

**Master thesis**

**How Instagram creates tourism destination brand?**

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## **Introduction**

The Social Web is increasingly taking up the daily time of consumers and becoming a primary source of impressions about tourism destinations. Social Media changes how consumers perceive destinations, particularly those ones they have to personally visit (Nixon & Popova, 2017). Social media is wide term which includes several platforms as Facebook, Instagram, Twitter and others and all of them somehow influence on attitude of the behavior who in the future can influence to the decision-making. Also, some of this social media are working in the marketing way as a tool for promoting the destination or create the destination image. Destination image is significant as a stronger positive destination image makes it more likely that a person will choose to visit that destination (Echtner & Ritchie, 2003). The process of destination image formation has been shifted since the arrival of the digital era and is no longer controlled solely by Destination Marketing Organizations (DMO) as today's internet users are exposed to a wide range of posts in various forms of videos, images, texts and stories, particularly posts around vacation and holiday experience from Social Network Sites (SNS) users (Shuqair & Cragg, 2017). People now have a possibility to share with others all over the world their experience, discuss the companies which provide them or their products. Instagram is one of the representatives who lets to do it and that becomes common and now users of social media rely on the electronic word of mouth and make decision based on that that's why destination now is under control of social media and one the main influencer is Instagram. Instagram is one of the tools for promoting the tourism industry. Thus, the impact of social media in tourism industry has been greatly magnified to push the mobilization of tourists to consider the information in social media as their reference for travelling (Fatanti & Suyadnya, 2015a). Instagram is promoting social media in comparing with other social media as Facebook or LinkedIn. It has more functions and statistics which shows what influence can be made on the people and at what time people are freer and more interesting in which photos or what photos are popular according to the age of the audience. The goal of this research is to find out the potential value of Instagram for promoting small destination. That is why, the case of the current research is Banyoles which tries to explain how Instagram is creating destination brand through photography and hashtags which usually are done by users who has already been in Banyoles. I've chosen destination for several reasons:

1. There are many researches who base their work on Instagram. However, destination branding is focusing always on big cities;
2. Small cities have their own features and, in my case, I want to find out - is the system of promoting in Instagram has the same influence on small cities or not?
3. Banyoles is a small city which is interesting destination for tourists because of the nature and sports facilities.

4. Also, Banyoles is popular between Catalan and Spanish people and tourists.

Due to this research there are several key words which will be used and linked.

They are: **Instagram, online photography, destination brand.** Besides, literature review presents the explanation of ones which are useful for understanding the research.

## **Literature review**

### **Instagram.**

One of the most popular social media nowadays is Instagram. Now people are dependent on experience reviews written by other users in each of photos uploaded on Internet. The characteristics of online reviews is written by other users not only have the ability to increase or decrease the tourist visits, but also develop expectations of consumer to the tourism destination (De Bruyn & Lilien, 2004). As internet and social medias let to update and take part in information to update it or share with it. Nowadays it calls in marketing way that users create “content”, where the user does the content of the information by themselves. There are several social media where it's possible to create the content: Facebook, twitter, Instagram but nowadays the most popular one is Instagram. Instagram is the first social media which base just on photos. In such kind of social media which I measured before have several functions: status update, check-ins, retweet, like, direct messages, and recommend for user to update information. Now it's possible to see that internet influence to the behavior of consumers as for tourists' destination. Manap and Adzharudin (Manap & Adzharudin, 2013) are stressing the roles of Internet or develop tourism destination and where the contribution of social media as a push factor to promote destinations. According to that information it can be argued that tourism industry and internet are working in conjunction for decision - making for tourists. And that's why internet can change the way of choosing the destination for travelling.

According to the Instagram which was just an app which let to post photos now actively play role as a marketing tool for promotion of different products, services, ideas and etc. Stepchenkova and Zhan (Stepchenkova & Zhan, 2013) stated that the photographs are means the medium of "capturing" reality. Now people like crazy prefer look at the reality trough camera or phones but not by their eyes. One of the most common examples is the tourists in Louvre near the masterpiece of Leonardo Da Vinci where tourist don't focus on the masterpiece and on the details of this picture they make photos for chairing. From these photos is the way of sharing reality with the help of Instagram through messages or just posts. Also, photos are the way of sharing of experience with others, with others tourists. And know it's facile to do that as new technology is developing really fast. According to the tourism sphere Instagram plays the role of visualization of the destination.

Also, users of Instagram can write their comments and use hashtags for promoting of their photos and their opinion between others. In tourism context, the purpose of online photography is creating the good perception of audiences about tourism destination (Fatanti & Suyadnya, 2015a). In the other words the Instagram is presented the electronic - word of mouth (eWOM) and Instagram now plays the role of the trend of tourism which lead with comparing of others social media as Trip Adviser. EWOM in Instagram is comments which make users.

At that moment Instagram also plays role as a marketing tool which includes several ways of promoting the page of Instagram. It can be the page of a person who would like to present himself or a page of destination. And the Instagram as the most popular social media is developing every time and now there are a lot of algorithms which make people follow the page, move the page to the top, collect likes and etc. at that moment there are 2 ways of promoting the page on Instagram: Algorithms of using bots which creates the system of that way which new when and what time it has to be published post, stories, make likes;

Algorithms of using robots – mass following which helps on the beginning move page to the top for facilitate promoting.

