Video Promotion and Content in Tourism

Content Analysis of Videos in Slovenian Tourism

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MIKKOLA, JESSE:
Turismin videomarkkinointi ja sisältö
Videosisällönanalyysi Slovenian turismista

Opinnäytetyö 54 sivua, joista liitteitä 4 sivua
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Tämän opinnäytetyön tavoitteena oli analysoida Slovenian matkailuun liittyviä videoita ja tuottaa yrityksille yleiskuva siitä, millainen materiaali vetoaa katsojiin ja millaista materiaalia tulisi hyödyntää markkinoinnissa. Työssä tutkittiin tämän hetkistä materiaalin tuottamista ja käyttämistä sekä matkailuun liittyvien videoiden tuotannollisia arvoja. Työn oli toimeksiantanut AIRTH (Alliance for Innovators and Researchers in Tourism and Hospitality). AIRTH on monikansallinen innovointi ja kehitystyöryhmä, jonka tarkoituksena on luoda uusia näkökulmia matkailuun ja palveluliiketoimintaan.

Tutkimusta tehtiin käyttäen laadullisia menetelmiä sisältöanalyysin avulla. Sen lisäksi määrällisiä tutkimuskeinoja käytettiin apuvälineinä suosion mittaamisessa videoiden eri osa-alueilla. Sisältöanalyysi tehtiin 38 videon avulla, joista puolet oli käyttäjien tekemiä ja toinen puoli ammattilaisten tuottamia. Valitut videot liittyvät Slovenian matkailun eri osa-alueisiin: nähtävyyksiin, majoitukseen, ruokaan, kuljetuksiin sekä aktiviteetteihin.

Tutkimuksessa huomattiin, että sisältö merkitsee enemmän kuin visuaalinen ilme. Matkailuyritykset eivät kuitenkaan ole ottaneet omakseen videomarkkinointia, vaikka videoiden tuottaminen on helpompaa ja halvempaa kuin koskaan aiemmin. Sen lisäksi käy ilmi että, ammattilaisten julkaisemat videot ovat tuotannollisesti laadukkaita, mutta myös saavat enemmän katselukertoja.

Monelle pienelle matkailuyritykselle voi olla hankalaa tehdä videomarkkinointia, sillä yleisön tavoittaminen on työlästä. YouTube-ammattilaisten avulla suoritettu sisältömarkkinointi toisi jo vakiintuneen sekä kiinnostuneen katsojakunnan tietoiseksi tuotteesta tai palvelusta. Ammattilaisten motiivit ovatkin enemmän videoiden tuottamisessa ja katsojakunnan palvelemisesta, mutta käyttäjäpohjaisten videoiden tarkoitusperät jäävät vielä arvoitukseksi ja vaatisivat jatkotutkimuksia.

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Asiasanat: turismi, sisällöntuottaminen, analyysi, markkinointi, slovenia

ABSTRACT

Tampereen ammattikorkeakoulu
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The purpose of this research was to analyse videos related to Slovenian tourism to find out what type of content is created and used in marketing. The objective was to give insight for destination management organizations on what content is appealing to viewers and study the current state of video productions in Slovenian Tourism. The study was commissioned by AIRTH (Alliance for Innovators and Researchers in Tourism and Hospitality).

Primary methods used in the study were qualitative research and content analysis. Quantitative methods were used to determine the popular factors of video content through analysis of keywords to find out what aspects were trending or popular in user content and professional content. The analysis consisted of 38 videos related to Slovenian tourism products.

The study found out that content mattered more than visual quality and many of the destination management organizations were not using videos to promote their services. Professionally produced content had more views than user generated content and also had higher standard of video production values. The number of companies that used content marketing was relatively small.

Professional content creators have established viewer bases, especially vloggers, that are not utilized enough in marketing. Many small tourism related businesses are not doing any video marketing and this content creating with vloggers could reach potential new customers. Professional content is created with primary focus on video creation but the motives behind user generated content would require further studies to see what drives users to create videos.

