IMAGE ON INTERNET AS A STRATEGY OF REJUVENATION: VIRTUAL EXPECTATIONS

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Abstract

Fuerteventura (Canary Isles, Spain) has historically been characterized as a tourist destination with a consolidated 'sun, sand and sea' image. Recent studies reveal the existence of important socio-environmental saturation symptoms that warn of the need for a change of course. The tourism sector is currently trying to promote the idealization of new visitors through renovation strategies of its projected image. These images are revealed as an important cultural mediation mechanism that influences the conformation of pow-

Resumen

Fuerteventura (Islas Canarias) ha sido históricamente caracterizada como un destino turístico con una imagen consolidada de sol y playa. Estudios recientes revelan importantes síntomas de saturación socioambiental que alertan sobre la necesidad de un cambio de rumbo. Ante estas alertas el sector está tratando en la actualidad de fomentar la idealización de nuevos visitantes a través de estrategias de renovación de su imagen proyectada. Estas imágenes se revelan como un importante mecanismo de mediación cultural que in-

er structures. This article examines the processes of resignification that involves the creation of these images. Therefore, quantitative and qualitative techniques are combined in the analysis of the contents, strategic codes and ideological narratives present in the discourses of the most visited websites of Administration, enterprises and tourists from its main tourism source markets. The projection of four underlying cultural images is revealed: *i)* paradise place; *ii)* remote destination; *iii)* primitivism; *iv)* traditionalism, all of which would be framed in turn in the projection of an overall image of Fuerteventura as an ideal coastal destination. These images contain ideological discourses that seek to transform certain resources into cultural merchandising, covering in them dynamics of cultural identification which can generate effects on self images of local populations.

Keywords: Cultural resignification, Destination Rejuvenation, Fuerteventura, Internet, Power structures, Projected Image.

fluye en la conformación de estructuras de poder. Este artículo examina los procesos de resignificación que implican la creación de estas imágenes. Para ello se analizan cuantitativa y cualitativamente los contenidos, códigos estratégicos y narrativas ideológicas presentes en los discursos de las páginas web de administraciones, empresas y turistas más visitadas desde los principales mercados emisores de Fuerteventura. Se revela la proyección de cuatro tipos de imágenes culturales subyacentes *i)* lugar paradisíaco, *ii)* destino remoto, *iii)* primitivismo y *iv)* tradicionalismo, enmarcadas en una imagen general de Fuerteventura como destino costero ideal. Estas imágenes encierran discursos ideológicos que tratan de transformar ciertos recursos en mercancía cultural, abarcando en ellos dinámicas de identificación cultural que pueden generar efectos sobre las imágenes propias de las poblaciones locales.

Palabras clave: Estructuras de poder, Imagen proyectada, Internet, Fuerteventura, Renovación de destinos, Resignificación cultural.

1. Introduction

The development process of a tourist destination involves a symbolic action that results in a transformation of places, practices and identities. Dynamic processes of touristic products construction imply ideological discourses and representational transformations. The choice of some resources over others and the redefinition of their attributes can be seen as a political act, which ultimately determines the structural positions of some groups over others (Valcuende et al 2012, Pereiro 2013, Díaz 2015). The realization of these processes is performed from the creation of understandable 'cultural images' suitable for consumption, thus creating a 'built for sale image' (Santana 2009). Concordance of the constructed image about understandings and identification of the inhabitants of the destination ('self-image') will be conditioned both by the mechanisms of adaptation or reinvention of meanings on which it is sustained, and by the adaptation more or less forced according to different interests to serve as an instrument of attraction to specific demands.

The interest in the image of this paper focused on its assumed capacity as signifier agent of the territory. This capacity becomes more complex in tourist renewal contexts as in the selected study case: Fuerteventura (Canary Isles). In these cases, the preview image may difficult the (re)generation strategies. Incompatibilities that affect the processes of interpretation and apprehension of it may arise enhancing conflicts derived from feelings of excessive trivialization of the identification referents of the destination population. Generally, these symbolical incompatibilities are often not taken into account by institutions, managers, tourist agents or other actors involved in destinations development. These dynamics contribute to consolidate unequal power structures and enhance contestation reactions by populations who do not feel involved in the decision making, affecting the viability of projected images (Cortés 2012, Díaz 2015). The anthropological contribution in this regard can be crucial, as the deconstruction of sociocultural structures and meanings is where its main focus of analysis is located.

The elements of everyday life are thus converted into flagship products through the images, rebuilt as affordable experiences according to their consumers (Gil et al 2012). This will involve varying degrees of decontextualization and objectification, obviating to a greater or lesser extent the processes that give them the value of cultural identifiers. In many cases, the final presentation will suit the demand of unforgettable and unique experiences (Kim 2014, Soresen & Jensen 2015) stating anachronistic 'genuine' products based on stereotypes of exoticism and otherness. From this point of view, the projected images can be understood as a process of selection or creation of non-arbitrary

attributes that are symbolized to turn them into ideological tools that generate attraction based on the needs of the dominant societies. These dynamics are seen as essential in the positioning of a destination in the global tourism market. Ultimately it is a matter to guide the potential consumer to the apprehension of the image more responsive to the choice of buying a destination and the consumption of certain touristic products.

Processes and strategies of re-creation tourism image have been largely studied in the literature. Based on input from Ronai (1976), Echtner & Ritchie (1991) and Santana (2009), while addressing the theoretical foundations on which most of the contributions are based, these could be systematized in the use of the following codes:

Table 1. Strategies for attracting projected images

Psychological code	Evoking emotions which relive experiences
Aesthetic code	Destination as an enjoyable artistic material element
Unconscious code	Adjectival destination as subliminal messages
Mythical code	Fabulous representations of the past, the future, etc.
Strategic code	Emblematic distinction from possible alternatives.
Geographic/Cultural code	Uniqueness of the geomorphology, climate and native populations
Infraestructural code	Ease and convenience of access and stay
Practical code	Possibility of activity, mobility, infrastructure, etc.
Picturesque/Magnificient code	Monumentality and landscape
Emotive code	Evoking feelings
Unique code	Distinction for exclusive attributes of the area

Common code	Undifferentiated characteristics common to different places
Attributive code	Presentation based on the enumeration of attributes
Holistic code	Overall impression of the destination
Functional code	Emphasis on directly observable elements
Intangible code	Emphasis on abstract features, difficult to measure

Source: Based on Ronai (1976), Echtner & Ritchie (1991) and Santana (2009).

