# OSTRAVA!!!

In search for new brand identity – branding industrial city of Ostrava

MA IN TOURISM AT AALBORG UNIVERSITY,

MASTER THESIS, JANUARY 2012

MA IN TOURISM AT AALBORG UNIVERSITY,

MASTER THESIS, JANUARY 2012

In search for new brand identity – branding industrial city of Ostrava

NR. OF PAGES: 65

NR. OF WORDS: 18 578

KEYSTROKES: 123 333

SUPERVISOR:

Peter Kvistgaard

AUTHOR:

Dana Vachrlonová

---------------------

# CONTENTS

# INTRODUCTION

With the increasing competitiveness of destinations, the aim to differentiate the places becomes more difficult for destination marketers. To achieve the differentiation and brand customer´s loyalty require the understanding of destination image formation and the variables influencing it. Based on the research investigating these study fields may be established the brand with sustainable, unique, strong and favorable core values and associations.

This increasingly competitive environment produce even higher challenge for the marketers of destinations with negatively perceived images, such as industrial or communistic cities. These places need to accept and develop more effective strategies in order to position the destinations in the minds of customers and achieve the competitive advantage. In order to reach these goals, it is necessary to understand the destination image formation process and reveal the opportunities for influencing the customer´s decision making process. For these purposes, the following literature will be reviewed.

The destination image formation is a multiple concept differently perceived by several scientific fields and researchers presented further in the text. The variables influencing the secondary destination images have been investigated by Stabler (1988), Gunn (1988), Gartner (1993) or Fakeye and Crompton (1991). The process of the way how are those images structured in the customer´s minds and which factors affect this image formation process became the objects of several research studies (Echtner and Ritchie (1993), Baloglu and McCleary (1999), Stern and Krakover (1993) or Tasci et al. (2007).

The primary aim of this study is to detect the inaccuracies between the visitor´s and non-visitor´s destination images and evaluate the destination holistic and functional attributes. This study will focus on investigating the individual attributes, on the assessment of holistic impressions and unique features of destination rather than measuring of functional characteristics. This approach enable to obtain more complex information about destination image composition and it may also reveal the strongly held attributes and images of previous and potential tourists. There are not many studies investigating the holistic attributes, even if there is an agreement among researchers, that the customers hold both functional and

psychological images. In order to develop more effective destination positioning strategies and to achieve an advantage toward competitors, the more holistic based studies should be accomplished.

The change of negatively perceived destination image may result in a confused identity of destination. Therefore, the second aim of this study is to examine the process of destination identity establishment and it´s relation to destination image perceived by customers. This paper is aiming to reveal the inconsistencies between the brand image analyzed in the first part of thesis and modified destination brand identity.

The destination change of identity is characteristic for places with negative images. This difficult process involves several challenges, which will be examined through the study object of industrial destination of Ostrava.

# RESEARCH QUESTIONS

1)      What are the inaccuracies between the destinations images held by previous visitors compared to non-visitors?

2)      What are the possibilities and challenges of destination image change in case of Ostrava?

3)      What are the challenges in establishing new Ostrava´s destination identity?

# METHODOLOGY

In order to provide valuable and reliable research findings, the following chapter will present the considerations of used scientific method, research design, selection of the setting, data collection and reflection on qualitative and unstructured methods. This chapter will be concluded by study limitations.

## THE OBJECTIVES OF STUDY

The intension of this study is to assess the image of Ostrava from visitor´s and non-visitor´s perspectives. The study findings may be used in the promotional strategies of destination, for a purpose of detecting the perceived weaknesses and challenges in the destination image and in the development of brand identity. The research design was conducted in order to gain the individual´s perceptions and psychological attributes, which may reveal the unique features of destination, important for its distinguishing from the competitors. In order to evaluate the organic/induced images of destination and overall images, the empirical data consist of the two groups of respondents – visitors and non-visitors.

In order to reach the aim of Ostrava´s image assessment from tourist´s and potential tourist´s point of view, it is necessary to reach the following objectives:

1)      the discussion and analysis of the theoretical frameworks of information sources influencing the destination images

2)      the evaluation of researcher´s approaches to destination image conceptualization and destination branding

3)      the assessment of empirical data in order to detect the way how the information and other variables influence the organic/induced images and overall image of destination

4)      the detection of possible inaccuracies between induced/organic images and overall images of destination

5)      the analyzing of destination´s municipality marketing strategic plan and it´s comparison to empirical data in order to detect the inconsistencies between the internal and external destination image

# QUALITATIVE RESEARCH DATA

The both qualitative and quantitative methods are used in the research of destination image. Qualitative data enable to assess the holistic impressions and unique features of destination. Compared to quantitative studies, qualitative methods are constructed to gain more concrete and in depth data with an aim to reveal the respondent´s individual perception of the reality. Quantitative data are easy to measure and express by the numerical codes. The structured methods used in the quantitative research aim to measure and compare the empirical data aggregated from a high amount of respondents. Contrary, qualitative data are gained from smaller number of individuals or groups. (Bryman 2004: 275)

The used techniques on destination image measurement have a structured and unstructured nature. The structured techniques relate to the quantitative studies, whereas unstructured approach is linked with qualitative research. Echtner and Ritchie (1993) have revealed the researcher´s strong preferences for structure studies. The structured empirical data are produced by ratings on the most common attributes investigated in more destinations. They are easy to compare, administrate, code, evaluate according to the statistical methods or demonstrate the distinction between two and more destinations. (Jenkins 1999, Echtner and Ritchie 1993)

The Echtner´s and Ritchie´s findings indicate, the research studies focus mostly on the observation and measurement of functional attributes of destination and eliminate the investigation of traits, which are unique and may distinguish the destination from the others. Unstructured methods enable to analyses the affective images, which are considered by many presented researcher´s studies as one of the important components of destination image. Thus, the image measurement aiming to detect the complete image should incorporate both, physical and holistic attributes.

Based on the considerations above, a given pre-determinate list of common attributes to respondents may be invaluable and unreliable. (Jenkins 1999) The respondent's answers are guided by predetermined scale of attributes, which result in the given direction of respondent´s thinking. Moreover, the questioned person is not allowed to „individualize „the list of attributes. By this approach, the researchers cannot reveal the unique features of destination, the personal opinions of individuals, and the most important attributes for them.

It may be also useful to mention the development of destinations and changeability of customer's images and preferences. The list of attributes prepared in advance may not capture the significant features of destination. Another issue is the motivation of respondents, which is probably increasing with the amount of given creativity and discretionarily.

By using the unstructured method, the researcher needs to be aware of the concretization variability of provided data. However, researcher may put the questions in a flexible way to gain the required data. The data gathered by unstructured techniques also reduce the possibility for statistical and comparative analyses. However, the aim of this study is to investigate the image formation process of inviduals and to capture the unique characteristics, which respondents hold toward destination. The statistical analyses and comparison with other destinations are therefore not useful in fulfilling the study objectives.

## INTERVIEW GUIDE

The interview guide compiled for purposes of this research study may be labeled as semi-structured with open-ended questions. (Bryman 2004: 321) The list of questions has been prepared in advanced, but their order does not need to be necessary followed during the interviews. The combination of semi structured method with the technique of open-ended questions enable to eliminate the previously described disadvantages of the unstructured research approach. The researcher could change the order of questions according to the interview development, respondent´s reactions and answers and obtain the more in depth responds by asking the supplementary questions. The open-ended survey questions have given a space for interviewee´s answers and have helped to reveal his/her internal feelings and attitudes according to his/her priority of importance.

The interview guide (see the appendix no. 1 and 2) is conducted by 14 questions for previous visitors and 10 questions for non-visitors. The difference between the amounts of questions for these two groups of respondents is given by the higher and more complex experiences of previous visitors and by the purpose to obtain this information for the aim of research in order to drawn the overall picture of destination. The additional questions have focused on the personal experiences, such as level of satisfaction with the local services, the visited attractions within the destination, the inconsistence between respondent´s expectations before

the visit and their evaluation after the trip and what did they like about Ostrava and what they did not. The used questions for the previous visitors and non-visitors have been chosen to fulfill the objectives of this study. The presented interview guide illustrates the type of used questions, their structuring and separating into the investigated themes.

FREE ELICITATION

In the research design was used the technique of free elicitation in a form of spontaneous and optional word associations. The decision for using this technique was driven by the study aim to receive the reliable individual´s images of destination, not images constructed by a researcher. Reilly (1990) has used this type of image investigation in the study of state Montana. This approach has been used in the research of Ostrava´s image in the following questions, which were given to previous visitors and non-visitors. In all five questions out of 14 (visitors) and out of 10 (non-visitors) was given only the subject by the researcher. The questions have not been limited by any other specification in order to gain the first impression, without a long thinking about possible connections to the given questions.

*1) Imagine, Ostrava as a person. Do you have any idea, who it would be and why?*
*2) If I say Ostrava, which first three things came to your mind?*
*3) Which emotions excite Ostrava in you?*
*4) According to you, how are the citizens of Ostrava? Which impression do you have from them?*
*5) What do you think about Ostrava logo? What does it mean to you, what does it present according to you?*

The study findings on these questions have distinguished between the strong and weak destination images, weak in case the respondent did not mentioned the relation to the image attribute. This technique is also used to reveal the stereotypical images through the observation of the fastness and frequencies of the concordant responses. The advantage of this approach is also the setting of pleasurable atmosphere and signs of vulnerability to reduce stress and caginess, which may negatively influence the amount and verity of the information. (Reilly, 1990, p. 22)

The questions have been investigating the organic and induced images and the functional and holistic images of respondents. By the comparison of visitor´s and non-visitor´s images have been revealed the strengths and weaknesses of organic and induced images, the unique features and stereotypes of destination.

## SELECTION OF THE SETTING

The topic for this research study has been chosen in order to evaluate the sources and reasons of negative evaluation of Ostrava. This destination was elected for its industrial layout, generally perceived negative images and the aim of marketers to promote Ostrava as an entertainment city. These inconsistencies and high challenges for a destination marketers were interesting not only from the researcher´s perspective with an aim to reveal the sources of those characteristics, however this study objects may be also useful for the academicals purposes in accordance with the rebuilding of negative destination images and developing the destination brands atypically based on the industry.

## DATA COLLECTION

The main sources of empirical data were the interviews and the municipality marketing strategic plan. I have chosen 10 respondents, equally selected into visitors and non-visitors. With an aim to obtain the most valuable and reliable empirical data relating to the objectives of this study, the respondents of different age, gender, education/occupation and geographical location have been selected. The heterogeneous composition of respondents is also providing the different perspectives on the investigated phenomena and an aim to achieve the complexity of gathered research data.

All of the interviews have been conducted face-to-face in order to be able to add the visual observation into the empirical analysis. This advantage may enable to read the body language of respondent and flexibly optimize and personalize the flow of interview. Moreover, the personal meetings will rather provide an honest, rich and not only official answers, because of the higher feeling of respondent´s participation in the interview and the closer distance to researcher. With regard to the ethical consideration and the hypothesis, that respondents will

rather provide the personal and honest information without any recorder in front of them, I have chosen the technique of taking the precise notes.

The selection of respondents was executed casually through the social network Facebook. I have selected them according to their age, gender and geographical location. The interviews have been proceed at four places in Czech republic – Prague, Pilsen, Písek and Ostrava, where I took a trip with my two assistants taking a notes of the interviews. The various geographical locations have been selected in order to gain the valuable and precise image of Ostrava in the whole Czech Republic. Two of the respondents do not have a Czech nationality and one of them does not speak Czech I have chosen them with an aim to compare their images, probably less untouched by stereotype pictures with the Czech respondents.

After the contacting 40 potential respondents on Facebook with an aim to conduct the interview, I have received 15 positive feedbacks and agree with 10 of them about the date and place of meeting. Some of the interviews have been conducted in park, some of them in the café or in the flat of respondents.

While I was questioning the respondents, two other people were making transcripts word-by-word. The lack of audio-visual record was compensated by two transcribers. Two of them have been chosen in order to increase the accuracy of collected data. One interview was done in English language, nine of the interviews were conducted and noticed in Czech language and consequently translated into English. (See the appendix no. 3) The choice of Czech language is argument by the increased amount of respondents willing to conduct the interview, the elimination of misunderstandings and reducing the stress. The notes from the interviews amounted about 30 pages.

The empirical data analysis was conducted according to the chosen theoretical frameworks of organic/induced images and evaluation of cognitive and holistic attributes based on the Echtner´s and Ritchie´s model (1993). All of the responds connected to the investigated field of study have been noticed into the graph in order to provide all attributes mentioned by respondents. However, only attributes with two and higher frequency has been evaluated. Some of the fields include more attributes than others, what may be explained by weak or lacking image in the mind of respondent.

# SCIENTIFIC METHOD

Hermeneutics is described as a never-ending process suitable for qualitative research, because researcher is perceived as a part of the research process. It sees the identical quality of a researcher as an investigating object. According to this paradigm, the interpretation of the data depends on researcher´s understanding in order to reach the most accurate results. The variables, which may influence his /her understanding and interpretation, are observer´s past experiences, professional background, culture and expectations. (Marschan-Piekkari, R., Welch, C. 2004. p. 325) There exist a several approaches to hermeneutics paradigm; however the common agreement is about the base of this paradigm, which understands the world as a multiple reality created by people rather than a single, static or determinate reality.

Hermeneutics is described as a circle, where an observer starts in the middle (as seen at the graph below) and continues toward the end during his/her research process. Every time the researcher reaches some point of the circle, obtain a new knowledge and understanding the investigated topic. The cognition result in returning back to the lower level of circle and implicate the tools chosen based on the previous new understanding of the study field. The researcher can never be sure that his/her current understanding of investigated topic is the final one.

The hermeneutic approach will be used to guide this research study with the following argumentation. As stated above, the character of this paradigm is suitable for the qualitative study used in this research. The investigation of the difficult process of destination image formation was conducted with an aim to observe the reality and different approaches to it and to interpret my understanding of empirical data with regard to the study objectives. This approach also enabled me to modify the objectives of this study based on the understanding of empirical data.
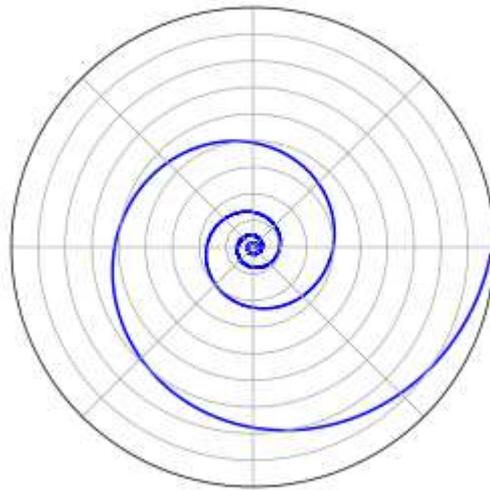
*Fig. 1: Hermeneutics circle*

From the center of the hermeneutics circle:

1)      The identification of research field

2)      The theory selection – destination image formation, organic/induced images, cognitive, affective and overall images, brand identity.

The research questions formation.

3)      Data collection – use of the empirical data

4)      Setting of modified research questions based on the empirical data

## LIMITATIONS

This study includes the following limitations resulting from the design and setting of research and selection of hermeneutics scientific approach.

By using the hermeneutics approach to guide the qualitative research, the analysis approach includes the researcher´s interpretation of analysis and thus the subjectivity. However, analyzing the psychological attributes and categorize them into the theoretical frameworks require some level of researcher´s evaluation and decisions about the empirical data. Also, analyzing the holistic attributes may result in more complete image measurement as stated above.

The focus on unique features and individual attributes enable the using of empirical data for purposes of generalization to everybody. With this point is connected another limitation of this study related to mostly Czech sample of respondents or foreign interviewee living in Czech Republic. The lack of empirical data from foreign respondents living abroad is excluding this target audience from the research findings. With regard to the detected weaknesses of destination for Czech tourists and potential tourists, the first challenge for a destination is to improve the image inside the country and the research of foreign respondents toward Ostrava may be recommended for the future research.

Another limitation is concern about the reliability, which require the same result of the research study executed later or with a different sample of respondents. (Veal 2006, p. 117) With regard to the difficulty of capturing all of the sources of organic and induced images, the later study findings may differ by relating to this variable. Respondents may not retrieve all of the information sources from his/her memory or simply do not remember them. Another issue is that destination image formation is a developing process, which does not have the end. The images held by tourists and potential tourists will be always influenced by new information and thus develop and change, because we are not living in the information vacuum.

The research could be executed with higher amount of respondents, which would increase the validity and reliability of empirical data; however, with regard to lack of time and cost, I have not used this potential.

With an issue of another main purpose of this study, the logo has been chosen as it should embody the destination identity and express the brand core values and it´s main associations. In order to obtain the valuable data, the research should examine all of the attributes of brand identity and brand image.

# THEORY

## INTRODUCTION TO DESTINATION IMAGE AND DESTINATION BRANDING

Many factors are influencing the increasing competitiveness among places and challenge the marketers to create and manage the uniqueness of destinations. Economic, technological and infrastructure development, rising amount of free time or increasing salaries are leading into higher amount of tourism choices. The success of destination and its ability to attract tourists depends on its positioning in their minds. The image which tourists hold has appeared to be a significant factor in the customer´s decision making process. (Baloglu & McCleary 1999) Hunt (1975) state that „*Images are of paramount importance because they transpose representation of an area into the potential tourist´s mind and give him a pre-taste of the destination.* " (Hunt 1975) Morgan, Pritchard, Pride (2004: 62 – 66) suggest to achieve the emotional relationship with tourists in order to differentiate the destination from its competitors. Morgan, Pritchard and Piggott (2003: 2) assume, in the future will places fight for tourists over their hearts and minds.

