

TOURISM INFLUENCERS' PHOTOS: A GUIDELINE FOR CREATING PROMOTIONAL MEDIA

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Abstract

This research examined the tourism imagery on social media posted by influencers to provide a guideline for creating promotional content in accordance with the travel needs and motives depicted in sample photographs. Qualitative and quantitative approaches were used to determine categories of content based on travel motivation studies and photography and to analyze photographs collected from Thai tourism influencers. The extracted data were organized to form a guideline. The first finding suggests that there are four dimensions in the content of travel photography: Escaping, or the desire to rest in a different environment; Seeking or Exploration, or the need to seek novelty; Intrapersonal, or the need for self-improvement; and Interpersonal, or the need for kinship or social interaction. The second finding is a guideline for creating tourism promotional media, derived from the data obtained from the analysis of sample photographs. According to the data, the most essential contents are those relating to Natural Aspects and Relaxation, followed by Leisure and Learning Activities. Content that falls outside of these categories is usually specific to the narrative or qualities of the destination and should be considered Content According to Storytelling.

Keywords: Tourism, Photography, Social Media, Content Marketing

1. INTRODUCTION

Tourism is important to human life as it fulfils many needs such as relaxation, novelty seeking, relationship building, excitement, and entertainment (Gnanapala 2012). Motives which drive humans to look for novel experiences and travel are sometimes called travel motivation. Travel motivation has been studied throughout the last century and remains an ongoing area of study based on basic human needs (Pearce, 1982; Ryan, 1988 in Huang & Hsu, 2009) and the interplay between internal needs and what destinations can offer (Crompton, 1979; Dann, 1977).

These motivational factors influence individuals' decisions to travel and have turned tourism into a huge industry that is an important driving force in the economies of many countries, such as Thailand (Department of Tourism, 2017; World Tourism Organization, 2018).

Tourism promotion is one of the impulses behind the industry that should be studied. Tourism promotion now uses various forms of media and distribution channels. One of them is Content Marketing, which is a form of Digital Marketing in which businesses disseminate information that is interesting, useful, and often relevant to their products or

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services, to target consumers without directly advertising (Chappell, 2017). Using influencing personas on social media to spread information is one of the styles of content marketing that has become prominent since the Internet and connected devices have become widespread and widely accessible to the public, allowing virtually everyone to both generate and consume content (Gretzel, 2018). A tourism influencer is an individual or a group of individuals who produce and publish travel stories or other tourism-related content and who have amassed a sizable following, becoming influential enough to promote tourism as well as associated goods and services (Muller, et al., 2018). Even though their followers are aware that these individuals are employed by or endorsed by corporations or organizations, influencers typically receive greater attention and credibility than organizations due to their reachability and virtual word-of-mouth marketing technique (Woods, 2016; Stepchenkova & Zhan, 2012). One of the many media that social media influencers in the travel industry use to promote their content is photography, which is the focus of the research presented in this article.

Photography is important for tourism because of its contribution to growth. Adopted by explorers and travelers, the medium brought distant locales and cultures to the attention of the public, ignited interest in travel (Marien, 2012), and is continuing to do so. In the past, the role, the content, and the intent of travel photos created by professionals and tourists were quite clearly defined (Gleebua, 2010). Now, however, tourist-generated images have become an important marketing medium and, therefore, a major source of information. Out of this phenomenon, internet tourism influencers were born. Yet there are insufficient studies on what drives the persuasive force behind the contents released by them and what their principles are for maximizing the potential of their promotional content (Gretzel, 2018). It is intriguing and may be beneficial to the production of tourism promotional media to examine the contents, which are possibly

unintentionally based on travel motivations, of travel photographs taken by semi-advertisers and semi-tourists like tourism influencers, especially in the contemporary context when digital photography, social media, and user-generated content have disrupted the creative industry and largely replaced the work of the professional photographer and advertiser.

This article presents the results of a study on tourism promotional photographs published in social media by tourism influencers from research entitled "The Creation of Photographic Content for Tourism Promotion: A case study of Photographs on Social Network," which aimed to determine the components in the creation of travel photographs and to create guidelines for creating photographic content to promote tourism on social media. The research was conducted using both qualitative and quantitative methods to study the content and their priorities within a sample of travel photographs from social media. This may indicate the tastes or motivations that influence individuals to decide to travel and could benefit the management and planning of tourism promotion media.

2. LITERATURE REVIEW

This research was based on three fundamental fields of study consisting of the studies of travel motivation, tourism influencer marketing, and tourism and photography. The following are summaries of the findings from an associated literature review.

