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Exploring place perception a photo-based analysis

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Abstract

This paper examines the merits of volunteer-employed photography as a technique for investigating perceptions of residents and tourists of a destination. An exploratory study was undertaken in which both groups were asked to photograph features they considered important to their personal experience of the Welsh seaside resort of Aberystwyth. Participants also completed photologs and written questionnaires, which were used to supplement a content analysis of their snapshots. This enabled various comparisons and inferences to be drawn regarding how the town is perceived as a destination and as a place to live. An unexpected finding is that residents and tourists tend to adopt similar ways of 'reading' the destination.

Résumé

Exploration de la perception des endroits: une analyse basée sur la photo. Cet article examine les méthodes employées par les photographes bénévoles comme

technique pour Ã©tudier les perceptions des habitants et des touristes Ã une destination. On a entrepris une Ã©tude prÃ©liminaire dans laquelle on a demandÃ© aux deux groupes de photographier les particularitÃ©s les plus importantes Ã leur expÃ©rience personnelle de la station balnÃ©aire galloise d'Aberystwyth. Les participants ont rempli des questionnaires et rÃ©digÃ© des journaux. On a utilisÃ© les deux pour complÃ©ter lâ€™analyse du contenu des photos. Cela a permis de faire des comparaisons et de tirer des conclusions sur la perception de la ville comme destination et comme endroit pour vivre. Un rÃ©sultat inattendu est que les habitants et les touristes ont tendance Ã adopter des faÃ§ons similaires de lire la destination.



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Keywords

volunteer-employed photography; destination; perceptions

Mots-clÃ©s

photographie bÃ©nÃ©vole; destination; perceptions

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Understanding the relationship between tourism destination imagery and tourist photography, oxidizer, according to the soil survey, transforms the image.

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