This attitude might be difficult with regard to individual´s characteristics and perceptions of each tourist. People think and feel about destinations in a different way. Dann (1996: 52 – 53, taken from Tasci, Gartner, Cavusgil 2007) assert that „*no two people see a destination in exactly the same way.* " However, Mayo (1975: 15) argues that in destination perceptions exist the certain stereotypes in people´s minds or images, which are more likely to be perceived as favorable and positive. According to him, places with characteristics such as beautiful scenery, moderate inhabitants, comfortable climate and not so much of industry are preferably visited by tourists.

Another researchers (Echtner and Ritchie 1993) state, the destination image is composed of functional and holistic attributes and Mayo´s (1975) three basic dimensions of destination image (scenery, congestion, and climate) are observing just functional attributes. Crompton (1979, taken from Baloglu & McCleary 1999) agrees by statement, destination image is „*a set of beliefs, ideas, and impressions that people have of a destination*". The variable people´s images kept toward places may be observed, measured and described by the segmentation of

tourists. Tasci, Gartner and Cavusgil (2007) summaries and suggest to investigate the destination image by focusing on the differences between visitors and no visitors, intending and not intending to visit, familiar and unfamiliar, demographic characteristics or different types of vacation.

The different approaches to destination image formation have basis in the complexity of image concept. There exists a multiple view on image based on many fields of study such as psychology, sociology, marketing, tourism, geography or semiotics. Moreover, the concept of destination image is not clearly and strictly determinate. Destination image is compared to destination knowledge, attributes, quality, perception or evaluation. (Tasci et al. 2007)

It is crucial for marketers to understand what influence people´s perceptions before they can use image to lead and control tourist´s decisions. Despite of the importance of destination image, there has been a little focus on investigating the factors which influence the creation of place perception. The lack of research studies is significant especially in the relationship between destination image formations of people which did not visit the respective place yet. The importance of this study field is related to the understanding of tourist´s decision making process – the image formation without the personal experience with destination. (Baloglu & McCleary 1999)

Goodall (1990 – taken from Baloglu & McCleary 1999) stated that the knowledge of elements influencing image is important for determining target segments for respective destination and creating the sufficient image of a place. However, this approach might be difficult with regard to changeability of tourist´s preferable destination images. Some people change the opinion about desirable place according to their social environment or trends. Another reason for tourist´s change in decision making process might be their personal development. According to Therkelsen & Gram (2008), customers are perceiving products as a part of their identity creation. Similarly Sirgy and Su (2000) perceive destination choice as a decision made according to the level of matching with tourist´s personality.

In order to attract the highest amount of tourists, marketers are tempted to create a positive image of destination and suppress the negative attributes. The strong, favorable and positive image is one of the assumptions for destination brand equity, which promise greater earnings of destination, loyalty of its tourists, longer vacations within a destination and money savings

in fields of promotion. Tasci (2007) warn against this attitude arguing that biased image might be different from objective reality and negatively affect the expectations of tourists, which visit destination first time.

In order to understand what are the elements of destination image and how are they structured in the mind of tourists, I will demonstrate different researcher's approaches to this concept from tourist´s perspective.


## INTRODUCTION TO FACTORS INFLUENCING DESTINATION IMAGE

Mayo (1975) has discovered during his study three dimensions of destination image – scenery, congestion and climate. These functional attributes have been extended by researchers in the following years. The physical factors, external impulses or previous experiences of destination have been viewed as one side of the overall image. The other side has been observed and examined from psychological perspectives. The combination of functional and holistic attributes is supported by Echtner and Ritchie (1993).

At the basis, image formation relate to the field of psychology. Image is perceived by psychologists as a way of processing and storing information in memory. This process is called mental picturing, including all human senses such as sight, smell, touch, hearing and taste. Contrary, physical attributes are processed in so called „discursive way", where people are evaluating known functional attributes or information, which they have about destination. An example of this information could be price, amount of attractions, level of accommodation etc. (Echtner and Ritchie 1993)

According to Keller (1993) and his „associative network memory model", image is represented by nodes and the linkages between them in the brain of tourists. Nodes are described as storages of information and associations including images, beliefs or emotions. When external information or memory is connected to one node, this information is spread to other nodes according to the call topic. Thus the name of destination can initiate the process of retrieving the chain of information and images from people´s memory.

The associative network memory model represents the combination of imagery and discursive way of processing. It is suggested that destination evaluation is done through imagery and discursive process. (Echtner and Ritchie 1993) Tourists may call out the holistic attributes from his/her memory or connect the images nodes and evaluate the preferable destinations. Discursive information may be used to reduce the number of choices. Contrary, functional attributes may start the process of destination evaluation and holistic attributes may be used to choose the preferable destinations.

Baloglu and McCleary (1999) argue that the destination choice is influenced also by tourist´s sociodemographic, motivation and various information sources. This is supported by Hunt and Scott et al. (1975, 1978 – taken from Jenkins (1999) showing that destination image may be determinate by the geographical location. People living close to respective destination have more information about that place – from local media, friends and relatives or personal experience, which results in stronger and more realistic images about place. Motivation may be driven by knowledge or social factors. (Baloglu and McCleary 1999) In these cases, destination image is formed by a desire or need to visit a respective place with a purpose to increase some type of knowledge – such as ethnographical holiday with an aim to get cultural knowledge or travelling to the respective destination, because of its prestige evaluation of social environment.

## SOURCES OF DESTINATION IMAGES

As stated above, destination image of each person is created in a different way. Image is influenced by various imaginations, associations and personal memories of a respective place. Stabler (1988 – taken from Jenkins) is describing the demand and supply factors influencing the tourist´s place image. According to Stabler (1988) demand factors involve personal experiences, psychological characteristics, perceptions and motivations. Supply factors include tourist marketing, media (TV, newspapers, books, etc.) and education involving the information and images related to destination, which has student learned in the educational institute. He has located on the border between supply and demand factors hearsay and socio-economic characteristics such as income, occupation or age. Hearsay may be stories and information created by people and spread among friends, relatives and colleagues, who would correspond rather with demand factors. Another purpose of

creating and spreading hearsay is to influence and improve the tourist´s destination image. This supply images are created by marketers.

Stabler´s (1988) theory correspond with Gunn´s (1988) organic and induced images, whereas demand factors roughly correspond with Gunn´s organic image formation and supply factors correspond with induced image formation. According to Gunn (1988) organic images are created on the base of general knowledge – from media, popular culture, word-of-mouth marketing or education. Induced images are in the frame of his seven-stage theory described as images created for a purpose to influence or improve destination image. Induced images created by marketers involve marketing materials such as brochures or billboards.

Fakeye and Crompton (1991) are dividing organic and induced images depend on the activity of tourists. They assert that tourists have organic images without any active searching for information or visiting the destination, whereas induced images demand active information search or personal experience. There is an inconsistence between Fakeye´s and Crompton´s and Gunn´s interpretation of organic and induced images. Image created in the head of tourist, which is exposed to commercial billboard or TV advertising is considered by Fakeye and Crompton as organic image, because tourist has not developed any effort to receive these information and images. However Gunn consider these images as induced, because they were created for marketing purpose and not received from non-commercial information sources.

Induced and organic images are further developed by Gartner (1993). His model of „image formation agents „have been configured in order to evaluate how credible they are, the level of market penetration and how expensive they are for destination. These agents act independently in the process of forming single image in the mind of tourists. "Autonomous „images are not categorized in Gartner´s model. With regard to Gunn´s theory, they can be perceived as organic images.

This model is apparently not including internet sources even if the use of internet is globally increasing. (Govers, Go 2003) Based on dividing into organic and induced images, destination websites are representing induced images, whereas books, songs, poems, fairy tales or news may be categorized as organic images. Even sources such as documents about destination, blogs or virtual tours may be labeled as organic, despite according to Gunn´s theory; they could be seen as a source of general knowledge.

| Image change agent | Credibility | Market Destination | Penetration Cost |
|---|---|---|---|
| **Overt Induced I** Traditional forms of Advertising (e.g. Brochures, T.V., Radio, Print, Billboards, etc.) | Low | High | High |
| **Overt Induced II** Information received from Tour operators, wholesalers | Medium | Medium | Indirect |
| **Covert Induced I** Second party endorsement Of products via traditional Forms of advertising | Low/Medium | High | High |
| **Covert Induced II** Second party endorsement Through apparently unbiased Reports (e.g. Newspaper, Travel Section articles) | Medium | Medium | Medium |
| **Autonomous** News and Popular culture: Documentaries, reports news Stories, movies, television Programs | High | Medium/High | Indirect |
| **Unsolicited Organic** Unsolicited information received Wom friends and relatives | Medium | Low | Indirect |
| **Solicited Organic** Solicited information received From friends and relatives | High | Low | Indirect |
| **Organic** Actual Visitation | High | --- | Indirect |

*Figure 2 : Image change agents*

Chon (1990) describe an approach to primary images creation. He divides the construction of primary destination image into „push „and „pull „factors. Push factors relates to Maslow´s hierarchy of needs, whereas pull factors are associated with concrete destination. Pull factors are divided into three categories: 1) static factors, such as landscape, historical heritage, climate, 2) dynamic factors – accommodation, political conditions, accessibility, trends, service, food or entertainment and 3) current decision factors – destination marketing or prices.

Chon (1990) is not asserting, the push and pull factors or organic, induced and complex image need to be present before the primary image can be formed. However, according to him, push and pull factors co-exist in the process of primary image construction. Contrary, Gartner (1993) consider primary image as equal to organic image, concretely visiting the destinati

## THE COMPONENTS OF DESTINATION IMAGE

The previous section has been investigating the sources and types of information which influence the construction of destination image. This part will explain how are these images evaluated, structured and processed in the minds of customers. I will present cognitive, affective, conative and holistic image concepts, which appear in the research literature about image. These concepts are used in the theoretical frameworks describing the components of image and image´s influencing factors.

Stern´s and Krakover (1993) theory of image construction is helping to understand what is happening in the minds of customers from the neuropsychology perspective. The comparison of Gunn´s (1988), Echtner´s & Ritchie´s (1993), Baloglu´s and McCleary´s (1999), Beerli´s an Martin´s (2004) and Tasci´s et al. (2007) will help to understand the notion of image construction and may be used in the empirical assessment.

Gould and White (1974, taken from Stern and Krakover 1993) see image as a product of information source proceed through the filters in the tourists minds. They summarized, that those filters relate to the information source, cultural and psychological factors. The process of image formation is organized in a three level model. In the first stage are information stimuli filtered through perceptions by our senses. These information signals are further filtered through cognitive structure composed from the information, which were stored and organized in the past. In the last stage is composed a mental image of a given environment. Thus, image depends on the cognitive structure of perceptions. Another researchers (Richardson 1969, Pinker 1984 – taken from Stern and Krakover 1993) argue that the term „perception" and „image" should not be distinguished, because people cannot differentiate them in the reality.

The model of Stern and Krakover (1993) describe a destination image construction, where external signal is filtered through selective perception and cognitive structure and the product is the composite urban image. However, this process is influenced by intangible stimuli such as personal attributes and source, amount and type of information. The information and personal attributes are influencing the personal cognitive organization of perceptions. F.i. educated, well informed person with high social status and modern lifestyle may have different cognitive structure/filter than less educated and less awareness. The identical environmental stimuli may be evaluated by those two people differently. The character and type of information play a role and impact the overall image depend on the length of exposure to specific information or amount of respective information. The long exposure to negative information and receiving this type of information from various sources may result in negatively impact on destination. (Stern and Krakover 1993)

Font (1996, p. 124) has formed main stimuli influencing the image formation in the public´s mind: 1) the knowledge kept by individual and the promoting, commercial information, 2) the combination of communication effort and the image of destination in media, 3) the past experience of potential visitor. The induced or promotional images appear in the stage one and two, which express their importance for public image formation of destination. Gartner (1993) argue that the most important for induced image formation attempts is to be focused and long termed. According to him, the effective image change requires the precise assessment of currently kept images by public.

The previously mentioned Gunn´s (1988) seven-stage-model is explaining the sources of information and their roles in the destination image construction process. This model is constantly mapping the development of destination image. At the first stage, the mental images about vacation experiences are accumulated. At this stage, tourist retrieve from memory organic images – information sources from books, literature, education, movies, news or word-of-mouth. At the second stage are those information and images modified by further information determinate as induced images, which include the commercial sources – destination websites, guide books, travel agents etc. The sources of information at the first and second stage involve the secondary data. At the next stage is tourist taking the decision to take a vacation trip and choose one destination. Next step is to travel to the destination following by participation at destination. Sixth stage refers to returning home. At the seventh stage has

tourist personal experiences which have modified previous images formed at first and second stage. Images created through tourist´s own experience is termed by Gunn as organic images.

However, the distinction between phase 1 and 2 is not so distinctive, because commercial sources are using the organic sources of information to create an induced image. At 7th phase is created a complex opinion about specific destination. (Echtner and Ritchie 1993)

Compared to Stern´s and Krakover´s model (1993), Gunn (1988) is not including the individual´s factors into the process of destination image composition. Gunn (1988) also suggest, that the organic and induced images in the first and second stage are perceived for every tourist equally, without any selection or filtering through the cognitive or perceptual filter. However, for the existence of personal attributes and cognitive filter, which are influencing image formation, argue the difference between the same messages received by more people. (Jenkins 1999)

Gunn´s model expect the change of image among non-visitor (first stage), potential visitor (second – forth stage) and visitor (seventh stage). Even, if this statement is supported in researcher´s studies (f.i. Pearce 1982), Phelps (1986 – taken from Jenkins 1999) describe the result of research studies, where public image were dominant over the personal observation. According to Stern and Krakover model (1993), this example indicates to the long exposure of one type of information, which has covered the personal attributes.

Echtner´s and Ritchie´s model (1993) is examining also the psychological characteristics related to atmosphere or aura of a place. Their model of destination image describes components composing image, which influence each other. According to them, image as composed from functional and holistic attributes. Functional attributes are usually common to more people, they are more likely tangible, measurable or observed. Psychological attributes include five human senses – sight, smell, touch, hearing and taste and mental images are created based on these senses. People are f.i. „feeling the spirit „of a place or atmosphere. Those pictures are based on unique personality and mental maps of each person, mental images should be then unique and differ from mental images of others.

The exception is stereotype images, which are not created individually and are common for more people. In the frame of graph presented below, the common pictures are created in

minds of customers in the field between attributes and functional characteristics. Unique pictures represent the part of graph between holistic and psychological characteristics. Pearce assert that scenes, symbols, panoramas and people appear in destination image. This attributes may influence the formation of an individual image, while there exist a common pictures kept in minds of tourists. This is often described as a stereotype pictures

There is a discussion about the process of creating mental pictures and its influence on customer´s decision making process. Tourists may make the selection of destinations from perspective of functional attributes and remaining places judge based of holistic attributes. However, the process may be opposite.

FUNCTIONAL
CHARACTERISTICS

COMMON

ATTRIBUTES

HOLISTIC
(Imagery)

UNIQUE

PSYCHOLOGICAL
CHARACTERISTICS
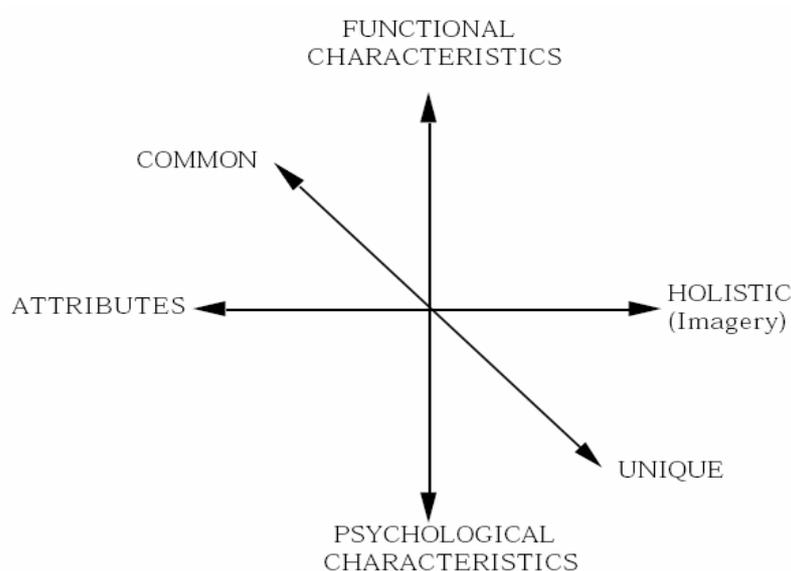
*Fig. 3: The components of destination image*

In addition to Echtner´s and Ritchie´s model, the model proposed by Baloglu and McCleary (1999) involve also tourist´s values, motivation and social characteristics. Functional attributes described by Echtner and Ritchie (1993) may relate to cognitive images used in Baloglu´s and McCleary´s model (1999), whereas holistic images may be equal to affective images.

Cognitive images describe the tourist´s beliefs and knowledge of a destination, whereas affective images relate to the feelings of tourists toward their knowledge about the place.

Stern and Krakover (1993) demonstrate the designative images (cognitive/perceptual) and appraise images (affective) form an overall image of destination.

Similarly, Beerli and Martin model (2004) agree that cognitive and affective images together form an overall image of destination. According to their model of the formation of destination image, cognitive and affective images influence information sources – induced, organic, autonomous, previous experience, intensity of visit and personal factors - tourist´s motivation, vacation experience and socio-demographic characteristic.

