

DESTINATION IMAGE IN VIRTUAL SOCIAL NETWORKS

Fabricia Durieux Zucco - Christian Falaster - Sara Joana Gadotti dos Anjos - Camila Belli Kraus.

DOI: doi.org/10.22395/angr.v17n34a2



RESEARCH

Since destination image is an important construct for tourism research, cities and regions try to understand and to develop a positive image in order to guarantee a the number of visitors and the tourism revenue.



OBJECTIVE

Develop a model of evaluation of destination image through the use of pictures shared in virtual social networks. We propose that the image of a destination can be analyzed through the way tourists picture the destination in virtual social networks



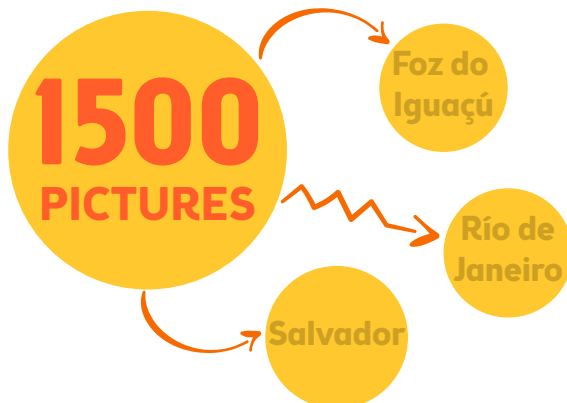
TOOLS

We develop a measurement to evaluate destination image based on pictures posted on Instagram and we develop a model to analyze destination image based on pictures shared in virtual social network.



RESULTS

Indicating that it is possible to determine the main characteristics of a destination by the pictures in virtual social networks and by providing a 5-dimension model to do so.



This study also contributes to practitioners and public policy in tourism by showing which characteristics of a destination image are more prominent to the destination image based on virtual social networks. .