The scope and effectiveness of the projected images as elements of attraction have been conditioned by available technology throughout history. Fundamentally, brochures and intermediaries have played a key role in spreading the 'promoted image'. However, access and popularization of new technologies have transformed the Internet into a means of dissemination of essential and powerful image. In the last decade, this tool has increased its strategic possibilities for position the destinations. Apart from the experience and improved ability to search for information from the Internet users, the possibility of participation, the coupling between services (interoperability), the ubiquity of information and standardization of online marketing, have made virtualization one increasingly important field for projecting images on all aspects.

In fact, tourism is considered as one of the activities that have been influenced more by the development and increased access to Internet (Buhalis & Law 2008, Law et al 2010, Rodríguez et al 2013). This is why the image analysis makes Internet a key research area to study diachronically the strategies used and implicit ideological discourses in their projection. This may generate a deeper understanding of the cultural re-symbolization processes involved with image projection, as well as improving the effectiveness of dissemination and attraction. In addition, the undesirable effects of these interventions can thus be minimized, while the high degree of activity and adaptation of this medium allows the observation of responses and modifying strategies in ways hitherto hardly seen.

Of greater concern is this type of analysis if we approach image transformations derived from renewal processes of tourist destinations. According to the theory of Tourism Area Life Cycle (Butler 1980), when a destination is showing signs of stagnation (low quality

of products and services offered, substitute emergence of new destinations, overcrowding, obsolescence infrastructure or impacts on the quality of life of local populations and the environment, among others) are essential revitalization responses to prevent its decline. Often, an important measure of these strategies is the re-creation of the projected image. These changes are usually complicated and expensive, while, especially in mature destinations, the previous image is often rooted in global tourism. Strategies of image re-creation should combine the benefits they bring the positive aspects of a rooted image in the international tourist imaginary, with those involving the introduction of new attributes on an image guiding the destination towards its renewal, without obviating the 'self-images' of local populations. This article describes the processes involved in creating new meanings of touristic images of the island of Fuerteventura.

2. Approach to the study context

Fuerteventura can be considered a destination with a traditional 'sun, sand and sea' image consolidated in the international tourism market. According to the model of Tourism Area Life Cycle, the island has suddenly gone from a late stage of development, to suffer the distinctive difficulties of a destination in stagnating phase: socio-environmental saturation, poor renewal of its attractions, defects in their mechanisms of supply, high levels of dependency, reduced tourism spending, obsolescence of infrastructure and poor political structure (Santana et al 2010, Rodríguez et al 2013). These alerts have been recently considered by the sector, which starts implementing repositioning strategies from the singling out of the offer, through inclusion in its image of certain attributes associated with the 'culture' and the 'nature' of the island (Rodríguez et al 2013).

The classic destination slogans like "Fuerteventura, the Beach of Canary Islands" or "Fuerteventura, the best beaches of the Atlantic" have since begun to give way to others as "Fuerteventura, natural paradise of deserts" or "Fuerteventura, nature for caring and sharing ", with a repositioning will literally specified by local authorities:

> «The willingness to materialize the idea dates back to February 2005 with the commitment of the Council to commission an ecological study to base the Natural Resources Ordinance Plan of the future Park. (…) The prior relationship between scientists who were contacted for this study and members of the Council focused on the current economic dependence of island from tourism and complementarity that would have a model of cultural basis and nature as an alternative to 'classical' tourism» (Pineda 2010: 11).

These actions involve significance of the space as an aesthetic element based on its alleged provision of unique values that need to be conserved. With them are covered meanings and customary images based on experiences and daily practices that pass by extension to join the list of cultural heritage that can be experienced:

> *«The project, on a cultural level it will make possible to reach its singularities for all those who are on the island. In the economic sphere, will contribute to position Fuerteventura "as a market with unique features that not only bid 'sun, sand and sea' but a whole range of natural parks, heritage assets, rural areas and leisure centers and museums"»* [http://bit.ly/1rGB6Xp]

Previous analyzes (Santana et al 2011, Rodríguez et al 2013) showed that the use of the Internet as a tool for disseminating the image in Fuerteventura was largely wasted. However, the further consolidation of renovation needs and popularization by the use of the Internet, have promoted in recent years the projection of the image of the destination in a general way and specifically through this medium. Given the acknowledged importance today, the analysis of the projected image of Fuerteventura as repositioning strategy and re-symbolization processes through Internet will be performed. For that purpose, the qualitatively and quantitatively characteristics and contents of the main tourist sites referred to Fuerteventura will be analyzed, as well as the discursive elements present in them.

3. Methodology

The selection of the analyzed websites was carried out based on those most popular and best referenced (PageRank 1 to 5, with no superior positioning at the time of consultation: April 11, 2014) for their main markets (Germany, United Kingdom, Spain, France, Italy and Poland), discriminated from the key words "Fuerteventura Tourism" in their respective languages. The result was 43 websites for three types of issuers: institutional (public administration); companies (suppliers of own products, travel agencies, tour operators, guides, etc.) and tourists (private guides, blogs, forums, wikis, etc.). Failing to contrast the projections produced by this means by the inhabitants of the destination, these are considered the major key players in the processes of image projection (Mota 2006, cf. Pereiro 2013). The analytic consultation period thereof was conducted between April and May 2014.

