

IMAGE OF DESTINATION NATAL (BRAZIL) FROM THE USER-GENERATED CONTENT BY THE USER ON TRIPADVISOR

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This article contributes to an analysis of the image of the destination Natal / RN-Brasil, from the user-generated content on TripAdvisor. The analysis and textual codification sought to identify the cognitive, affective and connative components present in the comments of the tourists. In general, the results achieved by both the descriptive analysis and the automatic model, point to a high probability of the cognitive aspects of the city. At the same time it is a warning for the low probability of affective and conative in the comments, which reflects a weakening of the recommendation of the destination. The results also indicate the strengthening of the itinerary of beaches, while indicating little visibility of the cultural and historical route.

KEY WORDS: *User-generated content, destination image, mining web.*