### **Definition of the brand**

To develop an understanding of the concept of destination branding and more specifically ‘city branding’, it is worth spending some time to review the concept of a brand (License, 2017). There are a lot of definition of the “brand”. The American Marketing Association defines a brand as a ‘name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.’ Brands differentiate products and represent a promise of value (Kotler & Gertner, 2007). Also, there are several ideas of the theory of developing the brand. It was created the model, which has led to help marketing managers manage by decomposing brands into a number of smaller components(Hankinson, 2005). Such components include:

- Names, symbols and logos
- Brand images/brand identities which communicate a brand’s meaning
- Brand associations/elements held in consumer memory that form the basis of brand image/identity (Hankinson, 2005)
- There are two main groups on which the model of brand dividing:
- Functional attributes – tangible things:
- Symbolic attributes – intangible things.

These relate to what it feels like to use the product or service and satisfy internally generated needs for stimulation and variety (Strebingner, 2004). Another author, Keller, added another category as brand attitudes – which define a consumer’s overall evaluation of a brand. Brand associations play

a central role in brand strategy development (Hankinson, 2005). But there is different direction now according to brand. This term becomes more specific and depends on field. The aim of this research is to focus on branding from words but with using photos, specifically on words – hasthtags which accounts use with published photo. Aaker (1991, 109-110) explains that brand image is a set of associations which might not even reflect the objective reality. (Sulkunen, 2012). Arnold (1998, 94) says that brand image refers to the way in which certain groups decode all of the signals resonating from the product or service.

An online writing (Brand image, [www.asiamarketresearch.com/glossary/brand-image.htm](http://www.asiamarketresearch.com/glossary/brand-image.htm)) explains the concept of brand image as follows: Brand image can be reinforced by brand communications such as packaging, advertising, promotion, customer service, word-of-mouth and other aspects of the brand experience. Brand images are usually evoked by asking consumers the first words/images that come to their mind when a certain brand is mentioned (sometimes called "top of mind"). When responses are highly variable, non-forthcoming, or refer to non-image attributes such as cost, it is an indicator of a weak brand image. (Sulkunen, 2012)

In this research I focus how the intangible things in case of Instagram can influence to the small destination –in case of reserch - Banyoles.

### **Banyoles**

The current research uses Banyoles, Catalunya, Spain as a case study. **Banyoles** is a city of 17,309 inhabitants (2006) located in the province of Girona in northeastern Catalonia, Spain.

The town is the capital of the Catalan comarca "Pla de l'Estany". Although an established industrial centre many of the inhabitants commute to nearby Girona (12 km to the south).

Banyoles is most famous for the Lake of Banyoles, a natural lake located in a tectonic depression. It was the venue for the rowing events in the 1992 Barcelona Olympics as well as the "negro of Banyoles", a controversial piece of taxidermy.

With a superb natural environment for the practice of sport, each year a triathlon Premium European Cup (or even an IFC Canoe Marathon World Championship in 2010) is held in Banyoles, the hometown of the Spanish 2011 Champion Carolina Routier. National and regional events take place as well throughout the year, such as the Spanish triathlon championship and the Championship of Catalonia. (Wikipedia). Banyoles is popular because of the lake which is situated at the center of the city. The lake is approximately 2,100 m by 750 m with an average depth of 15 m that in several points gets down to 46.4 meters. It is located in a natural tectonic depression.

Presently Lake Banyoles is the largest natural lake in Catalonia.

Banyoles offers a variety of experiences for tourists who enjoy eco- and outdoor adventures, festivals and carnivals. Banyoles is a center of sports for training as this destination hosts people all over the world for preparing to triathlon, canoning, running and swimming.

At that moment Banyoles is not the first destination which tourists choose to come. As it is situated nearly at the same distance as the sea from the international airport of Girona. People prefer to go to the seaside and not to the lake for several reasons:

- Tourist doesn't know about Banyoles because Catalonia is popular as the seaside destination and because of big cities as: Barcelona, Girona, Tarragona and etc.;
- The climate in summer time in Banyoles is worse (no wind, humidity, mosquitos);
- Small target audience – Banyoles mostly focus on sport.

These factors badly influence on the international tourism, but according to domestic tourism it doesn't mean so. According to climate – partly, but between Catalan people Banyoles is well known. Also, from the target audience, it can be more advantage as people from small fields can connect with perception of the destination and every time when somebody says Banyoles – it's sport and rowing. Nowadays, there are a lot of rowing teams training in Banyoles lake.

Banyoles invests heavily in its tourism facilities and infrastructure. According to Banyoles's statistic site ([www.idescat.cat](http://www.idescat.cat)), the city currently has 6 hotels that offer 171 beds to tourists, 1 rural tourism that offer 6 beds for tourists. Following the improvements to Banyoles's tourism facilities and infrastructure the Banyoles Economic Promotion and Tourism Department

started their program for promoting destination. It is backing the quality of the city's tourist establishments and services through the SICTED (Comprehensive System of Quality of the Destination). This is a program developed by the Secretary of State for Tourism for the purpose of achieving comprehensive and continuous quality management in a tourist destination, by combining the efforts of the public and private sectors in order to positively influence the tourist's experience.