A first approach has been considering the contents in the selected websites. It was

carried out a first quantification and normalization, based on the coding from test sheets in the main variables generally used when projecting the image of a destination through virtual or physical formats (Díaz et al 2010). This analysis provides a first basic statistical approach to the presence of (Table 2):

Table 2. Main variables projecting image

Materials and web utilities	Useful tips on accommodation, tours, schedules, etc.; climate information; online maps or GPS availability; online virtual graphic materials such as catalogs, brochures, etc.; videos/audios online; suggestions backfeed to the issuer; 2.0 interactivity such as forums, wikis, etc.; tourism demand, tourist possibility of choosing tracks, products, etc. and forming specific information according to their interests; downloadable virtual graphic materials; and downloadable videos/audios.
Main functions guided by the web objectives	General tourist information such as tips, views, schedules, mobility, housing, etc.; intermediary between suppliers of products and services and potential consumers; overview, from history or basic geography to administrative, etc.; rent or sale information; interaction forums; presentation of specialized and unique commercial product.
Ease of use	Graduation of clarity and simplicity in content search and quick and easy access to different types of information: hostile; hard; intuitive; very intuitive.
Utility for the visitor	Greater or lesser ability to access useful information specifically touristic: nothing useful; unhelpful; useful; very useful.
Type of tourism to wich each website is ascribed	Tourism categories to which it refers the offered based on macro-products: 'sun, sand and sea'; culture; nature; sports; health; gastronomic; undifferentiated.
Product Exposition	Theme developed areas: 'sun, sand and sea'; landscape/nature; leisure; gastronomy; monuments/art; water sports; sports in general; cultural activities; specific rural environment; golf; ethnography/tradition; health/wellness; archeology; or others.

Use of patrimonial stereotyped elements	Explicit use of distinctive iconic heritage of Fuerteventura: beaches; natural areas; gastronomy; unique buildings; mills; fishing; parties; livestock; traditional crafts; archaeological sites; sculptures; or others.

Source: Díaz et al *(2010).*

Analyzed individually the representative importance of each variable, it was proceeded to characterize the websites according to the different types of use of the content present for projecting the images. It has therefore developed a multivariate analysis based on a Multiple Correspondence Analysis from a data matrix created with the information generated from the mentioned test sheets content. The characterization of the structure of projected images of the island based on the different types of content use will be synthesized in the trends of variation reflected in the first two axes of multivariate ordination analysis of that matrix. At the same time, the plane formed by these axes will show graphically the ordinance of each issuer (observations) by the type of use of the content present on its website. As a result, it has been possible to visualize their degree of adaptation to different types of projection strategies.

On the other hand, it was conducted a quantitative and qualitative analysis of the discourses presented on websites as mechanisms of tourist attraction. To do this, first was conducted an encoding of them based on the use of the stated 16 discourse strategies generally used (Table 1), to which was added, given the recurring presence in this context as well as the relevance deduced from the analyzes realized, the codes 'nature' (direct references to the discourse of sustainability) and 'sun, sand and sea' (development of discourses stressing the virtues of traditional climate tourism).

From these data a matrix was configured in which the observations were different websites and the variables discursive codes quantified in them. To reduce the complexity of this matrix an Analysis of Multiple Correspondences was submitted, being able in this way to characterize the structure of discourse strategies for the creation of images based on the use of these codes. The results were compared and interpreted from a qualitative discourse analysis of the different narratives present in the webs, supported by the text analysis software and multimedia data ATLAS ti.

Finally, cultural images projected on the web were qualitatively analyzed based on the processes of re-signification and ideological discourses present in the underlying narrative to the mechanisms of presentation of Fuerteventura as an attraction tool.

4. Results

4.1 Websites content

Previous studies on the adaptation of the main websites of Fuerteventura to the new demands revealed a scarce inadequacy of these virtual expectations (Rodríguez et al 2013). The current analysis shows a positive development towards inclusion on the websites of the main materials and utilities demanded by users (Fig. 1). In this sense, the presence of areas of interaction between users and the possibility to design *à la carte* has gained some relevance, although its use remains marginal compared to the total of the analyzed websites (34.7% and 47.8% respectively).

Figure 1. Materials and utilities in major Fuerteventura websites
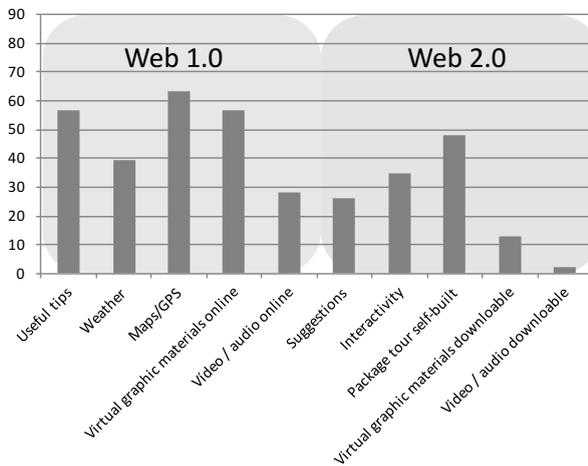
The analysis of the main contents of the most visited Fuerteventura websites show a clear predominance of those sites whose function is to provide general tourism information (tips, views, schedules, mobility, housing, etc.; Fig. 2). This type of content is widely presented both when it comes to an official issuer, as well as companies or websites featured by the tourists themselves. Highlights also those dedicated to the intermediation between different providers of products and services and their potential consumers, and those that provide general information not specifically touristic.

