have more knowledge and probably they chose it in that way.

Interviewee 1: I think it can mean that.

Interviewee 7: But for the female visitors, this attribute only comes in fourth place.

Moderator: It is true. And is also the first time that the attribute diversity is added to a final attributes list.

Interviewee 4: Diversity in which way?

Moderator: Diversity it means, as it is in the survey, difference, uniqueness and creativity.

Interviewee 2: Someone was visiting Anjos or Arroios [these are places in Lisbon that typically have more foreigner residents, such as Muslims or African descendents]

Interviewee 7: In comparison to London, for instance, Lisbon has no diversity.

Interviewee 9: It can be related to the places they visited.

Moderator: For the first time, the attribute Housing was also ranking as one of the least attractive in the city of Lisbon. In this case, men chose it as a moderately attractive attribute (number 3).

Interviewee 7: What does exactly Housing means?

Interviewee 9: Yes, I also had that doubt in the survey.

Interviewee 2 and 4: Me too.

Moderator: Housing it is related to more permanent properties. So basically are buildings where people live.

Interviewee 5: Ah, okay. That makes a difference for sure. I think that the majority of Portuguese did not fully understand the concept.

Interviewee 4: Yes, basically we thought it was also related to rent and services like airbnb or so.

Interviewee 7: I think that the men chose that attribute in comparison to women because men is who have more knowledge about the housing markets and the prices and conditions of the houses. [Women laughing]

Interviewee 1: I don't think it is actually like that. [Laughing] Now we are starting a fight.

Interviewee 6: I agreed and I think that women care more about what are we going to visit, than to the actual buildings itself. I think that visitors do not really care about where and in which type of houses the residents of Lisbon live.

Interviewee 2: Is Housing hospitality? I still don't really know.

Interviewee 9: Or is it the decoration itself?

Moderator: No, it is exactly what I said. The buildings where people live.

Interviewee 9: I think it can be related to renting, and if it is then I understand that men care more about it because they normally pay. [All laughing]

Interviewee 6: I think that men have more to say when we are talking about renting a place, that is for sure.

Interviewee 1: But if we are talking of a more permanent renting, like to choose a place to live, especially in a foreigner country, I think that actually women would have so much more to say.

Interviewee 6: Yes, maybe you are right. So in that way, men don't really care about it ranking it as less attractive.

Interviewee 1: I think that women give more importance to where they would live.

Interviewee 2: I think that men don't know about the housing, as well as women but men just said it. If they don't know its normal that housing is less attractive.

Interviewee 9: Yes, now it makes more sense.

Interviewee 3: I think we finally reached a consensus [Laughing]

Moderator: As you can see, both added weather as a new attribute. But 65% of female visitors mentioned, being the highest score of all the participants. And only 50% of the male visitors mentioned. Why?

Interviewee 1: Maybe when women chose a holiday place they have more in consideration the weather.

Interviewee 8: Especially if it is Lisbon.

Interviewee 4: Yeah, I would have more in consideration good weather if I was visiting Lisbon as I would love to go to beach.

Interviewee 6: Yes, I agree. And also men did mention that they consider more important History and Heritage, and no beach.

Interviewee 7: Yes, to see History and Heritage in Lisbon we don't necessarily need good weather. [Laughing]

Interviewee 5: It makes actually sense if men said that they prefer History and Heritage. So, we do give importance to weather, but we prefer History and Heritage, so we don't need amazing weather to do it.

Moderator: Okay, so the questions directed related to survey results just finished. Do you have something else that you would like to add?

Interviewee 4: I would like to mention that I am really happy that people chose Gastronomy and Wine as the most attractive attribute because it just shows that it is really good in comparison to other countries.

Interviewee 6: Yes, in Manchester I had to eat that Fish and Chips and I just though like: "Come on, what the fuck is this?". [All laughing].

Moderator: Thank you all for participating in this focus group. It was a really useful.

Interviewee 2: You are welcome. It was good fun. [Laughing].

Interviewee 1: It was all our pleasure.

Interviewee 5: Thank you.

Moderator: Firstly, thank you all for coming.

Moderator: The participation is anonymous but I would like if you could introduce yourself by saying your age, nationality, time since you have visited Lisbon, like one year ago or so and the duration of the stay, if you can.

Moderator: So, Christo, you can start. [All laughing]

Interviewee 1: You just said my name...

Moderator: I am so sorry. You can start, then.

