



Artigo Científico

# Digital Tourism Marketing: Instagram Analysis of Receptive Agencies in Praia da Pipa – RN- Brazil

Joane Ramos Vargas<sup>a</sup>  
André Luiz Piva de Carvalho<sup>b</sup>  
Gutemberg Cardoso da Silva<sup>c</sup>

**ABSTRACT:** This research analyzes digital tourism marketing on the Instagram pages of receptive agencies in Praia da Pipa, a tourist destination located along the coastline in the municipality of Tibaú do Sul, in the state of Rio Grande do Norte, seen as a marketing action that brings together a set of strategies to promote and sell tourism products. The aims of the investigation are to ascertain the knowledge and strategies used by the four enterprises that were the focus of the research, the graphic and editorial quality of the posts, as well as their effectiveness in terms of marketing promotion. As a theoretical basis, this research draws on contributions from authors such as Kotler (2011; 2007), Rejowski (2007), Perussi (2007), Pantulfi (2021), among others. The methodology applied is qualitative in nature and combines bibliographical readings, interviews with the owners of the selected receptive agencies, and netnographic investigations into their posts in order to contextualize their graphic and editorial quality using content analysis, as well as their results in terms of customer engagement and sales. We conclude that the amount of investment and effort made by Pipa's receptive agencies in their digital tourism marketing is proportional to the quality and results of the strategies put into practice.

**Keywords:** Tourism Marketing; Digital Marketing; Instagram; Receptive Agency; Praia da Pipa.

Info do artigo:

Aceito 29/Abr/2024  
Publicado 02/Ago/2024

<sup>a</sup> Graduanda em Turismo; Universidade Federal da Paraíba (UFPB); Email: joanevargas@hotmail.com.  
<sup>b</sup> Professor Associado III da Universidade Federal da Paraíba (UFPB). Doutorado em Cultura e Sociedade (UFBA). Mestrado em Jornalismo (USP). Graduado em Jornalismo, Relações Públicas e Direito. Lattes: Revista Paraíba Cria <http://lattes.cnpq.br/4087151610159927tiva>. E-mail: profpiva@uol.com.br  
<sup>c</sup> Doutorando em Geografia pela Universidade Federal do Rio Grande do Sul (UFRGS), Mestre em Turismo pela Universidade Federal do Paraná (UFPR). Graduado em Relações Públicas e Turismo pela Universidade Federal da Paraíba (UFPB), e em Administração pela Universidade Estácio; Lattes: <http://lattes.cnpq.br/1854250231500064> Email: gutorp@outlook.com

DOI: 10.14210/at.v9i2.20268

©2024 autores. Publicado por Univali  
Esse artigo é de livre acesso sob a licença

## INTRODUCTION

In this article, we analyze the digital tourism marketing actions of receptive tourism agencies in Praia da Pipa, a district of the coastal municipality of Tibau do Sul in Rio Grande do Norte, as presented on their respective Instagram pages. We selected this platform because it is the most used by local businesses to publicize and sell their services.

We prepared our study based on the understanding that digital tourism marketing is vital given the market trends in the sector in these contemporary times. It is a very valuable tool for achieving higher sales rates, especially for Pipa tourism, which is characterized as a beach destination with significant traffic but always facing the need to compete with other sun and sea attractions.

We chose to support our work with theoretical foundations of multidisciplinary knowledge related to tourism, marketing, promotional marketing, digital tourist marketing and tourist communication (Kotler, 2011, 2007; Rejowski, 2008; Perussi, 2007; Carvalho 2009; Pantulfi, 2021; among others), as indispensable support for our contextualizations.

There is no precise and consensual definition of digital tourism marketing, but a

description is possible that combines two meanings, one relating to tourism marketing and the other to digital marketing. Thus, according to Mota (2012, p. 9), "tourist marketing aims to promote a destination or enterprise, strengthen the image of that destination, as well as favoring its sale in the travel market". And digital marketing or e-marketing, according to Limeira (2010, p. 10) is "the set of marketing actions mediated by electronic channels, such as the internet, in which the customer controls the amount and type of information received."

Marketing, in its digital tourism segment, is therefore recognized for its tools and strategies that promote and sell tourist destinations and products using communication tools present on the internet to maintain a channel of dialogue between public and private tourism organizations and consumers in the sector. Our general objective is to analyze the Instagram pages of duly selected receptive agencies in Praia da Pipa, in order to verify, with the appropriate contextualization, their promotional effectiveness. Also, Our specific objectives are to (I) Verify the positioning, knowledge and actions of Pipa's reception staff in relation to the digital marketing they develop with the purpose of promoting their sales and gaining customer loyalty; (II) Investigate the graphic and editorial quality

and meaning production of posts from tourist receptive companies in Praia da Pipa; (III) Analytically research the strategies of the Instagram pages of the four selected receptive agencies according to the content of their posts.

## **METHODOLOGICAL**

### **PROCEDURES**

In the research methodology, which is qualitative in nature, we used the survey and reading of bibliographical references on digital marketing issues, inherent to the new technologies used and specific promotion and sales strategies. We relied on netnography to select posts from the Instagram pages of the receptive agencies. According to Kozinets (2014), netnography is a specialized form of ethnography that uses computer-mediated communications as a source of data to arrive at an understanding and ethnographic representation of a cultural phenomenon on the Internet. (Kozinets, 2014).

The data collection method was carried out through semi-structured interviews with those responsible for reception agencies. This format was chosen to allow participants the freedom to express themselves on topics such as the agency's audiences and the segments offered, forms of promotion,

knowledge about digital marketing, and how the use of information and communication technologies has impacted the agency. Based on these themes, participants expressed themselves freely. Not all interviews had all topics answered, due to the respondents' lack of knowledge about the impact on the agency, and for the convenience of the researchers, these were excluded from data analysis.

