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**MSC INTERNATIONAL TOURISM MANAGEMENT**

**MASTER THESIS**

**TYPES OF INSTAGRAM PHOTOS AFFECTING POSITIVE DESTINATION IMAGE OF JORDAN AND COSTA RICA**

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**ABSTRACT**

Destination image is a crucial concept in tourism industry and should not underestimated, especially in terms of marketing and promoting destinations. Photography has already been acknowledged as a successful tool for destination marketing, where brochures and print advertisement were used. Nevertheless, with the rapid development of technology and social media, potential customers have more opportunities to perceive a destination image. Some segments are more likely to be affected by photography in social media. Instagram is a social networking website (mobile application) for photo- and video- sharing and has shown a significant popularity in recent years. Some destinations have recognized the potential of using this social network for promoting and improving destination image. The question arises which specific types of photos, posted on Instagram by the destination marketing organizations, can affect positive destination image. The research is significant in destination marketing context, as well as social media marketing. The methodology consists of a survey to identify the primary perception of Jordan and Costa-Rica and a focus groups, where the participants are going to be shown different types of Instagram photos of Jordan’s and Costa-Rica’s official tourist board accounts, without telling the participants about the places, and analyze their perception of the destination afterwards. The research aims to identify which types of photos: food, architecture, nature or animals, can affect a positive destination image. It describes the importance of photography, social media and destination image in marketing context. The comparison between two destinations will allow identifying different perceptions and destination images based on different Instagram photos.