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Key words: tourism, video, content, analysis, marketing, slovenia

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1 INTRODUCTION

In the past 20 years the tourist decision making and power dynamics between tourists and tourist organizations have gone serious changes with the rise of internet. Communication has shifted from a monologue to multiway discussion. What used to be business to customer model has transformed into user to user, business to business and customer to business dialogue. Tourist organizations have to adapt to the changing power dynamics of information flow, or otherwise they are not in control of their brand image. This is because user generated content has created an information overload that is harder and harder to manage by tourist organization but is increasingly important for the tourist and their decision-making process. Many tourists rely on other tourist opinions about a destination, which is why marketers need to respond and utilize UGC to their favor in brand image. (Akehurst 2009.)

Travel content is been consumed more than six billion hours in YouTube by one billion people every month. Over 40% of all the travel video views are about the destinations and attractions, and in 2014 the growth of travel related content rose 118% year over year (Crowel, Gribben & Loo 2014). These statistics show that consuming content of travel destinations is rising and the need to know more about tourist destinations is important in the decision-making process. Travel brands, destinations and businesses need to utilize the growing numbers of visual content in their marketing strategies.

Everyone who has a smart phone has access to some kind of camera, and with simple rules in mind it is easy to make a video that is appealing to the eye and for the viewer. This thesis aims to answer what makes a video in tourism appealing visually and its content to the audience. Destination image chosen for the research is Slovenia, small middle European country with vast possibilities of diverse tourism types. Slovenia has numerous destinations which each differ from each other. There are caves and seaside to the west, mountains and snow in the north, wine and culture in the middle and east. In the past ten years, Slovenia as a tourist destination, has got popular and people have been quick to adapt to the rising mount of new customers. The focus is to study videos made about Slovenia

by professionals and consumers alike, to determine how the destination image looks like and what type of content is created and what kind of elements do they store. This will give insight to tourist destination companies of what kind of content people want and what makes them popular in the eyes of viewers.

The research part is done with content video analysis. Videos are collected from YouTube and analysed with qualitative methods to determine the factors used in creating videos; the content, tools and creator motives. Quantitative calculations are used to check how many of the videos include said factors to determine the popularity of those elements. For research purposes about forty videos were chosen for analysis to see how and for what purposes content is being created in this market, and how the popular content stands out from the rest. The research was commissioned by AIRTH (Alliance for Innovators and Researchers in Tourism and Hospitality)

2   BACKGROUND INFORMATION

2.1   Slovenia as a Tourist Destination

To understand tourism related videos in Slovenia, one must know something about Slovenia as a tourist destination. Slovenia was part of the Socialist Federal Republic of Yugoslavia until 1991 when it gained, through its separation, independence as own country. It is located in central Europe and its neighbouring countries are Italy, Austria, Hungary and Croatia. Slovenia is divided into four geographical zones: Alpine region in the north, Dinaric, karst terrain, in the south, Mediterranean in the south- west and the Continental area in the middle. Slovenia is the third most forested country in Europe, only behind of Sweden and Finland. Slovenia is about the half size of Switzerland and its climate is divided into three zones; alpine, continental and Mediterranean. (Plut-Pregelj & Rogel 2010, 39 – 41.)

For the tourists Slovenia offers a vast selection of Alpine mountains with rivers such as Soca, Sava or Kortnica flowing free and ready to be explored. The pristine cold alpine waters are crystal clear and there are many activities on the rivers, such as canyoning, rafting and kayaking. The alpine area is big with skiing and snowboard possibilities in the region. Activities in the mountain area also include hiking, climbing and paragliding, as well as numerous sights to see; such as the Triglav-mountain, Lake Bohinj, Bled river with its church island and castles. (I Feel Slovenia, 2020.)

The Slovenian tourist board has large info about other activities as well. In the south Mediterranean region, Slovenian 47km long coastline, there are possibilities for wind surfing, stand up paddling and fishing. In the karst region there is a possibility explore caves, such as Postojna and Skocjan. For Wine tourists Slovenia has their own wine brands, notably the grape type of Malvazija, Teran or Refosk. The spa selection is vast with many Termes located around the country, from Portoroz to Maribor. For cultural visitors there is Ljubljana with its castles, museums, restaurants, concerts and alternative experiences. The seaside offers

history with old towns in Piran, Izola and Koper to discover. (I feel Slovenia, 2020.)

