

## UGCs and wellness touristic image: the Spanish case

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### **Abstract**

*The purpose of this paper is to analyse the characteristics of the projected image of wellness tourism by studying memorable experiences transmitted through user-generated content (UGC) in eight Spanish tourist destinations.*

*To achieve this objective the methodology employed has been a netnographic and framework analysis applied to a UGC dataset collected from Airbnb Experiences in eight Spanish tourist destinations. Based on the keyBERT value, the dimensions and elements that characterise wellness were identified, and a correlation analysis was carried out. Using these dimensions and the UGC of each destination, the wellness image of each tourist destination was identified. The main result is that the image of a tourist destination can be established on the basis of the UGC. From all wellness dimensions (Body, Spirit, Mind, Social and Environment), the Spirit dimension stands out as the most relevant in the image of the destination when we talk about wellness tourism. Likewise, the existence of strong linear correlations, both positive and negative, between the wellness dimensions and their elements is also observed.*

*The interest of the work lies in the use of data from sources that have been little exploited scientifically in order to test their validity as a source of projected tourist image of different destinations, applied to wellness tourism. It seeks to confirm the validity of the set of keywords found in order to create a valid library for future studies on wellbeing based on UGC analysis.*

**Keywords:** *UGC, destination image, tourist image, wellness tourism, experience tourism.*

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This work was supported by the project “Identificación de los Atributos Únicos de los Destinos Turísticos Andaluces desde la perspectiva de los Social Media mediante el uso de técnicas de Text Mining (TURIMEDIA)” P20\_00639 funded by Junta de Andalucía.