2.1 Studies of Travel Motivation

Travel motivations are internal and external motives that encourage people to travel, driving tourism. There are four primary concepts and theories that were studied for the research. The first is Escaping or Seeking/Exploration (Iso-Ahola, 1982, 1989 in Kim, et al., 2002; Nikjoo & Ketabi, 2015) which describes travel motivation as the need to escape daily life and the everyday environment to find novelty, which could be

done individually or collectively. The second is the Travel Career Ladder (Ryan, 1988 in Huang & Hsu, 2009), which believes that travel needs will develop hierarchically from simply relaxation to self-development and fulfilment. The third is Travel Career Patterns (Lee & Pearce, 2002a, 2003b; Pearce, 2005; Pearce & Lee, 2005 in Huang & Hsu, 2009), which concludes that tourists with diverse travel experiences have different travel needs, from traveling for leisure and relaxation to traveling for knowledge and self-development. The fourth is Push and Pull Travel Motives (Crompton, 1979; Dann, 1977) which recognizes the interplay of both the tourists' internal motives (Push) and external motives from the qualities of the destination (Pull).

2.2 Tourism Influencer Marketing

Literature related to tourism and influencer marketing indicates that influencer marketing stems from content marketing. Content marketing is a form of digital marketing in which businesses provide free information that is useful, and sometimes relevant to their product, to potential consumers (Chappell, 2017). One of the channels that is used to share such information is through influential social media users. Users who have many followers and are influential enough to sway their opinions are called influencers. Influencer marketing is a style of content marketing that became prominent after the widespread use of the Internet and connected devices, which has allowed virtually everyone to both create and consume content on the Internet or social media platforms (Gretzel, 2018). Regarding the tourism sector, influencers create travel stories or content to promote tourism, as well as related products and services (Muller, et al. 2018).

2.3 Tourism and Photography

Photography has long been tied to traveling as a recording medium. When photography was developed and made widely available in the 19th century, along with the rapid

development of printing technology and accessible transportation, photographs of places, landscapes, and people, from various cultures were released to the public, contributing to the expansion of the tourism industry (Marien, 2012). For tourists, photographs are not only testimonies to what has happened and visual representations of what has been seen but also proof of participation in activities allowing them to show their satisfaction in the travel experience (Gillet, et al., 2016; Sontag, 1977). Travel photographs or images of the destination are presented differently according to the taste and objective of the photographer, whether they are professionals, enthusiasts, regular tourists, or residents of the destination, making the photographs and the content within them different (Gleebua, 2010; Marien, 2012; Sontag, 1977). As digital technologies and the internet have made it simpler to make and share travel photographs, regular tourists who publish their travel stories online have become significant sources of tourism information (Gillet, et al., 2016) with some eventually becoming tourism influencers.

These fields of study were chosen as the foundation for this research as the growing role of social media influencers and user-generated media in tourism promotion is concerned with all three. Photography was the chosen medium due to its long-standing relationship with tourism, and its widely accessible nature, whereby even ordinary tourists can effortlessly take photos and distribute them. While the intents of its production are likely different, an album—or a set—of photographs may reveal both the characteristics of and what motivates one to travel to a particular destination. However, reviews on travel photography within its own field are either limited to technical aspects or to 'what to photograph' from the professionals' point of view. There does not seem to be sufficient studies considering the factors influencing why and what ordinary tourists photograph. Literature on travel motivation has indicated that motivational factors for travel could be as straightforward as wanting to rest and be away from the daily environment for a short

period, to wanting to seek novelty or to better oneself through extreme experiences. A great trip enhances one's self-esteem and could be even more fulfilling when it is approved by others. Simple media such as photographs are used by individuals to inform others of their trip experience, gaining their approval and, in turn, motivating them to take the trip themselves. Tourism influencers, who are seen as 'tourists who photograph', may unintentionally include some of the motivational factors in their promotional content. This, along with other prominent characteristics, could be the reason behind the rising importance of the marketing method in tourism. The questions that remain are: Which motivational factors could be in travel photos? Which attributes are emphasized in travel influencers' photos? And how could this knowledge be extracted, summarized, and used by others?

3. METHODOLOGY

Both qualitative and quantitative methods were used for conducting the study; these methods included a document review, qualitative analysis, and statistical analysis, leading to the creation of a guideline for generating photographic content to promote tourism on social media. The procedure was divided into two phases that would answer each objective accordingly.