The interviews were transcribed using Word online, and corrected after listening to the recordings. The analysis took place through discourse analysis, in which we sought to verify the topics asked.

With the AD research methodology, the corpus to be analyzed can be studied from more than one perspective. In this sense, an explanation of the main categories of analysis is necessary, starting with the effects of meaning. (Rocha & Silva & Oliveira, 2022, p. 217)

To analyze Instagram, we focused on the publications indicated by the interviewees as the most prominent and examined the content of these post.

Based on the information collected in the interviews with those responsible for the agencies projects, we evaluated their administrative and operational configurations, their level of knowledge and interest in digital tourism marketing, and the

strategic actions they implement to promote and sell their products. Thus, we analyzed their actions based on their own descriptions regarding their views on digital tourism marketing and their understanding of the need to use such a tool to promote and sell their products, as well as the strategies they put into practice. We also conducted our investigations by interpreting the posts of the receptive agencies on their respective Instagram accounts.

In our analytical efforts, we proceed with the intersections of the information collected in the interviews with our reflections based on textual and visual readings on the pieces of communication conveyed in digital language based on multidisciplinary theoretical foundations that address the subject.

We investigated the digital tourism marketing initiatives of the receptive agencies in Pipa based on the understanding that the effectiveness of necessary tools and strategies, in the current tourist market, must meet the following criteria, which we also established for our reflections: the quality-editorial Graphic of the promotional pieces broadcast, observing the beauty and technique of their images present in photographs and videos, the dexterity of text in the sense of being

creative and convincing; the attractiveness of the enunciative and aesthetic composition of the interactivity between text and image, considering the combination of verbal language and non-verbal language in the promotional piece; the number of views, likes and comments on the posts.

We selected the agencies that were the subject of the research through our personal observations on site. The sample was chosen for convenience, based on confirmation and interviews with five of them, conducted through their representatives, in meetings held between September 7<sup>th</sup> and 27<sup>th</sup>, 2023. However, we chose to analyze the digital tourism marketing of just four receptive agencies, an option resulting from the observation that the fifth of them does not work exactly in Pipa, therefore, it would be outside the scope of research, the city is only part of one of its various itineraries.

The four receptive agencies, that we approached, present different profiles regarding their material structures and investment levels, as well as their administrative organization and service operationalization, which are detailed in the analyzes of each agency's digital tourism marketing strategies. However, three of them present different investments and efforts in their respective digital marketing

strategies, due to the structural limitations of their financial investment and administrative organization, which is typical of small businesses.

The fourth receptive agency we focused on stands out for being recognized as a large company compared to the other agencies established in the area.

## **PIPA BEACH AND ITS TOURISM**

Pipa, or Praia da Pipa, is a district belonging to the municipality of Tibau do Sul, in the state of Rio Grande do Norte, which has a area of 101,822 square kilometers, and an estimated population, according to IBGE (Brazilian Institute of Geography and Statistics) for the year 2023, at 16,929 inhabitants.

The location began to attract attention in the 1970s, when it was discovered by surfers and adventurers looking for new experiences. However, it was in the period of the late 1980s and early 1990s that Praia da Pipa began to consolidate itself as an internationally renowned tourist destination, due to its numerous attributes of notable tourist interest (CÂMARA DE TIBAU DO SUL-RN).

Located 85 kilometers south of Natal, the capital of the state of Rio Grande do Norte, and 150 kilometers from João Pessoa,

capital of the state of Paraíba, Pipa is accessible as it allows tourists to arrive through the airports of both cities, and as it has good road infrastructure that facilitates land access (CÂMARA DE TIBAU DO SUL-RN).

Over the last three decades, Pipa and its geographic surroundings have become a more attractive destination for tourism due to its appealing attractions and highlighting the scenic beauty of its beaches, mangroves, dunes, islands, rivers, lakes, imposing cliffs, rich vegetation, surfable waves, and other natural environments, a desirable set for vacations in a tropical environment for holidays, water sports and ecological tourism.

There are also cultural attractions: the presence of traditional people, vibrant nightlife and various entertainment options, gastronomy, quality inns and hotels, nautical tours, and a diverse visiting public from Brazil and abroad, especially young people. These features contribute to Pipa's reputation as a tourist destination that appeals to travelers seeking sun, sea, and all its additional elements of glamour, entertainment, and fun. Observation of everyday culture exposes a type of identity babel, as the area attracts and has a large presence of foreign residents, from different countries, such as Argentina, Spain,

Portugal, the Netherlands, Italy and France, among others, most of them as owners of accommodation or food facilities.

In addition to the environmental, landscape and cultural aspects, there are entertainment and leisure options typical of coastal tourist locations, such as boat or speedboat trips, with one or two stops at strategic points for swimming, particularly at Baía dos Golfinhos and Praia do Madeiro.

However, its large extension, which houses exuberant flora and fauna, as well as native communities, offers opportunities for various itineraries and tourist experiences. Some of them are provided by local receptive agencies, such as tours that include passages through Guaraíras Lagoon, with an ecological trail, swimming, and lunch service at the local restaurant, with a menu based on fish, shrimp and crabs.

The most interesting 4x4 tour includes the towns of Sibaúma and Barra de Cunhaú, with

trails along the cliffs and passages through viewpoints that allow you to see the local native addresses from another perspective, with the culmination of the program occurring in the late afternoon with the beautiful view of the magnificent sunset of both towns.