Interviewee 1: 25 years, Greek, last year for ten days.

Moderator: Thanks.

Interviewee 2: 26, from the US, I was there three, sorry, two years ago for three and a half weeks.

Interviewee 3: 30 years old, from Portugal and I was there one year ago.

Moderator: For how long?

Interviewee 3: Three weeks.

Interviewee 2: It is just Lisbon or Portugal?

Moderator: Lisbon.

Interviewee 4: 26, Germany, last year, three weeks.

Interviewee 5: 26, English, about three months ago for five days, something like that.

Interviewee 6: 24, French, for six days.

Moderator: Six days, you said?

Interviewee 6: Yes, six days.

Interviewee 7: 25, Polish, actually one and a half years ago.

Interviewee 6: I think it was two years ago [Laughing]

Interviewee 7: Okay, two years ago for six days.

Moderator: Thank you.

Interviewee 6: You are welcome.

Moderator: Basically, you have that sheet in front of you. In this focus group I am going to talk about the survey results. The survey had 27 attributes and, basically, in this sheet there are the final ones. And the final ones were chosen in average by the number 5, so the people that considered the attribute very attractive. So, all this

attributes had the number 5 and were considered very attractive. There are four categories and the first one is female and male visitors, in this case, because it is you, then residents and visitors, women and men and female residents and male residents.

Moderator: Now, we are going to start with your category. In this case, female visitors and male visitors. As you can see, women chose these ones and men that ones. Why do you think that women chose these many and men chose half of that? Also need to mention that weather was added later by everyone and it is a new attribute. So, in this case, why do you think this happened?

Interviewee 2: Maybe women are more observant. [Laughing]

Interviewee 1: Or they get excited too easily [Laughing]

Moderator: You have to speak a bit louder, please.

Interviewee 4: Women are more into details, I guess.

Interviewee 2: Yeah.

Moderator: What do you men have to say?

Interviewee 5: I don't know.

Interviewee 6: Yes, maybe yes.

Interviewee 5: I think that men are typically pretty easy going. You know, whenever I am on holiday is left for my girlfriend to choose what is going to happen. [Laughing]

Interviewee 7: I think that maybe men are like more picky in their choices.

Interviewee 1: Yes, agreed.

Moderator: Okay. You can always come back whenever you want to the questions. For the first time, although you didn't see the other results yet, but in all the other categories the most attractive attribute was always Gastronomy and Wine. But to the male visitors, History and Heritage is first.

[All laughing]

Moderator: Why do you think this happened?

Interviewee 5: Was it significant? Like it was a significant difference?

Moderator: Yes, like ten or twelve per cent.

Interviewee 2: Men chose History and Heritage?

Moderator: Male visitors, because men and men residents and also all the other categories, as you will see, put Gastronomy and Wine first.

Interviewee 3: Do you have the geographical region where they came from? I don't know. Because it could be so different depending on the place they came from. I don't know.

Interviewee 5: But the truth is that it is a crazy historical city. I mean really jumps out that it is quite historical, especially compared with where I live.

Interviewee 1: Yep.

Moderator: Both visitors added Weather as a new attribute and the women in here, form all the survey, were the ones that had the highest percentage when choosing the new attribute Weather. They had 65% and men only had 50%. Why do you think this happened?

Interviewee 1: Maybe not. I think women want to sunbathing and to go to the beach, women prefer it.

Interviewee 4: Also the choice of the clothes.

Interviewee 7: Yes, for sure.

Interviewee 1: Yes, yes. [Laughing]

Interviewee 1: And the hair doesn't get messed up.

Moderator: Do you think that it can have to be with the fact that, when answering the survey, men can be more lazy to type because it is optional?

[All laughing]

Interviewee 1: Yes, I think so.

Interviewee 5: I think that, I can only talk from experience with friends and stuff like that, but when the weather is nice, me and my friends go out to do something. We want to go out to play football or go to beach for a swim. But I find that a lot of the time, the girls I know are like go and tan. The sun is like the object.

Moderator: But so do you think that the weather in Lisbon is something really positive about the city?

Interviewee 1: Yes, definitely.

Interviewee 6: Of course.

Interviewee 7: Definitely.

Interviewee 6: I only go to Lisbon for the sun. [Laughing]

Interviewee 2: But even in Winter, that is when I went there, because I didn't want to go to places with snow.

Interviewee 6: We went on New Year's Eve and it was really sunny and really nice.