To understand how Slovenia is for tourists and businesses alike, Table 1 shows the strength, weaknesses, opportunities and threats through a SWOT analysis. The analysis purpose is to understand the potentials and risks of a location to see where it succeeds, where it doesn't and how to improve and anticipate trends and tourist expectations. SWOT analysis is mainly used as a tool in marketing to analyse the current situation and the future, it analyses the internal and the external factors that can affect the product while also allowing the organizations to focus on the critical points of their processes (Speth & Probert 2015, 5). Table 1 focuses the tourism product as a whole in Slovenia; the sightsee, lodging, gastronomy and transportation based on the videos of the UGC, professional content, I Feel Slovenia (official Slovenian promotion of tourism website) and personal experiences living in Slovenia.

TABLE 1. SWOT analysis on current Slovenian Tourism products.

STRENGTH	WEAKNESS
- Strong sense of nature and green tourism. - Multiple activities around the Alpine region, such as hiking, kayaking, climbing, biking, rafting etc. - Size of the country, easy to see many sights in short time. (From glaciers to castles to Mediterranean seaside) - Easy to access by car. - Winter and summer tourist season.	- Tourists stay for short periods of time, move to neighbouring countries or stay for a day trip. - Lack of train or public transportation. Renting a car is a must to access some locations. - Seaside is small and crowded in summer season due to the size of the area. - You can see everything "worthwhile" in a week.
OPPORTUNITIES	THREATS
- Trending destination with rising tourist visitors. - Rich unique culture that is fresh and new for new tourists. - Can attract tourists that are driving through to get to bigger tourist destinations such as Croatia, Italy or Austria.	- Popularity after the tourist boom is questionable whether people want to come another time. - Lack of accommodation to support the rising mount of tourists. - Sustainability of social, nature and culture constructs. - Climate change affects the winter season and activities.

2.2 Content Marketing in General

Content Marketing is trending in the business world, and tourism is not left out. There are many definitions on what Content Marketing is, as it depends on your solution and your background. Gunelius (2011, Chapter 1) says that content marketing is content that gives value to the customer, but also promotes the product, service, brand or business. The promotion can be direct, or indirect, but nevertheless it gives something to the customer that has value to them. When talking about content marketing in the internet, the value comes from information or entertainment. Kinsta ltd (2018) adds that content marketing is not selling but has the purpose of acquiring new customers or keeping the current customers for coming back for more.

Content Marketing is heavily linked to modern times, but as a concept it dates all the way back to the 18th century, as Benjamin Franklin promoted his printing company by publishing an almanack for his customers. In the 20th century Michelin Brothers created a restaurant guide to promote automobile business, and thus indirectly promoting their tire business. Most known content marketing in recent history are the "soap operas" as they were viewer content for soap firms to promote their businesses. (Kinsta 2018.)

Content marketing has evolved in the era of Internet to provide more than just entertainment. Valuable information provided by businesses to users can be invaluable. As Linn (2018) puts it, content marketing can be so conspicuous that it doesn't come off as promotional material, but more as a valuable resource of information. This is precisely the point of content marketing. Barry (2015, 21) mentions that consumers tend to focus on sources that they trust, like and know. Building trust base with customers and users is what brings customers back for more.

Statistics tell us that almost 90% of marketers today use content marketing. Small businesses with content, make 1 to 2 times more lead growth to compared to those businesses that have no content. Conversion rate can be over six times more compared to no content on sites and the resource cost of content marketing

is much cheaper than other forms of marketing, depending on the material you provide for your audience. (Kinsta Ltd, 2019.)

Content marketing isn't just restricted to businesses. In social media most content is created by users, thus making them a valuable source for information and content. User Generated Content (UGC), is the product of social media, where individual users make videos, pictures, blogs or vlogs, that involve businesses, brands, products or services part of their content. Users can be unpaid as Gallegos (2016) puts it, but in the era of modern social media, I would like to add that there is certain amount of endorsing involved attracting the big individual social media influencers. UGC is a communication form of "electronic word of mouth" (eWom), that occurs online. It is about users providing information to other users in the internet. In marketing and business, it works well because eWom removes the doubt between the seller and the buyer, as a neutral comment from another user is seen as more trustworthy than the words coming out of a seller's mouth. (Gallegos 2016.)

