



Análise da promoção turística de Prudentópolis (PR) por meio de vídeo em mídias sociais [

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text (article)

Analítica

The works dedicated to the marketing and promotion of touristic destinations are yet scarce front of the speed at which this activity has grown. When analyzed the research dedicated to promoting videos of destinations is possible to see an even greater shortages. This paper is dedicated to the study of the video produced by the official tourism organ Prudentopolis (Parana State, Brazil). As part of the methodological procedures, was realized systematic access to the studied social network YouTube and Faccebook, with extensive exploration of the material posted and application of protocols (normative forms described in the methodology), and finally the treatment of results and interpretation of them. Was realized that in general still the destination gives little attention to this form of promotion, but there is potential to elaborate better videos that can contribute to a better dissemination and use of the tourist potential of the place

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