**Defining Tourism Destinations from Travelers’ Perspectives**

Article: “What is the ‘Personality’ of a tourism destination?”

**Travel behavioral patterns** have been summarized into seven independent factors:

1. **Sun and Chill-out**: neurotic sun lover, who likes warm weather and sun bathing
2. **Knowledge and Travel**: educational, well-organized mass tourist
3. **Independence and History**: independent mass tourist, interested in history and tradition
4. **Culture and Indulgence**: culture and history loving high-class tourist, connoisseur of good food and wine
5. **Social and Sports**: socialize with locals and does not like areas of intense tourism
6. **Action and Fun**: loves action, party, and exclusiveness and avoids quiet and peaceful places
7. **Nature and Recreation**: nature and silence lover, avoids crowded places and large cities

Destinations are described through **22 geographical attributes** and **27 motivational ratings**:

Geographical attributes are given in binary format. Motivational ratings lie in the interval [0,1], describing the degree of suitability for a particular motif (but how the scores are determined is not known).

**Potential Attributes**

**22 Geographical Attributes**:

*sea, mountain, lake, island, sandy beach, metropolis, forest, river, desert, old town, pebble beach, sand and pebble beach, hill, swamp, volcano, fjord, flat decaying sandy beach, beach promenade, wine-growing, heath, health resort, winter sports resort*

**27 Motivational Ratings**:

*nightlife, wellness, shop- ping, nature and landscape, image and flair, culture, sightseeing, entertainment, mobility, price level, accommodations, gastronomy, beach and swimming, golf, scuba diving, kite and windsurfing, hiking, cycling, horseback riding, winter sports, sports, family, peacefulness, surfing, sailing, gays, mountain biking*