ORIGINAL

The generation of transmedia content from the analysis of the image in tourism, an approach to the publication in social networks

La generación de contenido transmedia desde el análisis de la imagen en turismo, un acercamiento a la publicación en redes sociales

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ABSTRACT

The aim of this article is to make the different components of the tourism product visible through a promotional strategy that reflects the different factors of the image and brings a possible consumer closer to a first impression of the destination. Therefore, by using the social network Instagram and generating transmedia content, the aim is not only to promote tourism but also to address elements that arise from tourism research, using social networks as a socializing mechanism for the activity. The publications and structural elements that are considered when making a specific tourist destination visible are presented. This article is the result of joint work between the Tourism Experiences Classroom and the TourismMente Seedbed.

Keywords: Transmedia Content; Tourist Destinations; Image in Tourism; Instagram; Tourist Product; Social Network; Tourism.

RESUMEN

El objetivo de este artículo es hacer visible los diferentes componentes del producto turístico a través de una estrategia promocional que refleje los diferentes factores de la imagen y acerque al posible consumidor a una primera impresión del destino. Para ello, se utiliza la red social Instagram y se genera contenido transmedia, no solo para promocionar el turismo, sino también para abordar elementos que surgen de la investigación en turismo, utilizando las redes sociales como mecanismo socializador de la actividad. Se presentan las publicaciones y los elementos estructurales que se contemplan al hacer visible un destino turístico específico. Este artículo es el resultado de un trabajo conjunto entre el Aula de Experiencias en Turismo y el Semillero TurísticaMente.

Palabras clave: Contenidos Transmedia; Destinos Turísticos; Imagen en Turismo; Instagram; Producto Turístico; Red Social; Turismo.

INTRODUCTION

Social networks and digital content have gained importance in today's society, as they provide easier access to the information they contain and their content is characterized, as reaffirmed by Hütt[1] for being dynamic, engaging, and eye-catching with the purpose of generating interest in the users who employ them daily. Among the features for which they were designed, there are informative purposes, since the information is presented interactively, facilitating its reception by users, thus achieving almost instantaneous communication and a reach with global expansion scales.[2]

For this reason, spaces like the Virtual Classroom of Experiences in Tourism, propose this same dynamic to give visibility to research content with little presence in these media through the use of social networks. [3] This starts from the premise of disseminating the knowledge generated throughout various data analysis processes with the intention of enriching knowledge and presenting it in a more dynamic way to facilitate the appropriation of such information; therefore, one of its objectives is to promote networks with less visibility in research elements, such as Instagram, which opens a great stage of participation in this content proposal. [4]

According to Saavedra Bautista et al. [5] transmedia narratives "are conceived as a story that expands through different systems of meaning such as verbal, iconic, audiovisual, and interactive. These can also be evidenced through cinema, comics, television, video games, theater, and more." These spaces combine visual, textual, and auditory elements to a large extent. Scolari points to the conversion of information into a single space and reaching the consumer through much more motivating elements, but in his discussion, the question arises about the role of social networks in the combination of the different significant elements mentioned.

Therefore, from this statement "the transmedia phenomenon must be understood as a type of cultural production or discourse where the narrative expands to several media and platforms, and users participate in that expansion", [5] it is possible to understand the relevance of this type of content, in which the user's role is crucial in the expansive process of information due to their active participation within the content; it is here, where the social network becomes important with the creation and socialization of its content according to this dynamic. [6]

Social networks are places on the Internet where people post and share all kinds of information, personal and professional, with third parties, acquaintances, and complete strangers. This information is important, as the disseminated content has a large-scale reach that will depend on the number of people who have proximity to said content and who, through basic actions such as a comment, a "like" or a post, encourage the interest of other users. [7,8]

As part of this reach, one of the tools that has managed to make some of these publications visible is the use of Hashtags or well-known Hyperlinks. According to Perinotto et al. [9] these correspond to a way of classifying messages that are grouped around a common theme. They have been popularly visible on social networks, grouping around this hyperlink all the publications that share the same theme, leading them to determine trends for established periods. These have been visible on networks such as Twitter, Facebook, and Instagram, the latter being of special interest in this article.

The image in tourism begins to take on greater representativeness when recognizing how it is projected to the potential consumer; in fact, authors such as Fariña Tojo. [10] acknowledge the role of induced memory that destinations generate, and highlight the representative role of social networks in the way they contribute to this image.

