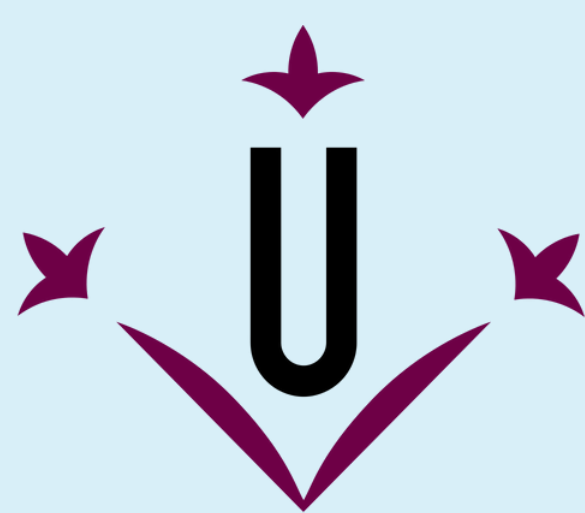


PROJECTED AND PERCEIVED DIGITAL IMAGE OF A WORLD HERITAGE SITE CANDIDATE

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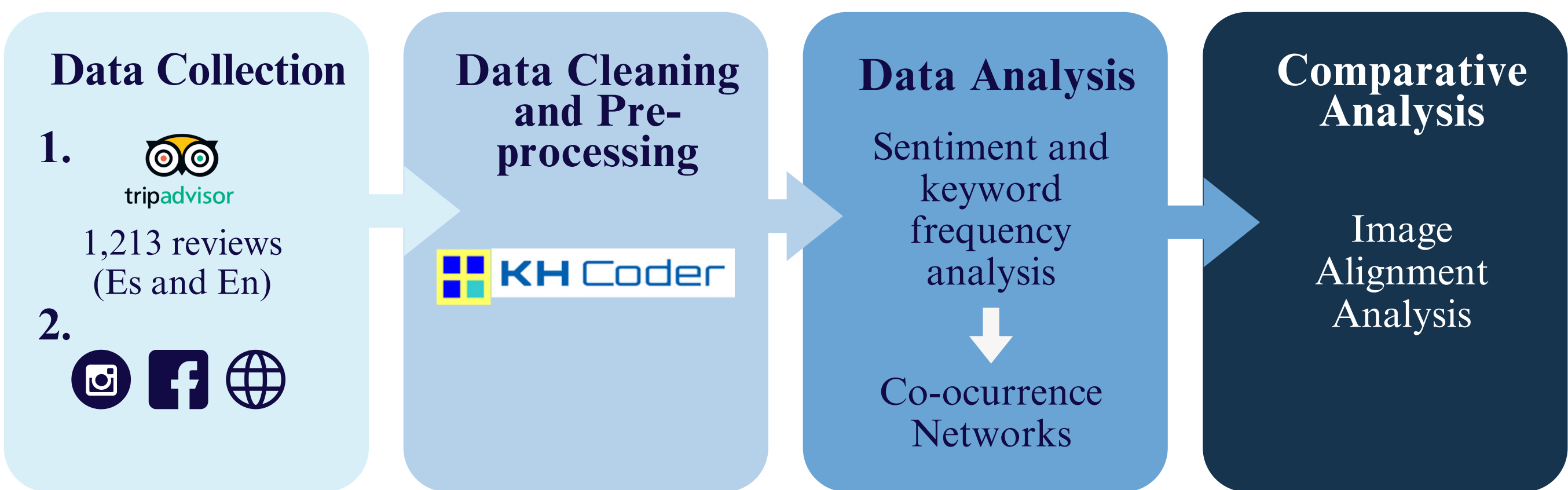