*Figure 2. Functions of the main Fuerteventura websites*
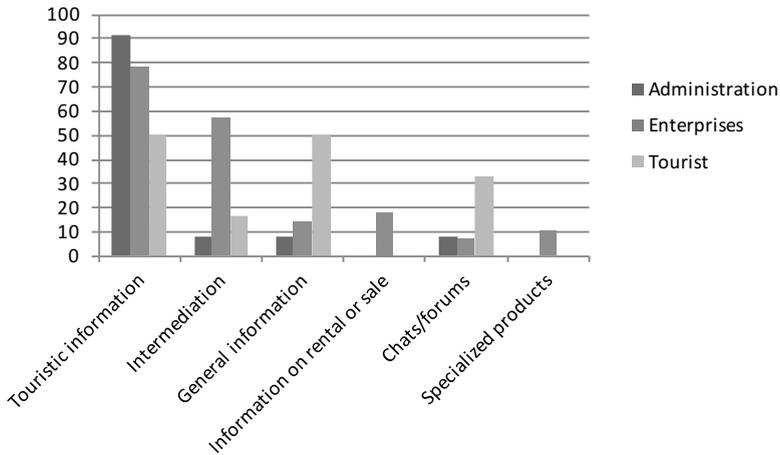
An approach to the ease of use of the webs reveals a better design in the case of sites managed by businesses and administrations. In the case of webs administered by the tourists themselves, the navigation is often more hostile (clarity, simplicity of contents, and the speed and ease of access to different types of information). However, webs administered by tourists usually generate more confidence for the users because information is based on personal experiences and advice, normally, disinterested.

The different types of tourism ascribed by the sites analyzed, apparently guided by the interests of different bidders, are easily detectable according to tourist references to which are linked the aspects offered. These can be classified into seven main categories of macro-products: (a) 'sun, sand and sea', (b) culture, (c) nature, (d) sports, (e) health, (f) rural/agro-tourism and (g) culinary. To which must be added a group that includes those proposals not related with a single type of products and present a miscellanea, considered in this study as (h) undifferentiated.

It is striking the weight that for the three types of issuers still has the 'sun, sand and sea' tourism, showing the relevance that the traditional image of Fuerteventura still continues today (Fig. 3). The results show, however, evidence of the efforts mentioned by administrations for reconciles that image with another that enhances a type of tourism more based on culture and nature.

*Figure 3. Type of tourism who belong to the main Fuerteventura websites*
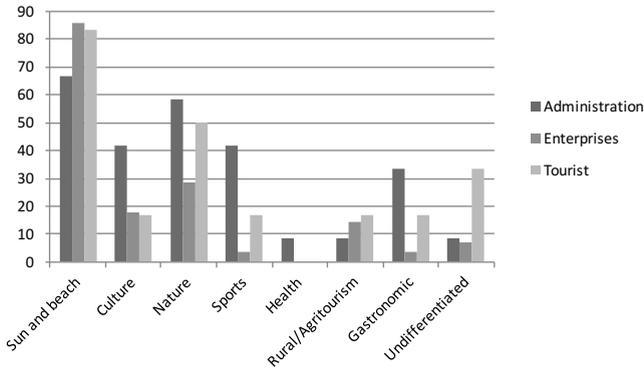
Looking at a more detailed level the different products it can be corroborated the widespread prominence of references to the concept 'sun, sand and sea' for all three groups of actors (Fig. 4). Similarly, the enjoyment of nature or landscape, as well as opportunities to perform activities of 'leisure' shows a significant presence. Here again we can see a strategic difference in presentation of these resources by the institutional websites, emphasizing the landscape or nature from the point of view of a patrimonial discourse and sustainability (conservation of natural and cultural resources, biodiversity, etc.) versus exposure these products as an ideal scenario to enjoy a 'sun, sand and sea' tourism by businesses and tourists. Similarly, highlights the emphasis by the administration on the presentation of related products and art monuments, cultural activities and ethnography and tradition of Fuerteventura.

Figure 4. Thematic areas developed by major Fuerteventura websites
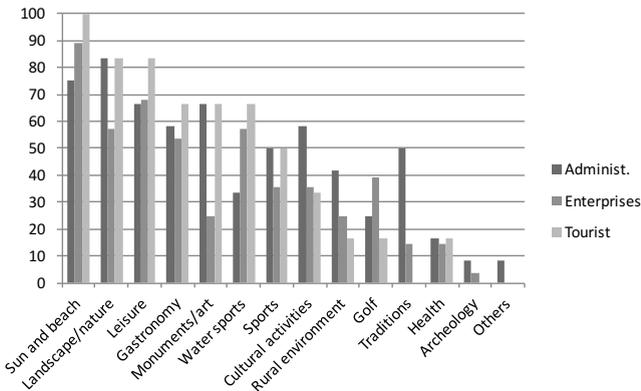
Beaches and natural areas are the resources more represented in the selected websites and the mechanisms of attracting visitors to Fuerteventura (Fig. 5). Generally, these attractors are highly stereotyped, emphasizing, into identifiable elements with a traditionalist discourse. Is shown in this way a territory as a scenario in which the type of objects and iconic locations typically demanded by these consumers, influenced by the attraction of some resources to which we are directed to look generically and distanced as tourists. The efforts of the public administrations to channel the look towards certain goods related to 'nature' and 'culture' is patent based on the emphasis on the use of these resources in their web platforms.

Figure 5. Resources used by major websites Fuerteventura
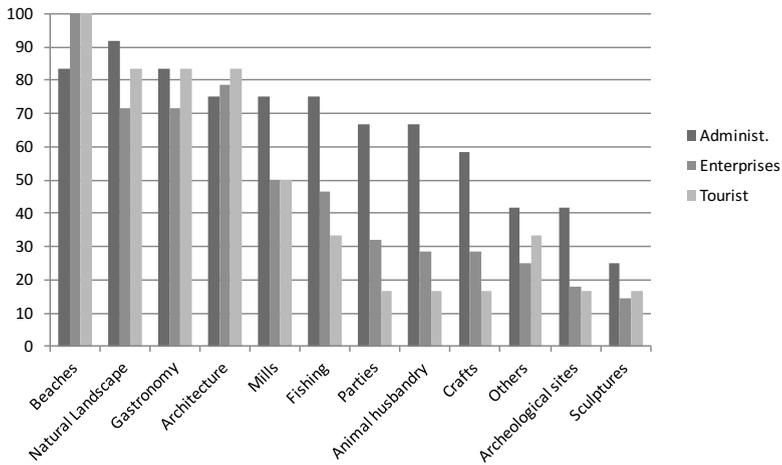
To characterize the different types of projected images by major emitting agents according to the different types of content presented on the selected websites, was performed a multivariate ordination analysis. A data matrix whose observations corresponded to the 43 websites providers and whose variables respond to different types of content present in them was developed (Table 3). To reduce complexity, this matrix was subjected to a Multiple Correspondence Analysis (MCA), allowing representing the main trends in spatial dataset in a plane formed by two ordination axes. The characterization of the structure of imaging projection of the island based on the use of different types of content will be synthesized in the variation trends reflected in the first two axes of multivariate ordination analysis of that matrix.