Fajardo [11] complements this perspective by acknowledging that, by developing an organic image of the place from the motivation of travel, it allows a tourist to base their decision on commercial sources, and likewise, after displacement, they proceed to showcase the perceived experience in spaces of their own domain, in this case, on their preferred social network.

In this regard, the induced image, understood as the one resulting from marketing and promotional efforts of the tourist destination that influences the traveler's choice of destination, [12] is constructed in the traveler's memory from access to its promotional information; therefore, the question arises about the role of social networks in the tourist's choice and the articulation of their experience through the networks, without generating an image that differs from the one they visit recreationally. [13]

The objective of this article is to generate transmedia content that allows for the visibility of project results such as the analysis of the image in tourism carried out in 2021 through virtual spaces and social networks. Embedded within the subject of study of this research, the concepts of transmedia content or transmedia narrative, the image of tourism, and the components that stand out in the generation of content are addressed.

METHODS

This article is in line with the dynamics of the project titled The Analysis of Image in Tourism, developed within the framework of the CUN 2021 call, which resulted in the attached improvement plan titled "Production of Transmedia Content Based on the Analysis of Image in Tourism (Instagram Case)" developed as a research internship and linked to the TurísticaMente research seedbed. These approaches were the starting point for the study of destinations from the images constructed on networks; in particular, emphasis was placed on the case of the departments of Boyacá and Cundinamarca (Colombia) in both the analysis of the drawings and the generation of transmedia content after being published on social networks.

From a qualitative approach, the decision was made, in the first place, to carry out an analysis of the perspectives of the community participating in the study, framed within students in the final semesters of the Tourism and Hotel Management program, who expressed their perception through artistic expressions such as drawings made by each interviewee. These images, which involved the participation of seventy people, were

part of the sample for this research.

For the development of this article, the analysis focused on drawings highlighting municipalities such as Paipa (Boyacá), Villeta (Cundinamarca), and tourist destinations such as Lake Tota (Boyacá) and Sumapaz Páramo (Cundinamarca). These destinations had the highest number of repetitions within the database designed for the analysis of image elements and were taken as a starting point for the generation of transmedia content due to the large number of elements identified.

In addition to this analysis, the concept of hyperlinks resulting from the implementation of the "hashtag" opened the possibility of investigating the scope of a theme framed in this type of visibility-enhancing tools. This search was carried out directly from the Instagram social network, through the approach to the concept of Tourism Research (#investigaciónenturismo) and the hyperlink of the selected destinations. For this purpose, in some cases, the corresponding spelling - the use of the accent mark - was preserved in each search, with the intention of identifying the number of publications in which it was present and where elements recognized from the drawing were evident.

For the creation of transmedia content, the methodology proposed by the Ministry of Science, Technology, and National Innovation (MinCiencias) was used, which is contemplated in the category Social Appropriation of Knowledge and Public Dissemination of Science, in the section Public Dissemination - Production of Strategies and Transmedia Content, available in the CVLAC. Based on these guidelines, it was possible to standardize the contents, which include elements related to the basic data of the product, the target audience along with its description, the conceptualization of the format, the description of the genre in which it is framed, the transmedia concept, the conceptual guidelines, the theoretical references, and the narrative structure, among others.

RESULTS

In the analysis exercise based on the artistic creations of tourists and visitors of the territory for the recognition process of the different characterized destinations, it was carried out through the stance of Barrios and Reis (2019)[14] exposed by the categorization of Berli and Marin in 2004 and Kim, Hallab and Kim in 2012, which determine the identifiable attributes in an image and that are materialized in this article.[15] These emphasize the significance and symbolism of these elements in the construct of the mental image of the destination and encompass the sectors that make it up as detailed below.

Generation of the analysis matrix and study factors

As part of the findings obtained in the analysis of the drawings, a matrix of factors was established that allowed dividing the present elements of each image into three categories: (a) natural factors; (b) cultural factors; and (c) social factors.

These are characterized as follows:

a. Natural factors: the drawings reflect themes such as natural resources and/or attractions, including natural landscapes, aquatic ecosystems, weather conditions, and specific and identified flora and fauna.

b. Cultural factors: these denote themes related to the resident community, among which stand out the uses, customs, gastronomic elements, cultural heritage, tangible and intangible assets, and the present communities.

c. Social factors: elements such as resident communities, participating social groups, economic activity, structure, superstructure, and identified tourist infrastructure are contemplated.

