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***Title of Paper: Mapping Destination Personality in
Cyberspace: An Evaluation of Country Web
Sites Using Correspondence Analysis***

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Abstract

Drawing on cross-sectional studies on how to evaluate Web sites, this study explores how the correspondence analysis method can be used to evaluate and map destination personalities. The study also underscores the importance of and adds to the new ways researchers and marketing communicators can evaluate and map Web sites using correspondence analysis. The steps involved in producing and interpreting the maps are described in detail using an example of 10 African country Web sites. The limitations of using this technique and the implications of this study for practitioners and management are also discussed.

Keywords: African countries; correspondence analysis; destination personality; Web sites