Table 3. Contents analyzed presented for projecting images assigned to the major tourist websites issuers of Fuerteventura (Fig. 6).

VARIABLES				
Type of information	*Type of tourism which is ascribed*	*Climatolology*	*Presentation of products (developed thematic areas)*	*Stereotyped patriomonial items*
Detailed touristic information	'sun, sand and sea' Culture Nature Sport Health Rural/ Agritourism Gastronomic Undifferentiate	Climatologic information	Leisure 'sun, sand, sea' Landscape/ Nature Sports Health/Welfare Ethnography/ Tradition Gastronomy Arqueology Water sports Rural areas Monuments/ Art Cultural activit. Golf Others	Mills Husbandry Tradicional crafts Beaches Fishing Gastronomy Sculptures Parties Unique buildings Natural areas Archaeological sites Others

The variation trends that characterize the contents used by different issuer agents to project images of Fuerteventura were concretized in Table 4, based on the corresponding weights of each of the variables in the first two multivariate ordination axes of the matrix. This contrast points out that at one end the websites that are characterized by focusing on one type of tourism based on culture, with a strong presence of enhancer elements of tourism based on gastronomy, cultural and rural aspects, as well as tourist products focused on ethnographic attributes (positive part of the first axis calculated: F1). Looking at these types of websites, those related to project an image of traditional tourism based on 'sun, sand and sea' are positioned, emphasizing the classic features of this type of tourism. Thus, the negative part of the first calculated axis (F1), the contents confers a

clear role to the 'beach and sun' attributes as fundamental attractions of the destination.

F1 shows that despite attempts by the administrations to reconcile the traditional 'sun, sand and sea' of Fuerteventura with attractions that enhance a type of tourism more related to culture and nature, attraction strategies of projected images are based on individualization of both types of tourism separately (tourism cultural *vs.* tourism of 'sun, sand and sea'). Thus, instead of trying to project an image in which the enjoyment of sun and sand is combined with access to nature and culture, as a differentiation strategy of Fuerteventura as a heavily stereotyped destination in the classic tourism 'sun, sand and sea', efforts are channeled by different suppliers in one direction or another.

The results of the second axis (F2) reveal that the type of projected images is also differentiated according to the type of products presented. The positive part of the second axis is linked to the presentation of the island based on rural and ethnographic products. In contrast, the negative part of axis refers to those sites that prioritize the presentation of specific complementary products (health, golf, water sports, food...), related ultimately to enjoy a kind of resort tourism linked to climatic tourism.
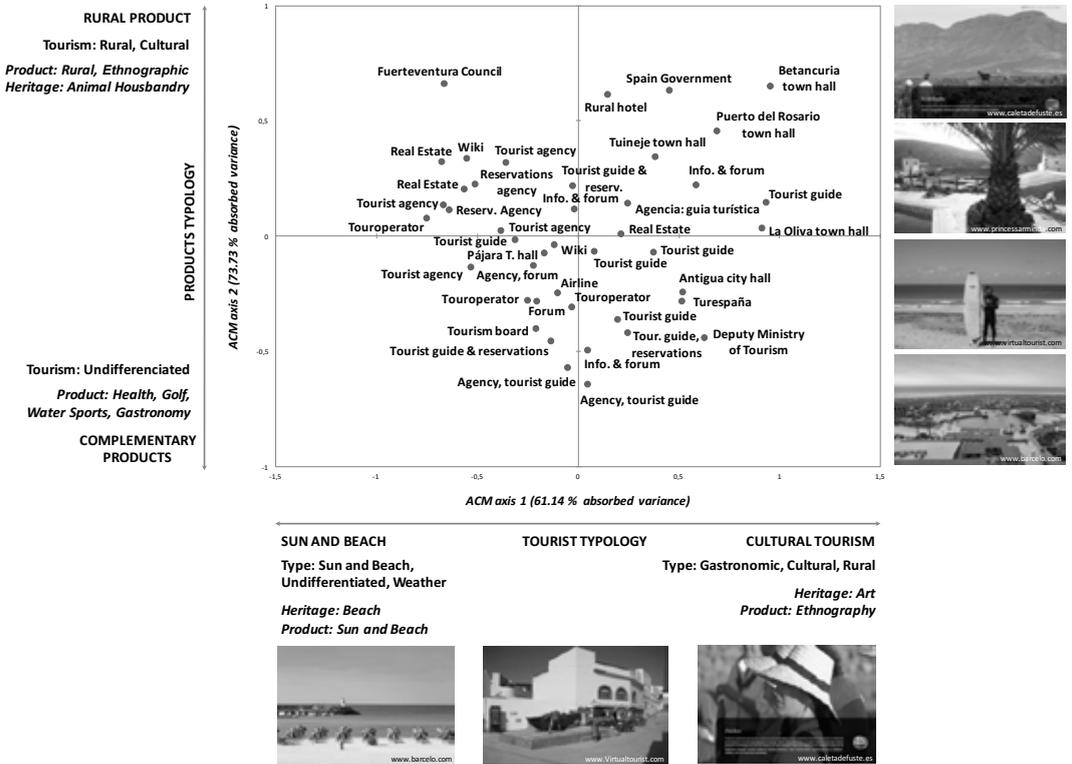
Table 4. Loadings of the image content variables at the first two axes of the ordination analysis done with the set of analyzed sites. From the set of 36 variables are represented only the ones of larger positive and negative loadings