Another determining factor for the consolidation of tourism in Pipa is its hospitality structure. Over the years, the tourist infrastructure in Praia da Pipa has developed, including hotels, restaurants, bars, shops and a variety of services to meet the needs of visitors, from the most modest to those looking for sophistication and refinement. The nightlife includes parties, live musical performances and cultural events that enrich the tourist experience.

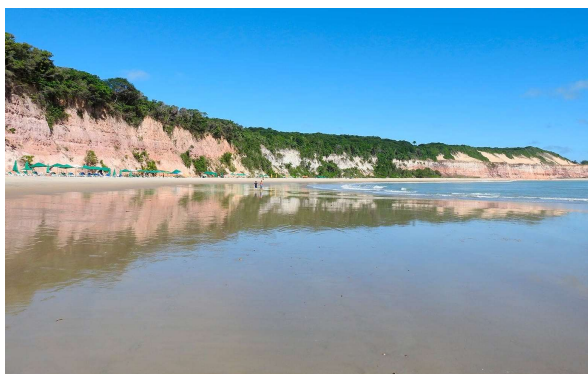
Tourism in Pipa is also evolving, with an increasing flow of visitors, or even arouses the interest of different consumer audiences, as a result of a wide discursive

FIGURE 1 - PICTORIAL MAP OF PIPA, TIBAU DO SUL/RN



Source: < <https://dicasdenatalepipa.com.br/pipa/map-a-turistico-de-pipa/> >

FIGURE 2 - DOLFINHOS BAY, SPECIAL PIPA TOURIST ATTRACTION



Source: < <https://www.hoteis.com/go/brasil/baia-dos-golfinhos-em-pipa> >

Photo: Gustavo Mitilene Cordeiro

network that praises the city's attractions, formed by publications in the specialized media, especially websites and blogs, and also on social networks, all vehicles with digital marketing strategies.

In their statements, in a persistent way, the main characteristics of Pipa's tourism are praised, as exemplified by the following text: For those who like to be in contact with nature, Pipa is a great option. After all, the destination is known as one of the most important ecotourism routes in Brazil. In the city you can find a little bit of everything: a sea of calm waters, a sea of strong waters for surfing, a river, white sand dunes, lagoons and much more. Not to mention, of course, the cuisine, which is mouth-watering and, therefore, always pleases tourists from all corners, whether Brazilians or visitors from other countries.<sup>1</sup>

<sup>1</sup> FREE SEASON - BLOG. Pipa: discover this unmissable destination in Rio Grande do Norte

However, we observed that the approaches to Pipa Beach tourism transcribed so far had as their source texts that describe, and images that show, the attractions of the place, discourses of praise, therefore, even advertising, which do not reveal the existing problems, among them the deficiency pointed out by all our interviewees: the lack of more forceful attitudes due to the lack of official tourism promotion bodies, especially the City Hall, whether in interventions in the general demands of tourist development, such as infrastructure, or in the sphere of marketing digital.

## **PROMOTIONAL COMMUNICATION AND DIGITAL TOURISM MARKETING**

Tourism and communication have always walked together throughout history, leaving us with many aspects to consider about the matter, according to Rodrigues (2008), when he says that the development of tourism has been integrated into the processes of advancing communication since the emergence of writing and solidified into capitalist society. "The coincidences began with the advent of the press and continue to this day. From "travel reports" to new communication technologies, tourism and

journalism have always gone hand in hand" (RODRIGUES, 2008, p. 01)

Technological development was decisive in directing relations between tourism and communication throughout the history of media, making tourist activity became dependent on media statements. In recent years with greater effectiveness in the promotional line, especially in the online world in digital marketing actions. Rosa, Silva and Lobato (2020, p. 3) state that the long history relating to tourism and communication has lasted for several centuries: "Since the introduction of modern advertisements, which opened the way for tourism promotion advertising reaching websites and networks contemporary social networks worked by digital marketing".

Tourism, therefore, can be seen as an activity conceived by communication, as no location is ever born or transformed spontaneously for tourism, so it needs to have symbols to belong to the list of destinations of tourist interest, meanings for the imagination of travelers who are made effective through communication, which has proven to be very comprehensive and easy to articulate in the online world. In these new communication processes resulting from technological innovation, facilitated by the digital world, there is an enormous amount of information about products and tourist attractions and

their details that relate the internet with the emergence and development of products, services and destinations. This process has led to a greater and intense competitiveness in the field of promotion and sale of tourist places and their attractions.

Praia da Pipa, as a popular tourist destination, is increasingly characterized as the subject of specialized journalistic reports, especially on websites and blogs, which, in addition to providing information, are characterized by also having advertising intentions, a profile already extensively analyzed by multidisciplinary knowledge dedicated to the topic (CARVALHO, 2009; PERINOTO et. al. 2017; RODRIGUES, 2009; FERRARI, 2013), these understandings can be represented by the words of Carvalho (2009, p. 170): "In tourism editorials, the verbal and non-verbal languages that produce meanings aimed at the exaltation and promotion of tourist places and products, a characteristic of service-providing journalism with a high advertising content".

Among the websites and blogs with content about Praia da Pipa tourism, there are those that are created and managed by receptive agencies in the place that, however, use Instagram more effectively. These pages and publications are the objects of analysis of this paper, under the premise that the



published material has an eminently promotional function, even if it presents informative elements, in accordance with the languages and strategies of digital marketing.