The affective images may have various characteristics. Tasci et al. (2007) is describing positive or negative feelings with different levels of tourist´s evaluations, moods, feeling levels and emotions.

Tasci et al. (2007) model connect the components of perceived image and the factors which influence its formation. This model describes the common and unique cognitive knowledge formed by interrelated network of elements as depictured by Stern and Krakover (1993). Based on cognitive attributes is created a response in a form of affective image. The way how tourist behaves toward cognitive and affective images is described as conative image. Gartner (1993) see destination image as a concept formed by greatly district elements, which are hierarchically interrelated – cognitive, affective and conative components. The overall (holistic) image is the product of cognitive and affective images (also Stern and Krakover, 1993, Baloglu and McCleary 1999, Beerli and Martin, 2004). The overall image is used in the decision making process to choose the preferable options for destination choice.

*Fig. 4: Interactive system of image components*

Stern and Krakover (1993), Baloglu and McCleary (1999), Beerli and Martin (2004) and Tasci et al. (2007) agree, the overall image is conceptualized based on the connection of cognitive and affective images. In their studies is an agreement, the affective image is formed based on cognitive attributes – how tourists feel about what they already know. Contrary, the sources of attributes influencing cognitive and affective images differ in the researcher's studies. Beerli and Martin affirm the influence of socio-demographic characteristics, Stern and Krakover (1993) present socio-cultural and personal attributes, Baloglu and McCleary (1999) emphasize the socio-psychological motivations, Beerli and Martin (2004) state socio-demographic characteristics as an element influencing the image formation. Variables such as age, education, income, occupation, gender or marital status have been investigated as influencers of destination image. The most significant variable with a great impact on destination image has appeared to be age and education. (Baloglu and McCleary 1999)

Another analyzed factor having an impact on destination image is psychological influence. According to Therkelsen „*places alike are consumed in a variety of ways and become part of the identity formation process in which consumers engage.* " (Therkelsen, Gram 2008) Tourists are consuming brands for their meaning to their personalities. Brands are used as a tool to help them format and develop their own identity. Levy (1959) pointed out the importance of symbolic meaning of destination brand toward tourist´s attributes, values, goals and social environment.

# APPROACHES TO DESTINATION BRANDING STRATEGY

The successful branding of destination requires the closeness of tourist´s place perception and marketer´s strategy. The unrealistic image may affect buying behavior and destination evaluation, as demonstrated in Chon´s research (1992 – taken from Jenkins 1999). Chon (1992 – taken from Jenkins 1999) has been studying the impact of personal experience on image of destination and tourist´s buying behavior and she comments on her findings: *„Once at the destination, satisfaction largely depends upon a comparison of expectations based on previously held images and the actual reality encountered at the destination."* (Chon, 1990)Her study shows, that positive image of destination and positive personal experience result in a moderately positive evaluation of a place, whereas a negative perception and positive experience from visitation result in a very positive evaluation. However, positive image and negative experience result in a highly negative evaluation.

It is necessary to understand the theoretical frameworks of destination branding; therefore I will present the different perspective on this field of study. Stated categorizations of destination branding approach do not have fixed boarders, some attitudes and ideas are typically overlapping. Customer-based and customer-driven approach describes branding strategy approach from different perspective. Customer – driven approach is seeking to directly influence and affects brand image and customer loyalty. Customer – based branding strategy refers to the customer response to a brand created by marketers.

# BRANDS AS COMMUNICATION EQUTIES
# (CUSTOMER – BASED BRANDING STRATEGY)

One approach to branding strategy is called „communication equities „or „customer – based approach". This attitude see thecustomer as a center of marketing strategy and the priority is to satisfied customer´s needs and wants. (Kotler et al. 1999) According to this approach, brand should be based on unique, true and differential attributes, which brand has and communicate them toward customers. In the relation to destination branding, marketers should base brand identity on unique characteristic of specific place – natural, culture or historical heritage, special attractions etc. Those functional attributes should be communicated toward customers as competitive traits.

Gilmore sees the branding as building positive brand identity on the destination assets, which should be unique and competitive: „*Ownership of positive communication equities offers a country the opportunity to use these as a barrier to competitive threat.* " (Gilmore 2002) These assets could be everything what the destination have and desire to communicate it through brand identity. However, Gilmore warn against the establishing brand identity on fabulous „owning". According to her, brand cannot be imposed from outside, because visitors sense of place „*in almost a spiritual and certainly emotional sense and would indicate that.* " (Gilmore 2002) The described sensing of destination by tourists relate to the unique holistic attributes described by Echtner and Ritchie. (1993)

Another researchers, such as Keller (1993) or Morgan et al. (2003) have stated that brands need to differentiate themselves through unique positioning, development of brand personality and customer´s relationship with respective brand. From this attitude arise the concept of brand equity, which will be discussed later. According to Pride (2002), creating the relationship between brand and customer is based on the communicating the tangible brand attributes, which give them the reason to believe in brand.

Place marketing is based on creating positive perceptions and images of respective place. In case of destinations it means, that cities need to have a beautiful historical architecture, seas have to be azure, the real countryside is acceptable by tourists only with pure nature, attractions need to be the best ones and inhabitants have to be hospitable and friendly.

However, almost every destination has sun and sand or beautiful historical or nature heritage. (Mogan, Pritchard, Piggott 2003) The question which could be asked here is „what distinguishes them from each other then? " Researchers are aware of the differentiation importance as declare f.i. Kotler and Risitano. Risitano said: „*Brands are generally considered to be a marketer´s main tool to creating product differentiation.* " (Risitano 2005) Similarly Kotler points out that: „*branding is all about creating differences*"(Kotler 2007:136).

# BRANDS AS PERCEPTION OBJECTS

# (CUSTOMER – DRIVEN BRANDING STRATEGY)

Another researchers approach is branding strategy as a „perception object", which is called „customer – driven branding approach". Customer – driven approach is seeking to directly influence and affects brand image and customer loyalty. Brand image and perception perspective of destinations and the way mental pictures are created in the customer´s minds have precedence in the researcher´s studies. Echtner and Ritchie (1993) and Morgan, Pritchard and Pride (2004: 61 – 67) have agreed that tourists are more likely visiting places in case they hold a positive images about respective destination. Gunn (1988) was investigating the process of mental image creation through accumulating and combining mental images and induced images gained through information search, not personal experience. The traveler´s choice to visit destination is determinate by positive attributes and emotions, which they hold towards destination. According to Hankinson (2006)

*„More cities, regions and countries are now beginning to engage in marketing...The development of a positive brand image is now regarded as requiring proactive marketing intervention."*

According to Pike (2004) below, the successful brand positioning should be overlapping the brand image (market perception) and brand identity (internal image). Similarly Therkelsen (2007) see an effective destination branding as a balance between three sides - the customer´s destination image and their demand, the internal perception of brand and the brand differentiation from competitors.

However, there exist several challenges in aiming this goal. Brand established and developed internally is built with the aim of sustainability; it involves the mission and vision of brand and the spirit of specific place. Customers may be influenced by trends and longevity of brand is not in the center of their interest. Commonly held positive images about places may be similar and thus not differentiating as well as using the „owning „of destination communicated through brand. (Pearce 1988: 163, taken from Echtner and Ritchie 1993) Another issue of this perspective is the complexity of destination brands and several co-

consumption´s customers. Different audience groups, as stakeholders, visitors, employees or inhabitants may have different mental images about respective place.
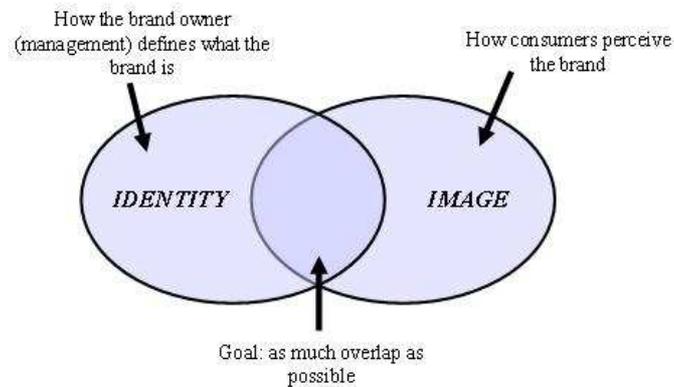


*Fig. 5: Brand identity and Brand image*

## BRAND EQUITY

Brand equity has been viewed from many perspectives in the researcher´s studies. Brand equity concept may help the organizations and companies to observe, understand and measure the brand success from profitable and customer - based perspective. Brand equity theoretical frameworks are responding to questions why are some brands chosen and purchased by customers more than the others? Studying this concept support marketers in the effort to build strong, successful and profitable brands through understanding the customer behavior process. This model may also show to marketers how to create and manage more effective marketing of brand with an aim to be more competitive, spend less from a marketing budget and satisfied flattening demands in the markets. (Keller 1993, Aaker 1996)

*„Brand equity is defined as a differential effect of brand knowledge on consumer response to the marketing of the brand. "* (Keller 1993)

The differentiation of brand knowledge and creating brand equity and customer´s loyalty may be achieved through strong, favorable and unique associations with brand. Brand equity causes in customer´s respond differentiation. Associations can have character of attributes

(functional characteristics), benefits (individual value) and attitudes (complex brand consideration and evaluation). (Keller 1993)

Brands with high loyalty can have a huge competitive advantage and to be a tool to reduce marketing costs. Loyal customers are willing to pay higher prices; they are responding less to competitive price offers and provide extra time for reactions to competitor´s movements. Loyalty is a main platform for theoretical framework of brand equity. Destination brand equity may be evaluated as a complexity of tourist´s behavior – f.i. how many tourists visit destination, how long time do they spend in the destination, how often tourists visit destination etc. (Cai, Gartner, Munar 2009: 62)

# DISCUSSION

The marketing strategy plan of Ostrava´s municipality describes the currently held destination images of Ostrava by public. The authors of marketing strategy plan designate, the image of Ostrava in Czech Republic is mostly negative and non-visitors are influenced by stereotype images and myths about destination, which are strengthen by media. *„Media present the destination rather negatively, cheaply and in the light of weaknesses. "* (Source: the municipality marketing strategic plan) According to this paper, negative image of destination among none visitors is the main reason, why they do not visit a destination. Moreover, there is an increasing competitiveness among the neighboring destinations.

The highly negative attitude of media toward Ostrava may indicate to unclear and disunited identity of destination. The municipality´s marketing strategy plan reflect the confusion about destination image and consider significantly different attributes, which should represent the destination. There is not a unitary agreement, if the destination of Ostrava shall be presented as „industrial „or „green". The present marketing strategy represents the ashamed, suppressing and not communicating attitude toward industrial heritage. The new marketing strategy plan suggests assuming the opposite attitude and presenting the industrial characteristic as the main feature and a benefit of destination.

Further in the marketing strategy plan are the proposals of concrete touristic products within the destination. With regard to the type of activity and selected target group is suggested the type of image connected with the specific product. The first product should present destination as an entertainment place with a several interesting attractions, the other product should build an image of business tourism destination, and another one is proposed to create an image of wellness center. All of those desired images are summarizedin the new vision of Ostrava´s municipality, which suggest a following positioning of destination: ...*"a modern center of active culture, entertainment and sport with a unique industrial attractions offering background for business touristic, active and relax utilization."* (Source: the municipality marketing strategic plan)

The strategic vision involves several different attributes and benefits for diverse target audience, which reflects the following approach to destination image and destination brand. The authors of marketing strategy plan of Ostrava perceive brand as an embodiment of key attributes of destination and it´s physical and emotional differentiation from the competitors. They assign the following factors of destination success, which influence destination image: 1) awareness of attractions and benefits of destination, 2) quality of services provided in destination, 3) the optimal strategically choice for destination image creation in order to address target market and 4) the high level of satisfaction of previous visitors.

With regard to investigate the current destination image kept by potential tourists and previous visitors of destination, I will demonstrate the influence of organic and induced images on formation of destination image of Ostrava. The separation into visitors and non-visitors will bring the two collections of empirical data. The comparison between them will reveal the sources of destination image formation. The comparison will be conducted based on a theoretical frameworks presented in the previous sections. For the purposes of further discussion and analysis, I will use Gunn´s seven-stage-model (1988) and Gartner´s image formation agents (1993). Stabler´s (1988) and Fakeye´s and Crompton´s (1991) theoretical suggestions will be also considered.

In order to develop a sustainable destination brand with strong, unique and favorable associations, it is necessary to understand the sources, which influence destination image formation. The aim of the following discussion is to distinguish between personal and mass images of destination of Ostrava and determinate the sources of destination image formation. These sources will be further evaluated according to Gartner´s (1993) image formation agent's model. The consideration of suggested communication channels by Ostrava´s municipality in order to develop strong and favorable image will be asserted.


## THE IMPACT OF ORGANIC AND INDUCED IMAGES ON DESTINATION IMAGE

Non-visitors of destination usually hold images based on filtered information by media and stereotypes, whereas previous visitors evaluate the place according to their personal experiences, values, imaginations, emotions and memory. (Stern and Krakover 1993) The

perceptions of potential tourists and tourists already visited the destination should significantly differentiate. This indicates, the organic and induced images should strongly affect the destination image formation and form the tourist´s expectations of destination before the primary visit.

The interviewed no. 6 – 10 has not visited Ostrava yet. In compare to interviewed no. 1 – 5 are less informed, their image is not so complex and their images are mostly negative in compare to visitors. As an example of image formation based on secondary information may be present the interview no. 6. She does not have so much information about Ostrava, but she is using all of them to create a precise picture of that destination. The connections between known information and formed picture may be seen on the following examples: interview no. 6 is aware of 1) popular culture about Ostrava (mentioned songs and poems about mine workers), 2) music festival Colors of Ostrava, 3) TV documentary about Stodolní Street. Based on that organic and induced images she has made the following connections: 1) mines, heavy air,  chimneys, difficult to breath, damp winter, associations with coal mine worker, low education of population, alcoholism, criminality 2) funny, colorful, people interested in culture, 3) wildness, trying to be cool, to call the attention.

Interviewee no. 8 hold an induced and organic images mainly based on television documentaries and news, where she has seen „*smoking chimneys, always some factory, night life and dangerous streets*". Based on that information she has created an image characterized by attributes: very noisy, smoggy, industrial, railways, chimneys, factories. She has „*a negative attitude to Ostrava „*and she would choose another destination for a vacation. The last interviewed is evaluating this destination based on similar information sources and his destination image also correspond with types of induced and organic images.

There is also obvious, younger and well educated people, which did not travel to the destination have created more positive image of Ostrava than older and less educated interviewed, which indicate to Baloglu & McCleary (1999) statement, the variables age and education are important determinants in destination image formation process.

Even, if negative images of destination of Ostrava dominate over positive ones, there is an agreement among interviewee, that they are attracted by the industrial landscape of destination. This motivation is mostly driven by knowledge factor; the non-visitors would like

to satisfy their need to educate themselves. Other motivation factor, which has appeared among the answers, was social factor. In the case of Ostrava is destination evaluated as interesting, new and sensations, rather than prestigious. This finding indicates the motivation to travel to destination is not driven only by positive images of place; however negative images may attract potential tourists as well.

Another interesting finding is on the connection between the created image of destination and interviewed opinions about logo of Ostrava. They have made the connection of their destination images toward logo. Interviewed no. 8 has described the showed logo following: „I think it express that smog and noise and everything what I have said". This indicates that every attribute relating to Ostrava destination is evaluated on the base of kept image. Thus, the image change may be difficult and long-termed process, where potential tourists would need to be exposed to another type of information, with higher amount of that information from various sources and for longer time.


## THE EVALUATION OF ORGANIC AND INDUCED IMAGES

Based on the theoretical frameworks, I will explain the process of destination image creation of Ostrava in the minds of visitors and non-visitors. The following part will investigate the impact of induced and organic images on the Ostrava´s image formation in the minds of potential visitors and analyses, how these images change after personal visit of destination.

According to Gunn´s (1988) seventh-stage-model of destination image formation, most of interviewee - non-visitors hold the organic images and the overall image of visitors (at the seventh stage) were strongly influenced by those images. The interviewee states a several types of organic image´s sources, which they hold toward Ostrava. Poems, documents, songs, education, opinions of friends and family and media. The sources of induced images have stated only interviewee no. 1. which get the information from Czech Invest and Czech regions marketing organizations. However, he was not actively searching for that information; he got in the contact with them through his work. Then, according to Fakeye and Crompton (1991), those images would be considered as organic as well.

The empirical data indicate to low amount and low influence of induced images. Only interviewee no. 2 has mentioned the entertainment with a Stodolní street as a main attraction of marketing strategy. This assertion is supported by Ostrava´s municipality viewing that one of the main factors of destination success are the awareness of attractions and benefits of destination. The desired characteristics of Ostrava should be according to them modern, active, culture and entertainment attributes. With regard to the effort for sustainability of destination image and destination identity, these variables should be based on stable values in the customer´s minds. As the research shows, only one interviewee has stated Stodolní Street as one of the significant attributes of investigated destination.

Contrary, industrial element of city was mentioned in 100% of interviews. Based on this data, the industrial heritage may be perceived as a unique characteristic of a place. F.i. interviewee no. 4 evaluated Ostrava as following: *„It is the most characteristic city in the Czech republic. "…"There are big Vítkovice* (author´s notice: the complex of industrial buildings)*, you will not see something like that in the whole Czech Republic. "An* industry becomes a symbol of this destination, and unique functional aspect, which may differentiate the destination from other places and reduce the competitiveness of neighboring places. A unique functional aspect of destination is easy to provide in comparison with unique psychological aspects of place, such as atmosphere or friendliness, which were also mentioned in the research.