This leaflet shows the 19 establishments participating in the SICTED project along with Banyoles Town Council, and which have obtained the certificate for their commitment to assuming the value of tourism quality. (<http://turisme.banyoles.cat>)

The goal is to position Banyoles as a destination with high management structure to safeguard the increase in the competitiveness of the tourism companies of the destination, increase the level of quality of tourism, increasing tourist satisfaction and fomenting their loyalty, increasing the involvement and participation of businesspeople in the development of tourism at the destination, participating in a national project along with other destinations and also diverse and rich tourism attractions, both natural and cultural (<http://turisme.banyoles.cat>).

The goal of this study is to find out how Instagram helps to develop the brand of the small destination.

## **Methodology:**

Most of the tourism study focuses on decision making of user when he's choosing the destination for travelling. In this research I would like to find out not only the answer why people choose exactly that destination but also understand why Instagram becomes a tool for promoting and branding of destination. From marketing/marketer perspective, the study of tourism destination associated with the roles of direct actors of tourist industry such as hotels, restaurant, travel agencies and tours operators. They acted as agent of promotion for tourism corporates (Fatanti & Suyadnya, 2015b). In the other words, Instagram creates possibilities for everybody to become the agents in tourism sphere for promoting the destination. In order to reach that answer I try to use different platforms which base their work on analyzing of Instagram and give important information of statistic but also, it's a "conversation" with informants as key important of this research. And here there will be analyzed the hashtags in order to know how they can affect to the future travelers. For this purpose, this study combined the used of in-depth dialogues/interviews with visual method and photo elicitation techniques. (Fatanti & Suyadnya, 2015b).

During my research I was analyzing two accounts of Instagram which show the activity of accounts, the way of using hashtags, connection of hashtags in comparing with others hashtags, the influence of them to the people and examples of increasing interest in publication. The chosen accounts are @ajbanyoles and @turismebanyoles. Apps which was used during the research: **displaypurposes.com** and **all – hashtag.com**.

## **Finding and analyze of Instagram**

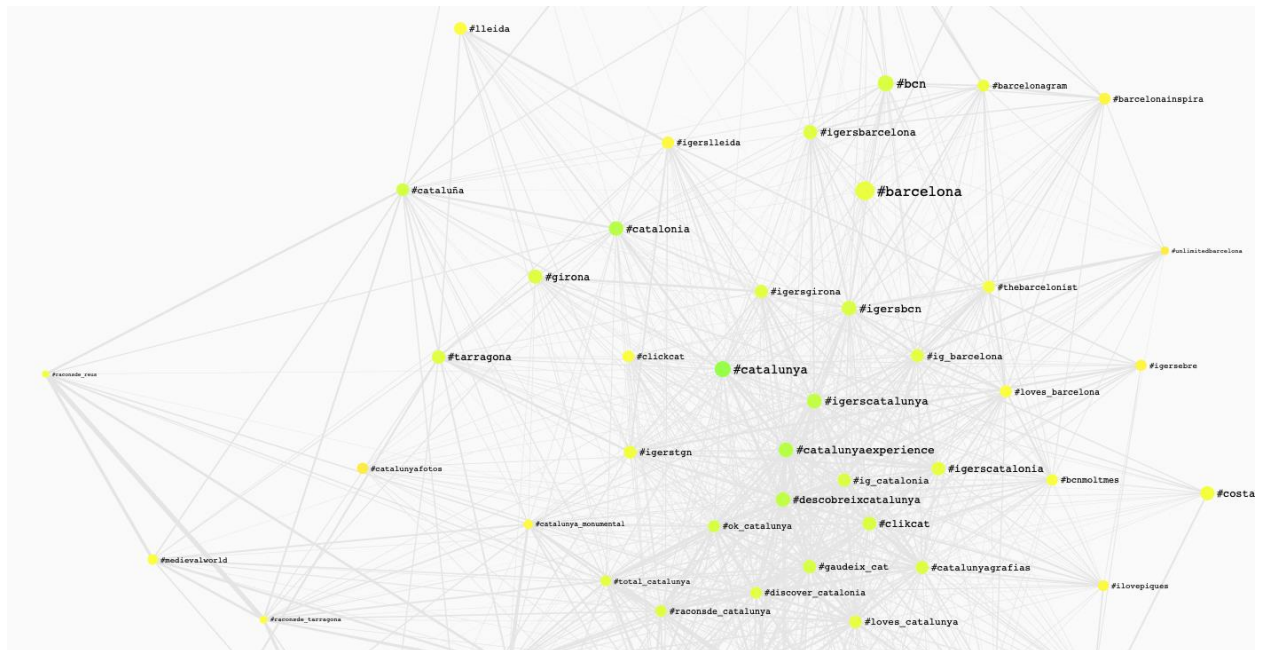
The first analyzed account is @ajbanyoles and it has 1831 followers and follows 115 others Instagram account and hashtags: hashtag - #viubanyoles and 36 accounts which has word Banyoles. Some of the accounts promote tourism and some of them - apartments. However, they follow pages which doesn't help for the promotion. I can name it "fake account of the company" which uses key words and added to the least of followers and that fact shows us that the person who works in Instagram doesn't control it and that make be a disadvantage for them as in algorithm of Instagram its necessary, it can be read incorrectly and loosing of followers. The first publication was made on the 20<sup>th</sup> of April in 2018. This publication was reposted from the Instagram account of "tourismebanyoles" and from that I make an inference that they build a network with other Instagram account with "banyoles" label.