## RESULTS E DISCUSSION

The basic criteria for the investigative approach were the selection of companies that were granted interviews through their owners, whose reports were used as sources for observations, along with the promotional stuff on their respective Instagram accounts. Four interviews were carried out with those responsible for the receptive agencies in Pipa, namely: Pipa Passeios Polo Tour, Pipa Destinos, Let's go Pipa and Aventureiro Pipa, between September 7th and 23rd, 2023.

### Pipa Polo Tour Agency

The Instagram profile of the receptive agency Pipa Passeios Polo Tour appears to be dynamic, considering the quantity and variety of posts, with a predominance of promotional banners that show tourists on tours with the agency's vehicles, in coherence with its main services already stated in the name of the project itself. Also, there is a pronounced institutional configuration in the agenda with beautiful photos of Pipa's nature accompanied by

messages praising the landscapes recorded visually, in interactions between verbal language (text) and non-verbal language (image). However, if only consider the reduced number of likes and comments on the banners, the commercial result does not seem so rewarding.

Banners with images of tourist reception tours in groups with jeeps and quad bikes (Figure 3) have more likes, so they meet their promotional appeal.

FIGURE 3 – TWO TOUR BANNER, AGÊNCIA PIPA PASSEIOS POLO TOUR



Source: < <https://www.instagram.com/p/Cemh7WpLZ7j/?igshid=MzRIODBiNWFIZA%3D%3D> > and < <https://www.instagram.com/p/CZLJHPDrADS/?igshid=MzRIODBiNWFIZA%3D%3D> >

The owner of the Receptive Agency, Antenor Farias, acknowledges the limitations of his Instagram in digital marketing strategies, a consequence, in his own words, of his venture being a small business. In this case, we took into account the agency owner's statements even if his words contradict the evidence demonstrated by few likes and no comments.

Technologies have impacted the destination of Pipa, because lately, despite our understanding that its use is still a little slow compared to other destinations. But we understand that it is through this marketing that the destination is gaining recognition. The Agency also tends to monitor customer posts and comments as we are grateful for getting to know the destination. (Farias, 2023) (Verbal Information).<sup>2</sup>

Regardless of his relatively limited knowledge of the knowledge of the subject, and even if empirically, the businessman understands that just like the conceptual bases of traditional marketing, digital marketing, particularly in tourism, is indispensable.

Digital tourism marketing is actually a strategic model for structuring business in the sector, according to Kotler et. al. (2011, p. 34): "*Marketing, more than any other function of the company, is concerned with customers. Value creation and customer satisfaction are the heart of marketing in the tourism sector*".<sup>3</sup>

Pipa Passeios, among its Instagram posts, has a video <sup>4</sup> that stands out in the

promotional category, mainly because it maintains throughout its itinerary the visual narrative of aerial images of tours taken by the receptive agency through different tourist attractions in Pipa. Thus, the advertising appeal is also made clear by showing the city's attractions based on the Agency's itineraries.

### **Pipa Destinations Agency**

Elias Manoury has worked in tourism for eight years, in the last two years as owner of the Receptive agency, founded in 2021, he carry out all the tasks of his enterprise, described by him as follows: "With the pandemic I had to take my employees away. And now it is improving a little, but I still can't hire anyone permanently."<sup>5</sup>

However, despite the venture's limitations, Elias provided us with relevant data about his actions, which contribute significantly to the contextualizations that meet the object of our study:

Our target audience is tourists from the state of Rio Grande do Norte, Natal, where most tourists come, but we also have international tourists. They look more for tourism close to nature: Praia do Amor, Boat

<sup>2</sup>Interview carried out for this research with the Receptive agency owner's Pipa Passeios Polo Tour, Antenor Farias, on September 7, 2023 in Pipa, Tibau do Sul in the State of Rio Grande do Norte.

<sup>3</sup>Translation: " El marketing, más que cualquier otra función de la empresa, se ocupa de los clientes. La creación de valor y la satisfacción de los clientes son el corazón del marketing del sector turístico."

<sup>4</sup>Available at: < <https://www.instagram.com/pipadestinos/> > Accessed on: 25 Oct. 2023.

<sup>5</sup>Interview carried out for this research with the owner Pipa Destinos, Elias Manoury, on September 17, 2023 , in Pipa, Tibau do Sul in the state of Rio Grande do Norte

rides, Quadricycle rides. We receive groups, families, friends, associations. Nautical tourism is one of our strongest points. One of the most popular tours among foreign tourists is the Praias da Pipa Route. It is also strong in transport rentals for local businesspeople: passenger cars, speedboats and quad bikes. Today, Pipa is a destination that is still consolidating itself, an incredible destination because we have islands, mangroves, boat parties on the Guaraíras lagoon, we have preserved vegetation. The agency is also creating low-cost accommodation options to attract more tourists who stay in the region for longer. (Manoury, 2023) (Verbal Information)

The businessman's words indicate that he knows how to identify his audiences and what they want, a considerable competitive commercial advantage, which meets the needs of good relationship marketing, including customizing the customer to meet their aspirations. Kotler (2007, p. 26), when dealing with the issue, says: "The company is capable of offering differentiated products, services, prices and channels for each customer on an individual basis".

Marketing, whether as a function of its own organizational philosophy, or even as a marketing action, is a strategy for meeting customer needs, fundamental to understanding what they want, in order to

provide the right products. Tavares and Sampaio (2013, p. 19) states: "Understanding how the consumer is influenced when purchasing is not a simple task, but essential when starting the marketing process, in which one seeks to study why the purchase is made, how and when the customer will choose to purchase your products and services".

The owner of Pipa Destinos knows that his clients, for the most part, are regional, from the state of Rio Grande do Norte itself, from its capital Natal mainly, people who travel as a family or group and are attracted by the nature of Praia da Pipa, nautical tourism activities, a segment that has always had a strong market niche, and now tends to grow during these high season periods.