Despite the industrial heritage is in the minds of tourists connected to mostly negative images and attributes such as dirty, bad air, smog, grey color etc., on the other hand, they have demonstrated the interest to see this attraction. For interviewee no. 9 would be the image of *„horrific old factories* „the only motivation to visit this place. Some of the interviewee is attracted to industrial part because of their motivation to gain a new knowledge and experiences. Contrary, Stodolní Street promoted by the municipality as a great place to party was not mentioned as a desired attraction to visit in a case of non-visitors. The visitors have stated they would like to see the mines complexes, because they would like to see them again or because they did not have a time to visit them during their previous visitation.

The study findings indicate, the entertainment such as parties on well-known Stodolní streets are welcomed by tourists as an interesting attraction and almost every tourist visit this street during their stay in destination, but none of them has stated Stodolní street and entertainment

as a motivation to visit Ostrava. One of the interviewee has even compared Ostrava to *„a punk city and …. A partying, immature teenager"*.

Theinterviewee (no. 5), which comes from Ostrava´s region has indicated Stodolní Street as his only favorite attraction of destination. Everything else there is according to him negative. His sentences such as: *„Unfortunately, I am going home, so I have to go through Ostrava* „are indicating his emotionally negative attitude based on his previous experiences. According to him, his grandfather has died for a lung cancer and a lot of his relatives are still working there and he is afraid he would get black and die there. The entertainment may mean to him an escape from that bitter reality.

These study findings may indicate, the inhabitants are loaded by their hard history, which is driving the desire to show a city in a different light, as a modern, active and full of entertainment. However, the potential tourists coming from other regions are not touched by the negative emotions, which they may carry. From their perspective is the industry very interesting attributed and they have demonstrated the enthusiasm about getting the experience about the industrial history of city.

## EVALUATION OF DESTINATION ATTRIBUTES FROM PUSH AND PULL FACTORS PERSPECTIVE

The analysis of organic and induced images kept in the tourist´s minds toward Ostrava will be also executed based on Chon´s (1990) theory of „push „and „pull „factors. Push factors are associated with Maslow´s theory of need, whereas pull factors relate to destination attractiveness. The push and pull factors will be evaluated based on the empirical data from visitors respondents. With regard to low information level of non-visitors, which were not able to answer the concrete questions, I will use the modified organic and induced images to analyses these factors.

The analysis of basic „push „factor, which is evaluating the safeties and security of place, has revealed the challenges in this field. Most of interviewee has denoted the place as less secure. The fear from being robbed or physically attacked was commented by arguments such as a poor region, a lot of gypsies, wild party life.

The interviewee no. 4 had even an experience from meeting an angry person with machete in the hand and shouting he will kill everybody. This experience is attacking the basis of security and safeties. However, interviewee no. 4 was not shocked by this situation, because he has expected „*Ostrava will be like that.* "The sources of his information were media, friends and his first impression from destination. It is necessary to mention, this visitor was searching for kind of wild and special experiences, apparent f.i. from his captivation by museum of torture and handicrafts, which accordant to him fit with Ostrava. Another interviewee has presented a negative attitude toward perceived insecurity of place. However, this attitude was holding only on the base of organic images, because personal experience did not confirm those perceptions.

The interviewee no. 1 is not affected by organic images, expect of his friends. He does not know the language and in the time of interview, he lived in Czech Republic only for one year. His main sources of information were Czech Invest and Czech marketing of regions organizations. His secondary images have not been affected by stereotype images kept in the minds of Czechs. His previous image with a combination of „safety experience „from a destination visit have resulted in his evaluation of destination as a „safety place".

Contrary, the interviewee no. 2 has submitted her negative emotions toward Ostrava based on her feeling of insecurity of place as a stereotype picture;however she still did not change her opinion about the safeties of Ostrava. The power of secondary images is strong, as demonstrated above. In order to improve the unsecure perception of destination, Ostrava´s municipality would need to strengthen the amount of information and channels to eliminate this type of negative images.

The next „push „factor indicates to belonging and love. This factor relates to the relationship between tourist and the destination. To achieve the fulfillment of this factor, the social motivation has to be present. According to the research, none of the previous visitors have been traveling to destination with a social prestige factor. Some of the interviewee has assigned, they feel the pity emotions toward destination, but not a positive feelings such as love toward destination. The personal experience did not cover the secondary images in all cases, expect of the interviewee no. 4. The esteem factor is also not fulfilled in the case of destination Ostrava. The research did not show any signs of attitude to esteem hold toward the destination.

The next factor is connected to knowledge type of motivation and self-actualization. According to some researchers, tourists choose the destinations, which become a part of their identity formation (Therkelsen and Gram 2008) or matching with their personality (Sirgy and Su 2000). This factor will be evaluated on the base of comparison between previous visitor´s and non-visitor´s age toward their destination image. Age has appeared to be one of the most important variables influencing image formation and in the relation to personality development is considered as suitable and reliable.

Interviewee no. 2 has compared the analyzed destination to „*immature teenager, which wants to enjoy the life. He would like to be as the others, in this case as the other cities...they would like to be not so much as they really are*". Her overall destination evaluation was mostly negative. However, she has expressed her positive surprise about her opinion that the city is moving forward, because of the development of education and tourism industry. With regard to her adult age, 27 years old, there may be made a connection between her evaluations of city attributes as immature – negative attitude. Evaluation as mature attributes result in positive attitude, because these attributes are closer to her personal development according to her age.

A six years younger interviewee was attracted by the wildness, originality, mentality of local people and a great atmosphere of that place. He would wish to Ostrava to develop, „*but keep that great atmosphere. Not that Ostrava inhabitants will get money and will not be Ostrava inhabitants any more, but Pagers as they always wanted to be.*" This attitude is suiting with young adult person, which prefer the entertainment.

The „pull „factors include the natural landscape, climate, historical and cultural attractions at the first stage. Aesthetics of destination relate to landscape and panoramas, which was considered by all interviewee as industrial. Some of them have mentioned the architectonical features. They have evaluated them as communistic buildings and blocks (interviewee no. 1 and 2) and architectonical layout as dispersed (interviewee no. 3 and 5). Expect of the industrial part were all of the mentioned attributes relating to aesthetics evaluated as negative. Among the cultural attractions were positively evaluated Stodolní Street (int. no. 2 and 5) and museum of torture and handcrafts (int. no. 4). Climate was negatively evaluated by all respondents, including the non-visitors of destination.

Second factor evaluating the attractiveness of place are dynamic factors. Services in the destination were evaluated as average from a quality perspective. Respondents were satisfied with price level (int. no 2). However, the price level reflect the quality of services (int. no 4 and 5). Entertainment was positively evaluated by int. no. 2, 3, 4 and 5. The problem for respondents was an access to destination, which were arguing that Ostrava is far away from all important centers in Czech republic (int. no 1 and 3).

Current decision factors involve attributes such as a promotion or price. The induced images have been mentioned only by interviewee no. 1 and 2. However, this kind of promotion had a long-term character. Price was evaluated mostly positively (int. no. 2 and 4).

## SUMMARY AND RECOMMENDATIONS

The research analysis of destination images of visitors and non-visitors has shown the following findings. The respondents, non-visitors correspond with organic images rather than induced images. The sources of visitors and non-visitors information came mostly from media, friends, popular culture, documents and education. All of those organic sources carry the stereotype images of destination, such as polluted, industrial, undeveloped city, high criminality or wild life. The induced images, which may reduce those stereotypes and improve the perception of destination, have been mentioned only by one interviewee. Induced images are based on entertainment as stated by respondent no. 2 and supported by Ostrava´s municipality strategic plan. As shown in the study above, the entertainment attribute (mostly based on Stodolní street) is not sustainable, unique and do not correspond with Chon´s (1990) push factors (security, self-actualization and acquiring knowledge).

Moreover, the organic images and induced images are in the discrepancy and implicate the confused image of destination. Based on the empirical study, non-promotional sources result in the organic images such as industry, pollution, criminality and wild party life, whereas induced images are based on entertainment (Stodolní street), education and business (interviewee no. 1 and 2). The confused identity lead to holding up to the stereotype images by tourists. The chaotic image may be also a reason, why only one of the respondents-visitors (no. 1) has travelled to the destination for a purpose of vacation. The rest of them took a trip from the business or study purposes. It is also important to mention the connection between

the motivation of travel and organic and induced images. Interviewee no. 1 kept before a trip to destination mainly positive images mostly from induced sources. The rest of interviewee was influenced by stereotype organic images, which could be seen as a potential for image improvement.

The industrial heritage has appeared as a unique functional aspect of destination image. This attribute carry a potential for image change by tourists and even if industry is currently presented negatively, in the connection with smog, pollution, grey colors or even lung cancer, some of the respondents perceive it as a sensation or opportunity to satisfy the knowledge needs and an interest in a new field of education and experience.

## THE EVALUATION OF IMAGE FORMATION AGENTS

The organic and induced images, which have appeared during the research, are the strongest sources of secondary images. The respondents have chosen them optionally as an answer for an open question: What and where did they heart about Ostrava? Two of the interviewed non-visitors have mentioned the same source of popular culture information, describing the „depressive „environment and life in Ostrava as one of them stated. Both of them also kept the stereotype images carried by the message of mentioned source. Their stereotypes appearing in popular culture were strengthen by media and not modified by induced images.

The pop culture is evaluated by Gartner´s image formation agents (1993) as high and he rate the popular culture and news sources on the top of the credibility together with solicited word-of-mouth and personal experience. According to his model, there is the simplest way to change this image by the sources with the same credibility rating. However, personal experience is hardly to achieve without a present of positive evaluation of destination and solicited word-of-mouth requires the potential tourist´s consideration of this destination in the decision making process. As follows from empirical data analysis, news is carrying the similar negative message of destination as the sources of popular culture.

With a „medium „credibility have been labeled the sources such as information from tour operators, unbiased reports and unsolicited word-of-mouth. The analysis of empirical data have revealed the low existence or weak distribution of induced images, thus the tour sales are

fractional as a communication channel. The reports in news focus on the comparison of this place with the popular, stereotype image of cities, which does not involve the bad environment connected to the industry and wild life related to the promoted entertainment. Unsolicited organic images are difficult to lead, control and measure by marketers.

## THE DESTINATION IMAGE FORMATION PROCESS

The nature of organic and induced images has a significant impact on the overall destination image of a place. The positive image composed from non-commercial and promotional sources and positive experience will result in a positive evaluation of a destination. This may be confirmed by the empirical data from first interview. The negative image and positive experience will result in a highly positive evaluation of a place as in the case of interviewee no. 4. Positive image and negative experience resulting in a highly negative evaluation destination may be warning for marketers against the formation of unreliable images. None of the respondents is belonging to this category. However, it is possible to create a positive image by marketers, which will result in an overall positive image as in the case of respondent no 1.

## THE EVALUATION OF COMPONENTS FORMATING THE DESTINATION IMAGE - VISITORS

The respondents have been evaluating the destination image on the base of cognitive and affective attributes. They did not mention only functional attributes such as bad climate, polluted environment or cheap prices, but also friendliness and happiness of local people, insecurity, great atmosphere or wild experiences. I will use Echtner´s and Ritchie´s model to evaluate the holistic and functional attributes connected to Ostrava. The schedule below shows the responds of previous visitors of destination. The connection between single elements and their evaluation will be described below. Behind the attributes, which were stated by higher numbers of respondents is stated a number of identical answers.

## FUNCTIONAL CHARACTERISTICS OF COMMON FUNCTIONAL ATTRIBUTES

- development (reconstructions, education, business) IIII
- smog II
- far away from bigger cities II
- bad level of economy II
- multiculturalism
- friendly prices
- pollution
- bad environment for living


## FUNCTIONAL CHARACTERISTICS OF UNIQUE HOLISTIC ATTRIBUTES
(Mental picturing of physical characteristics)

- a coal mine worker IIII
- mines IIII
- communistic blocks IIII
- an industrial layout of a city III
- a lot of gypsies III
- interspersed architecture II
- party center - Stodolní street II
- football club Banik II
- parks
- universities
- Vítkovice (author´s notice: industrial complex)
- Poruba (author´s notice: the biggest suburb of Ostrava)
- grey color
- steel
- logo of Ostrava


## PSYCHOLOGICAL CHARACTERISTICS OF COMMON FUNCTIONAL ATTRIBUTES

- criminality III
- hard, bitter life II
- wonderful girls II
- different dialect II
- mentality of people: envying to Prague III, masculine II, friendly II, open II, patient,
- honest, enjoying the time, masterful, trotting out, interesting,
- ashamed about their identity
- services: polite, attentive, flexible, unhesitating, appreciating the customers, unfriendly
- safety
- experience
- exploring
- clean
- specific

- party person
- immature teenager
- punk city
- ugly
- intensive city
- restless
- desolation
- gambler
- old emaciated hooker
- lung cancer

## PSYCHOLOGICAL CHARACTERISTICS OF UNIQUE HOLISTIC ATTRIBUTES
(General feeling or atmosphere)

- mixed emotions - city without a face, sexless
- great atmosphere
- friendliness
- emptiness
- feelings – pity

# THE EVALUATION OF COMPONENTS FORMATING THE DESTINATION IMAGE - NON-VISITORS

## FUNCTIONAL CHARACTERISTICS OF COMMON FUNCTIONAL ATTRIBUTES

- smoked IIII
- smog III
- heavy air
- damp winter
- low education
- prostitution
- drugs
- pariahs
- coal
- fog
- bad living environment
- multiculturalism

## FUNCTIONAL CHARACTERISTICS OF UNIQUE HOLISTIC ATTRIBUTES
(Mental picturing of physical characteristics)

- industrial II
- mines II

- noisy II
- dirty II
- gypsies II
- Colors of Ostrava (music festival) II
- clubs and bars II
- culture
- a coal mine worker
- strikes of coal mine workers
- history
- factories
- railways
- universities
- green
- smoky
- Pendolino (author´s notice: fast train)
- Black field
- logo of Ostrava

## PSYCHOLOGICAL CHARACTERISTICS OF COMMON FUNCTIONAL ATTRIBUTES

- criminality II
- people: alcoholics II, open, simple, trying to be cool, petit bourgeois, hate Pagers,
- community, independent
- funny, colorful (in the connection to Colors of Ostrava)
- something for everybody
- funny dialect
- jarring dialect

## PSYCHOLOGICAL CHARACTERISTICS OF UNIQUE HOLISTIC ATTRIBUTES
(General feeling or atmosphere)

- gloominess
- wildness
- coldness
- boisterous
- bitter

# THE PROCESS OF DESTINATION IMAGE FORMATION

The Echtner´s and Ritchies´s model (1993) was chosen for it´s ability to capture the functional attributes and the holistic characteristics together. By using this model it is also

possible to distinguish between the common and unique attributes of physical and psychological perspectives. These attributes relate to cognitive and affective images describes by researchers as Baloglu and McCleary (1999), Stern and Krakover (1993) or Tasci et al. (2007). All of them are describing the overall image not presented in the Echtner´s and Ritchie´s model from the reason of the individual factor´s absence.

The variable factors influencing the overall destination image proposed by Baloglu and McCleary (1999) are socio-psychological travel motivations, education, age, types of information sources and variety of information sources. Almost identical factors are proposed also by Beerli and Martin (2004) and Stern and Krakover (1993). These factors have been analyzed in the previous section.

In the following section, I will analyze the functional and psychological attributes according to Echtner and Ritchie model (1993). I will use the terms cognitive and affective from two reasons. These terms are used by most of the researchers presented above. The second reason is, the Echtner´s and Ritchie´s labeling the psychological attributes as holistic, whereas Tasci et. al. determine by „holistic „the overall image.

Because of the previous analysis of personal factors and information sources, which may influence the overall destination image, I will add the evaluation of destination´s overall image of tourist´s and non-tourist´s to the analysis of cognitive and affective functions.

Echtner´s and Ritchie´s model (1993) is used for a purpose of identifying the weaknesses and strengths in destination image perceived by previous visitors and non-visitors. The evaluation of accuracies and inaccuracies may indicate the potential for promotional strategy. With regard to the analysis of two types of empirical data, I am able to separate the images of previous tourists and potential visitors.

The observation and analysis of unique features of image is providing the ability to capture the unique characteristics and atmosphere of the destination. The researcher can recognize and evaluate the uniqueness, which differentiate the destination from the competitors. The unique features of destination distinguishing it from others present one of the most desirable aims to recognize for destination marketers. (Kotler 2007) The holistic attributes may be observed in order to recognize the individual characters and feelings, which hold every customer, because

each of them sees the destination in a different way. Moreover, as stated above, the success of destination depends on their relationship to the brand and on the positioning of destination brand in their minds and hearts.

## EVALUATION OF COGNITIVE/COMMON ATTRIBUTES

Functional/common attributes are typically held by more people in common. These features are describing the easily observable, rather tangible and measurable characteristics of a destination. By choosing the qualitative analysis, the observation has captured the only strong variables, important for the respondents, which have optionally decided to talk about them. The statements, which have appeared more than once, are marked by number of their repeating by respondents. These statements may indicate their importance for promotional strategies.

By comparison of visitor´s and non-visitor´s empirical data focused on functional common attributes is obvious a several inaccuracies between perceived strengths and weaknesses of destination. Whereas non-visitors have named only one positive attribute examined in this category, visitors have mentioned several of them.

The stereotype images such as smog, pollution and smoke from the chimneys are presented in both groups of respondents, but non-visitors have mentioned those attributes more often. Whereas, the smoke is dominating the attributes mentioned by potential tourists, the visitors have mostly mentioned the development of city. This feature did not appear among non-visitors.