The data obtained from the image analysis activity were gathered in a database that allowed obtaining the elements of the destination with greater presence in the residents' imagination. In this database, expressed in Table 1, relevant elements are related to the analyzed landscapes, pointing out natural, architectural elements, the participation of the resident within the space, among others. This categorization was made around elements such as destination, department to which they belong, and identified natural, social, and cultural elements.

With this distribution, the outstanding elements in each of the created drawings of the four selected destinations (Table 1) were identified from the participants.

Table 1 initially reflects the coding of each analyzed drawing. The 11 creations allowed determining the different elements according to the studied factors and the dynamics of each destination. Notably, Aquitaine and Lake Tota stand out as two distinct destinations due to their location, enabling the identification of similar findings in natural factors focusing on the same geographic area. It is important to note that these results emerged after reviewing each drawing made by the participants.

Table 1. Factor analysis matrix applied to the selected destinations

Code	Destination	Department	Natural factors identified	Cultural factors identified	Social factors identified
EI06	Aquitaine	Boyacá	Mountains Beach Lake Frailejones Rainbow trout Birds	Monument to agricultural labor	Fishing Agriculture (Onion) Farming Community
EI07	Aquitania	Boyacá	Mountains Lake Trees	Local crops	AgricultureA (Onion) Plots for cultivation Road Rural roads
EI14	Lake of Tota	Boyacá	Conical pines Lake	NR	Pier Canoe White beach
EI15	Lake of Tota	Boyacá	Lake Beach Mountains Trees	NR	Glamping
EI16	Lake of Tota	Boyacá	Lake Mountain ranges	Value for ancestral knowledge	Family Viewpoint
EI23	Lake of Tota	Boyacá	Valley Mountains Tota Lake		Rural Community Pier Canoe
EI01	Paipa	Boyacá	Lake Sochagota Trees Rose	Lake cruise Structural adaptation of the lake's harbor	Walks around the lake
EI04	Paipa	Boyacá	Thermal Waters	Extreme sports (Windsurfing) Municipal Church	Thermal baths Wellness Centers
EI46	Sumapaz Paramo	Cundinamarca	Frog Paramo Mountains Lake Water lily (Nymphaea alba blanca) Juncos	NR	NR
EI34	Villeta	Cundinamarca	Creek Trees Salto de los micos	NR	Bar/Entertainment Swimming pool and spa
EI39	Villeta	Cundinamarca	Salt Route (Home) Climate: Warm Waterfalls Ecological Trails	Panela Sugar Cane Festivals and Festivals Flag Raising	Swimming pool Population Monument to the panel maker

NR: Does not recognize any element of the factor analyzed.

Source: Own elaboration.

The creation and publication of transmedia content

This compiled basis paved the way for the articulation of transmedia content evidenced through the Instagram social network. For this, the hyperlinks #ResearchInTourism, #Investigacionenturismo, #Tourism were used, and finally, the hyperlink of the analyzed destination highlighting the hashtag with the highest number of similar publications on the social network. It is important to note that, as of October 2021, publications with the related research hyperlink did not exceed ten. Consequently, it was proposed to increase the number of participations through the hashtag that linked, in turn, the publications of the Tourism Experiences Classroom.

In response, the expectation campaign of the contents to be developed was consolidated. Figure 1 shows the publication made on the Instagram profile of the Tourism Experiences Classroom through the URL https://

www.instagram.com/auladeexperienciasenturismo to accommodate the new content of the publication. The colors used for this publication mark a difference from those traditionally used, intending to generate interest among users.

Figure 1. Expectation Campaign Tourism Experiences Classroom "Tourism is an area that also has attractive topics to research, and doing so in an entertaining way is possible starting today"

Source: Own elaboration present in the profile of the Tourism Experiences Classroom (@ Auladeexperienciasenturismo).

Figure 2. First Instagram Publication: Aula de Experiencias en Turismo "For our first trip in this section, we introduce you to Paipa. A municipality located in the department of Boyacá"

Source: Aula de Experiencias en Turismo (@Auladeexperienciasenturismo).