Variable	F1	Variable	F2
Type of tourism: gastronomy	1,195	Product: rural	0,930
Patrimony: sculptures	1,173	Type of tourism: rural	0,851
Type of tourism: culture	1,163	Type of tourism: culture	0,482
Type of tourism: rural	1,109	Product: ethnography	0,474
Product: ethnography	1,081	Patrimony: animal husbandry	0,342
* * *		* * *	
Patrimony: beach	-0,015	Product: gastronomy	-0,434
Product: 'sun, sand and sea'	-0,041	Product: water sports	-0,667
Type of tourism: undifferentiate	-0,114	Product: golf	-0,751
Type of tourism: 'sun, sand, sea'	-0,119	Type of tourism: undifferentiated	-1,018
Climatology	-0,203	Product: health	-1,239
F1 (61.14% absorbed variance)		F2 (73.76% absorbed variance)	

The graphic expression of the first two ordination axes of the MCA describe in detail the correlation between the types of bidders and the characteristics of the projected images through the web (Fig. 6). The plane formed from the intersection of the first two axes of the analysis (F1 and F2) displays the ordination of each observation (bidders) according to the type of use and combination of the contents (variables) present in its web compared to the totality of observations.

It can be seen an increased concentration of corporate issuers in the positive ends of both axes, indicating projecting image strategies more oriented to types of tourism of cultural and rural base. In contrast, at the negative ends predominates the presence of intermediaries (travel agencies and tour operators) and businesses, supporting the idea that the image projected by such bidders is largely based on the presentation of products and services widely linked to a type of classic tourism of 'sun, sand and sea'. The ordering of the observations shows a trend towards a projection of official image more holistic, presenting the island as a destination where besides the importance of the sun and the beach can be enjoyed attractions related to culture. Furthermore, companies and intermediaries project a kind of images with a more specific character, linked with the type of traditional tourism in the island.

Figure 6. MCA Plan. Shows the position of the types of bidders based on the variation trends

RURAL PRODUCT

Tourism: Rural, Cultural

Product: Rural, Ethnographic
Heritage: Animal Housbandry

PRODUCTS TYPOLOGY

Tourism: Undifferenciated

Product: Health, Golf,
Water Sports, Gastronomy

COMPLEMENTARY
PRODUCTS

SUN AND BEACH

Type: Sun and Beach,
Undifferentiated, Weather

Heritage: Beach
Product: Sun and Beach

TOURIST TYPOLOGY

CULTURAL TOURISM

Type: Gastronomic, Cultural, Rural

Heritage: Art
Product: Ethnography

4.2 Discursive codes

A second part of the analysis was an approach to the discourses presented in the web as a mechanism for attracting visitors to Fuerteventura. From a multivariate ordination analysis were characterized from the different sites depending on the strategic use of different codes (Table 1, plus codes 'nature' and 'sun, sand and sea') in discourses exposed. Based on the first two ordination axes of a Principal Component Analysis (PCA), the main trends in ordination of the analyzed websites in terms of the use of the variables (codes) present in their discourses were deduced (Table 5).

The results revealed the clear presence of four types of strategies generally used to attract visitors to Fuerteventura. The first axis (F1) shows the contrast between websites

according to their emphasis on functional pragmatism of the destination, facing its presentation based on the symbolic evocation of feelings associated with it. Moreover, the second axis (F2) shows that another way to enhance the attraction to Fuerteventura is distinguishing between the websites that make visible the destination as an exotic setting and those who emphasize based on stereotypes of 'sun, sand and sea' tourism.

Table 5. Loadings of strategic variable codes in the first two axes of the ordination analysis done with the set of analyzed sites. From the set of 18 variables are represented only the larger positive and negative loadings.

Code	F1	Code	F2
Strategic	0,754	Geografic	0,691
Functional	0,696	Nature	0,637
Practic	0,576	Aesthetic	0,561
Common	0,445	Pintoresc	0,514
***		***	
Psycologic	-0,568	Attributive	-0,445
Emotive	-0,639	Intangible	-0,544
Unconscious	-0,662	'sun, sand and sea'	-0,638
Mythical	-0,753	Common	-0,649
F1 (22.53% absorbed variance)		F2 (39.71% absorbed variance)	

The accessibility and safety of the destination has an important role in the projected image. Whether through their infrastructure, facilities and services or the guarantee of being in a European context, highlights the pragmatism of going to Fuerteventura to enjoy a climatic tourism.

«*All warranties of safety, comfort and a smooth pleasant weather throughout the year, allowing you to enjoy many outdoor activities. Countless beaches to choose to enjoy an unforgettable day with your family. In them you will have all the facilities and services needed for your tranquility and that of your family. (…) The Canary Islands, belonging to Spain, are fully integrated into the European Union. The levels of quality and safety, both in infrastructure and services, meet European standards*» [http://bit.ly/1Ctdkml]

Similarly, the symbolic evocation of mythical elements denoting adventure, isolation, tranquility, relaxation or fun, encourage the feeling of accessibility to an ideal world where enjoying the weather and the sea.

> *«…Also known as the beach of Tindaya, being closest to the sacred Mountain of Fuerteventura. Looking at her closely, and flying with the fantasy, it seems that the "Woman" watches whom he stands and walks on the golden sand, carefully, that everything is done safely following the rhythms of nature, typical condition characteristic to the island of Fuerteventura. Beach Women is one of many places on the island whose value cannot be quantified. One could, in vain, to lock the emotions that arise in the soul of those who are fortunate enough to see it and feel bewitched. A long golden strip extends from north to south and invites you to visit it with bare feet, bathed by the crystal clear ocean caresses when it is calm. Fascinating and extraordinary is also the spectacle in front of the ocean when the giant waves fold down furious, reinforced by the tide and wind that characterizes this unique corner of the planet in the Atlantic Ocean. A piece of Planet Earth we recommend, preserving and respecting their existence»* [http://bit.ly/1zFYbIq]

Closely linked to this strategy is the projection of the island as a context with natural and geographical-human characteristics of exotic qualities. Fuerteventura is shown in this way as a picturesque setting, supported by the romantic idea of accessible paradise. The aesthetic representation includes physical transformations of the destination based on stereotypes of tropical nature characteristic of the collective imagination of ideal coastal destinations.