According to Gunn´s seven-stage-model, the non-visitors occupation the second stage of his model did not receive or search for any information, which would reflect the positive reality perceived by visitors. We can suppose, the organic and induced images do not involve this information, because it was not mentioned by respondents no. 6 – 10 and the visitors receive this knowledge after their physical visit. The development of city represents the great potential for promotional communication in order to improve current negative image of city.

The reconstruction and development of education in the destination is the contrasting attributes to negatively perceived communistic and old layout of the city (see functional unique features) by most of the visitors. Also non-visitors do not perceive any images connected to modern, developed city. As interviewee no. 9 has stated: „*Huge mines as outdoor museum-Black field. I don´t know about anything else beautiful or interesting there.* "And this may be perceived as one of the reasons why none of the potential tourist is seriously planning to visit this destination and three of the respondents-visitors would not like to go there for a holidays.

Two of visitors-interviewee has stated the geographical location of destination as a negative attribute, whereas none of the potential visitors has mentioned this factor. We can suggest, none of them has been seriously planning a destination visit with regard to a few stated functional factors related to the city, such as prices, level of services or transportation.)

Another positive attribute is multiculturalism mentioned by both groups, but the source of this information of non-visitors is word-of-mouth. The promoted multiculturalism may attract the potential tourists and help to understand the gypsy community living in the destination.

The inaccuracy could be seen between the promoted attribute and it´s perception as a weakness. The respondents, which have not visited the destination yet were talking about drugs, prostitution and alcoholism, which were not mentioned by visitors. These images may be supported by municipality promotion of destination as an entertainment and party place.

## FUNCTIONAL CHARACTERISTICS OF UNIQUE HOLISTIC ATTRIBUTES

In the following section will be investigated the mental pictures of physical characteristics of destination, which are describing the unique features and events. The knowledge about the way how customers perceive the reality and structure it in their minds may be useful for better understanding of destination formation process. This analysis will detect the accuracies and inaccuracies between the organic/induced images and the individual experience.

The unique features of destination are important for the distinguishing strategy from the competitors. According to the empirical data, Ostrava has a several unique features with one dominating – the industrial layout of the city. The attributes associated with industry have

been mentioned most often in the comparison to other attributes. Expect of two interviewee, everybody has compared to Ostrava to a coal-mine worker or a person with attributes of coal. Most of them have answered this question immediately, without thinking. The fastness of their responses relate to the rootage of this image in their minds. This indicates to the unique attribute strongly connected to a respective place. F.i. if the destination Mexico is given, everybody imagine tequila and sombreros, Belgian is connected to Atomism, Paris to Eiffel Tower etc.

Compared to these unique features of other destinations, the industrial Ostrava is perceived negatively and the attributes connected to the industry express the negative emotions. Here is obvious the impact of organic images, which are describing this feature from the dark side perspective. Some of the interviewee have even remember the poems and songs carrying this message (int. no 5 and 6). As another sources of this perception were named reportages, documents and other media. Without the present of induced images communicating the industry from different perspective, there is a minimal chance for image change.

As a negative attributes was perceived the high presence of gypsies, which are connected with high criminality as the study has showed. The interviewee no. 9 has even indicated, she has seen reportage about this topic. The personal experiences have confirmed and even strengthen this attributes as seen in the schedule above. As discussed in the previous section, the security is one of the importance factor for a destination success as laying at the basis of „push" factors and the stereotypes of criminality connected to gypsies should be eliminated by intensive commercial communication.

As the unique event was named the music festival Colors of Ostrava by non-visitors and connected with positive feelings. Contrary Stodolní Street, which is promoted as one of the main destination attribute did not appear among the non-tourist´s responds. Stodolní Streethas stated only two of the visitors, based on their personal experiences. In the term of culture and entertainment may be named Colors of Ostrava a stronger unique feature than Stodolní Street.

## PSYCHOLOGICAL CHARACTERISTICS OF COMMON FUNCTIONAL ATTRIBUTES

The following part of destination´s evaluation will be focused on the certain commonly considered psychological characteristics. These characteristics may be also used as an evaluation factor in the decision making process. With regard to higher amount of information in the case of visitors, the empirical data are richer than the data of potential visitors.

The factor of criminality has been discussed under the field of unique functional characteristics in the relation to gypsy's nation. The sectors of Echtner´s and Ritchie´s model are separated;however in the reality are those four dimensions overlapping.

As a significant attribute under this category has appeared the respondent´s statement, that Ostrava's envying to Prag people. According to the empirical data, a source of this information may be only personal experience based on travelling to the destination or meeting the inhabitants of Ostrava. This finding is relating to the affirmation of interviewee no. 2 thatlocal people are not satisfied with their identity and are ashamed about that.

The phenomena of confused identity may be based on the disunited image and brand of destination. The municipality´s marketing strategy plan confess the ambivalence about the promoted destination characteristics. They focus on building the tourism industry on entertainment, while the industrial destination image is significantly stronger. The municipality is also considering the „green"or „industrial"characteristics of city. As the executed study has shown, the „green" and „parks" attributes have been mentioned only by two interviewee. Even for them had industry stronger image than „green"features. The municipality marketing strategy planning to promote a different attributes in order to build a different destination image for each segment will only strengthen the identity confusion.

There is an inaccuracy between the organic and induced images toward mentality of local people and personal experience from meeting them. While the non-visitors are using rather negative attributes to evaluate their mentality, the modified image after the destination visitation markedly change. The description of Ostrava´s mentality image by potential tourists reflects their organic and induced images. Alcoholism is probably connected to the image of clubs, bars, wild life and low economic level of destination. Another interviewee has evaluated the entertainment image with regard to Ostrava'smentality that they are trying to be cool. Typical destination´s occupancy has been linked with low level of education and thus simplicity of inhabitants. Contrary, visitors are talking about friendliness, honesty or

openness. This negatively perceived attribute has result in a positive evaluation of this destination feature. The similar positive evaluation has been given to the behavior of personnel in services.

The visitors have also marked the bitterness and hardness of life in the destination, which has one of them described as „pity". The previous tourists are not untouched by the history and quality of life there as the non-visitors. With regard to the section above, there may be a link between tourist´s positive attitude toward local people and their interest about their lives. A potential could be seen in the stated attributes such as experience, exploring and specific.

## PSYCHOLOGICAL CHARACTERISTICS OF UNIQUE HOLISTIC ATTRIBUTES

The assessment focusing on the general evaluation of a place will examine the personal´s feelings. The individuality and emotions are the dominating terms for this category, therefore it is difficult to observe and measure those intangible characteristics. The unique psychological aspects may include all of the previous variables or on the other hand can be an expression of the specific situation (visitors) or impulse (organic/induced images – non-visitor).

The description of psychological attributes is significantly different comparing the respondents – visitors and non-visitors. While second group of respondents (int. no. 6 – 10) has indicated the perceived destination atmosphere as gloomy, cold, wild and boisterous, the visitors have chosen more complex emotions based on the experienced reality. The first attributes reflect the organic and induced images connected to industry and entertainment. The result of confused identity of destination has been evaluated as, a „sexless city without a face", which has resulted in a mix of emotions (int. no. 2). The interviewee no. 4 has experienced a „great, specific atmosphere of place", which he did not expect before the trip to destination. Friendliness and pity with the local people are connected to the positive personal experience on this attribute, which is not involved in the organic and induced messages as the survey has showed.

# SUMMARY AND RECOMMENDATIONS

The study findings have revealed the perceived strengths of a place such as development of destination and multiculturalism. This present the opportunity for destination to communicate these benefits. Also, the inconsistency between the message sanded by promoter and the same message received by potential visitors has been detected. The proof of unsustainability of the marketing strategy based on entertainment has been revealed in the previous section. However, this study finding show, this strategy may even destroy the destination image.

In the conclusion of unique functional characteristics section analysis is important to emphasize the key unique attribute of Ostrava, which is industrial heritage. The empirical data have proof that this attribute is perceived as strong and unique. These two features together with favorability of destination are required for the development of brand equity, which has a significant influence on the length of tourist´s stay within the destination or the amount of visits. (Keller 1993) The favorability of this attribute does not exist in the minds of customers, rather a negative evaluation. The analysis has disclosed the connection of this evaluation to the presence of organic images with this information. The lack of induced images has been detected in the fields of industry perceptions and security. The promotion of Stodolní Street did not appear as a sustainable unique feature of destination.

The evaluation of common psychological characteristics has brought two important findings. The confused identity of city has emerged through the evaluation of inhabitant´s mentality. As seen in the schedules above, the evaluation of local people is mostly negative by non-visitors and contrary positive by tourists, which indicate the lack of induced images focused on the cultural aspect of the destination.

The study findings on this field of research have revealed the no visitor's negative holistic images of a place based on the stereotype pictures. The evaluation of visitor´s psychological attributes toward the place is significantly improving after the visit, based on the understanding of city history and looking at the image of destination from more educated and completed point of view. There is an indication of the evaluation and reasoning need have previously held stereotype pictures, because of the image change before and after the visit.

# EVALUATION OF DESTINATION BRAND IDENTITY

The previous analysis of destination image held by potential tourists and previous visitors is necessary to understand in order to establish the successful brand. Hankinson (2006) emphasize the importance of mental maps, which tourist´s create, because *„our surroundings are often more complex than the sense we make of them"(*Hankinson 2006). Mental images are used by tourists to navigate themselves in the complex reality around them.

This section will evaluate the destination brand of Ostrava, it´s brand identity and it´s positioning in the minds of customers. The analysis will be done based on the empirical research and the municipality marketing strategic plan.

Branding deals with those mental images and attempt to influence and control those images in the present and future of a place. The aim of marketers is to achieve a brand equity through the building the relationship with customers. The brand equity requiresstrong, favorable and unique perceptions of brand by tourists.

The loyal consumers may bring a several benefits for destination management, which start with cost reduce for destination promotion and end with the frequent and longer visits of a place. The studies on building the destination brand may be divided into two approaches, the customer-driven and customer-based branding strategy. The first of them is aiming to affect the tourist´s brand image, whereas the second approach relates to the internally created brand and the customer´s respond toward that.

The destination managers are dealing with several challenges such as complexity of target audience, products within the destination or limited budget. With those limitations are some of the public sector planners aiming to build the brand through increasing awareness or creation the differentiation of destination toward its competitors. The techniques for achieving these goals are sometimes the promotion of logo, slogans or other symbols of a place. Hankinson (2006) argue that marketers have adopted the overuse of fashionable slogans.

The role of marketers in branding process is to consider, determinate and establish the strong and unique core values of brand, brand identity, implement marketing strategies, continue in maintaining the brand value and control and measure the responds toward brand. Marketers need to decide internally, which message should betransferred to its audience and which promises should be given to them. The crucial point of departure is to be aware of creating the special, unique identity, which will differentiate the destination from others.

However, these requirements involve a several challenges with regard to the multiplicity of brand. To establish strong, sustainable and believable core values of brand, which are relevant to multiple destination audience is the first challenge in the brand establishment. The core values should evoke the strong, unique and positive brand associations.

As follows from the previous study of destination image, the place does not hold a sustainable core values. The lack of brand identity cornerstone result in confused place identity, which was revealed by research analysis and confirmed by municipality marketing strategic plan. The public sector planners have chosen the currently attractive place brand values in order to suppress the negatively perceived images of destination. With an aim to build the place image on contrasting values to the perceived reality by potential tourists and previous visitors, place is suffering from „*the sexless identity without a face*"as mentioned by one of the respondents. Another respondent has expressed her evaluation of destination by comparison to an immature teenager, fighting with the identity.

The danger of establishing the brand on not sustainable and believable values was probably influenced by trends and the desire to easily and quickly change the destination image. The empirical data show the result of this marketing strategy and its impact on tourist´s destination image formation. As mentioned above, with regard to the stereotype negative images of destination in case of non-visitors and the reality cognition by previous tourists, the promoted destination value relating to entertainment and wild parties has result in negative and mocking perceptions of customers.

The non-visitor´s negative information perceived from highly credible sources such as news and popular culture produced the completely different image in compare with the image created and sends by marketers. The process of sending and receiving the message is influenced by several variables, where marketers are not capable to lead and control them.

Moreover, receiving of significantly different messages about the same entity strengthen the feeling of confused identity of destination. In this point, we are going back to this discussion about an importance to create sustainable and believable images.

The unstable and disunited identity of a place is getting more difficult to deal with in order to satisfy the multiple destination audience such as tourists, investors, inhabitants or employees. Another issue is to manage and control the different product within the destination, it´s level of quality and it´s relation to the umbrella´s destination brand. This study has focused on the purposes of leisure tourism; the brand performance toward other target groups thus cannot be examined. The difficulty to manage the phenomena of city´s co-production and co-consumption could be seen on the study findings focus on the level of services within the destination. Most of the tourists have expressed the satisfaction with the personnel employed in the hospitability sector and local prices. However, there was one extremely unsatisfied respondent with the behavior of local personnel.

The issue for marketers, to create strong, unique and positive brand associations is closely connected to the brand core values. Following the study findings about the mostly negative nature of organic images and confused identity of destination, tourists are holding the weak and negative brand associations.

However, the analysis of empirical data has revealed one unique feature of destination; strongly hold by both groups of respondents – the industrial heritage. This functional unique attribute was suppressed by present marketing strategy. The actual marketing plan is to communicate this attribute, but together with other mostly significantly different characteristics of destination.

As results, to modify or change the negatively perceived image of destination is not possible through irrelevant, unbelievable and fleeting images. According to the executed research, only one of the respondents is seriously planning to visit the destination for a vacation purpose again. The motivation of this interviewee has been found in the knowledge need. Other participants in research have stated education and business purposes as a possible motivation, which would drive their decision to visit this place.

# THE DESTINATION IMAGE CHANGE AND DEVELOPMENT OF BRAND IDENTITY

The modifying or change of destination brand requires the careful consideration of currently hold image before the new image can be established. Similarly the aspects of new image and it´s functional attributes such as logo, slogan or corporate colors should be evaluated according to the images kept in the minds of customers.

With regard to the current process of establishing new identity of destination, the logo of city of Ostrava has been developed and used for the promotional purposes. (See below) In order to build the successful brand identity, all of its components need to correspond with the presently hold images of the target group. This study has focused on visitors and potential visitors and includes the following question in order to investigate to which level this requirement was fulfilled: „*What do you think about Ostrava logo? What does it mean to you, what does it present according to you?* "

*Pic. 1: Logo of Ostrava*

The awareness of new logo was in four out of five in the group of tourists and one out of five in the non-visitors respondents. It expresses the hypothesis, the new logo and the destination corporate materials are not sufficiently promoted, because almost every visual commercial message should carry this logo. With regard to difficulties to reach the target audience, there may be some respondents, which have been exposed to the logo, but did not remember it. However, it may indicate the less efficient commercial communication.

All of the respondents agree the logo match the destination image. The previous visitors have commented their evaluation by following associations of Ostrava: extreme, underlined, intensive, masculine, energetic, and restless and football club Baník. All of those attributes express the activity, the local special atmosphere, which may detect only visitors. The non-visitors have evaluated the logo based on their previously hold images. F.i. for interview no. 9

the logo expresses the noise and smog in the city. The fourth respondent has mentioned the wildness of the city in the relation to logo. Two of them suppose, Ostrava wants to attract the attention by this logo. It is again confirmed, the visitors have much complex image of destination, which is expressed by the logo evaluation as well.

All of the answering visitors have connected the logo to the specific mentality of local people. Two of them have made a link to football club Baník, which is the unique functional attribute of destination, but simultaneously express the mentality of locals. Only one non-visitor has made the same connection. Others have associated the logo with the stereotype images. By reading the Ostrava´s municipality marketing strategy, I have not found the information about choosing the specific culture and mentality of people as a core value or one of the important attributes of destination brand.

Another inconsistency between the attribute of new brand identity and the currently perceived image of destination by visitors and non-visitors has been detected during the research analysis. All of the interviewee has associated the city with industry, coal, smoke, pollution, smog or grey color, but logo of Ostrava has the sky-blue color. As one of the respondents has expressed: „*The color is totally out. In any case no blue. I don´t know, what is blue in Ostrava, not sky for sure. "The* visibly camouflaging the negatively perceived attributes may lead to the confusion of potential tourists and evaluation of Ostrava identity as unreliable. In order to create the sustainable image, the logo should express the identity and reality of city, not the desired future image.

The new brand identity together with its functional symbols should be communicated to the whole public sector, not only to the target audience. The extension of the target groups is recommended as a preventative strategy against the negative external images. These images may influence the target group in the form of solicited or unsolicited word-of-mouth, which is rated by Gartner (1993) as a source with high and medium credibility.

Another issue in establishing the new brand identity is to balance between the municipality vision, the corporate culture values and brand image. The municipality vision has been presented above as well as the evaluation of destination image. Every brand in connected with the certain corporate culture values, which express the core values of brand. In the corporations are employees, which hold the internal corporate culture supporting the

associations with brand. Destinations are multiple and the people providing the products and services within the destination are employees of smaller companies and organizations under the destination brand umbrella. It is impossible for destination managers to ensure that the people working in services will hold the values of their corporation and in the same time express the values of destination.

In the case of destination, not only employees in services influence the place image. There are also normal inhabitants, which may get in contact with potential tourists or visitors and transfer them the image of Ostrava through their values expressed by their behavior. The characteristic style of people from Ostrava behavior has been mentioned several times during the research conduction. The research has showed that the mentality of local inhabitants is perceived as a strong and unique attribute of destination. Therefore, for a successful brand identity modification, it is necessary to ensure, the inhabitants of Ostrava express the values of destination brand and conversely.