To provide information for this profile, two spaces were defined: the first, called "Traveling with Aula," which framed the destinations resulting from the analysis and aimed to present a representative tourist destination weekly from the study departments in accordance with the elements collected in Table 1; and the second, within Knowledge from the Classroom, aimed to showcase both audiovisual content related to tourism for educational purposes and the curation of research articles related to the sector.

In Figure 2, the first publication made by taking up the elements obtained from analyzing the drawings from the Paipa-Boyacá destination is shown. It highlights the specific use of the destination's iconography, promoting the desire to travel without affecting or generating an induced image in the user, thereby fueling expectations and coherently presenting part of the experience they will find at the destination.

In creating this content, elements reflected in the matrix are recognized: both Figure 1 and 2 share a brand recognition scheme related to the dissemination space, Aula de Experiencias en Turismo; in their composition, they approach distinctive elements of tourist product design, in which territorial providers, main attractions, and complementary services to the activity are recognized. Likewise, an initial binding part and a closing publication are generated, seeking user participation.

Similarly, each publication is framed within a specific story or dynamic. For example, in the case of Paipa, this publication was narrated as a visiting postcard; Villeta, as a conversation on social media; Lake Tota, as a search on websites; and the Sumapaz Páramo, as a spy-type mission with a reference to the Mission Impossible movie. Each dynamic in the narrative also aims to guide the intention to travel, generate interaction, and reflect the analysis results from the research of the published destinations. These publications can be viewed on the Aula de Experiencias Instagram profile.

Measurement and reach to date

As a result of this information's exposure and with the aim of further expanding its reach, it was necessary to link the Instagram profile of this space with the existing one on Facebook, as this social network has a larger number of followers. Regarding the trends found in this process, the publications achieved a high reach among people who became followers of the profile during the publication date (Figure 3). These followers did not exceed 48 in October 2021, as evidenced in Figure 3.