The account @ajbanyoles is presenting on their account the posts of event which will be in Banyoles(Fatanti & Suyadnya, 2015b). They are using Instagram as a tool to share with users of instagram wit information according to sport, tourism, culinary and cultural events in Banyoles. The @ajbanyoles is making use of hashtag to get more followers. However, therey are few of them

and some posts don't have any hashtags and these publications are harder to be viewed. Hashtags which is common used by account: #banyoles, #cultura, #música. The hashtags are famous but working hashtag for the destination is just one for people who is searching information. It means that admin of @ajbanyoles is not take it to an account and miss that part. At that moment for promoting photos it's possible publish 30 hashtags and choose relevant for topics in different languages and for different topics. In that way if we choose the last publication on that account – it's about archeology the chosen hashtags are: **#ladraga, #arqueologia, #excavacions, #neolithic** (written 6 times). The main mistake that they repeated hashtags, then hashtags just in catalan – does not cover all target audience but on the other hand for domestic tourism it's good as Catalan people can reach the information which is necessary for them or information on which they are interested. That's why it depends on what audience they want to have and which tourism sector promote.

These hashtags I picked up them with the help of **displaypurposes.com**. This program helps to find the most popular hashtags in this field and present it in different languages and also there is a possibility to see where these hashtags are used in the map and its possible to see how a hashtag connects with others – relative to it. Relevant hashtags will appear here. Banned and spammy tags are filtered out. You could use these hashtags on – for example – popular image sharing app Instagram, with which this website is in no way affiliated. Every hashtag has its own "gallery". People sometimes browse these galleries to see photos they are interested in. Each hashtag gallery has a "Top" section and a "Recent" section. The posts in "Top" are determined by a combination of how recent the post is, and how many likes/comments it is receiving. The more hashtags we use, the more galleries work appears in. The maximum allowed per post is 30 hashtags. This program offer that the user should aim to use a mix of popular hashtags (which many people browse), and less popular hashtags that he stands a chance of get a spot in "Top" for.

Here is an example with #catalunya. It will be better to use these hashtags: **#spain #españa #girona #history #ancient #heritage #museum #catalonia #catalunya #cataluña #tourism #tourist #museo #culture #outdoors #hiking #lake #natureza #archaeology #mezopotamya #midyat #mardingezi #mardin #historical #historia #banyoles #excavation #Bañolas #digging #cultura**. These hashtags I picked up them with the help of displaypurposes.com. This program helps to find the most popular hashtags in this field and present it in different languages and also there is a possibility to see where these hashtags use in the map and its possible to see how a hashtag connects with others – relative to it. Here is an example with #catalunya.



Pic.1 (Displaypurposes.com)

In generally, we saw that the functions of hashtag in this account is related to the recent topics are public attention (Fatanti & Suyadnya, 2015b). One of the advantages of using hashtag that when the users of Instagram post photos they help other users to find the destination of tourism. The usage of the hashtags in specific field helps to involve more people who is interesting in similar things. And in case of @ajbanyoles it gives a chance to interest more users of Instagram and get more followers and after that change followers to real consumers in tourism sphere, for example. Also, @ajbanyoles can check what kind of photos posted with that hashtag and base on that improve their photos.

After the analyzing the Instagram account of @ajbanyoles, I realized that it tries to use Instagram as tool for promotion as a destination but doesn't use all possibilities. The Instagram now is a marketing tool in the internet sphere and now it's one of the most valuable. It has 4 instruments which every user can utilize it:

1. Hashtag
2. Geo-location
3. Likes, followers, number of posts - activity
4. Photography

The main advantage of Instagram is photos because it relies on visual effects, audio, narrative and imagination of the user (Fatanti & Suyadnya, 2015a). As I told earlier – hashtags help people to find interesting destination which are based on the search. Geo - location gives a possibility to find the destination and save It for the future to visit and also see what more they can see them. For example, according Banyoles with the help of geo-location tourist can except lake – cafes,

museums and etc. and also it has an effort that user has already had a perception of destination before to go and after the trip with their ideas they make effort on next user and so on to infinity. According to chosen account @ajbanyoles , it can be seen that they tried to divide hashtags to groups of interest depending on photo. “With such characteristics, hashtag also serves to make easy for users to search for related information. We tried to classify hashtag functions in Instagram are (1) the media grouping for tourist content, (2) searching media of travel content, (3) expand the posting of tourism, and (4) promotion of tourism products. The fourth function hashtag gives strength to Instagram as contemporary promotion media. The other facility of Instagram is the function of feature like, in which serves as a marker of short response from Instagram users. This feature makes it easy for users to upload photos and get a quick response to see the number of likes that appears in the subject of the photo. All these functions make it easy for users to share information, in particular on tourism products. For tourists or travelers, fourth effects has been characterized by Instagram was able to create a patter of decision making to choose tourism destination”. (Fatanti & Suyadnya, 2015a) Here, we see that the all of facilities offered by Instagram has the potential to support and create a destination brand, especially in tourism. On another note, by connecting physical and digital realms, Instagram enhances online presence and identity, and allows more effective interaction not only for personal reasons, but also for business purposes (Abbott et al., 2013).