The important challenge for destination marketers is to identify the target group of destination. According to King (1970): „*People choose the brands as they choose their friends.* "Similarly, Sirgy and Su (2000) and Therkelsen and Gram (2008) assert, the brands are chosen to the level their match with the customer´s personality or his/her stage of personal development. According to the discussion above about the relationship between the age, motivation and destination evaluation, there was revealed some similarity between these two variables.

## SUMMARY AND RECCOMENDATIONS IN BRANDING OF OSTRAVA

The above presented approaches to destination branding strategy involve the opportunities and challenges for destination marketers. Customer-based approach aiming to satisfied tourist´s needs and wants is argued by researchers (Meer 1990, Morgan 2003). The establishment of the destination image on local historical, natural or cultural heritage is common strategy to many destination marketers and this approach is not sufficient any more to create a differentiation from the place competitors.

This approach has a priority to promote the commonly held positive images of destination functional attributes, simply said to sell what the destination have. The comparison with competitors can never create the uniqueness of a place and it may be a challenge for destination marketers for differentiates the common image from the others or by contraries to ensure, the image of destination is not easy to copy.

The customer-driven approach to branding strategy is dealing with unique, differentiation attributes and emotions. The aim of this approach is to identify and understand the drivers, influencing variables of destination image and the process of its formation. By following this approach, marketers can detect the currently held images by customers and use them in the beginning of internal brand establishment to make sure the brand will meet the external expectations.

The detected customer´s images should be then consider by marketers in the relation to the vision of brand, the brand core values and it´s functional attributes. To fully empower the customers to drive the brand identity may result in unsustainability of brand, with regard to suggested customer´s low interest in longevity of brand. Customer's choices and decisions may be driven by current and volatile feelings, opinions, needs or preferences, whereas sustainable brand identity requires being stable at any time.

With an aim to achieve the brand equity as a top stage for destination evaluation by customers, the municipality of examined city of Ostrava should meet the following challenges detected during the analysis of empirical data in the comparison to municipality marketing strategic plan.

The most significant challenge is to establish the stable, sustainable, strong, unique and favorable core values of destination brand and to consider which message and promise should be communicated to the target group. Based on the identified core values should be established the brand associations. This process should be done internally, based on the previous research of customer´s destination image.

The destination is suffering from confused identity, because it does not have established the uniform, strong, unique and favorable core values of brand. The destination image of visitors and potential visitors differ mainly in these points:

1)      Destination image associations are connected to mainly to the industry, coal, mines, pollution, whereas marketers are promoting the image of city full of entertainment.

2)      The marketers are promoting the logo expressing the mentality of local people according to the respondent´s assessments, whereas the vision of destination marketers is to build an image of *"a modern center of active culture, entertainment and sport with a unique industrial attractions offering background for business touristic, active and relax utilization."*

3)      The municipality aim to change the destination identity, which requires the intensive communication toward target group and the whole public sector in order to ensure the target audience, will not be externally affected by negative images. However, only one of the respondent's non-visitors has recognized the logo.

4)      The respondents have made mainly a connection of destination and industry, pollution, heavy air etc., whereas logo of Ostrava is in sky-blue color, which is not present in Ostrava as one of the interviewee has noticed.

# CONCLUSION

Ostrava represents the destination with a high need for image change and establishment of new brand identity. In order to investigate how to develop the positioning strategies with a purpose of obtaining the competitive advantage, the qualitative research of visitors and non-visitors of particular destination has been conducted.

The research was comparing the destination images of visitors with the place images of non-visitors with an aim to detect the inconsistencies between these two examined entities. Also the sources and type of organic and induced images have been examined. In the second part was investigated the process of destination image formation and variables influencing it.

The purpose of this study was to reveal the unique features of destination, personal attributes and emotions; therefore the qualitative, unstructured research method has been adapted. The technique of free elicitation enable to obtain the strongest and also stereotype images and weak (lacking) images held toward the destination. There exist a few researches using unstructured approach to examine the destination image, despite this study method result in more complex image and understanding of destination for researchers.

In the second part of this study have been evaluated the new destination identity of Ostrava toward the analyzed empirical data on destination image formation research. The inconsistencies between the destination image perceived externally and destination identity created internally. The analysis of the second part has revealed a several challenges for destinations aiming to establish a new brand identity.

This study has ascertained the following main findings related to the stated research questions. The assessment of differences between images kept by previous visitors and non-visitors has separated the organic and induced sources of images from images modified by personal experience. The analysis of empirical data has detect the lack of weakness of induced images and the present of stereotype images of industry perceptions and security of a place disseminated by popular culture and media.

The findings on the second research question have detected the following findings. The inconsistency between the message send by promoter and the identical message received by potential visitor has been detected. Other important findings have pointed out the unsustainable, weak and common customer´s associations with the destination as promoted by marketers. On the other hand has been revealed the unique feature of destination, which has not been promoted until now. During the analysis of empirical data, the strong features of destination evaluated by visitors have appeared. These attributes are not efficiently promoted by destination marketers.

The study findings on the last research question have indicated to confused brand identity of destination and several inconsistencies between the brand image perceived by visitors and potential visitors and brand identity created by destination marketers. The research findings refer to the tactical approach to establishment of new destination brand identity.

# REFERENCES

Aaker, D. (1996): *Measuring brand equity across products and markets*. California Management Review, Vol. 38*Age.* Information Technology & Tourism, 6, 13–29.

Baloglu, S. and McCleary, K., W. (1999): *A Model of Destination Image Formation.* Annals of Tourism Research,26 (4), 875–900.

Beerli, A., & Martin, J., D. (2004): *Factors influencing destination image.* Annals of Tourism Research, 31, 657–681.

Bryman, A., (2004): *Social Research Methods*. Oxford University Press, 3 rd. ed.
Cai, A., L., Gartner, C., W., Munar, M., A. (2009): *Tourism branding: Communities in action.* Esmerald Books, Vol. 1

Chon, K., S. (1990): *The role of Destination Image in Tourism: A Review and Discussion.* Journal of the Tourist Review, Vol. 45, No. 2, pp. 2-9.

Echtner, Ch., M., Ritchie, B., J., R. (1993): *The Meaning and Measurement of Destination Image: An Empirical Assessment.* Journal of Travel Research, Vol. 31Education Ltd, London.

Fakeye, P., C. and Crompton, J., L. (1991): *Image Differences between Prospective, First-Time, and Repeat Visitors to the Lower Rio Grande Valley.* Journal of Travel Research, 30, 11–16.

Gartner, W., C. (1993): *Image Formation Process.* Journal of Travel &Tourism Marketing, 2 (2/3), 194–213.

Gilmore, F. (2002): *A country: Can it be Repositioned? Spain - the success story of country branding".* Brand Management, Vol.9, No.4-5, p. 281-293.

Govers, R. and Go, F., M. (2003): *Deconstructing destination image in the information Gunn, C. (1988) Vacationscapes: Designing tourist regions.* New York: Van Nostrand Reinhold

Hankinson, G. (2006): *The management of destination brands: Five guiding principles based on recent developments in corporate branding theory.* Journal of brand management, Vol. 14 Harlow: FT Prentice Hall.

Hunt, J., D. (1975): *Image as a factor in tourism development*. Journal of Travel Research, Vol. 13, pp. 1-7.

Jenkins, O., H. (1999): *Understanding and Measuring Tourist Destination Images.* International Journal of Tourism Research, 1, 1–15.

Keller, K., L. (1993): *Conceptualizing, measuring and managing customer-based brand equity*. Journal of Marketing, vol. 57

King, S. (1970): *Development of the brand.* Advertising Quarterly, Summer, 6 – 14

Kotler, P., Asplund, C., Rein, I., Haider, D. (1999): *Marketing Places Europe*. Pearson

Kotler, P., Keller, L., K. (2007): *A framework for marketing management*. Pearson Prentice Hall, 3rd ed.

Marschan-Piekkari, R., Welch, C. (2004): *Handbook of qualitative research methods for international business*. Edward Elgar Publishing.

Mayo, E., J. (1975): *Tourism and national parks: a psychographic and attitudinal study.* Journal of Travel Research, 14, 14-18

Morgan, J., N., Pritchard, A., Piggott, R. (2003): *Destination branding and the role of the stakeholders: The case of New Zeland.* Journal of Vacation Marketing, Vol. 9, Nr. 3

Morgan, J., N., Pritchard, A., Pride, R. (2004): *Destination branding: creating the unique destination proposition.* Butterworth Heinemann, 2nd ed.

Reilly, M., D. (1990): *Free elicitation on descriptive adjectives for tourism image assessment.* Journal of Travel Research, 28 (4), 69-76

Sirgy, M., J. and Su, C., (2000): *Destination Image, Self-Congruity, and Travel Behavior*: Stabler, M., J. (1988): *The image of destination regions: theoretical and empirical aspects. In:* Goodall, B. and Ashworth, G. J., eds.*Marketing in the tourism industry. The promotion of destination regions.* London: Croom Helm, 133–161.

Stern, E., and Krakover, S. (1993): *The Formation of a Composite Urban Image.* Geographical Analysis, 25(2), 130-146.

Tasci, A., D., A., Gartner, W., C. and Gavusgil, S., T. (2007): *Conceptualization and Operationalization of Destination Image.* Journal of Hospitality & Tourism Research, 31, 198–222

Therkelsen, A., Gram, M. (2008): The Meaning of Holiday Consumption: Construction of self among mature couples, SAGE Publications, 8 (2), 269-292

*Toward an Integrative Model*. Journal of Travel Research, 38 (4), 340–352
Veal, A., J. (2006): *Research methods for leisure and tourism.* A practical guide. 3. ed.


www.ostrava.cz

# FIGURES

*Figure 1: Hermeneutics circle,* Gummesson, E. (2000): *Qualitative methods in management research*. SAGE, 2nd ed., The hermeneutic spiral, p. 71

*Figure 2 : Image change agents,* Gartner, W. C. (1993): *Image Formation Process*. Journal of Travel & Tourism Marketing, 2 (2/3), p. 210

*Figure 3: The components of destination image,* Echtner, M., Ch., Ritchie, B., Jr. (2003): *The Meaning and Measurement of Destination Image.* The Journal of Tourism Studies

*Figure 4: Interactive system of image components,* Tasci, A. D. A.; Gartner, W. C. and Gavusgil, S. T. (2007): *Conceptualization and Operationalization of Destination Image.* Journal of Hospitality & Tourism Research, 31, p. 200

*Figure 5: Brand identity and Brand image,* Pike, S. (2004): *Destination marketing organizations.* Elsevier Science, 1st ed.

*Picture 1: Logo of Ostrava,* source: www.ostrava.cz

# APPENDIXES

Appendix no. 1

INTERVIEW GUIDE – VISITORS

1. Have you been in Ostrava?
2. For how long time have you been there and what was the purpose of your visit?
3. Imagine, Ostrava as a person. Do you have any idea, who it would be and why?
4. If I say Ostrava, which first three things came to your mind?
5. Which emotions excite Ostrava in you?
6. What did you like about Ostrava and what you did not?
7. According to you, how are the citizens of Ostrava? Which impression did you have from them?
8. Do you remember what did you hear or see about Ostrava before your visit?
9. Was there something what has surprised you when you visited Ostrava? Something what you did not hear before?
10. What did you visit in Ostrava?
11. Have you been satisfied with services provided in Ostrava?
12. Will you go to Ostrava again?
13. Would you like to live in Ostrava?
14. What do you think about Ostrava logo? What does it mean to you, what does it present according to you?

Appendix no. 2

INTERVIEW GUIDE – NON-VISITORS

1. Have you been in Ostrava?
2. Have you heard something about Ostrava before?
3. Based on the information and perception which you have about Ostrava, could you imagine that Ostrava is a person? Who would it be?
4. Which three things came to your mind, if I say Ostrava?
5. Could you describe emotions, which Ostrava excites in you? Are they more positive or negative?
6. Are you planning to visit Ostrava and is there any purpose you would like to visit Ostrava for?
7. Have you met somebody from Ostrava or did you hear something about people from Ostrava. How would you imagine them?
8. Where did you hear about Ostrava?
9. Would you live in Ostrava?
10. What do you think about Ostrava logo? What does it mean to you, what does it present according to you?

APPENDIX no. 3


INTERVIEWS


*Interview No. 1*


1) Have you been in Ostrava?
**Yes, once.**

2) For how long time have you been there and what was the purpose of your visit?
**For a weekend for a trip.**

3) Now, I have an imaginary question for you: Try to imagine, Ostrava is a person. You don´t have to say a name, it can be a person, which you meet on the street. Who it will be?
**A coal mine worker.**

Why exactly coal mine worker?
**Because of that masculine and strong mentality. The industrial layout of city. And the city is not clean. That's why the associations with masculinity.**

4) If I say Ostrava, which first three things came to your mind?
(Short thinking) **industry, education, parks**

OK, could you tell me more about education? Why exactly education?
**Because it's a big university city with a huge university area. A lot of people are going there for an education.**

5) Which emotions excite Ostrava in you?
**Emotions? Pity, because the situation there was bad for many years, so I sympathize with that.**
**Safe.**

Did you feel safe there?
**Yes**


6) What did you like about Ostrava and what you did not?
**Walking in the streets, experience the mix of new and old buildings, communistic blocks. You can observe the history.**

OK, was there something you did not like about Ostrava?
**That one with history can be both positive and negative. Communistic blocks are not as beautiful as the old buildings, but you can see the history, that is positive – new and old one. The communistic blocks are really ugly. If you walk there, you can see the difference. For example new and old rat house. The new is ugly one, the old is beautiful**.

7) According to you, how are the citizens of Ostrava? Which impression did you have from them?
**Patient**
**Friendly**

So, did you like them?
**Yes, when I came there as a Danishperson, it was like that at least.**

8) What did you hear or see about Ostrava before your visit?
**Polluted from industry, doing a lot to market it as a place for business and place for education. Place to educate yourself and to make your business.**

You told me about place marketing, could you be more specific about that?
**They present it as a place to educate yourself and to make your business. They have a lot of projects they took to destroy the industrial areas and turn them into nice places. I mean programs to renovate. To remove an old industry and rehabilitate the whole factories.**

You seem to be well informed. Where did you get that information from?
**Czech Invest, Czech regions marketing. I got in contact with them during my working time in Czech Republic**.

Did you have any other sources of information's?
**My colleagues who live in Prague and my girlfriend.**

What did you hear from them?
**Those things I said before.**

9) Was there something what has surprised you when you visited Ostrava? Something what you did not hear before?
**My first impression fit pretty well with what I heard before. A lot of heavy industry. If you go there by train instead of car, you will see the transportation is not for passengers, but exporting the large industrial things.**

10) What did you visit in Ostrava?
**Parks, new and old rat house, restaurants, ovens for producing the steel, square, hill with scrap from mining.**

11) Have you been satisfied with services provided in Ostrava?
**Services, yes. Polite, attentive and flexible.**

12) Will you go to Ostrava again?
**Yes.**

What would you like to visit there?
**For a trip, minivacation**.

Would you like to see there something or for which purpose would you go there?
**A sightseeing touristic.**


13) Would you like to live in Ostrava?
**No. (Firmly)**


Why?
**Salaries are too low. Amount of job opportunities are too low or I do not know about them. I do not speak Czech, so it will be more difficult than in Prague.**


Imagine, you would get a job there. Would your decision change?
**Maybe, but not for a long time. The geography is too far east for Danish person. It is in the corner of corners. Most of the Czech people would also not consider to live in some small place in DK. Unemployment is pretty high there, so on the other hand it is a good place tostart there a business. There are also a lot of students, so you can expect more people to speak English.**


14) What do you think about Ostrava logo? What does it mean to you, what does it present according to you?
**I did not see it before.** (I am showing him the logo) **Ostrava – three exclamation marks! I don´t really have an opinion about that.**


OK, thank you very much for your time.