Figure 3. Interaction statistics on Instagram, level of reach of the Paipa publication in Aula de Experiencias en Turismo
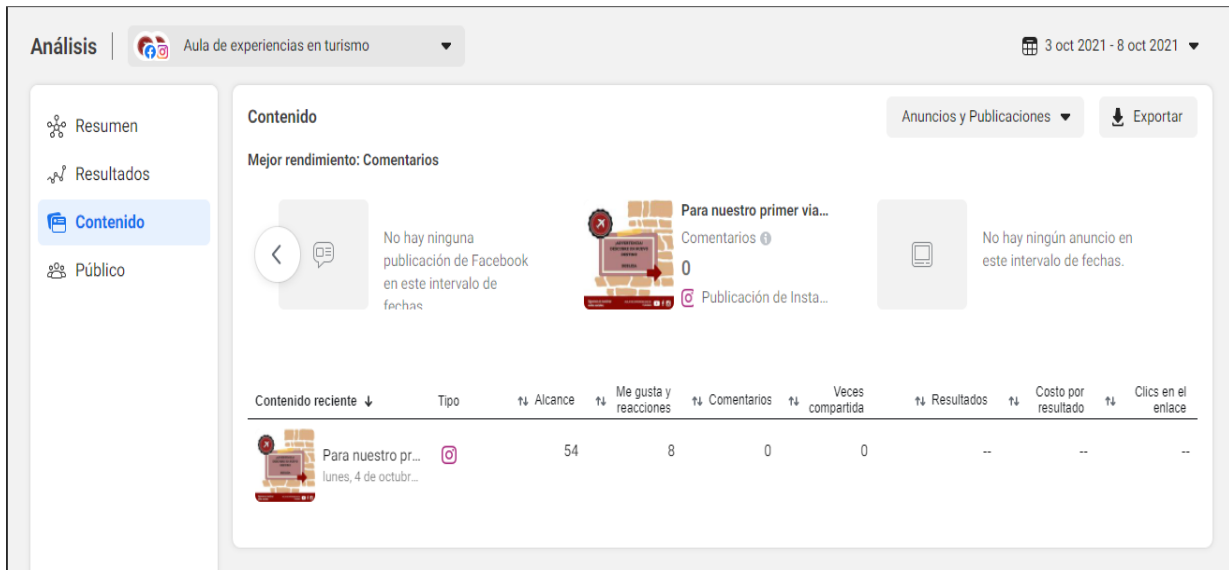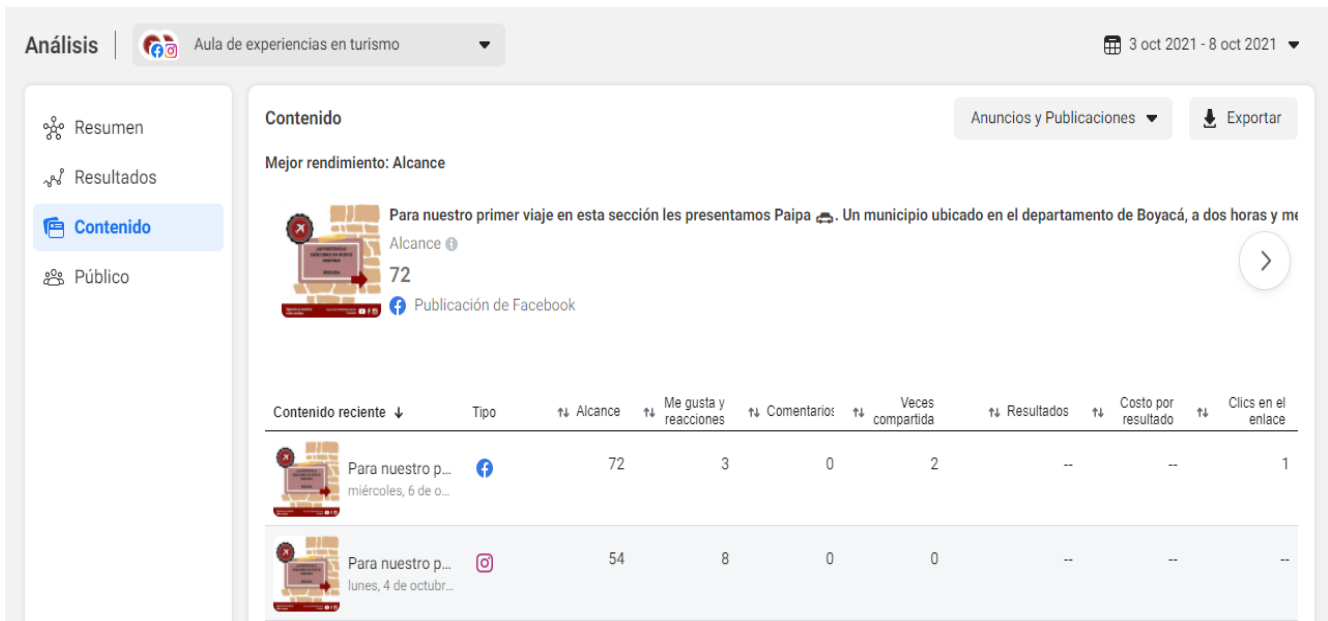

Source: Analysis of metrics sourced from Facebook Bussiness Suite

Regarding Figure 4, it is evident that the post reached 54 people; however, only 8 individuals, according to the statistics from the applications where Tourism Experience Classroom is present, interacted with the content beyond a simple "like." Similarly, Figure 5 shows the interactions, combined with both Facebook and Instagram social networks, achieving a greater reach of 72 users who, in addition to sharing the post, accessed the main link.

Despite not achieving the expected results on social media, publications with increasingly greater reach have been generated, as evidenced in Table 2. This allows for a more dynamic approach in presenting image analysis and other elements to the audience. In fact, the results shown in this matrix are much more encouraging and display a broader reach, interaction, and recognition of the content.[16,17]

Figure 4. Interaction statistics on Instagram, total reactions to the Paipa post in Tourism Experience Classroom

Source: Analysis of metrics from Facebook Business Suite.

