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Using Ontology-based Clustering to understand the Push and Pull factors for British tourists visiting a Mediterranean coastal destination

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Highlights

- Motivation and destination meaning are crucial to understand tourist's choices
- Destination managers should include motivation and meaning as open questions in surveys
- Semantic interpretation of open questions can be performed with ontologies
- Clustering based on Ontologies can discover more meaningful tourist segments

Abstract

This paper studies why British tourists decide to travel to a particular destination in a Catalan region. The analysis is based on a survey that includes open-ended questions.

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