In the first phase, which was to identify the possible components in the creation of a travel photograph from the link between tourism and photography, the concepts and theories of travel motivation and travel photography were studied. The concepts and theories of travel motivation that were studied included Escaping and Seeking or Exploration, the Travel Career Ladder, Travel Career Patterns, and Push & Pull Travel Motives (Huang & Hsu, 2009; Kim, et al. 2002; Nikjoo & Ketabi, 2015). These concepts and theories consider both internal and external motives which encourage people to travel. For travel photography, much literature, both concept- and technique-related, was reviewed (Chen, 2012; Gillet, et al. 2016; Marien, 2012; Sontag, 1977). One study in particular was

found especially interesting and related to the present study. This literature is a study of the politics of tourism photography (Gleebua, 2010), which consists of the goals and tastes of travel photography among four groups of people who may photograph a tourism destination. From the mentioned literature and some others, the connection between photography and travel motivation was found. The knowledge gained from every related concept or theory was then compared and analyzed to create a list of travel photography content based on travel motivation, needs, and tastes, in travel photography.

The second phase of the study was to create the guideline for generation of tourism promotional media content, especially photography, for social media. In this phase, the list of travel photography content was used in conjunction with an analytical method based on visual analysis (Hook & Glaveanu, 2013; University Writing Center, 2019), semiotic analysis (Bouzida, 2014; Pattanopas, 2008), and statistical analysis such as hierarchical clustering. Five Thai tourism influencers were selected as a sample group based on their reach and numbers of followers on Facebook, as reported at the time by several websites (Ad Addict TH, 2018; Go!Graph, 2018; HuaPood, 2020; Marketeer, 2019; Rainmaker, 2020; Tripzii, 2019), and their tendencies to use photographs in their contents. From the five influencers, a total of 3,054 travel photographs released in 2019, before the Covid-19 pandemic when tourism was in a normal state, were collected using the search function on the influencers' Facebook pages. The photographs were analyzed using the study procedure, summarized as follows: First, general information about the series of photographs was identified, such as its audience, purpose, creator, medium, and genre (Hook & Glaveanu, 2013; University Writing Center, 2019). Next, the compositions and elements, or signs were identified and separated into icon, index, and symbol for each photograph (Bouzida, 2014; Pattanopas, 2008). The next step was to interpret the signs into denotative meaning which is the obvious meaning or story that the photograph informs to viewers

through connotative meanings (Bouzida, 2014; Pattanopas, 2008) based on the list of travel photography content. Finally, the connotative meanings were recorded as frequency data.

The raw data, which consisted of the frequency of the appearance of each content within the collected photographs, was then converted into percentages and analyzed to find the order of priority with the hierarchical clustering method. This is a statistical analysis method for grouping objects according to similarities or differences, thus allowing the creation of the guidelines for tourism promotional content management from the photographs published by the social media influencers.

The entire research methodology and procedure are summarized in Table 1.

4. RESULTS

The results contain the findings from the research phases separated into two parts according to the objectives of the research.

4.1 The Analysis of Components in the Creation of Travel Photographs

The analysis of the components in the creation of travel photographs was conducted

by studying documents and research related to the concepts and theories of travel motivation and taste in travel photography. A comparative analysis was carried out to find the connection between travel motivation and the intent of travel photography. It was found that while all groups, from professionals to ordinary tourists, can learn the technique and aesthetic of photography (Gleebba, 2010), and the destination attributes that they photograph are similar to the ones found in the studies of travel needs (Chen, 2012; Crompton, 1979; Dann, 1977; Gleebba, 2010; Gnanapala, 2012; Nikjoo & Ketabi, 2015; Yousefi & Marzuki, 2015), general show their need for novelty. They also tend to use photographs to express achievement, social status, and esteem from having been to a destination or having participated in an activity while travelling (Gillet, et al., 2016; Gleebba, 2010; Lo & McKercher, 2015; Sontag, 1977). Photographs of a destination taken by local people, which are mostly meant to record personal stories or events within the community, (Gleebba, 2010) could also be interesting for tourists who seek to learn about or participate in local or cultural activities (Lee & Pearce, 2002a, 2003b; Pearce, 2005; Pearce & Lee, 2005 in Huang & Hsu, 2009). For these reasons, photography both fulfils and motivates the need for travel; hence, there is a