Table 2. Interaction statistics on Instagram and total reactions to the posts between October 16 and November 18 in Tourism Experience Classroom

Caption or video (original language preserved)	Time of publication	Scope	Likes and reactions	Comments	Times shared
Ven y disfruta del viñedo en Puntalarga.	2021-11-18T10:17:14	67	7	0	0
Te invitamos a dejarte cautivar por increíble experiencia mágica que te brinda Playa Blanca y la Laguna de Tota,	2021-11-18T10:13:27	107	9	0	0
#ValleViejo es uno de los 16 departamentos de la provincia de #Catamarca, #Argentina.	2021-11-18T09:58:57	229	64	22	9
Basílica de la Virgen de Chiquinquirá, municipio del departamento de Boyacá,	2021-11-18T09:05:16	151	29	7	5
Plan perfecto si existe, Parque Embalse el Hato te llevará a una conexión con la naturaleza	2021-11-18T09:02:55	433	255	72	48
Apuesto que no tenías ni idea de que existía este hermoso lugar!! date la oportunidad de conocer lo desconocido, Ubaque Cundinamarca	2021-11-18T09:01:43	175	73	14	18
Ráquira #LosCuadernosDelBarroRáquira	2021-11-18T08:59:48	141	46	8	0
BIENVENIDOS A MONGUÍ	2021-11-18T08:56:23	102	20	0	0
¿Conocías Suesca?	2021-11-18T08:53:39	78	17	0	0

#PlayaBlanca #AquitaniaBoyacá	2021-11-18T08:40:31	211	57	53	0
Sopo un lugar de maravillas escondidas	2021-11-15T18:28:28	709	188	2	0
Bienvenidos a TOTA	2021-11-15T17:48:48	168	97	8	1
¡Ven y conoce Guatavita!,	2021-11-15T17:21:02	212	60	1	0
¡Un destino natural lleno de paisajes naturales extraordinarios, Iza!	2021-11-15T17:07:31	306	117	28	15
La ruta de este viaje con Aula nos lleva al Lago de Tota	2021-11-08T09:18:58	108	17	0	0
Villeta es el próximo destino al que iremos "De viaje con Aula".	2021-10-21T17:06:49	92	8	0	0

Source: Analysis of metrics sourced from Facebook Business Suite.

This information is crucial in the feedback process and content creation, as it highlights users' affinity with the content and allows the identification of elements that generate attraction for the space's followers.18,19 The analysis of metrics is a very detailed dynamic that requires a much more in-depth study, carried out through the analysis, interpretation, and functionality of spaces such as the Tourism Experiences Classroom, which allows for a deeper understanding of research processes.

CONCLUSIONS

Transmedia content refers to all productions that transcend multimedia formats and, through a narrative model, deploy information across different communication platforms to grant users an active role. The reception of content, initially quite limited, has managed to gain recognition among the population connected to the social network, reaching not only students but also official destination accounts that see these publications as an opportunity to showcase their territories.

The image of a tourist destination is the result of experiences and interactions that both residents and tourists have had in the visited location. Recognizing these elements through the interpretation of drawings and transforming them using iconography has been a challenge that aims not only to reveal the element but also to preserve the destination's essence, the participant's emotions, and the future motivation of potential tourists. To do this, a comprehensive understanding of the studied element is needed to facilitate its reading and interpretation.

Social networks are tools for disseminating, expanding, and transmitting information that are currently available to users and promote a more active role in the dynamics developed within these spaces. It is important to note that reaching a target audience depends on factors such as the number of publications, the total number of active followers, dissemination in other spaces, and real interaction through "likes," comments, and sharing information. Destination promotion is an ongoing effort that requires consistent content generation in line with site expectations.

The use of hashtags or hyperlinks enhances content visibility on Instagram, as their function corresponds to a way of categorizing messages grouped around a common theme, redirecting the user's attention to similar or differently presented content. In fact, using this tool has allowed the creations' reach to extend beyond followers and gain recognition alongside other similar content. Similarly, the implementation of other languages, such as English, in using this tool significantly contributes to this reach and creates an opportunity window in this socialization dynamic.

Hashtags are a useful tool for content visualization. However, some limitations were found regarding punctuation marks and the location of some destinations: for example, Aquitaine can be mentioned for the case of Lake Tota, as its search had to specify the department it belongs to in order to refer to the place of this study; when searching for the hyperlink #aquitaine, results very different from the requested ones were obtained. This shortcoming is revealed as a field of opportunity and review of what is really intended to be related to said hyperlink.

Delving into content related to tourism research on Instagram has yielded very limited results, highlighting a broad space that is worth including in the network's dynamics. Bringing research into this space allows for greater socialization of sciences and reaching a broader population without losing the seriousness of the exercise. In the long term, it is proposed to analyze the competitiveness level of the Tourism Experiences Classroom space compared to other spaces sharing common purposes regarding the dissemination of research

content.

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CONFLICTS OF INTEREST

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