Another analyzed account is @turismebanyoles which has 1554 followers and follows 339 others Instagram account and hashtags: hashtag - #estanydebanyoles which has more that 28,8 thousand photos with this hashtag. The first publication was made on the 12<sup>th</sup> of June in 2013. This publication has just a few likes and it presents one of the part side of medieval building. The 2nd was made after 2 days with the view of the lake. All post in Instagram have explanation, but all of them are in Catalan. Hashtags appeared on the 9<sup>th</sup> photo and the first hashtag was #turismebanyoles which was the account where the first photo of @ajbanyoles was reposted. Here we can see the connection of both pages. The most popular hashtags are #Banyoles and #Estany. Mostly all of the theme figure in all photos. Also, as in the previous one, this account is presenting the events which will be on the territory of Banyoles. According different direction as nature, food, events. But here is mostly about nature and photos are presenting the beauty of lake and this destination, mostly lake.

The @turismebanyoles is making use of hashtag to get more followers. Since the 2017 mostly all photos have hashtags in different languages, from that I can say that account also oriented to foreigner audience. However, there are few of them and some posts don't have any hashtags and these publications are harder to be viewed. After the view all post with the help of app **displaypurposes.com** is chosen the usefull hashtags for the all account: **#catalunya**

**#catalunyaexperience #catalonia #descobreixcatalunya #igerscatalunya #cataluña #gaudeix\_cat #ok\_catalunya #igersbcn #banyoles #outdoors #girona #ig\_catalonia #raconsde\_catalunya #lakebanyoles #total\_catalunya #hiking #catalunyagrafias #trees #elmeupetit\_pais #llacbanyoles #igerscatalonia #naturelover #wildlife #forest #water #instanature #tree #lake #estany.**

After the checking of #Banyoles in the **displaypurposes.com** the result was negative as the app didn't find any results in different languages. That's why I tried to analyze others names of lake as Como and Garda which are situated in Italy and results were positive and I concluded that Banyoles it's not so popular destination and according if comparing with others lakes and Banyoles is the least of popularity. That's why I made a conclusion that banyoles is totally unmanageable in Instagram and #banyoles in comparing with others are not popular or tourists don't use that hashtag: **#lake #reflection #water #boat #lago #natur #irox\_water #ignaturale #trees #igcentric\_nature #est #instabeach #cloud #onda #instasummer #mountain #cloudporn #lakelife #ic\_water #oceano #hiking #horizon #outdoors #ripple #fishing #ripples #ocean #forest #switzerland #camping.**

According to **Hashttracking** – another app also doesn't show any results. And according to that I have the same conclusion as the previous one.

In **all – hashtag.com** the research shows some results. This app has several functions:

- Generator of hashtags
- Hashtag creator
- Analytics of hashtags
- Top hashtags

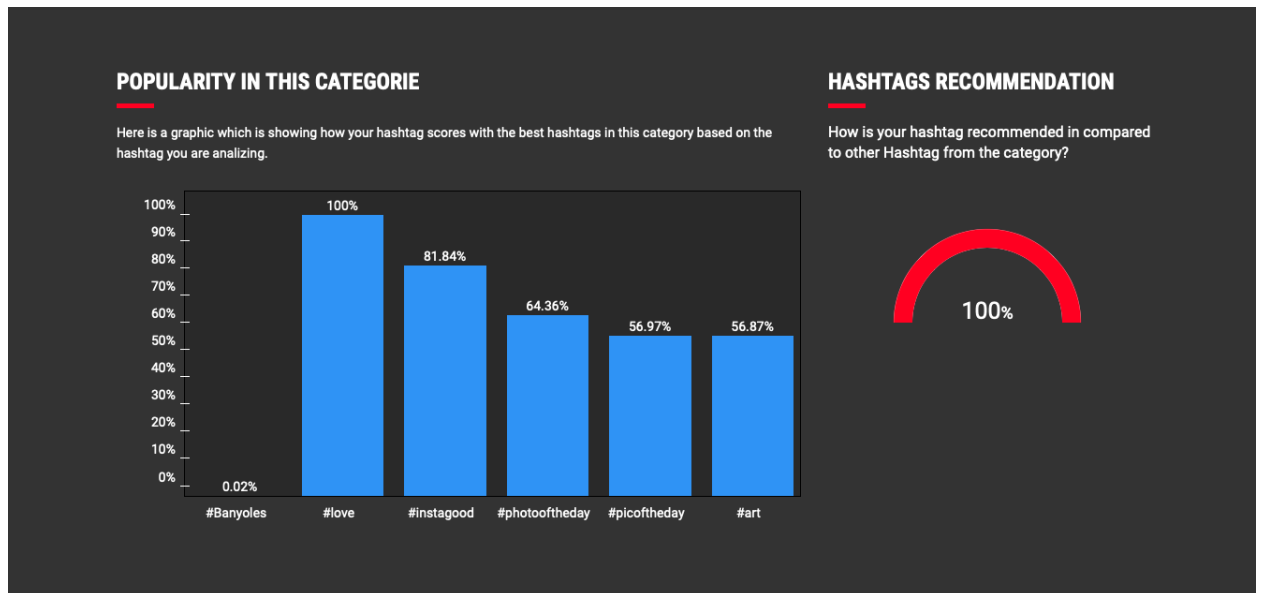
In case of the research just two points are convenient. They are hashtag creator and analytics. I analyzed three hashtags: **#Banyoles, #Estany, #llac.**