Interviewee 7: Yes, almost 20 degrees at the time. We spend five days on a balcony.

Interviewee 5: We had a picnic in t-shirts on New Year's Day in the garden, [Laughing]

Interviewee 5: So, weather is good.

Interviewee 7: If you hate snow, it is a great option. [Laughing]

Moderator: The female visitors chose diversity as a new attribute and they were the only ones in the whole survey to choose diversity. Why?

Interviewee 4: What do you mean diversity?

Interviewee 6: Yes.

Moderator: It was stated in the survey, uniqueness, creativity, the fact that you are a different city. I am talking about you visitors in comparison to residents or women and men. Why do you think that there is a difference? Also think about other cities and compare.

Interviewee 5: But it is like racial diversity or cultural diversity? It is kind of social stuff?

Interviewee 6: Or food.

Interviewee 5: Yeah.

Moderator: No, it is more like people, I would say.

Interviewee 5: So, why do women visitors have diversity has highly attractive?

Moderator: Yes.

Interviewee 6: I mean, I never focus on diversity as a main point. I think that men do not focus much in diversity.

Interviewee 5: But that is my favourite thing about home, or about London in particular is that it is crazy diverse. But I don't remember walking around Lisbon and thinking that was particularly diverse.

Moderator: Exactly, that is why I am asking.

Interviewee 7: Maybe also depends on the experiences that the people that picked up that attribute had before. Maybe they never were in a city that is diverse. And so Lisbon it would be super diverse for them.

Interviewee 2: Yes, if you are from a small town then Lisbon would be diverse.

Interviewee 4: Agreed.

Moderator: So, you could chose 1, 2, 3, 4 or 5 in the scale in the survey, where 1 is not attractive at all and five is very attractive. In here women chose 8 attributes as averagely attractive, so the number 3, and men only chose three as moderately attractive. Could this mean something? Are women more critical?

Interviewee 7: Or they could not decide, actually.

Interviewee 6: I think that they could not decide.

Interviewee 4: Maybe for men it is more like either I like or I don't, while women are

Interviewee 2: more indecisive.

Moderator: And the male visitors also were the only ones in the survey to consider as moderately attractive, number 3, the attribute Housing. There is a reason why?

Interviewee 5: I think that Housing is much more kind of residency base. So if you are going to live in a place or if you are going to spend time in there, so housing is very important. But then if you are a foreigner and come only for a couple weeks holiday…

Interviewee 6: Yes, but houses are nice. But when you go on holiday you want a really nice house.

Interviewee 5: Yeah, yeah but…

Interviewee 6: Like usually if you go on holiday you need to have the best housing ever, even if you are not a resident.

Interviewee 5: Yes, but then do male visitors do not consider housing very attractive?

Interviewee 6: Oh, yes.

Interviewee 5: I think it is like if you are a resident… I think that housing covers a lot more stuff than just a building, personally.

Moderator: But do you think that men put it more like I have no idea?

Interviewee 5: Yes, yes.

Interviewee 2: Maybe also depends on who planned the trip. Like the attributes also. For instance, if women did research online they are mainly interested in looking to these different aspects. Maybe a male goes like drag along, or maybe just follows.

Interviewee 5: I've been three times [in Lisbon] and I've not booked a place once.

Interviewee 2: Yes, so maybe they don't care much. [Laughing]

Interviewee 5: Yes, I don't know. But also I think that the times I've been and I've never had to chose accommodation so I guess I am just happy being where I am and it is not my focus at all, it just kind of happens. I am more interested in the rest in the city. Probably men are just also lazier when it comes to the survey.

Moderator: Let's go to next category, then. The next category is residents and visitors. So, both chose Gastronomy and Wine as the most attractive attribute. But only 65% of the visitors chose it, while 80% of the residents chose it. Why do you think that the residents give more importance to this?

Interviewee 7: Because it is their own.

Interviewee 5: Exactly.

Interviewee 7: I think it is very very important for them, so they kind of cheer with all the stuff that came from them.

Interviewee 4: Yes, I mean eating and drinking it is a huge part of the culture. Every Portuguese that I've met it is like: 'the food is the best in Portugal and the wine is the best in Portugal'.

Interviewee 5: Yes, yes.

Interviewee 6: And also the residents know all the good places and can go there, while visitors just chose random things and sometimes they can be more fast food, like pizza or so.