We believe that Elias Manoury's knowledge of the profile of his tourists provides him with good support to carry out appropriate marketing actions, taking advantage of post-pandemic tourist ideas and the fact that his Agency specializes in nature or nautical tourism, precisely the main attractions of Pipa.

Therefore, Pipa Destinos appears to be very competitive for the new times of tourist preferences, a theme that is very present in recent months based on the reasoning of Pantolfi and Perussi (2021) based on

international research on the new demands of tourists for trips in the near future:

This reality generates new consumption practices on the part of tourists, with more trip cancellations and last-minute reservations, an increase in car trips, greater concern about hygiene and more attention to Ecotourism. The tourist consumer has already shown a demand for destinations with natural attractions, such as beaches and mountains, due to the fact that they are open places, considered safer and healthier, with the practice of outdoor activities, without crowds (PANTOLFI; PERUSSI, 2021, p. 91).

The same authors also present us with scientific support, based on multidisciplinary knowledge from researchers from our country and abroad, with the understanding that Pipa Destinos already has good experience with regional tourists, mainly coming from the capital of Natal, who most commonly travel with family and friends:

Tourists, due to the apprehension generated by the crisis, will tend to seek trips closer to their homes, which highlights the relevance of domestic tourism for the recovery of the national economy. It is observed that many people have already started traveling to places close to their homes by car, with their relatives or friends, avoiding the use of

airports and aircraft (PANTOLFI; PERUSSI, 2021, p. 91).

Elias is very confident in stating that he promotes mainly via WhatsApp, the device that provides him with the greatest number of sales due to the fact that it provides more direct contact with his oldest and most loyal customers who recommend the receptive agency to family and friends.

Therefore, WhatsApp is the channel that guarantees a good digital communication network for Pipa Destinos with a cascading effect on social networks, according to the businessman's own words, even if the posts do not directly focus on his Agency. "Social networks have contributed a lot to the Pipa destination as publicity has greatly increased sales due to customers who comment and post on their social networks when they come to the destination."

This latest information from the businessman leads us to understand that his posts on Instagram, which insist on showing customers on Pipa Destino tours, as shown in figure 4, should motivate them to share on their own social networks on the pages of their respective Instagrams, the photos, or even the banners published on the Receptive agency's page.

However, in a more severe and careful evaluation of the published banners, we

FIGURE 4 – IMAGE OF TWO TOUR POSTS, AGÊNCIA PIPA DESTINOS



Source: <https://www.instagram.com/p/CyYIWC9uJpV/?igsh=MzRIODBiNWFIZA%3D%3> and <https://www.instagram.com/p/CyUaYm9uLxA/>

found that they were very limited in terms of likes and comments, another characteristic very similar to the posts from Agência Aventureiro Pipa.

The most notable difference and highlight in Pipa Destinos' Instagram editions is the good quality of the photographs of Pipa's landscapes in part of the posts, with imagery narrative and technical care, a notable detail in figure 4, whose photos have the distinction of the advertising resource of the called "Live incredible moments getting to know our destinations" with creative design. Another demonstration of the similarity of PIPA PASSEIOS' Instagram is the preference of followers and viewers for the videos

present in Pipa Destinos' posts, a detail certainly assimilated by its owner Elias Manoury, since on his page the audiovisual pieces that actually attract the greatest number of views predominate. In relation to banners with photographs, a particularity proven by the video that shows, through aerial images, a tour through the dunes and destinations on quad bikes that travel between the dunes and beaches.<sup>6</sup>

#### **Agency: Let's go Pipa rentals and tours**

This Receptive Agency, according to information from its owner Renato Franceschini, is not a family business, as it only relies on him for all its agency actions,

<sup>6</sup>Available at: <https://www.instagram.com/p/CNoN1HFgISk/>. Accessed on: 20 Oct. 2023.

having been in activity for 30 months, always entrusting its actions to Instagram and WhatsApp. of promotional communication to achieve the best results, as the website and Facebook are not even used.

Thus, it is the owner of the enterprise who directly takes care of his page and posts on Instagram, which reveals that his digital tourism marketing developed on this platform and on WhatsApp is essential, but declares that he would not obtain such positive results if it were not for the special service he provides to its clients: "Because I worked with another agent, I gained important experience to better serve our tourists with quality and originality in our services."<sup>7</sup>

Renato demonstrates that he has advanced knowledge about digital tourism marketing on social networks, through its potential to promote the destination and its products: Marketing is the social networks used to better perform the way this dissemination reaches the customer. The channels I use to advertise on social media are WhatsApp and Instagram. Technologies have impacted the

destination of Pipa, also due to the work of the Municipal Tourism Secretariat and the State Government itself, which have contributed to improving the city's publicity<sup>8</sup> and have given economic results to the municipality's tourist activity. Furthermore, our Agency has used social media as a strategy to market the Praia da Pipa destination in the market. They have contributed a lot. (Franceschini, 2023) (Verbal Information).

We highlight the fact that the entrepreneur declares that his adequate service to tourists includes monitoring customer posts and comments on his own social networks, Praia da Pipa destination, its products initiatives combined with efforts to sell the and tours. He also says: "We are concerned with carrying out satisfaction surveys to ensure better customer service, responding to customer comments regarding the tour." Sampaio and Tavares (2013, p. 4) comment that initiatives are essential to better serve tourists, with relationship marketing actions, "dedicated to keeping a customer in post-sales conditions, concerned about their

<sup>7</sup> Interview carried out for this research with the owner Agency: Let's go Pipa rentals and tours, Renato Franceschini, on September 19, 2023, in Pipa, Tibau do Sul, in the state of Rio Grande do Norte.