Table 1 Summary of the Research Methodology and Procedure

	Phase 1 The Analysis of Components in the Creation of Travel Photographs	Phase 2 The Creation of Guidelines for creating Photographic Content to Promote Tourism on Social Media
Input	<ul style="list-style-type: none"> • Photography and Tourism • Travel Motivation 	<ul style="list-style-type: none"> • Semiotic and Visual Analysis • Hierarchical Clustering Analysis • Travel photos collected from the sample influencers • The list of travel photography content
Process	<ul style="list-style-type: none"> • Study and analyze the concepts, procedures, and theories related to photography, tourism, and travel motivation. • Create a list of travel photography content from the acquired knowledge. 	<ul style="list-style-type: none"> • Create a method for analyzing travel photos released by influencers. • Collect travel photos according to criteria. • Analyze the collected photos using the created method. Acquire quantitative data. • Summarize the acquired data descriptively. Create a guideline for creating travel photo content.
Output	<ul style="list-style-type: none"> • The list of travel photography content 	<ul style="list-style-type: none"> • Guidelines for creating Photographic Content to Promote Tourism on Social Media

connection between photography and travel motivation. The remaining question was: What are the attributes, or contents, of travel photography? Thus, from the connection, the attributes from the concepts and theories were grouped based on the dimensions of travel needs, as shown in Figure 1.

From the grouping, the list of travel photography content was inferred. The list divides travel photography content into the four following dimensions:

Escaping

Escaping incorporates content related to the desire to travel to avoid the monotonous lifestyle and surroundings, as well as to perform leisure activities in comfortable accommodations. The content of this topic may consist of accommodations or resort facilities and leisure activities.

Seeking or Exploration

Seeking or Exploration involves content related to the desire to discover, see, and learn new things, through activities or experiencing nature and culture to enhance knowledge and experience. The content in this topic may consist of natural aspects, cultural aspects, exciting or adventurous activities, and exotic things or foods.

Intrapersonal

Intrapersonal refers to content related to self-improvement and self-expression for tourists, either to enhance their status or simply to show that they have been involved in the activities or have visited the attractions. Intrapersonal content may be expressed in the form of a portrait of a tourist at an attraction or photographs that directly show objects or places.

Travel Photo. Content from Tourism Motivations

Escaping	Relaxation needs; Safety/Security; Escape & Relaxation; Escape from daily life; Relaxation; Health; Psychological Relief; Rest & Relaxation; Tourism Facilities; Environment & Safety	Leisure & relaxing activity
		Accommodation and resort
Seeking & Exploration	Self-Actualization; Novelty; Nature; Self-Development/Host-site involvement; Excitement; Beach; Park; Cultural Attraction; Entertainment; Landscape; Shopping; Education & Knowledge; Cultural Explore; Novelty & Knowledge-seeking; Cultural & Historical Attractions	Exotic things or food
		Cultural area
		Natural area
Interpersonal	Relationship; Relationship; Romance; Kinship/Belonging; Adventure & Social Interaction; Family Activity; Family Togetherness; Social & Fun	Exciting or adventurous activity
		Photo of friends, family or loved ones
Intrapersonal	Self-esteem and Development; Fulfilment; Self-enhancement; Autonomy; Social Status; Prestige & Esteem; Esteem & Achievement; Ego-enhancement; Competence Mastery; Intellectual	Photo of locals
		Photo from tourist's POV
		Photo of the tourist
References		
Escaping / Seeking & Exploration :		
Kim, S. S., Lee, C., & Kwon, D. B. (2002). The Influence of Push and Pull Factors at Korean National Parks. <i>Tourism Management</i> , 24(2002), 169-180.		
Nikpo, A. H., & Keshi, M. (2015). The Role of Push and Pull Factors in the Way Tourists choose their Destination. <i>Anatolia: An International Journal of Tourism and Hospitality Research</i> , 26(4), 588-597.		
Travel Career Ladder (TCL) :		
Huang, S., & Hsu C. H.C. (2009). Travel motivation: linking theory to practice. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 3(4), 287-295.		
Travel Career Patterns (TCP) :		
Huang, S., & Hsu C. H.C. (2009). Travel motivation: linking theory to practice. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 3(4), 287-295.		
Push & Pull Travel Motives :		
Crompton, J.L. (1979). Motivations for Pleasure Vacation. <i>Annals of Tourism Research</i> , 6 (4), 408-424.		
Dann, G.M.S. (1977). Atomic, Ego-Enhancement and Tourism. <i>Annals of Tourism Research</i> , 4 (4), 184-194.		
Gueguela, W.K.A. (2012). Travel motivation and destination selection: A critique. <i>International Journal of Research in Computer Application & Management</i> , 2(1), 40-52.		
Nikpo, A. H., & Keshi, M. (2015). The Role of Push and Pull Factors in the Way Tourists choose their Destination. <i>Anatolia: An International Journal of Tourism and Hospitality Research</i> , 26(4), 588-597.		
Youseli, M. & Mazraki, A. (2015). An Analysis of Push and Pull Motivational Factors of International Tourists to Penang, Malaysia. <i>International Journal of Hospitality & Tourism Administration</i> , 16(1), 40-56.		

