

ABSTRACT

Though the development of ICT in the past years has made an abundance of objective information available leading to a vast advancement in data analysis opportunities, destination decision makers often still rely on mere gut feeling and subjective experiences to make decisions in their destination development. One area where this becomes abundantly clear is in the understanding, or lack thereof, of the tourist movement within the destination.

Thus, the objective of this study is twofold. First to visualise and analyse easily available Instagram geotagged data from two destination case studies. In the course of the thesis, the second goal is for this paper to provide a manual on how further destinations can apply such research.

The research through case studies found that there are seasonal differences in post frequency for the destination as a whole as well as differentiating seasonal patterns among tagged locations. Hotpots of posts as well as blank spaces with no posts could be observed and a general concentration of tourists in the villages and mountains was detected. Lastly it could be seen, that the paths vary significantly between tourists both within the destination and in a comparison between destinations. However, there is a tendency for the posts to gravitate towards the centre of the destination.

In regard to the manual a six-step process that can be applied to other destinations was defined. The five steps are: Investigating the destination background, choosing the most useful hashtag and collecting the affiliated data, processing the data, visualising the data, interpreting the visualised data and lastly the individual findings and recommendations.