<sup>8</sup>The statement about the efforts of the official development organizations mentioned are contradictory to another statement by the businessman in the same interview he gave us, in which he states: "Today one of the biggest difficulties in promoting this destination is the lack of investment from

public and municipal authorities and The community lacks understanding of the importance of tourism in the municipality of Pipa. Furthermore, the statement about there being promotional actions by the aforementioned official institutions, the municipal secretary of tourism himself, in his respective interview with us, stated that only the private sector, to date, has developed concrete actions to publicize Pipa.

needs, always doing the best to build loyalty and maintain a stable and lasting relationship".

If we have already discussed the fact that Renato - Aluguéis<sup>9</sup>e Passeios is a company with a good structure, in addition to its owner having good knowledge about digital marketing, the fact is proven in its own Instagram account, considering some of its specifications: the dynamics of publications relating to the banner proposal in relation to promotional intentionality, a detail best

FIGURE 5 – IMAGE OF TWO TOUR POSTS, LET'S GO PIPA AGENCY



Source: <https://www.instagram.com/p/CucGiDsrnBg/?igshid=MzRIODBiNWFIZA%3D%3D> and <https://www.instagram.com/p/CnU4AsvJ7mT/?igshid=MzRIODBiNWFIZA%3D%3D>

<sup>9</sup> The term "rentals", present in the company's name, which causes some strangeness, is due to the fact that the receptive also operates on a large scale the rental of quadricycles, so

evidenced in the insistence of pieces that directly and objectively advertise one of the company's strongest businesses, the rental of quadricycles, with images in which the customers themselves advertise the service (Figure 5), creative act by the receptionist in his communication, posts focusing on customers on Receptive Agency tours, a tactic that certainly encourages them to share the banners on their own social networks (Figure 5); with a lower number of likes on posts with photos compared to the

much so that the promotion of this business is very present on the Agency's Instagram, in several posts.

insertions of the receptions we have already covered, Explor Pipa and Pipa Destinos.

### **Aventureiro Pipa Agency**

The configurations of this Agency, from the perspectives of administration, planning, and business organization, as well as in relation to its equipment and, in particular, its business communication, traditional marketing and digital marketing, can be recognized as a pronounced counterpoint to the three receptive focuses previously, because it is a solid company, already on the market for 11 years, currently with seven employees, a reduced number due to the pandemic which, according to revelations from owner Klebson Luan Rosa de Barros, should be increased if the optimism is confirmed predictions about the increase in tourist flow in Pipa in the next high season. The administrative, organizational and professional robustness of the enterprise is enhanced by the fact that it is an agency that is part of a business conglomerate in the tourism sector, Grupo Aventureiro, which brings together a guesthouse, restaurant and reception, with the structure, therefore, to carry out different services, itineraries and programs that are not limited to Pipa alone, and in particular more extensive and higher-

cost packages aimed at tourists with greater purchasing power, a series of elements that provide profitability and, as a result, solidify the corporation's tripartite business.

Aventureiro Pipa works very hard on the Rota de Ouro. We sell the package, we capture the tourist there in Natal and João Pessoa, to deliver it to Pipa, we know that it is a personalized package for an upper middle class tourist, because it has a high cost due to most of the itineraries being private. For this purpose, Aventureiro Pipa has all the speedboat equipment, specific cars such as quadricycles and buggies, and gardening equipment to carry out the itineraries with higher quality. (Verbal Information).<sup>10</sup>

Luan fits into the role of a conscious executive imbued with the spirit of meeting the new challenges of this 21st century market, imposed on businesspeople and tourism agency professionals in accordance with the recommendations of Rejowski and Perussi (2007, p. 23): "The tourism agent travel must stop being a mere seller of services, an intermediary in the commercial transaction, and become a *travel consultant*, that is, an advisor with differentiated and exclusive work, who can captivate and retain

<sup>10</sup> Interview carried out for this research with the owner Agencia Aventureiro Pipa, Agencia Aventureiro Pipa, Klebson

Luan Rosa de Barros, on September 11, 2023, in Pipa, Tibau do Sul, RN.



customers" (emphasis added by the authors).

Still from a marketing perspective, we consider Perussi's guidelines (2007, p. 94: "Due to the plurality of current societies, with totally diversified styles and tastes, operators and travel agencies need to detect the segments they wish to reach so that they can not only stand out, but survive the tough job market."

The author's words support Aventureiro Pipa's efforts to expand its marketing field, by adding to its reception services, in addition to tours and itineraries, accommodation and food, at its inn and restaurant, which represent aggregate sales, according to Luan, an additional convenience for its customers, a set of benefits also available to tourists with lower purchasing power: "We sell road packages in our partnership with the partner company Parahyba Passeios. Thinking of another public that is unable to contract private prices, but they take our tours in groups."

The group is officially called Aventureiro Boat Trip and Ecotourism, with the latter designative compound referring to the receptive agency in order to highlight its services in the ecotourism segment, a guideline highlighted by Luan in speeches that detail Aventureiro's pioneering spirit in

the itineraries they explore. the privileged ecology of Praia da Pipa and the region.

Luan, in his loquacious narrative, full of information relevant to our research, reveals his extensive experience in understanding regional tourism opportunities and how to make the best use of them to expand his business, particularly Receptive.