*Personal info:*
*Henrik, 27 years old, student of the university, from Denmark, living one year in Prague*

*Perception: Henrik was very concentrated the whole time of interview. He was trying to give as precise answers as possible. His answers were building more on facts than emotions. He seems to be much focused tourist, which is trying to get maximum from the situations he is in and takes the new experiences as an opportunity for his personal and carrier development.*

*Interview No. 2*

1) Have you been in Ostrava?
**Yes.**

2) For how long time have you been there and what was a purpose of your visit?
**First time, I have been there when I was 18, but I do not remember so much from this trip. And second time I have been there this year in June for a weekend. My boyfriend went there for business purposes, so I was making him a company.**

How is it possible you do not remember anything from your first visit there?
**Because we went to StodolníStreet with my friends and we were drinking pretty much. It was just for one night and we went back to Brno in the morning.**

3) Now, I will ask you some questions about how you perceive Ostrava. I am mostly interested in ideas which came first to your mind. Id Ostrava would be a person, who it will be and why?
(Short thinking) **party person**
(After a while) **An immature teenager, which wants to enjoy the life. He would like to be as the others, in this case as the other cities, but it is not going smoothly. They would like to be not so much as they really are.**

Why do you think they want to be somebody else?
**People do not have a high standard of living there as they would like to have. They are fighting with identity.**

Could you be more concrete about that?
**They are ashamed about themselves. In my opinion, if they would take as it is, as the reality is, they can move with that. Instead of saying we are as we are, we will find out our strengths and build on that, they fight against that. For example Berlin has accepted that. Berlin is built on what it has. I mean Berlin is from my perspective also „a punk city"in a way, but it is not ashamed about that.**

Do you mean marketing of Berlin City or its citizens?
**Also its citizens. They want to live there.**

4) Which three things came to your mind if I say Ostrava?
**Stodolní street, party, coal mine worker**

5) Which emotions do you have about Ostrava and why?
**Mostly negative emotions**

Could you be more concrete?
**I was afraid when I was walking through the streets there in the night.**

Have you been afraid there?
**Sure, I was focused and afraid about stealing my stuff and do not get beaten, but I confess, it is mostly a stereotype.**

So, you have heard it is a dangerous place before?
**Hm, because there is a lot of gypsies and people do not have money there...**

Where did you hear that?
**I don´t know, generally.**

6) What did you like about Ostrava and what you did not?
**I have liked, if you go there to party, you leave satisfied. It is specific and different. You will not mix that with the other place.**

What is so specific about that place?
**It is communistic and ugly.**

7) Is there something else, what you did not like?
**How the city looks like, it is concrete city. It does not have a normal square, comfortable stuff for living. People are having bad times there.**

8) How did you perceive the Ostrava´s inhabitants?
**They are complaining. They do not have self-confidence. They are jealous about the other cities, they would like to live better life, but they do not want to do something about that. They are petit bourgeois.**

How did you get this opinion?
**I got this opinion from talking with Ostrava´s inhabitants during our visit. They perceive as injustice we have better quality of life in Prague. But they have high ability to enjoy the time, they are more open. What´s in the heart, that´s on the tongue. They are nicer.**

9) What did you hear or see about Ostrava before you visit this city?
**Party city, full of unemployed people, stuck in communism.**

Where did you hear that?
**Mostly in media.**

10) Taken from your perspective, is Ostrava in reality different from its presentation in media?
**I was positively surprised by Ostrava.**

What concretely was the biggest different?
**City is moving forward, despite they assert it is not.**

How is Ostrava developing according to you?
**They have a university there. They are building the tourism industry based on Stodolní. I do not have a feeling it is standing still so much.**

Why do you have a feeling it is not enough for Ostrava inhabitants?
**They envy to Brno and Prague as they always say.**

11) What did you visit in Ostrava?

**StodolníStreet, some streets around the center, strange suburban town. They told me, city square is ugly, I should not go there. That´s it, because my boyfriend did not want to go anywhere else with me.**

11) Have you been satisfied with the quality level of services in the city?
**Services were good. People were really unhesitating, better than in Prague. They appreciate their customers more. The quality of services has own style, but good. And the prices are very friendly.**

12) Will you go to Ostrava again?
**I do not have a reason. Yes, if I will have a reason.**

13) Now, I have a bit more advanced question than the previous one. Would you like to live in Ostrava? Why or why not?
**Definitely no. Bad level of living. Bad level of economy, bad environment for living, limited conditions than in Prague – culture, smaller choice of restaurants. Simply, smaller city. Problem with job opportunities.**

14) (I am showing her Ostrava logo) Do you know this logo?
**Yes.**

What do you think about that? What does it express according to you?
**It says it is intensive city. Restless.**

**Personal information:**
Markéta, 26 years old, Project manager in advertising agency, education: university, from Ždánice in Moravia (Czech Republic), 2 years living in Prague

*Personal perception:*
*Markéta was not so focused in the beginning of interview, but she got involved pretty fast. She got concentrated during answering the creative, open questions. It was obvious, Markéta was thinking about Ostrava before the interview. Her answers were pretty fast, without long breaks after question was given. Her answers were not building on first impressions, but on high thinking in advance. Her answers were built on emotions as well as facts, but both considered before – after Ostrava visit. She took this trip as an experience and contribution for personal development.*

*Interview No. 3*

1) Have you been in Ostrava?
**Yes.**

How many times?
**Twice.**

2) For how long time have you been there and what was the purpose of your visit?
**First time, I went to Opava for excursion to „Model"company, so I was going through the city by train.**
**Second visit was for business purposes. I went for a design presentation Pecha Kucha. This time I have stayed there for a weekend.**

3) Imagine, if Ostrava will be a person? Do you have any idea, who it could be and why?
**Coal miner, because of powerful guys there. Clean-shaven heads. Banik, bitch!!!**
(Author´s notice: Banik is a football club of Ostrava). **It is a masculine city. There is also a mix of nations. Polish, Slovaks, Czechs are mingled.**

4) What came to your mind, if I say Ostrava?
**Logo with three exclamation marks. Fragmentized architecture. StodolníStreet.**

What do you mean by fragmented architecture?
**Buildings are far away from each other. There is not any system in architecture.**

5) Which emotions excite Ostrava in you?
**Mixed emotions**

Could you be more specific about that?
**It is city without a face.**

It means that...?
**It is not specific by anything. It is wanly, sexless. I did not create a concrete opinion about that city. Emptiness, desolation. They aren´t any people. And there is not normal city public transportation.**

6) What did you like about Ostrava and what you did not?
**StodolníStreet was enjoyable. The main train station was pretty. I did not like, everything was so far away, expect of the narrowest center. Wonderful girls, whistle baits on StodolníStreet. I did not like that fragmented architecture.**

7) What is your opinion about Ostrava´s inhabitants?
**I don´t know so much people from Ostrava.**

Did you talk to somebody during your visit?
**Yes. They seemed to be masterful and they are trotting out.**

8) What did you hear or see about Ostrava before your visit? I mean from media, from friends etc.

**Banik, bitch!!!** (Author notice: hue of Ostrava´s football club) **That you walk on the street and you see the mining tower, rest of mineworker´s equipment. I have heard a story, where a bloke fell down over the banistersfrom the upper floor. And another one has jumped out the window. I guess they were drunk and I suppose there is hilarious student life.**

9) If you compare what you heard before and what you have seen yourselves. How was the reality different?

**Ostrava has surprised me a bit. It has looked different visually. I have supposed it will be dirty, but it was clean by contraries, just interspersed.**

10) What did you visit in Ostrava?

**Culture house – because of my presentation. Train station, center and StodolníStreet.**

Is there something you did not visit, but you wanted to?

**Mines, mine complex, which they want to renovate. From one tower, you can see the whole mining area, factories, where you can go before reconstruction and look at that in the original condition, plundered and communistic.**

11) You said you have visited bars and restaurants there. Have you been satisfied with the level of services?

**I liked the snack- bars. Directly on the streets were refreshments. When you are partying, you can go and eat directly on the street. It has similar function as Wenceslas square in Prague. Tourists can eat on StodolníStreet without searching for expensive restaurants. Snack – bars have good quality level.**

And what about operating personnel?

**Operating personnel was normal.**

Do you have some concrete experience? For example, did they something pleasant for you or something what upset you?

**They have borrowed us paper and pencil.**

12) Will you go to Ostrava again?

**No. If I will not have any business opportunity there. For example I would not buy a mine or establish a mine tower (laughing).**

13) Would you like to live in Ostrava?

**No, no.**

**No, I would keep away that. Even if I would have a company. I would like to redirect it to my agent, so I would not need to be there all of the time. I can go there from time to time; the transportation to Ostrava is good.**

Why do you have this opinion?

**There are few of culture; it is ass of the world. It is a bit more accessible from Prague or Brno, but still.**

14) (I am showing him logo of Ostrava) Have you seen this logo before?

**Yes.**

Could you tell me your opinion about this logo?
**It expresses temperament of inhabitants. That was the purpose. There is included the exclamation of Banik football club. It exponent ate the masculinity. Definitely, it expresses the mentality of people in Ostrava.**

**Personal information:**
Michael, 24 years old, graphic designer and student of the university, from Skalica in Slovakia, currently living in Prague

*Perceptions:*
*Michael´s answers had creative features. After the question was given, he has answered spontaneously and after a while he made a connections to given question and explain his thinking. From his responds was obvious, he likes nontraditional and specific things and situations and appreciate the originality and innovation. He is a type of spontaneous tourist, which wants to enjoy the trip and could be part of every entertainment. But after a party, he wants to get the know the new situations and want to see what the place can offer to him.*

1) Have you been in Ostrava?
**Yes, three times.**

2) For how long time have you been there and what was the purpose of your visit?
**First was a vacation, we went for a route trip around Czech Republic.**

May I ask you why did you decide to take holidays in Ostrava?
**I have never been there and I heard it is an interesting city before.**

Could you be more specific? How interesting?
**Very industrial and specific.**

Specific in which way?
**From the industrial perspective.**

Where did you hear that?
**From media.**

For how long have you been there?
**For three days**

What was the purpose of your visit second and third time?
**Second time it was a school introduction and third times the beginning of school. I started to study the Faculty of technology there, but after a few days I have realized it is not a school for me.**

Why did you decided to study in Ostrava?
**Because I was attracted by the atmosphere of that city.**

Could you describe me that atmosphere more concretely? What exactly was so attractive about atmosphere there for you?
**Ostrava is specific and original. There are interesting, open people. They are approaching everything differently. I also have heard the quality level of education is good there, specifically at the biggest university where I have started to study.**

3) If Ostrava would be a person, who would it be?
**Ostrava means a coal-mine worker.**

4) Which things evoke Ostrava in you?
**Vítkovice, Poruba – I have study there, gypsies**

5) Which emotion excites Ostrava in you? Positive or negative?
**Both of them. Positive, because it is open, friendly city, where you can experience and explore a lot. But on the other hand also dangerous, because there is a high criminality. People do not have money; the standard of living is lower.**

**I have experience the biggest emotions there, when I have met a person with machete in the street. He was running over the bridge in the center of city. He was moving with machete around and shouts he will kill everybody.**

After this moment, has your image of Ostrava changed?
**No. I have expected Ostrava will be like that.**

According to what did you have that kind of expectations?
**According to what I have heard in media before, from my friends and also from my first impression from Ostrava. For example from billboard adds, what they offer to people – f.i. „Czech windows for polish prices". I have also visited the exhibition of handicrafts and torture. I liked that.**

6) What did you like about Ostrava and what you did not?
**I liked the attitude of people there. They are open; behave different than people in other cities. They are more open, nice and friendly. Perhaps, it is a bit connected to the poorness there.**

How do you think the poorness has connections to friendliness?
**Well, maybe it is rooted in mentality. And they hate Prague people. When I was talking to them, it was very obvious.**
**I do not like the high criminality. You are a bit afraid to walk through the city in the night and so.**

7) What else would you say about mentality of Ostrava´s inhabitants?
**Their language is totally different from the rest of Czech Republic. They are used to the system how it works there. It does not seem strange to them as to the rest of Czech Republic. They are very positive.**

From what comes that positivity according to you?
**They did not have there anything for ages – from that. Most of the people go or went down to mines and if they would not be positive, it would be probably hard for them. Many people have experienced a lot there, so they have to take life as it is – positively. It is hard region. They have troubles with immigrants, there are drugs etc. It is not so far developed city for university educated people. People are trying to earn money for bread and butter. There is the highest unemployment in the whole Czech Republic.**

8) Do you remember what have you heard or saw about Ostrava before your visit?
**Honestly, I did not hear so much about Ostrava before. I have heard, there are a lot of gypsies, coal-mine workers, mines, and the highest concentration of smog. I have account with all of that. But it was still big surprise.**
**For example, security is a bit litigious. The first we have met that person with machete, then 20 gypsies on the square. City has different atmosphere. It is very industrial. The third biggest city in Czech Republic.**

9) From your perspective, is Ostrava different from the picture which shows media?
**My previous images about Ostrava became more extreme after my visit. However, I have not expected, it will have so good atmosphere. I mean people and city in general. It does not have a beautiful historical buildings, but what you see their catch you. There are big Vítkovice, you will not see something like that in the whole Czech Republic.**

10) What did you visit in Ostrava?

**a square, sightseeing tower, Vítkovice, suburb Ostrava-Karviná, suburb Ostrava – Poruba, mines, forests in the national park, center, Stodolní street, the exhibition of handicrafts and torture – that was great. It fit with Ostrava. Also University and it´s geological pavilion.**

11) Have you been satisfied with the level of services there?

**The level of quality was average. People are fine, but quality of services is not at the highest, professional level. People are really making effort, but in compare with the quality, the result is average. If there is some problem, personnel are trying to maximally satisfyits customers. For example, my roommate in Ostrava was paying higher rent, because he wanted to live alone. It is not standard, but it is not a problem to agree with them on something individual. In the restaurants or employees at sightseeing tower also. We have asked them about some information and they were maximally unhesitating and cheerful.**

12) Will you go to Ostrava again?

**Definitely.**

Why?

**Because I did not have a time to see everything in Ostrava. It is the most characteristic city in the Czech Republic. You are not going to see historical buildings, but to experience a lot. It is very active, alive city. It has candidate for city of European culture 2015 and it definitely should won over Pilsen.**

Why do you think Ostrava should win that title?

**There are more cultural actions. In this competition it is about what culture actions is city organizing and I think, Ostrava has made a great stride in the last few years. The quality of tourist´s services is improving. Pilsen is standing still. In Ostrava are exhibitions, music festivals, culture actions, buildings are restored, the university is also much modernized.**

13) Can you imagine living in Ostrava? Would you like that?

**I don´t think so. It is difficult to find there a job, but it will get better in the future, because Ostrava is developing fast. And also because of high criminality. So, maybe only in some normal part of city.**

14) What would you wish to Ostrava?

**To change its image, which is only about mines now? The development of city in many ways, but keep that great atmosphere. Not that local people will get money and will not be local people any more, but people from Prague as they always wanted to be.**

15) (I am showing him logo of Ostrava) Have you seen this logo?

**Yes, I know that.**

What do you think about this logo? Does it capture the city of Ostrava?

**I think it works fine for Ostrava. It is underlined, extreme Ostrava. It is Ostrava with three exclamation marks. In case of every other city it would be awkward, but Ostrava is underlined. Right now, it reminds me Baník. It is rooted in their culture. Football is unearthly thing. They believe in that, it symbolize to them, they can knock over Prague –**

**their biggest rival. The whole Ostrava lives by football. I met one man in Ostrava, which has screamed for protest „Banik bitch!!! "Over the whole pub.**

Do you know why?
**He was complain about something and the waitress told him no. I think he wanted to smoke there and it was forbidden. And even if it didn´t have any connection to that situation, he has loudly shouted „Banik bitch!!! "**(Laughing)

**I just got two things to my mind now: there is a free public transport in the time of high smog and in the time of inversion, you cannot see anything there.**

**Personal info:**
Milan, 21 years old, already finished high school, living in Pilsen

*Perceptions:*
*Milan knows a lot about Ostrava; his answers were rich for information and personal experiences. He was talking a lot, trying to give me precise answers. He likes Ostrava for its different character and for its mentality of people. I suppose, he is rebellion, he likes to experience a lot as a tourist, he needs to explore and search for new, original things which distinguish him from the „normal" tourists. On the other hand, he is intelligent and trying to get new experiences also for a purpose of his personal development.*

1) Have you visit Ostrava?
**Yes, hundred times.**

2) For how long time have you been there and what was the purpose of your visit?
**I was going there to party. And I wanted to study university there, so I have been there for entrance exam.**

3) Can you imagine Ostrava as a person? Who would it be?
**It would be the old, emaciated hooker with husky voice and with coal smears on her face.**

How this idea came to your mind? Can you describe it to me more concretely?
**I can see that, because there are people like that. Moreover, it would be a gambler, a bit gypsy. No, she would be a gypsy. But on the other side, gypsy and coal it does not fit together, because gypsies are not working. And she is holding the battle of Tuzemský rum, it belongs to Ostrava.**

4) Which ideas came to your mind if I say Ostrava?
**A coal-mine worker, coal, coke ovens, steel, grey color, smog, lung cancer, Nohavica and his song Ostrava. He is singing: „Ostrava, you red heart, sealed fate. "**

5) Which emotions evoke Ostrava in you?
**Nostalgia, memories for youth.**

6) What did you like about Ostrava and what you did not?
**I liked club Trabant in Stodolní Street. I liked the girls there, which usually weren´t from Ostrava and concert of music group Kabát. I did not like everything else.**

7) How do you perceive local people? Can you describe them, their mentality?
**They are petit bourgeois with the tendency to live easy life. They are corves, handicraftsman. They are not solving anything. They don´t like people from Prague so much.**

Why do you think them don´t like them?
**They do not like their dialect, because they are stretching the words. (Notice - local people dialect is short) They think about them, they eat the whole world´s wisdom; they pass in big cars and earn big money. In Ostrava is a black hole, slot machines. They are complaining, but on the other side, they don´t want so much to come to Prague and earn big money also. However, this is generation 30 and more, young people are different. Local people are good people.**

8) Do you think, Ostrava is different in compare to its picture in media?
**Ostrava is big, interspersed nothing. There is so little in so huge space, it attracts you when you sit in the tram and nothing is around you. Ostrava is scraggly, everywhere is grey color. Some parts are renovating, but mostly there are old, communistic buildings.**

9) What did you visit in Ostrava?

**A lot of shops in the center. I have been at the dentist with my sister. I have been in concert in Vítkovice, Stodolní Street.**

Any sights?

**Haha, in Ostrava? Maybe mines, but I never went down to drifts. My grandfather was working in Vítkovice and died for lung cancer. That´s why it remind me that illness before – lung cancer. A lot of my relatives are still working there. My uncle was going there by walk every morning at five o´clock. One hour there, one hour back.**

Do you have a feeling Ostrava is developing?

**Yeah, that´s good, but it is still not enough. It is necessary to give a life to old buildings. Otherwise, it is gray and old.**

10) Have you been satisfied with the quality level of services?

**This is the problem of whole Silesia. People do not want to work. You can see it from hospitality industry. Personnel don´t know how to behave right, they don´t appreciate their work. I have experienced good places, but places with unfriendly personnel are dominating. Woman is pissed, she has three kids at home, customers are jarring, and boss is reproaching her. Personnel in Ostrava have less money than in Prague. Tourists are not going there so much. I also don´t know for what they should go there.**

11) What would you wish to Ostrava?