Prestige/Esteem

Figure 1 The Figure Illustrates the Grouping of the Attributes from the Studies of Travel Motivation and Travel Photography.

Note. From Author, 2023.

Interpersonal

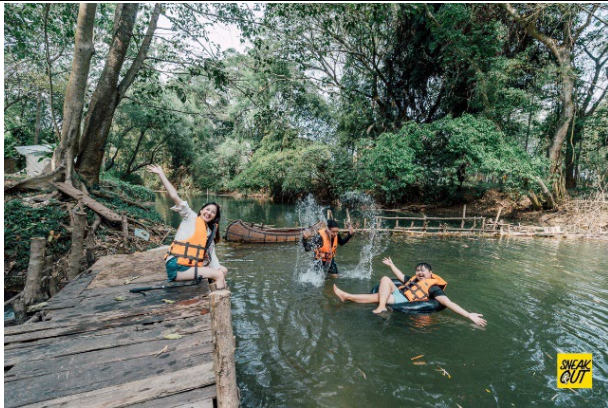
Interpersonal refers to content related to tourism activities that involve another person, either among the tourists themselves, be they

family, lovers, friends, or local people. The content illustrating this topic could be group photographs, photographs of interpersonal activities, or photographs of local people.

Table 2 The List of Travel Photography Content

Escaping	Leisure and Relaxing Activity
	Resort and Accommodation
Seeking/Exploration	Exotic Things or Food
	Cultural Area
	Natural Area
Intrapersonal	Exciting or Adventurous Activity
	Photo from a Tourist's POV
	Photo of the Tourist
Interpersonal	Photo of Friends, Family, or Loved Ones
	Photo of Locals

Table 3 An Example of the Analytical Procedure Output for Each Photograph

	
Icon	
<ul style="list-style-type: none"> • Group of tourists; smiling; waving • Trees • River 	<ul style="list-style-type: none"> • Wharf; pier; riverside structure • boat • Swimming; playing in the river • Life vests
Index	
<ul style="list-style-type: none"> • A group of tourists are happily waving at the camera. • The tourists wear life vests. 	<ul style="list-style-type: none"> • The tourists are enjoying themselves in the water. • The scene appears to be natural area but there are also facilities and man-made structures.
Symbol	
N/A	
Possible Denotative Meaning	
A group of tourists who wear life vests wave at the camera while playing in the river. The place seems to be a natural area but there is a wooden wharf, a pier, and a boat.	
	Tourist(s) in Photo
	Yes
	Possible Connotative Meaning
	<ul style="list-style-type: none"> • Escaping: Leisure and Relaxing Activity • Escaping: Resort and Accommodation • Seeking/Exploration: Natural Area • Interpersonal: Photo of Friends, Family, or Loved Ones

The list of travel photography content is summarized in Table 2.

The list of travel photography content created from knowledge of travel motivation and travel photography presents the content related to the tourists in addition to the features of the attractions that may appear in travel photographs. The list was applied in the analysis of tourism promotional photographs collected from a sample group of influencers to learn the content of the promotional photos published on social media in the next phase of the research.

4.2 The Creation of Guidelines for Generating Photographic Content to Promote Tourism on Social Media

The creation of a guideline for generating photographic content to promote tourism on social media was conducted by analyzing the content within tourism promotional photographs collected from the social media accounts of the sample influencers using both qualitative and quantitative methods. Semiotic analysis and visual analysis were used in the first half of the technique to categorize the contents of each of the 3,054 sample travel images based on the list of travel photography content from the earlier research phase. An example of the analysis for one photograph is shown in Table 3.

As shown in Table 3, the information in “Tourist(s) in Photo” and “Possible Connotative Meaning” is recorded as quantitative data. After the analysis of the photographs,

the quantitative results were converted into percentages of how frequently each type of content appeared, together with any sub-contents or content that was frequently offered alongside the main type of content, as shown in Table 4.

The quantitative data from the photographs was organized in order of significance using the hierarchical clustering method which divides the contents into groups. Within each group are sub-contents, as most travel photographs present multiple contents at once or use sub-contents to help communicate the main content. Contents in travel photographs on social media were grouped into three levels according to importance, which were summarized descriptively as follows:

Natural Aspects and Relaxation

The content related to natural aspects and relaxing accommodations and services was found to be the most important and appeared most frequently in the sample photographs.

Content related to accommodations and services was often presented without tourists in the photograph and may contains sub-contents such as natural aspects and leisure activities, especially those with tourists' presence. Regarding the photographs of content related to natural aspects, tourists often appear in these images. The related photographs may contain sub-contents such as accommodations and services, cultural aspects, and leisure activities.