Considering the solidity of Aventureiro Pipa, it is already possible to foresee its efforts in the marketing promotional field, with multiple marketing actions, from traditional to digital, which is confirmed in practice, as it is known that the group regularly participates in different fairs tourism, mainly in these types of events organized by ABAV (Brazilian Association of Travel Agencies). It also carries out, even if somewhat randomly, work to obtain spontaneous media, according to Luan: "Our agency is always present at fairs looking for influential people who are linked to television to write articles and reports linked to tourism in Pipa."

We see that corresponding to Luan's words, the advertising text also seeks to highlight that the company does not seek to promote only itself, but also Pipa as a tourist city, behavior that can be seen as a way of promoting the destination as a whole, but also a political action to show that the company's co-owner also does work for municipal tourism.

It is confirmed that the businessman can shrewdly promote the Pipa destination and at the same time offer the services of his Receptive Agency, and the 733 views of the video confirm the good results of the post, of its advertising intentionality.

Another post on Instagram, with even better results, considering the number of views, 12,411, a record for Aventureiro Pipa on such a social network, is another result of Luan's efforts to obtain spontaneous media, the television report, which It was part of a series about Praia da Pipa, produced and broadcast by Rede Record, on its program Domingo Espetacular, presented by businessman Álvaro Garneró, with a considerable history in television tourist reports on various destinations in Brazil and different countries.

The Group's website indicates the efforts and care taken by the business group with its digital marketing, so much so that Luan reveals confidence in talking about the topic, also showing that he is aware of the relevance of the tool for tourist agency services, especially for a reception of the size like from Aventureiro Pipa.

With excellent graphic and editorial quality, the Instagram platform contains a large

amount of informative material about the reception, the inn and the restaurant, described in detail and with beautiful photos.

Luan also demonstrates that he has a good knowledge of digital marketing strategies, so he told us that he makes extensive use of social networks Facebook, WhatsApp and Instagram, as he entrusts them with the role of instruments that optimize contacts with customers and facilitate the service. He also told us that he feels the need to develop more studies to improve and understand the application of Information and Communication Technologies (ICTs): "The destination Pipa has a lack of marketing professionals, a tourismologist specialized, but due to the pandemic He wasn't hired."

The businessman, therefore, interacts with the businessman's positions that are confirmed in another statement: "The ideal would be for us to create a marketing plan not just for a single company, but for a destination as a whole, with specific definitions, the personas, the target audience. And not just through social media, but also through other channels."

Kotler (2011, p. 116)<sup>11</sup> says that companies must aim to be representative for their

---

<sup>11</sup> The **marketing strategy** is la logic of marketing by which the company hopes to create this value for the customer and achieve these profitable relationships" (emphasis added).

Translation: Marketing strategy is the marketing logic by which the company hopes to create this value for the customer and achieve these profitable relationships (author's emphasis).

customers with marketing strategies to create strong and lasting relationships, the logic of which indicates that this is the way to achieve profits.

Luan meets this recommendation in the development of his Agency's digital tourism marketing:

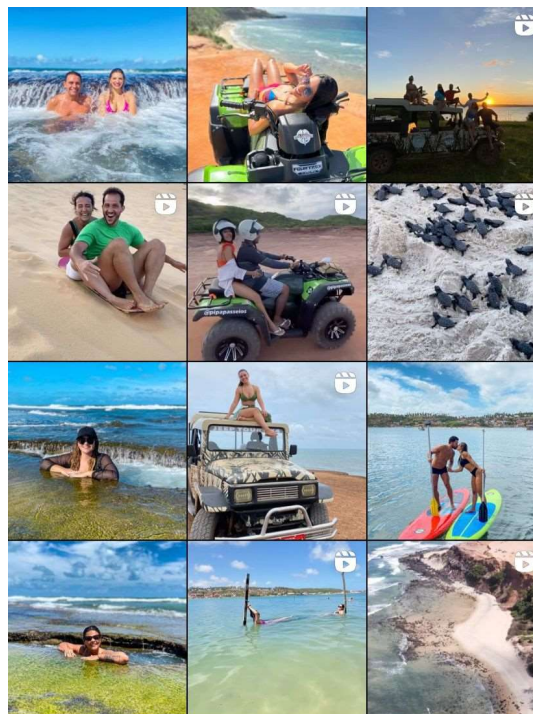
Aventureiro Pipa understands that digital marketing is not just advertising marketing. This is why he works very hard with social networks. We try to convey our true image to our followers, in a work to humanize the brand, that we are not just a company that only sells tours and itineraries, but also that there are people behind this company. It's a way to improve sales and retain more customers. The Agency usually monitors clients' posts because as we are an agency and a guesthouse, some guesthouse sales channels, such as Booking and TripAdvisor, have reviews. We are always there, monitoring and responding to strengthen the relationship with the customer, so that they return to retain their loyalty. (Barros, 2023) (Verbal Information).

All Instagram pages automatically form a mosaic of images, however Pipa Passeios Polo Tour's Instagram page is also a miscellany of content (Figure 6).

The wide variety of content, in fact, fulfills the role of meeting the proposal of jointly promoting Praia da Pipa and the services of

the business group, thus bringing together the institutional and commercial aspects of the two segments, and there are banners that guide different objects: just the city, in terms of tourism, as well as other aspects of it; each of the group's companies, reception, inn and restaurant, their respective services, packages and promotions, in languages with different degrees of advertising intentionality; tourist customers; people in the community; commemorative days (valentines, tourism, parents, fisherman, among many others); public service campaigns; Agency tours and itineraries, among other topics.