Moderator: In the first focus group, the residents find quite interesting that for visitors the food is quite good, because normally visitors are directed to these touristic places that do not have great food and are more expensive.

Moderator: As you can see, residents did not add the category Weather. Why?

Interviewee 7: Because they are so used to it. Because they have it every single day.

Interviewee 6: Might be too hot [Laughing]

Interviewee 5: I bet they complain about it quite a lot [All laughing]

Interviewee 5: You know, it is 25 degrees and what is this rubbish? I saw a cloud today it is a terrible day. [All laughing]

Moderator: Do you think then it was just because they are used to it so they did not even think about it.

Interviewee 1: Yes, exactly.

Interviewee 2: Especially in relation to the topic categories. People go to Lisbon or Portugal because of the weather, so we [visitors] care more about it.

Interviewee 6: I am from the south of France and I never cared about the weather in there. But sometimes I am in Denmark and it is like: 'Ahh, I just want to go back for a week because of the weather'. But before I never thought about it.

Moderator: There was a lot of new attributes added, but overall, all the new attributes are positive feelings and ideas, except one that it was negative and it was the attribute "traffic" and it came from a resident. Do you think that this could mean that residents are more critical than visitors or this is not representative at all?

Interviewee 3: I think that residents have to stay there all year, while a visitor doesn't. And probably a visitor uses public transportation.

Interviewee 1: That is true.

Moderator: Visitors chose seven attributes as attractive, again the number 3, while residents chose only two. And visitors chose categories as: business, economic factors, employment, innovation and technology, political factors, education and healthcare. While the residents only chose employment and political factors. This is important because the number 3, as moderately attractive, as the lower rank that the participants gave. But why do you think that visitors ranked so many categories as average?

Interviewee 6: Because they don't know. They really don't know.

Moderator: Do you think that can be related with the image that Portugal has abroad?

Interviewee 6: I mean I don't follow anything from Portugal, I just go on holiday. I don't know anything about the political situation.

Interviewee 5: Do you say that the visitors put more categories as average?

Moderator: Yes.

Interviewee 2: I think people just don't know. So we just put average as like we don't know.

Interviewee 7: It is just lack of knowledge and basically they assume that okay I am going on holiday and I don't care about the rest so I will put everything as average.

Interviewee 6: Because it is only 1,2,3,4 or 5 so if you don't know you put the one in the middle.

Moderator: We have an attribute that is City's Overall Image, and visitors positioned in fourth place, while the residents put it in the sixth position. What do you think about it? Do you think that the visitors have a more positive idea about Lisbon than the residents?

Interviewee 4: I guess it is the same as the weather. They are just used to it, the way the city looks like. And I guess that, for instance, for someone coming from a northern country, Lisbon looks very different – also the architecture. At least it was very attractive to me.

Interviewee 5: Yeah, but like whenever you go anywhere you kind of see, especially for like a short holiday, you kind of see everything through a kind of window where you do more touristic things. Like you go out more, and you eat outside more often, and you drink more than you normally would. It is like you live life really to the full. Especially if you are like two weeks on holiday, you know? You work all years just to go on holidays for like two weeks so you have to make it the best two weeks of your year. You are going to love every minute. But you don't see the normal and daily things that affect people.

Interviewee 2: I mean, you only go to the beautiful places.

Interviewee 5: Exactly.

Interviewee 6: You don't go to the bad places [as a tourist]

Interviewee 5: Yes, you don't walk through some bad streets.

Moderator: Now let's go to the other category. Of course there are a lot of things that are repeated so these two last categories don't have many questions.

Moderator: Men did not emphasize nothing more than these 4 attributes. For instance, do you think that Entertainment it would be something that men would

choose? And this is also applies for male visitors because they did not chose entertainment.

Interviewee 5: I think that in general males are quite capable of just entertaining themselves by like just being. [All laughing]

Moderator: On holiday?

Interviewee 5: If I go on holiday, I can do nothing and we are having the best time ever. I don't have to do things. And the girls they always have itineraries and places to go and stuff to see and try to go these different places and see shows or whatever. But I think that I also pay attention to the fact that it is cheap so I go to places and I try not to spend money.

Moderator: But do you consider that Lisbon in comparison to other places is cheaper? Also about nightlife. Because entertainment includes nightlife, it is in the survey. So it is kind of in that way that I am saying that maybe the men would put it as very attractive.

Interviewee 5: That is true.

Interviewee 2: Yes.