Table 4 Summary of the Quantitative Content Analysis of the Sample Photographs

Content	%	% Presence of tourists	Supporting/Sub-contents	%
Leisure and Relaxing Activity	28.4	77.4	Natural Area	53.9
			Resort and Accommodation	51
Resort and Accommodation	45.2	53.9	Natural Area	40.2
			Leisure and Relaxing Activity	32.3
Exotic Things or Food	22.2	21.8	***unclear***	-
			Natural Area	34.6
Cultural Area	32.4	33.1	Leisure and Relaxing Activity	25.8
			Resort and Accommodation	21.3

Table 4 (Continued)

Content	%	% Presence of tourists	Supporting/Sub-contents	%
Natural Area	40.5	47.6	Resort and Accommodation	44.8
			Leisure and Relaxing Activity	37.8
			Cultural Area	28
Exciting or Adventurous Activity	4.8	56.8	Natural Area	75.3
Family, Friends, or Loved Ones	12	90.5	Leisure and Relaxing Activity	61
			Resort and Accommodation	60.8
			Natural Area	53.2
Photo of Locals	4.7	8.4	Cultural Area	55.9
Photo without Tourists	60.2	***a few photos are unclear whether there are tourists included.***		
Photo with Tourists	36.9			

Note. Only the significant sub-contents determined with hierarchical clustering are shown.



Figure 2 A Photograph Which Represents Accommodations and Services Content

Note. From Facebook fan page “แบกกล้องเที่ยว” (Baagklontiew, 2019)



Figure 3 A Photograph Which Represents Natural Aspects Content

Note. From Facebook fan page “จะเที่ยวไปไหน” (Jatiwepainai, 2019)

Leisure and Learning Activities

The content related to leisure and learning activities came in second after the important content group. This group contains content related to cultural aspects in which tourists were often not included. The content of cultural aspects may contain sub-contents such as accommodations and services as well as natural aspects and activities. Regarding the content related to leisure activities, photographs often featured tourists to aid in the storytelling of the recreation on backdrops, which were mostly natural areas or accommodations and services.

Content According to Storytelling

This group contained less important contents compared with those within the first two groups. However, they may have an important role in storytelling according to the type of tourist or characteristics of the destination. The contents included exotic things or

food; relationship-related content, whether it is family, friends, or a couple engaging in an activity, in a natural setting or accommodation; local people with a cultural backdrop; or exciting or adventurous activities in a natural setting. Photographs of exotic things or food and local people-related contents were mostly shown without a tourist, while relationship-related and exciting or adventurous activity contents were mostly the opposite.

The content priorities in the analyzed photographs were summarized as the guidelines for the management of tourism promotional photo content and contents were separated into main content, and sub-contents which complemented the main content, and presentation style, suggesting that the main content was primarily presented using portraits of tourists featured in the storytelling. Table 5 shows the full guidelines for creating photographic content to promote tourism.

Table 5 The Guideline for Creating Photographic Content to Promote Tourism on Social Media.

Content Group	Main Contents	Sub-Contents	Presentation
Natural Aspects and Relaxation	Accommodations and Services	• Natural Aspects • Leisure Activities	Without tourist
	Natural Aspects	• Accommodations and Services • Cultural Aspects • Leisure Activities	With tourist
Leisure and Learning Activities	Cultural Aspects	• Accommodations and Services • Natural Aspects • Leisure Activities	Without tourist
	Leisure Activities	• Natural Aspects • Accommodations and Services	With tourist
Content According to the Storytelling	Exotic Things and Food	***unclear***	Without tourist
	Family, Friends, and Loved Ones	• Natural Aspects • Accommodations and Services • Leisure Activities	With tourist
	Local People	• Cultural Aspects	Without tourist
	Exciting or Adventurous Activities	• Natural Aspects	With tourist



Figure 4 A Photograph Which Represents Cultural Aspects Content
Note. From Facebook fan page “Trip Thailand” (TripTH, 2019)



Figure 5 A Photograph Which Represents Leisure Activities Content
Note. From Facebook fan page “Sneak out หินเที๊ยะ” (Sneak Out Neetiew, 2019)



Figure 6 A Photograph Which Represents Exotic Things and Food Content.
Note. From Facebook Facebook fan page “จะเที๊ยะไปไหน” (Jatiewpainai, 2019)



Figure 7 A Photograph Which Represents Family, Friends, and Loved Ones Content.
Note. From Facebook fan page “Trip Thailand” (TripTH, 2019)



Figure 8 A Photograph Which Represents Local People Content.
Note. From Facebook Fanpage “จะเที่ยวไปไหน” (Jatiewpainai, 2019)