**The best.**

12) Will you go to Ostrava again?

**Unfortunately, I am going home, so I have to go through Ostrava. Until me don´t need to I am not going there. Only to the cinema and shopping malls, because we don´t have that in Opava.**

13) I suppose, you would not like to live in Ostrava. What would have to change to persuade you to live there?

**For all reasons, which I have said I would not live in Ostrava. I am afraid, I would get black there and I will die. I have been there for entrance exam and I had sore throat from that dirty air. I am happy; they did not accept me for study there. I like Prague from 99% more.**

Why did you want to study there?

**Because I was young and stupid and I liked the school there.**

You said Prague is from 99% better in compare to Ostrava. What do you like about Prague then in compare to Ostrava?

**Well, that´s the right opposite of Ostrava. On every step is something interesting, it´s full of beautiful architecture, parks. Here are a lot of foreign people, open minded people. Nobody is looking strange at you, if you are extravagant. They would be bitching you in Ostrava.**

14) (I am showing him the Ostrava logo) Have you seen that logo of Ostrava before?
**Yes.**

What does it express, what does it say according to you?

**I don´t say it is wrong. The color is totally out. In any case no blue. I don´t know, what is blue in Ostrava, not sky for sure. Exclamation marks are matching, „Bitch, Ostrava, yes! ". Ostrava is energetic, that´s true. I don´t like it is hypocritical. It was chosen, because is made by Najbrt.** (Notice – famous Prague graphic design studio) **I think, there was something what have expressed Ostrava better. I fundamentally refuse that blue color; I would not have a problem with this logo in black.**

*Personal info:*
Tomáš, 35 years old, working in advertising agency, education: bachelor, from Opava in Moravia, currently living in Prague

*Perceptions:*
*Tomáš was trying to make jokes and be funny, but it was obvious he has negative experiences with Ostrava and he is trying to take them positively. I suppose, this is the reason why he did not want to make an interview with me first time. During the interview he became more open and he told me even about his negative experiences connected to Ostrava. I think, he is tourist who seeks for beautiful things, because he has experienced a lot of Ostrava environment and he is searching for direct opposite of Ostrava, as he said.*

*Interview No. 6*


1) Have you been in Ostrava?
**Not yet.**

2) Have you heard something about Ostrava before?
**Yes, I have some information about that city.**

3) Based on the information and perception which you have about Ostrava, could you imagine that Ostrava is a person? Who would it be?
**A coal mine worker in the historical suit, not in the present time.**

Why would be the suit historical?
**Because I suppose, the city is historical. If I would say only coal mine worker, I would not specified the city concretely. I would not describe the city complexly. Simultaneously, I would like to say culture, because Ostrava is connected with culture. So, I would say a coal mine worker, which has a wife with rich culture life.**

4) Which three things came to your mind, if I say Ostrava?
**Maryčka Magdonova** (author notice: Czech poem)**, Bezruč´s poem „Ostrava", mines, heavy air, Nohavica´s song Ostrava. And Ostrava´s sausages, because they are black.**

Do you remember what about were that poems?
**I remember both of them were depressive. Maryčka Magdonova was about a suicide process of a girl Maryčka. She lost her parents, father was alcoholic and she had to take care about her brothers and sisters. And poem Ostrava – I remember first rhymes of that poem, because it was obligatory to learn this poem in the elementary school.**

*„Sto roků v šachtě žil, mlčel jsem,*
*sto roků kopal jsem uhlí,*
*za sto let v rameni bezmasém*
*svaly mi v železo ztuhly."*

*Author´s translation:*
*„One hundredyears living in the colliery, I kept my tongue,*
*Onehundred years I was mining the coal,*
*In one hundred years in the fleshless shoulder,*
*Themuscles have congealed into the iron. "*

5) Could you describe emotions, which Ostrava excites in you? Are they more positive or negative?
**On one side negative, because of gloominess, heaviness of air. In winter, you cannot breathe; it is smoked by chimneys, damp winter. But then you imagine Colors of Ostrava, which is very funny and colorful. That´s why I would imagine that as two contraries. Everybody find there something, in Ostrava include everything. Such a Jing jang.**

6) Are you planning to visit Ostrava?

**I would go there in the summer for colors of Ostrava. I would not like to see it in winter. Everywhere is hard to breath.**

7) Is there any other purpose you would like to visit Ostrava for?
**A historical center – a square, if it has a historical center. And then I would be very interested in mines and how I can get there.**

What would you like to see and know about mines?
**How it looks like there, operation and rush in mines.**

How do you imagine a mine?
**I imagine a coal mine worker – grimy Mr. with black faces. He is really sweaty, because in mines is so hot. And at the surface is modern technique.**

8) Have you meet somebody from Ostrava?
**No, I did not.**

Did you hear something about people from Ostrava? How would you imagine them?
**I think they are very open and a bit simple. Maybe because of low education of so many coal mine workers. The new generation would want to be cool. I think they are petit bourgeois. On the other hand they are people, which are interested in culture and want to dignify the city to show the others that Ostrava is not only coal mine. They have funny dialect.**

Where did you hear those things?
**The beginning is from school – Maryčka Magdonova, Petr Bezruč, mines, bad air, than posters for Colors of Ostrava and then they were fighting for a title „city of culture". I was surprised, Ostrava has candidate for a city of culture. I am interesting, how Ostrava wanted to compete with Pilsen. My feeling was – I would never think about Ostrava, maybe Prague or another important city, but Ostrava?**

9) Have you heard about Ostrava in media?
**Not so much. I am usually not following up the media.**

10) Would you live in Ostrava?
**I don´t think so.**

Could you tell me why?
**I am not attracted by Moravian part of Czech Republic in general. People there seem to me to be dotty, infantile, they are laughing at strange things. I believe we would find the way to each other, get used to each other, but I do not have a motivation for that. I better like nice city with fresh air.**

Do you think, you would miss there something else?
**Quietness. I guess Ostrava is noisy. And I would like to be close to the nature.**

What do you think about safety factor in Ostrava?
**I think it is relatively safety city. If I would compare Ostrava with Prague, it is the same according to me. I would say, there will be a criminality.**

What evoked your opinion?

**It is far away to East. There are gypsies and so. Also, there would be people from eastern countries I think. Because they are living in conditions, which do not give them another opportunity than commit criminality. But I believe, they are good at heart. I also think, there will be a lot of alcoholics.**

Have you heard about StodolníStreet before?

**I did, maybe ten years ago. There are some clubs, almost red light district, prostitution. I have seen a document in television. It evoked in me a dirt a bit, drugs, people are pariahs, they are consuming drugs, are hungry for night life, a lot of lights. I would not like to go there alone, only with a guy, so I would not be afraid that somebody will put some drugs into my drink or I will sit at some drug´s needle.**

11) (I am showing her logo of Ostrava) Have you seen this logo before?
**No.**

What do you think about that? Do you think it embody Ostrava as you imagine it?

**I like it. I think it express the wildness of Ostrava and of people there. It calls: „Hey, I am here, look at me! "**

*Personal info*
Jitka, 27 years old, rehabilitation doctor, from Pilsen, currently live in Písek in CZ

**Perceptions:**
Jitka was much focused the whole time of interview and she has really enjoyed it. She was spontaneous, thinking about every answer from different perspectives, trying to recall all information about Ostrava, which she had in mind. Jitka knows what she likes and do not likes. She is very energetic, tolerant to differences, but searching only for what she has already chosen. She is not wildly experimenting. As a tourist, she would enjoy a present moment and try to get the best from that for herself.

*Interview No. 7*

1) Have you been in Ostrava yet?
**Yes, but I only at the train station. I was going for water skiing close to Ostrava.**

2) OK, I will ask you more imaginary questions now and I am mostly interesting in your opinions and ideas, which came to your mind first. Could you imagine Ostrava as a person? Who would it be?
**A devil**

Why a devil?
**Because it evokes coal to me.**

3) If I say Ostrava, which ideas come to your mind first?
**A coal, smog, the university, because I have a friend and roommate from Ostrava and she studies university there.**

4) Which emotions evoke Ostrava in you?
**Neutral emotions. I would not like to live there.**

Did some specific emotions come to your mind in the relation to Ostrava?
**Cold. I do not have a relationship to that city. And I hate people from Moravia; I cannot listen to their accent.**

5) Have you seen in Ostrava something else then the train station?
**We came by Pendolino – that´s one of the positive sites of Ostrava. Train station, estate housing, and suburb**

6) What else did you hear or see about Ostrava?
**I heard something from my friend from Ostrava. She was talking about positive thing, for example there is meeting Czech and Slovakian nation. Concerning information from media, Ostrava is presented negatively. But information from media are skewed, you cannot believe them everything.**
(After a while) **I know, Ostrava was candidate for a city of European culture 2015 with Pilsen.**

Who would you support – Ostrava or Pilsen?
**None of them. Prague.**

7) Did you meet somebody else from Ostrava expect of your friend?
**I don´t think so.**

Which mentality has the typical inhabitant of Ostrava according to you?
**I was reading the book from Ivo Toman, he is from Ostrava. So, I could understand some characteristics features about people there. He is writing about motivation of people, about the basis of motivation. That book was about the difficulties in the life, about bad starts into the life of some people and positive thinking, which may change everything.**

**And my personal opinion – I have a headache from them, because of that dialect. But they are not unfriendly. Moravian mentality is different than Czechs. Moravian people are more open, friendly; they are not as negative as Czechs. They can understand Polish. This is definitely a good thing, which Czechs are missing. I am a person with multicultural attitude, so I like that.**

8) Are you planning to visit Ostrava?
**Maybe.**

If you would go there, for which purpose? What would you like to see there?
**I don´t know exactly what is in Ostrava. I would go to the theatre. I don´t know.**

9) Would you like to live in Ostrava?
**No. I would have to have a positive opinion about Ostrava, not neutral. I need some bigger city, Prague or Brno.**

10) (I am showing her logo of Ostrava) Do you know this?
**No, I have not seen that.**

What does it evoke in you? Does this logo express your opinion about Ostrava?
**I don´t know, what the exclamation marks should symbolize. I like the color. Light blue is my favoritecolor. Ostrava symbolizes the third part of Czech Republic – Silesia and it is the third biggest metropolis in Czech Republic, that's why three exclamation marks there. Maybe those three exclamation marks should embody hardness, rigidity, a power. They have some football or hockey team, so maybe it expresses a hue and cry. The local people may get inflame in that.**

**Personal info**
Ina, 19 years old, student of the high school and working as a financial advisor, from Písek, currently living in Prague

*Perceptions:*
*Ina was very nice and ready to help us with interview – very mature attitude for her age. She was careful and serious about her answers. Ina was evaluating her answers before she said them, because she seems to be a bit nervous about my friends making transcript of our interview. She was very kind, intelligent and open minded. As a tourist, I suppose, she is searching for culture, value of a place, not for wild experiences as people in her age do.*

*Interview No. 8*

1) Have you visit Ostrava?
**No.**

2) Can you imagine, Ostrava would be a person? Who would it be according to you?
**A bar singer from smoky bar. She is a bit older. It is not a high class bar.**

Why did you get this idea?
**Well, the Ostrava is women more than men. (Notice – Czech language has feminine and masculine grammar, Ostrava is feminine) And the rest – because there is it so industrial and smoky.**

3) Which things come to your mind, if I say Ostrava?
**Logo, festival Colors of Ostrava, the rat house with sightseeing tower**

4) Which emotions evoke Ostrava in you?
**Positive. I don´t know so much that city. According to me, it is better to go to city, which is not so well-known, as Prague for example. There is some potential.**

Could you tell me some concrete emotions which Ostrava evokes in you?
**Boisterous, wild, bitter. I have heard that, it is not my own experience. However, I got that feeling from my friends from Ostrava.**

5) What is nice to you?
**Black field, because it is close to center, there are some festivals I think. Ostrava is green. And I like logo of Ostrava.**

6) What about local people? What is your opinion about them?
**„Bitch!!! “ „What? “ „You fuck!!! “ My friend is typical Ostravar. „I would never go to Prague in my life. “ I think they have a community there, they are independent, they don´t want to go to Prague. Unique and complex character thanks to a bitter place.**

7) Is there some difference between the image which shows media and the image which you know from your friends from Ostrava?
**I think it is the same what I have heard from media and my friends.**

8) What would you like to visit in Ostrava?
**Club Parník, sightseeing tower of rat house, there is a great view, I have heart, mines, Stodolní Street, Black field**

9) Would you go to Ostrava?
**Yes, to experience Ostrava in the evening. To find out, if is it safety there. The city in general. I would go to mines.**

10) Would you live in Ostrava?
**Well, I don´t think so. I would have to know somebody there. I would not go there only like that.**

If you would have a job opportunity there or know somebody there?
**Because of work – I don´t think so. And because of friends – well I would see, but it would be necessary to stay there for some time before.**

11) You have mentioned the logo of Ostrava, so I suppose you have seen it.
**Yes, I did.**

What do you think about that? What does it symbolize or express according to you?
**It is good. Yes, I like it. Most of the logos are red, this is different. Exclamation marks works as a system, that you can replace the word Ostrava by something else. I am surprised they did not give to some Ostrava´s graphic design studio.**

Do you think that logo symbolize city of Ostrava?
**I think so, but it is made by people from Prague.**

**Personal info**
Lukáš, 30 years old, graphic designer, education: bachelor, from Prostějov in Moravia, currently living in Prague

*Perceptions:*
*Lukáš was a bit shy, nervous and careful about his answers. His attention was easy to spread by some external influences. He prefers to execute interview only with me without any other people around. I suppose, he is that kind of tourist dependent on others and following their ideas and plans. On the other hand, he likes to explore new things and look under the surface.*

*Interview No. 9*

1) Have you been in Ostrava?
**No.**

2) Can you imagine, Ostrava would be a person? You can describe me that person or say a name, whatever. Who would it be and why?
**Gypsy, because I have heard from many sites there is a lot of them. I also have seen reportage about that.**

3) Which things come to your mind if I say Ostrava?
**Railways, chimneys, factories**

4) Which emotions evoke Ostrava in you?
**Only negative, I don´t know any positive. It is noisy and smoggy.**

5) Is there something what would you like to see in Ostrava?
**I would like to see that horrific old factories. It evoked a scary impression in me according to what I have seen in TV. Very noisy, industrial city. I don´t know, if there is something new, I don´t know about that.**

6) Have you met somebody from Ostrava?
**I was registering a little girl from Ostrava in our school. Otherwise, I know them from TV.**

Which impression did you have from them? Can you try to describe them according to you?
**Local people are talking shortly. I would be afraid to go there. I have heard about dangerous streets there and night life. Anything there is attractive for me.**

7) What have you seen about Ostrava in media?
**Always smoking chimneys, always some factory. They always show only smoky part. I don´t know if they have something nice there, anything like that was not in media.**

8) Would you visit Ostrava?
**I would not invest money into the trip to Ostrava. I would choose another trip instead.**

9) So, I suppose, you would not like to live in Ostrava?
**Not at all. I have a negative attitude toward Ostrava. There is a bad living environment.**

10) (I am showing her a logo) Do you know this logo?
**No, I haven´t seen that before.**

What do you think about this logo? What does it symbolize according to you?
**I think it express that smog and noise and everything what I have said. It perfectly fit with that city.**

**Personal info**

Miloslava, 48 years old, education: university, a teacher at elementary school, living in Pilsen

*Perceptions:*
*Miloslava was not interested in Ostrava so much. She has negative attitude to Ostrava, based mostly on media and negative word-of-mouth. This is the reason why would prefer to visit any other destination before Ostrava. Only one thing which would be interesting or exotic for her is the industrial heritage of Ostrava and emotions connected to that. Miloslava – tourist is probably searching for new experiences, but also relaxes and nature – opposite to what Ostrava is offering according to her.*

*Interview No. 10*

1) Have you been in Ostrava?
**Never in my life. I don´t know Ostrava at all. I have seen just some documents and news about Ostrava. Last time it was a British document about a pollution and industry there.**

2) Could you imagine Ostrava as a person? Can you tell who would it be according to you and why?
**A Negro, because it is dirty, smoked Ostrava.**

3) Which things come to your mind if I say Ostrava?
**Smoke, fog, strikes of coal-mine workers, Maryčka Magdonova**

4) Can you describe emotions which evoke Ostrava in you?
**I would say mostly negative. For life there is more negative than positive. There is not so much sun. Drunken coal-mine workers and gypsies are running through the streets. Bad living environment. Shortly more negative than positive.**

5) Would you go to Ostrava?
**Yes, I think so. But with another tourists. I would be afraid to go there alone.**

6) What would you like to see there?
**Huge mines as outdoor museum, Black field. I don´t know about anything else beautiful or interesting there.**

7) Have you met somebody from Ostrava?
**Not yet.**

What would you say about them?
**I think they live somehow fast. They earn money in mines, and then they spend them for alcohol.**

8) Can you imagine living in Ostrava?
**No, because everything is negative there.**

9) (I am showing him logo of Ostrava) Do you know this logo?
**No.**

Can you tell me, what do you think about this logo of Ostrava?
**I think city of Ostrava wants to open to world, to break into the world, that Ostrava is somebody, if it has this aggressive logo.**

**Personal info:**
František, 58 years old, a truck driver, education: elementary school, living in Pilsen

*Perceptions:*
*František has information about Ostrava mostly from media, books and news. Even if he is very interesting in Ostrava from the educational perspective, he has negative attitude to tis city. František – as a tourist is searching for new information and the life of other people.*