FIGURE 6 – POSTS FROM AVENTUEIRO PIPA ON INSTAGARAM



Source: < <https://www.instagram.com/pipapasseios/> >

However, even with some banners with static images that register more than 600

views, the highest average is videos about aspects of Pipa's tourism, certainly one of the main objectives of Grupo Aventureiro Pipa

The company's Instagram identifies itself as a channel that demonstrates the broad possibilities of such an online digital platform, even in the role of being a communication vehicle with strong features of digital tourism marketing, but also a cluster of multiple themes as if it were a variety media that comprises materials from the field of information journalism, entertainment, culture and services, as evidenced by detailed navigation on its page:

<https://www.instagram.com/aventureiropipa/>.

## CONCLUSION

In developing the study, we discussed analytically the efforts of Pipa's receptive agencies, according to the perceptions of their owners, to develop their respective digital marketing strategies to promote and sell their services, so much so that they use their respective Instagram pages to publish banners of different shades: institutional, advertising, social, commercial in order to achieve direct sales, political, public utility, among others; diversity that we report most

emphatically in the description of the types of posts present on the Pipa Passeios page, truly the one with the greatest eclecticism in the themes focused on.

But there is a detail related to the themes focused on the Instagrams of the four receptive people addressed, which we consider to be of utmost importance, the common efforts of all of them to maintain a strong relationship with their audiences. This is why the persistent procedure of favoring banner publications with photographic images and videos of tours with the presence of customers, by entrusting them with sharing these types of posts, after all, tourists' custom of visually showing their trips is historic, something that has expanded in recent years with the use of social networks.

It is noted that the virtues of the Instagram pages analyzed are closely linked to the economic potential of tourist destinations, the effectiveness of their administrative and organizational structures, as well as efforts in the field of digital tourism marketing.

Companies, then, use their available tools and which they know to have their Instagram with the best possible virtues, however they run into difficulties arising from the lack of greater investment to have their pages with greater virtues and effectiveness, so much so that the

businessman and owner of Pipa Passeios, when talking about tourism, commented on the shortcoming of his Department not being able to count on a specialized professional to take care of the digital tourism marketing of the Praia da Pipa destination.

The publications that promote the Pipa destination in the digital environment seem to be quite attractive and effective, especially considering the agencies' Instagram posts and the results that are published throughout the year.

This research sought to examine the role of digital marketing in reception agencies in one of the most publicized destinations in Brazil. Pipa stands out on the national scene as a popular tourist destination, driven by effective digital marketing that reaches all of Brazil. Tourists are attracted by the combination of stunning beaches and lively nightlife.

## REFERENCES

- Carvalho, ALP (2009). Paraíba: case of double identity - the construction of the Paraíba identity in the specialized media of politics and tourism. Doctoral thesis. Postgraduate Program in Culture and Society. Faculty of Communication at the Federal University of Bahia. Salvador, Bahia.
- Ferrari, CMM (2013). Visuality in communicative contracts in tourism magazines: construction of imaginaries for tourists. Thesis (Doctorate in Communication) - Pontifical Catholic University of São Paulo, São Paulo.
- Kotler, Philip, et al. (2011). *Tourism marketing*, 5th ed. Pearson Education, SA Madrid.
- \_\_\_\_ (2007). *Essential Marketing: concepts, strategies and cases*. 2nd ed. São Paulo: Prentice Hall.
- Kozinets, R. V. (2014). *Netnography: conducting ethnographic research online*. I think Editor.
- Limeira, TMV (2003). *E-Marketing. Internet marketing with Brazilian cases*. São Paulo: Saraiva.
- Mota, KCN (2011). *Tourism marketing*. Fortaleza: UAB/IFCE.
- Pantuffi, CM & Perussi, RF (2021). Consumer behavior and sustainability in tourism during the Covid-19 pandemic. In: PORTUGUEZ, Anderson Pereira Portuguese; TRIGO, Luiz Gonzaga Godoi (org.). *Tourism and Global Health: Pandemic, pandemonium and new directions for the sector in Brazil and around the world*. Ituiutaba, MG: Editora Barlavento.
- Perinoto, ARC et. al. (2017). *Tourism Communication in the Municipality of Parnaíba/Piauí - Brazil*. Hospitality Magazine. Volume 14, n.01.
- Perussi, RF (2008). Marketing and commercialization actions. In BRAGA, Débora Cordeiro (org.). *Travel and tourism agencies*. Rio de Janeiro.
- Rejowski, M. & Perussi, R. F. (2008). Trajectory of tourism agencies: notes in the world and in Brazil. In BRAGA, Débora Cordeiro (org.). *Travel and tourism agencies*. Rio de Janeiro: Elsevier.
- Rocha, TL, da Silva, GP, & de Oliveira, GS (2022). Scientific research methodology: discourse analysis-concepts and possibilities. *Cadernos da FUCAMP*, 21 (53).
- Rodrigues, MC (2007). Where has "tourist journalism" gone? Analysis of covers of *Viagem & Turismo* magazine in 2007.
- Rosa, LCBL & Silva, VB & Lobato, FHS (2020). Digital tourism communication from the local to the global: an evaluation of official tourism websites. *Tourism: Studies & Practices (UERN)*, Mossoró/RN, v. 9(1), 1-18.
- Sampaio, V., & Tavares, CVCC (2017). Digital marketing: The power of social media influence on the purchasing decision of university consumers in the city of Juazeiro do Norte-CE. *Scientific Magazine Academic Week, Fortaleza*, 1(104), 1-26.
- Silva, EGA, Silva Filho, FP, Rocha, JKV, & Santos, MR (2019). The technical visit as a methodological resource for the study of tourism and geography in Conservation Units. *Entre-Lugar*, 10(19), 245-273.