Figure 9 A Photograph Which Represents Exciting or Adventurous Activities Content.
Note. From Facebook Fanpage “Trip Thailand” (TripTH, 2019)

5. DISCUSSION

The discussion is divided into two areas. One concerns comparisons between the guidelines for creating photographic content to promote tourism on social media with studies of motivation and travel needs, while the other concerns the application of the guidelines on a small scale. Details of the discussion are as follows:

5.1 Comparisons Between the Guideline for Creating Photographic Content to Promote Tourism on Social Media with the Travel Career Ladder and Travel Career Pattern

The guidelines for creating photographic content to promote tourism on social media, which is the second finding from the research were compared with the studies of motivation and travel needs with a similarity that is a hierarchical order of attributes. These studies include the Travel Career Ladder (TCL) (Ryan, 1988 in Huang & Hsu, 2009) and Travel Career Pattern (TCP) (Lee & Pearce,

2002a, 2003b; Pearce, 2005; Pearce & Lee, 2005 in Huang & Hsu, 2009). Table 6 contains key elements of each involved study.

The attributes of the Travel Career Ladder were fairly confined to tourists' internal needs and did not include destination characteristics. However, with interpretation, some of the guidelines' attributes seem to be in accordance with TCL. For example, accommodation and services and natural aspects could stimulate relaxation needs while also ensuring safety or security needs. Relationship-related attributes, while ranked third in TCL, was placed among the guidelines' less critical attributes. The same is true for activity- and self-development-related attributes. The Travel Career Pattern contains a considerably broader range of attributes, spanning from general motives to specific motives. TCP's general needs, like TCL's, appear to be in line with the guidelines' contents of higher importance, such as accommodation and services and leisure activity, which may fulfil the need for escaping or relaxing, natural aspects, and cultural aspects, which may fulfil the need for

Table 6 The Guidelines and the Studies with Hierarchical Attributes

	The guidelines for creating photographic content to promote tourism on social media	Travel Career Ladder	Travel Career Pattern
Attributes	Accommodations and Services	Relaxation needs	Novelty
	Natural Aspects	Safety/security needs	Escape/relax
	Cultural Aspects	Relationship needs	Self-actualization
	Leisure Activities	Self-esteem and development needs	Nature
	Exotic Things and Food	Fulfilment needs	Kinship
	Family, Friends, and Loved Ones		Self-enhancement
	Local People		Romance
	Exciting or Adventurous Activities		Kinship-belonging
			Autonomy
			Self-development (host-site involvement)
			Nostalgia
			Stimulation
			Isolation
			Recognition (Social Status)

nature and novelty. Except for a few, such as relationship-related or actualization needs, the remainder of the TCP's attributes, which were highly specialized needs or less significant, belong to the guidelines' lower-level contents. Overall, the studies seem to agree that when considering a trip, typical tourists first evaluate based on the need to rest, find novelty, and indulge in relaxing activities, while the other needs are specific to individuals.

5.2 A Small-scale Application of the Guideline

The guidelines for creating photographic content to promote tourism on social media

was utilized on a small scale with the photographs of a serviced campsite located in a resort destination in Thailand. The content creator and owner were working closely to create an image of the place as “real camping yet well serviced”. Sixteen photos were selected based on the guidelines, business and location attributes, and the target image. Of the sixteen, five photos were related to accommodation and services, four were related to natural aspects, and three to leisure activities. Two could be considered photos of cultural aspects, though there were a considerable amount of natural characteristics. The last two were related to food and activity between friends.