Interviewee 4: I don't know, but for me, every time I go to a different country, I don't go out that much. Although I think that Lisbon has a really cool nightlife, I really love the nightlife in Lisbon, but if I am going to another country I do not value that much.

Interviewee 7: Maybe visitors pay more attention to the things that happen during the day. So, they are spending so much energy on the visiting part during the day, so basically the nightlife is forgotten in the way that they think: 'okay, I prefer to sleep than go to the club and then I want to wake up as early as I can and then again visit something new'. So, I think that maybe that is the reason.

Moderator: Yes, but you have to have in consideration that the majority of the people that answered the survey are in their 20's.

Interviewee 5: I think that nightlife.. I mean, I am surprise that it is not in the men main attributes in many ways. But I think that comparing cities by nightlife it is not that much. I mean, if I look across everywhere I've been in the world, I think you focus on the individual place, like the location. And the nightlife has almost no influence. At least it is how I see it. I mean, if you go to an amazing club, it is an amazing club on his own, I don't really associate it with a city.

Interviewee 6: But in Lisbon we didn't go to a club and also there was nothing I really wanted to go to. I mean, it is cheaper than anywhere else, but again there was nothing really crazy.

Interviewee 7: I think that we didn't even check it.

Interviewee 6: I checked some events, but I think I didn't find anything that I liked. Only more commercial clubs.

Interviewee 5: But when I was with all my friends there for a stag do [bachelor's party], the last night was on this...

Interviewee 2: Pink road [Laughing]

Interviewee 5: On this rooftop bar. It was so amazing. The setting it was typically Lisbon, so it was a rooftop terrace. It was very Lisbon in your face, like it is Lisbon and it could not be any other place. But at the same time, I don't actually really remember that night as being Lisbon, I remember the people I was with. I'll remember that night forever but I won't necessarily associate it with Lisbon, like I won't remember has it is like Lisbon it was that night.

Interviewee 2: I think that when you think about nightlife... I mean, you do not go to Lisbon for the nightlife. Maybe Berlin or London. More people go for the wine and maybe by chance you go out.

Interviewee 7: By the Fado.

Interviewee 6: By the wine? [Laughing]

Interviewee 7: Yes, we know you are French so you have the best wines.

Interviewee 2: And the ginjinha [typical Portuguese drink].

Interviewee 6: So good.

Interviewee 6: Not for the wine. [Laughing]

Moderator: Okay. Last category, female residents and male residents. The major thing in here is the fact that again female residents do not chose Weather as a new category, while men did. Why do you think there is a gender differentiation in here?

Interviewee 2: Strange.

Interviewee 2: But in the first one..

Moderator: That is visitors, this is residents.

Interviewee 2: Ah okay. Maybe for football then [Laughing]. To play I mean, sports.

Interviewee 5: I don't know.

Interviewee 2: Maybe female residents don't care as much. I don't know.

Interviewee 5: I don't know. Just ignore me.

Interviewee 5: In some ways I can image that female visitors are more likely to go to places with good weather. So, I think it is a good reason why you are going on holidays, that is way both categories have it. I am surprised that female residents don't value the weather so much. But I think that men are also quite more outdoors to do some activities and that is also a reason, it is not only for the sake of having sun. Stuff like football or other sports, you know, the weather is a massive factor.

Interviewee 6: Or maybe the female in Lisbon are more indoor, cooking, cleaning. [All laughing]. Maybe they don't go out. [All laughing]

Interviewee 5: They are locked in. [All laughing]

Moderator: As a last question, do you think that the experience you have it matters? In the way that people filled out the survey depending on their experience.

Interviewee 4: Of course. For example, I've just been in Rome and I hated it because of my experience. So if I had done a survey about Rome it wouldn't had been so good as it was in Lisbon.

Interviewee 2: I think it also depends on whether you are with more local people or not. That makes a difference.

Moderator: Do you want to add something?

Interviewee 2: I was just curious why do you choose to differentiate between women and men?

Moderator: This because I thought it would be a difference between men and women.

Interviewee 5: I mean, you could keep differentiating in a million of ways. There is no point.

Moderator: Yes, like age. But I went for what was more accessible and easier to gather information about. Because age it would be harder for instance to do a survey, as a lot of older people do not use internet.

Interviewee 2: Yes, agree.

Interviewee 5: True.

Moderator: Well, thank you a lot.

Interviewee 1: You are welcome.