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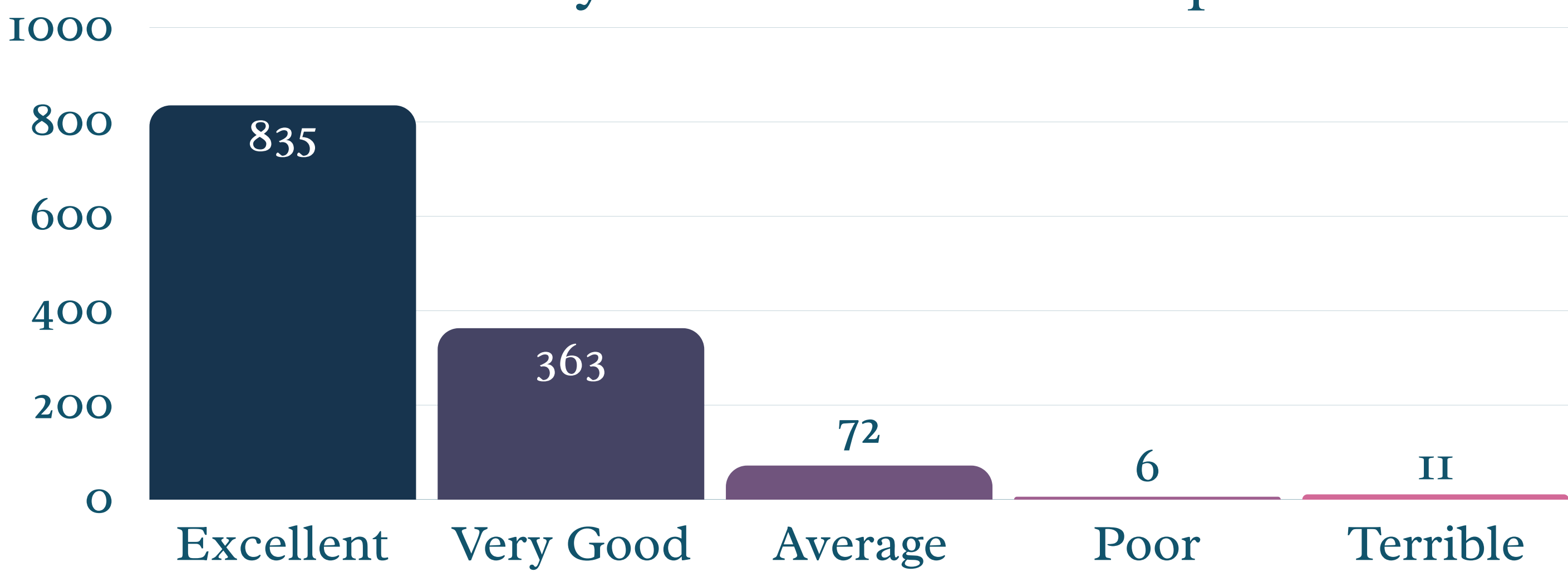
Introduction

- UNESCO WHS designation promotes awareness, tourism and conservation.
- Online image shapes visitor expectations and brand identity.
- This study compares the official content and UGC of the Turó de la Seu Vella.