Successful content marketing is tailored for each business, brand and product specifically. It can make the brand more relevant to the provided content. Successful content has a defined audience and a good strategic plan to make the content appeal to the desired target segment. Excellent content marketing attracts new customers and keeps the old customers coming back for more. (Linn 2018.)

To recap, good content marketing is tailored content for specific audience. Meanwhile even though isn't a new concept, but it is heavily utilized in the modern information flow era, especially in the social media. Good content provides valuable information to existing and new customers and is cheaper than other form of marketing. User content is seen more liable than corporate content as it is more relatable to consumers.

2.3   Short Lesson on Visual Storytelling and Production

2.3.1   Basics on Storytelling

A story is a format where the audience is kept interested in the events or another narrative. It usually has a beginning, middle and an end part which each serve a purpose in the story. A good story keeps the audience wanting to know more and stimulates them emotionally or intellectually. (Bernard & Bernard 2013, Chapter 2.)

In film, stories usually are set in three parts. The beginning, where the characters are introduced and where and when the story is told. The middle part where a problem, challenge or an event occurs and the characters have to deal with the situation. And the ending, where the events and character's choices and actions lead to a satisfactory resolution. (York 2013, Chapter 17.)

Stories usually involve underlying themes, on why the story was made. Themes are ideas that tell something about us, humans as species. It is what the storyteller wants us to understand about the events or the setting or about human psyche in general. Themes are the parts that aren't said straight but revealed and carried out by the audience, they can be intentional or by accident. In a good story the storyteller wants you to see or understand the idea or the matter in a new light. (Bernard et al 2013, Chapter 2.)

Storytelling shouldn't be a thing to dismiss. Marketing videos tend to deliver their message simpler and shorter way. Complex storytelling aspects shouldn't be ignored, since they make audience identify with the brand with more ease and deeply. It is a great way to tell about the values of the company, connect with audience and make them spend time with your message. Storytelling is the earliest format of delivering messages, and they are still the most powerful methods of communicating in the human world. (Whitler, 2018.)

2.3.2 Video Production Process

In video productions, projects are usually commissioned by someone. Commissioner can be a corporation, company, private person, institute or the production crew itself. Before a premise, there is a motivation or need to deliver a message. The objective is set by whom the story is told and what is the target audience or segment is and what to tell them. After the initial process, the style of approach is chosen. (Lyver & Swainson, 2001, Chapter 12.) In Ailio's (2015) excellent guide on making better videos, she tackles on how video productions start before arriving to location of shooting. Before filming, the purpose of each video needs to be addressed, as mentioned earlier. The premise is set by the storyteller to its audience, and the video exists there to give the viewer the answer. (Ailio 2015, 9.)

Before the filming starts, a professional crew makes a script. Scripts exists to give video-makers understanding what shots are needed to tell the story of the premise. The script has all the content of the video on paper. The possible dialogue elements, scripted acted scenes, camera movements, length of the video, the content of the shots, time and locations of the shots. The script is different in each style format. Fictional and documentary stories require different scripts as they need different approaches. While filming a documentary, one can't plan the script as well as in a studio circumstances. It is harder to plan real life scenes, but it can be planned to a certain extend. (Millerson & Owens 2008, Chapter 5.)

After all the planning the crew sets up its desired equipment to gather all the material for the story and heads out to film them. Storytelling aims to be inconspicuous, so that the audience doesn't notice the change between pictures. Smooth transitions in videos, audio make sure that there is continuation and doesn't abrupt the viewers concentration. Professional camera operators handle their tools with great care, so that all the material is usable later in the edit room. (Ailio 2015, 32 – 33.)