Photo-based interviews with a series of

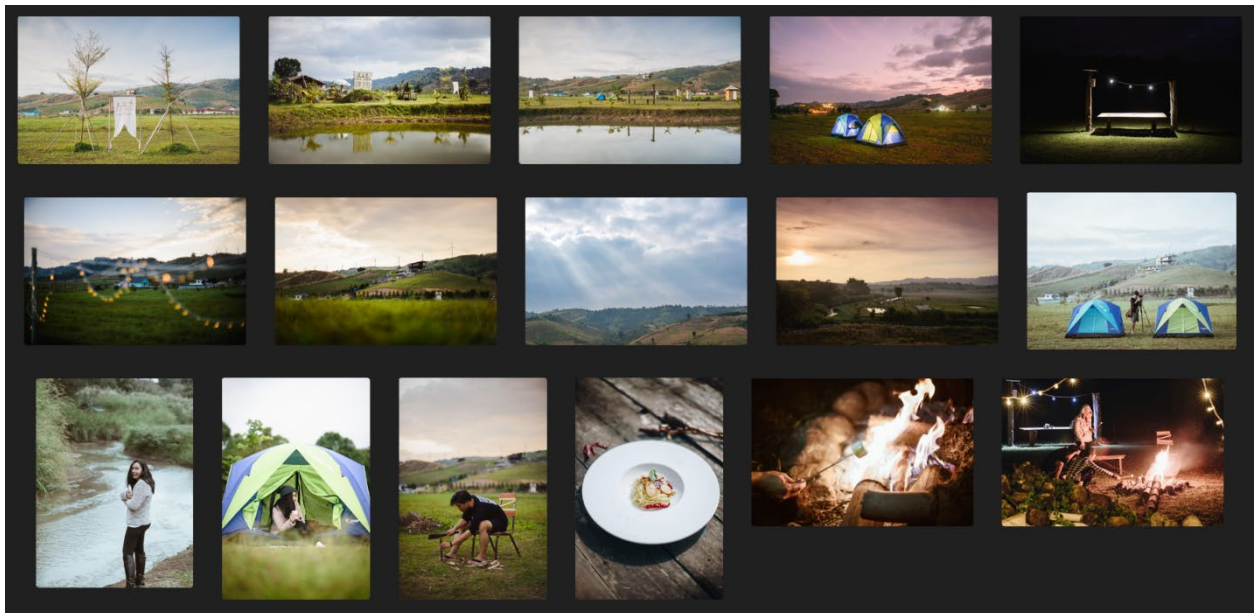


Figure 10 The Selection of Sixteen Photos of the Serviced Campsite

Note. From Author, 2023

Table 7 Summary of the Interviews

1. How did you perceive the accommodations and services?

Half of the respondents said they had some idea of what the accommodations and services would be like. More than a quarter indicated they completely understood, while a handful said they had little to no understanding.

2. How did you perceive the natural aspects?

More than half of the respondents thought that the campsite had significant natural quality to offer, while the remainder felt that they could perceive some natural features.

3. How did you perceive the opportunity for recreational activity?

More than half of the respondents stated that there seemed to be many opportunities for recrea-

Table 7 (Continued)

tional activity, both from the location and the services offered, while the remainder thought they could see some opportunities.

4. Who would you bring along to the campsite?

More than half of the respondents believed that it would be better to invite friends, while the remainder thought it is best to bring someone of romantic interest or family.

5. What is your overall opinion of the campsite?

Slightly more than of the respondents said that the site was adequate, while the others thought it was excellent.

questions were conducted among a sample of 25 target customers aged 20 to 30. Table 7 provides a summary of the interviews.

The interviews indicated that the respondents generally had positive perceptions of the campsite based on the photographs and most were able to perceive the campsite's image as intended.

The discussion shows a comparison between the research findings and related studies, as well as a small-scale implementation. Although interesting, it is important to highlight that the results in each are either based on pure speculation or unproven methodology, and further study is required.

6. CONCLUSION

The study has given insight into many aspects of tourism marketing and motivation from one of the media that stimulates them, which is photography. Social media presents a rich source of information, through both text and images, for researchers to collect and extract knowledge that can be useful for the tourism industry. For the conclusion of this article, the findings from the study are summarized as follows:

6.1 The List of Travel Photography Content

The contents based on travel motivation which may appear or be hidden within a travel photograph are separated into four dimensions: Escaping content that involves avoidance of ones daily environment, which may appear as images of relaxing accommodation and leisure activities; Seeking or Exploration

content which involves discovering and learning new things and which may appear as images of nature, culture, adventurous activities, and other exotic things; Intrapersonal content which relates to a tourist's expressions of participation in activities or of having traveled to a destination; and Interpersonal content which relates to social interactions, whether these are between tourists or tourists and local people.

6.2 The Guideline for creating Photographic Content to promote Tourism on Social Media

The guidelines provide an order of content in tourism promotion photographs, which may be applied to the planning of promotional media production. The guidelines separate the contents into three groups according to priority. The first group consists of natural aspects and relaxation, which are related to initial travel needs, and likely to contain accommodations and services content that is usually shot without tourists, while natural aspects content within the destination requires the appearance of tourists in order to tell the story. The second group consists of leisure and learning activities, which are related to the next level of travel needs, containing cultural aspects content whose images are mostly devoid of tourists, while leisure activities content requires tourists for complete storytelling. The final group consists of content according to storytelling, which includes contents that are specific to the destination or target tourists, as well as minor contents which may aid the storytelling, consisting of exotic things, food content

or local people, that are usually shown without tourists, and relationship-related content and exciting or adventurous activity content which requires the presence of the tourists.

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