Methodology



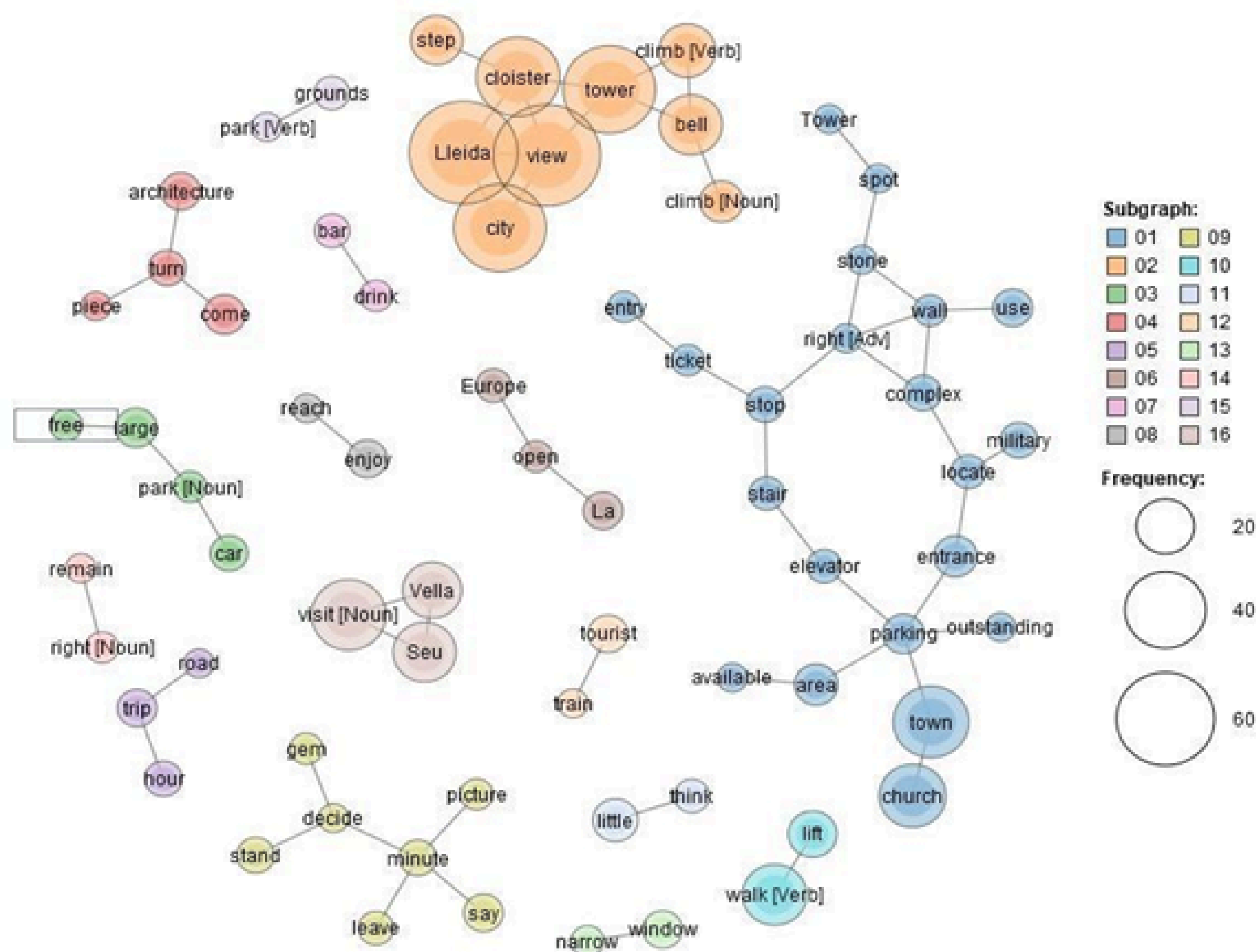
Total reviews by classification on TripAdvisor.