> *«The golden sands and turquoise waters of Fuerteventura are two of the main attractions, promoting a sense of freedom and infinite that invites you to discover nooks of the island. The combination of calm and the breeze floats in endless beaches and our dreams becomes reality in a tropical paradise. Huge dunes offer a majestic spectacle, in the silence of the atmosphere of the island»* [http://bit.ly/1B2l4Ke]

Market demands are marking the aesthetic guidelines to be followed by the destination. Palm trees on the beach (or pool) and the lush vegetation proliferate in this way in a historically deserted territory struggling to position itself in a market that paradoxically tends to homogenization. Similarly, local people are included in this picturesque adaptation, emphasizing concepts such as ancestry or traditionalism, which arrive through its performativity to translate into tourist experience (Fig. 7). The visibility of an agreed singularity and exoticism, positions the destination and its contents in a fossilized image of an idealized past and (re)invented according to tourist expectations of authenticity.

Figure 7. Examples of territorial and cultural performativity based on stereotypes of tropical nature and traditionalism.

Source: spainholiday.com and visitfuerteventura.es

4.3 Underlying images to the codes

Fuerteventura is presented as a 'sun, sand and sea' destination or a scenario based on stereotypical idealizations of local identifications highly trivialized. Ultimately, these images influence on the touristic gaze and behavior. This conditioning involves a series of narratives that locate the destination attributes (objects, places and people) in place of enjoyable elements, participating in the creation of power structures, while lie against their consumers in unequal structural positions.

Just the will of visibility and legitimacy of local people in decision-making often leads to attitudes and feelings of rejection that can make unfeasible the adopted measures of touristic adaptation.

> «*The Regional Tourism Deparment of the Council of Fuerteventura wants to promote good treatment to tourists through an awareness campaign oriented to the resident population of the island (...). The campaign is developed under the motto 'In Fuerteventura we are like this' (...). Within the basic messages of that campaign include kindness, sharing culture that characterizes the majorero [local inhabitants], and offer assistance to visitors in every moment*» [http://bit.ly/1yvR8Ui]

The orientation of the look on culture and territory therefore influences in the form of being conceived and designed themselves and its territory and canalize the experience of the tourist encounter.

Recurrence to the concept of stereotyped ideal paradise of the West implies an aesthetic representation of the offered territory under an image of sustainability where its native inhabitants are sometimes presented as an iconic part of that scenario. From an ethnocentric perspective, local populations are exposed from recognizable rhetoric of romantic tinge. Native inhabitants of Fuerteventura are presented based on the stereotype of 'noble savage' in communion with nature, as a community which has retained parts of a common primitive past, allowing visitors to experience an earlier evolutionary state. Recurrence to past times and the proximity of the African continent as a metonymic resource with pejorative tinges are often used in this sense:

> *«Fuerteventura is the closest island to the Moroccan coast, as it is located less than 98 kilometers away. It is because this closeness that the place still preserve some traditions of the Berbers, an African people who occupied the island long before the Spanish conquerors»* [http://bit.ly/1FGTSR0]

The image from a past time is configured from stereotypical scenes that confront individualism of the present and the harmful effects of modern societies on the environment. In this way, local populations image is reconstructed as a tool to emphasize the idea of sustainable destination, which is maintained and sold based on 'chlorophyllic' media criteria (Ojeda 2005), providing the space and its people an essentially aesthetic role to delight consumers of environmental goods and 'pure' time (not 'history' itself; Augé 2007). This scenario turns to absorb the traditional nature and kind of local populations that have remained unchanged through time and are themselves vestiges of that idyllic past in which humans lived sustainably with an environment to which the tourist can now access on a temporarily and agreed form.

> *«People of deep farming and ranching roots. Hallmark of a territory populated by friendly people that keeps traditions, customs and festivals, in a similar way as our ancestors. (...) In its effort to respect the environment has become one of the areas with the highest number of 'guirres' flying the territory, in addition to extensive plantations of Aloe Vera organically grown»* [http://www.tuineje.es/]

Similarly, the space is isolated from the everyday, showing a singled and authentic universe that allows access to an exclusive paradise that emphasizes the pristine nature with the possibility to comfortably enjoy those evoked feelings related to disconnection, freedom or discovery in a safe environment. The re-signification of space comes here again marked by the patrimonial discourse, which highlights an aesthetic-landscape

conception that refers to the earthly paradise, adapting the image of nature to their perception as 'cultural merchandise' characteristic to dominant societies.

> «*Think long stretches of white sandy beaches, sand dunes and crystal clear turquoise waters, this is Fuerteventura. The island, which is designated a Biosphere Reserve, is a beautiful destination, where you can combine beautifully natural surroundings and a relaxed laid-back way of life, with excellent facilities and attractions*» [http://bit.ly/1y97q71]

These dominant narratives are part of the general discourse of projected images regardless of the issuer (institutions, companies and tourists). It can be seen, however, a more extensive reference to traditionalism and ancestry by the official sites, as well as greater use of allusions to nature based on the discourse of sustainability. Corporate websites, meanwhile, place greater emphasis on the representation of a remote place, and alongside the institutions, the allusion to the experience of these idealizations from facilitator mechanisms of access based on specific products, such as performative representations of this traditional idyllic past (museums or traditional practices carried out by local actors suitably costumed as ancestral natives) or specific services (selling crafts, products linked to nature, etc.).

Similarly, and in a general way, a greater emphasis is established among traditionalist images oriented to a national audience, while recurrence of primitivism and idyllic isolation is used more on the websites of foreign orientation. This differentiation has already been proven in other contexts (Pereiro 2013), and reveals the consciousness of the bidders on the process of re-signification of the destination as a mechanism of attraction, while the agreed cultural drills involve differential trivializations based on the consumer´s cultural proximity.