Firstly, the app shows the ranking of all hashtags and the result is quite small according to comparing of all hashtags. Then, there is information about how many times it was used in the day – it was 59 times. And there are 4 linking hashtags which can be used with these hashtags.

Hashtag	Ranking	Hits with hashtag	Words similar with chosen hashtag
Banyoles	114823 from 91714589	59	4

Llac	427692 from 91714589	12	11
Estany	548143	9	8

Tab.1



Pic.2 (Hashtracking.com)

Here the table shows how #banyoles is popular with comparing with others but for promoting it can be also an advantage. This hashtag is new and people can start to use it to become in the top and their photos can see more people and that way parts will be in succeed because #banyoles are becoming more popular also.

#### POPULARITY WITH OTHER HASHTAGS

Here you can see a graphic showing how your hashtag compares to the best hashtags all time.



Pic.3 (Hashtracking.com)

## TOP RESULTS FOR BANYOLES

Matching hashtags were found based on your search criteria.  
To generate new hashtags, just use the hashtag-generator form again or scroll down to the "Similar Hashtags" and let yourself be inspired.

### BEST 4 #BANYOLES HASHTAGS

Here you can find the 30 relevant hashtags based on your searching key. Instagram allows max. 30 Hashtags/Post.

▼ Best top hashtags	4 #Hashtags
#banyoles #Banyoleslake #banyolesbestburger #banyolesbestcake	

Pic.4 (Hashttracking.com)

Here is information in which combination of hashtags can be used #banyoles to involve more people.

#girona #estanydebanyoles #estanquedeba #pladeestany #gironaenamora  
#parquenatural #poblescatalans #pueblosconencanto #baixemporda  
#pueblomedieval #quebonicesemporda #lemporda #republicacatana #catalu  
#catalunya #natura #naturaleza #somcatalunya #somniaura #igersnatura  
#quebonicescatalunya #catalunyaexperience #julio2019 #fotographique  
#pesqueresdebanyoles #fishinghouses #pesqueras #banyoleslake  
#elpladelestany #catalonia

Pic.5(Hashttracking.com)

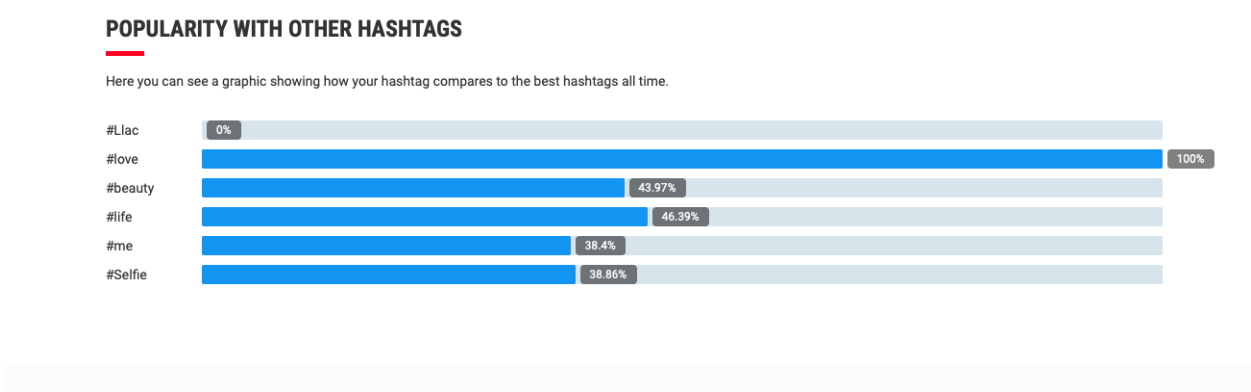
### SIMILAR HASHTAGS LIKE #BANYOLES

Hashtags that are similar to your keyword. They contain your keyword and show you other examples and variations of your word.