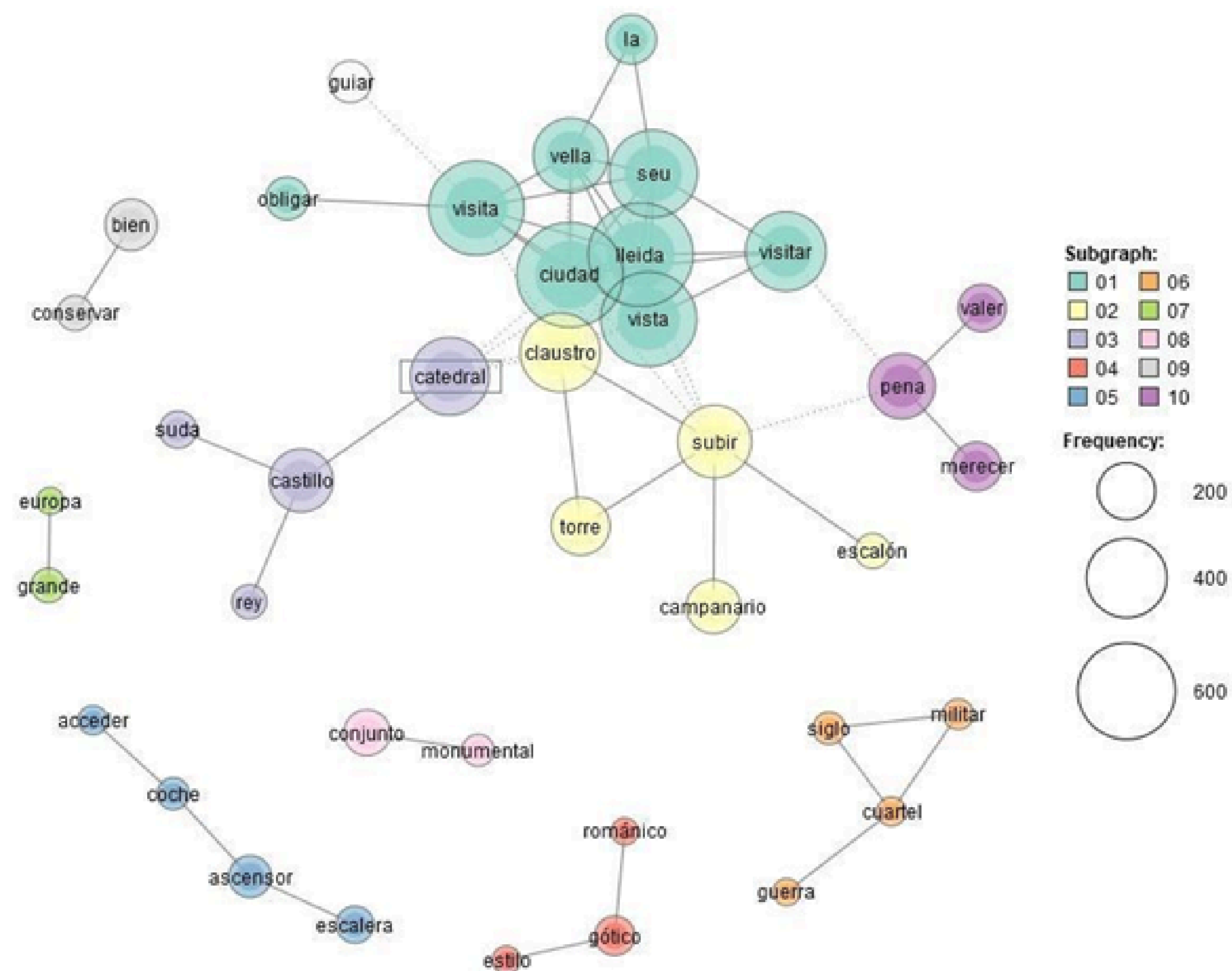
Average rating by language: Spanish and English

Language	Average Score	Standard Deviation
English	4.34	0.85
Spanish	4.61	0.64
Overall Average	4.59	0.67

Results



In English reviews, keywords such as "view," "cathedral," and "tower" were strongly connected, reflecting admiration for the site's architecture and scenic beauty.



Conclusion

1. Strong **alignment** between projected and perceived image in **emotional** and **architectural** aspects.
2. **Limited visibility** of UNESCO candidacy in user content reveals a strategic **image gap**.
3. High **Instagram engagement** reflects potential for community-based heritage promotion.
4. Combining official content, UGC and text mining offers a **replicable model** for WHS branding.

Conversely, Spanish reviews highlighted terms such as "historia" (history), "vista" (view), and "claustro" (cloister), emphasising the site's cultural and historical significance.

Future research:

- Expand the analysis to other platforms like TikTok.
- Include qualitative methods like interviews or surveys.
- Study the evolution of the digital image over time.