5. Discussion and Conclusion

The analyses reveal the potential of Web 2.0 as a means of projecting images and tools for tourist attraction. The increasing importance given by users on major websites referred to Fuerteventura to virtual interaction processes and information generated by other users in decision making, gains ground to the unidirectional sites with specific information from experts interested in attracting or selling their products. Precisely this conception of selflessness and personal identification sets the standard in the processes of election and information. Institutions and companies seem to have realized the fact

and show a positive trend towards inclusion in their webs of interaction mechanisms, materials and utilities demanded by users.

The will of rejuvenation of the island´s image via the Internet by local governments has become clear from the analyzes, although it continues to be prioritized the weight that institutions, businesses and tourists give to the traditional stereotype of sun and beach. The efforts of the government for make compatible this type of tourism with attractions related to 'culture' and 'nature' tourism is overshadowed by a lack of joint institutional and business strategy. This lack of coordination has been defined as one of the key causes that affect the causes of stagnation of the destination (Rodríguez et al 2013, Díaz 2015) and reduces the capabilities of attraction while multiplies efforts based on the individualization of image projections oriented to each type of tourism, instead of trying to reconcile the two types of strategies to guide consumers towards the apprehension of an image that puts Fuerteventura as a destination of 'sun, sand and sea' differentiated from the rest by its specific ability of access to 'culture' and 'nature'.

The user´s access to both types of information usually will be conditioned by the widely consolidated Fuerteventura classic image, so that the mechanisms of presentation attributes oriented to canalize a type of tourism of a more cultural base will be trivialized and contextualized within classic stereotypes of coastal destination.

From the reference codes used strategically in forming images, it is emphasized in elements supposedly distinguished such as functional pragmatism of the destination, its presentation as a picturesque setting or directly as a traditional product of 'sun, sand and sea'. But such representations are not a novelty itself, they rely on a series of recognizable stereotypes which highlight the role of climate tourism.

Such idealizations are strengthened from clichés of cultural images that trivialize local identifications from consumables drills from the vantage position of the tourists. The territory and its content is in this way adequate to the standards of exoticism and otherness demanded from the tourist logic, relocating the destination in the worldview of globalization, making objects, places and people to become enjoyable elements, establishing different positioning of the power structures. Projected images can thus be conceived as a political tool striking representations and practices, influencing the way of conceiving and be conceived and mediating on the experience of the tourist encounter based on idealizations that enhance stereotypes on local identifications.

The physical changes on the territory aimed to meet the aesthetic canons of an ideal beach destination or campaigns of local awareness in which the residents of the destination are urged to play a role that fits timely in the expectations of cultural merchandising and hide the everyday uncomfortable realities, reveal the role of images as a cultural

mediation mechanism (Simonicca 2002). Through this mechanism, the unequal structural position assigned in the negotiation process to visitors and hosts is evidenced.

The approach to these imagined realities is realized through the presentation of images that match precisely with the romantic collective imagination of earthly paradise. Territory is represented under an image of sustainability that includes, both the idea of emotional enjoyment in an isolated area of the world, and the ability to experiment a 'pure' time to contact with ancestral or primitive peoples in a mythical context of traditionalism in which also are available all the comforts through the infrastructure and services needed to compensate the exotism with an optimal degree of familiarity. The basic scheme may materialize in the projection of four underlying cultural images related between them: *i)* paradise place; *ii)* remote destination; *iii)* primitivism; *iv)* traditionalism. Such resources are often recurrent in projecting images on coastal destinations (Pereiro 2013). From the conjunction of these images it would be linked the presentation of different contents and codes as a way of attraction strategies, all of which would be framed in turn in the projection of an overall image that would enhance the classic stereotype of Fuerteventura as an ideal coastal destination (Fig. 8).

Figure 8. Basic structure of images projected on Fuerteventura.
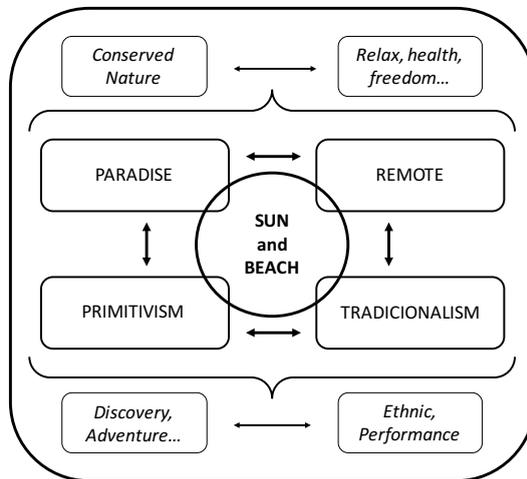
This way of influence on territorial and cultural meanings is not innocuous and can cause effects on self-images of local populations. These images contain ideological discourses that seek to transform certain resources into cultural merchandising according

to tourist demands, covering in them dynamics of cultural identification in continuous process of construction. Consistent guidance for harmonious development may be one that stimulates dialogue between economic benefit and local appropriation of resources that are now re-symbolized and exposed as iconic attractors. Both aspects, with proper management, could lessen trivialization feelings and promote predisposition to the viability of the constructed images, either because of its conception as a mechanism for generating an strategic source of income, or because its identity dimension, which is reinforced by reflection derived from the necessary participatory processes, as well as the emergence of new exogenous perspectives who are interested in certain aspects of their cultural 'specificity', nurturing a consciousness of 'what we are' that can be taught and shared.

The analysis of tourism dynamics in this regard should confer greater prominence to the anthropologic science for its specialization on the deconstruction of sociocultural meanings. Its contribution can provide to stakeholders in tourism development processes crucial information when engaging local populations as active agents in the signification of their territory. Thereby it can be promoted the viability of the proposed measures and reduce their socio-environmental effects.

The efficiency and competitiveness of any process of re-symbolization of new approach should be able to allow, a tourism development patrimonially sustainable, socio-culturally equitable and economically profitable, reducing the risk of cultural trivialization. The essence of this development strategy is to include in its genesis own local needs, and plan, manage and contextualize with mediation tools that includes the intrinsic leading role of native people.

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