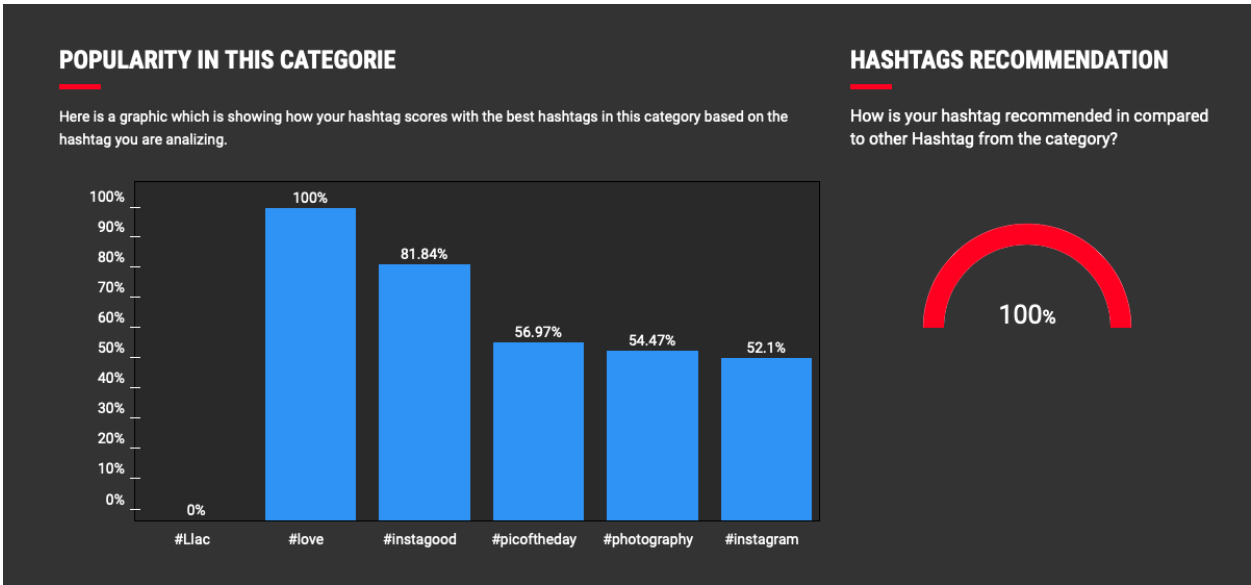
▼ Best similar hashtags	4 #Hashtags
#Banyoles #Banyoleslake #banyolesbestburger #banyolesbestcake	

Pic.6 (Hashttracking.com)

#LLac



Pic.7 (Hashttracking.com)



Pic. 8 (Hashttracking.com)



Pic. 9 (Hashttracking.com)

Best live hashtags

30 #Hashtags

#banyoles #catalunya #estanydebanyoles #pladelestany #banyoleslake

#catalunyaexperience #girona #nature #llacdebanyoles #instabanyoles

#igersbanyoles #banyolesmola #banyolesturisme #lake #estany

#descobreixcatalunya #fotosdebanyoles #llacbanyoles #raconsdegirona

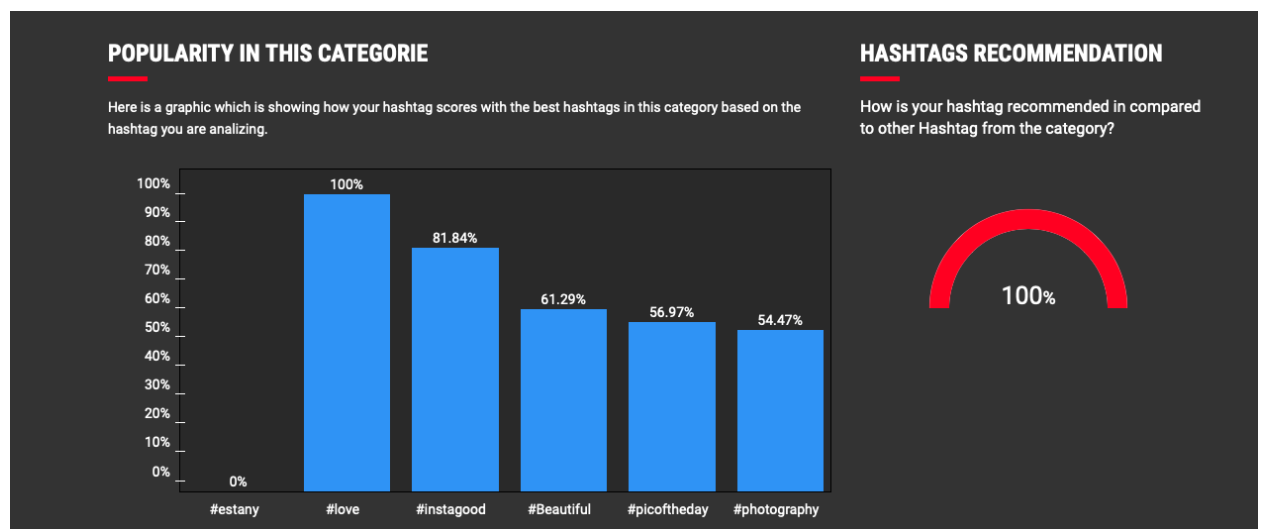
#igersgirona #estanybanyoles #igerscatalunya #lakeofbanyoles #sunset

#catalonia #visitbanyoles #naturaleza #revistalham #lagodeba #paisajes

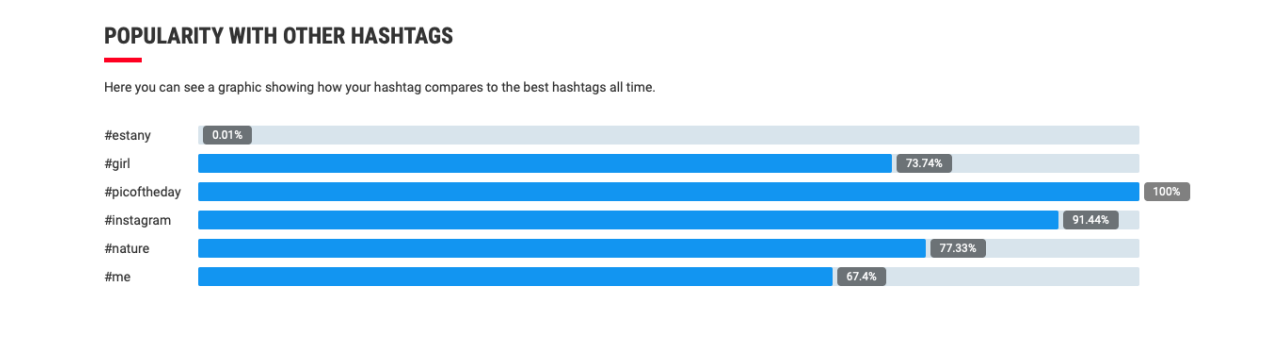
Pic. 10 (Hashtracking.com)

Here is information in which combination of hashtags can be used #banyoles to involve more people.

### #Estany



Pic. 11 (Hashtracking.com)



Pic. 12 (Hashtracking.com)

## BEST 8 #ESTANY HASHTAGS

Here you can find the 30 relevant hashtags based on your searching key. Instagram allows max. 30 Hashtags/Post.

▼ Best <b>random</b> hashtags	8 #Hashtags
#estany #estanydesantmaurici #estanydebanyoles #estanybesiberri #EstanyClar #estanydejuclar #estanypudent #estanydelapera	

Copy Hashtags

## SIMILAR HASHTAGS LIKE #ESTANY

Hashtags that are similar to your keyword. They contain your keyword and show you other examples and variations of your word.

▼ Best <b>similar</b> hashtags	7 #Hashtags
#estanydesantmaurici #estanydebanyoles #estanybesiberri #EstanyClar #estanydejuclar #estanypudent #estanydelapera	

Copy Hashtags

Pic.13(Hashtracking.com)

## MORE SIMILAR HASHTAGS LIKE #ESTANY

## SIMILAR KEYWORDS LIKE #ESTANY

Here you will find similar words based on your keyword. Click on a word to automatically generate new hashtags.

#estanydesantmaurici #estanydebanyoles #estanybesiberri #EstanyClar #estanydejuclar #estanypudent #estanydelapera

Pic. 14 (Hashtracking.com)

## MORE SIMILAR HASHTAGS LIKE #ESTANY

▼ 1: More <b>similar</b> hashtags	30 #Hashtags
#mountainstream #piscina #andorra lovers #engolasters #summer #marianne38voyages #Lumixtz60 #nofilter #marianne38espagne #marianne38enfamille #lac #lago #pescara #Catalunya #Catalu #Espanya #Espa #lesfran #PlaDeLEstany #Banyoles #sunset #skyalert #marianne3839ans #banyoles #girones #streetphotos #puigcerda #llacdepuigcerda #girona #cerdanya	

Pic. 15 (Hashtracking.com)

Finally, according to the results which show that #Banyoles is the most popular one comparing with the others. Also, there are several hashtags which can be used with these hashtags and which can increase the popularity and the audience and it can play a big role in tourism because more people will face these hashtags.

## **Conclusion**

Now Instagram plays important role in social media. It is crucial, that users begin to see that this platform is not just the social media for communication. Exploring how Instagram makes contribution to develop a tourism destination, it makes clear idea that Instagram and users transformed to a new form. (Fatanti & Suyadnya, 2015b) The idea of this paper is to explore how Instagram helps to develop the brand of the small destination and I focus on tool of Instagram as hashtag as that part of Instagram is playing a big role and has changed a lot. I found that Instagram is working in the similar way as for developing the big cities but with their own specific because the small destination they are interesting not just in international tourism but also in domestic and sometimes in domestic. In that case Instagram can be one of the tools for promoting but not the main as Instagram focuses more for borrowing more people. According to the analysis of the Instagram profiles of Banyoles, we can say that there is lack of all possibilities for promotion. Firstly, in my point of view, they are interested in the glance of domestic tourism. Secondly, they don't have the specific knowledge of Instagram and the possibilities of it. That's why, these accounts are working not in good way. Finally, I concluded that Instagram nowadays is paying more attention on hashtags. More than that, it creates tourism destination brand from visualization of photography and more option to share experience between users.

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