Every shot picture is composed with some rules in mind. The rule of thirds makes sure that the object or person in the frame is placed in the 1/3 of the frame, which is universally thought the most aesthetic position, see picture 1. The focus point, where the viewer's eyes tend to naturally wonder when looking at a picture,

should be in the 1/3 horizontally and vertically in the frame, this is called the golden rule, or the golden cut. The camera operator also makes sure that the frame is carefully composed. People are interviewed with camera on the eye-level. Frames do not cut in the joints of a person (making the illusion that the person is legless, armless etc.) and no towers or lamp posts stick behind out of the persons head, since in 2D format it makes the person of interest look disfigured. (Ailio 2015, 33 – 55.)
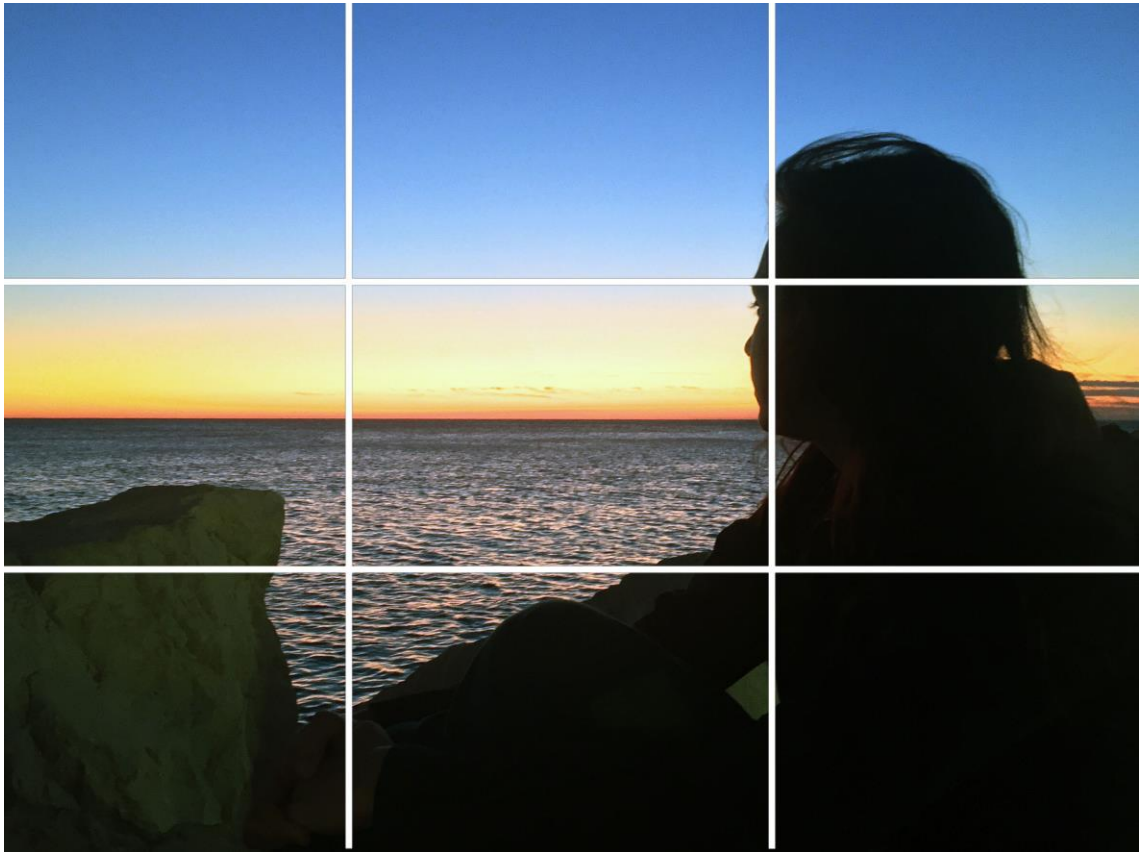
PICTURE 1. Rule of thirds and composition (Mikkola, 2019)

Focus points are the things that the film or video wants to audience to look at, like eyes of a person or birds flying in the sky. Contrasts help to make the focus point clearer and make things pop-out from the frame. Cameras should show exactly what the operator or the director wants the viewer to see. (Millerson et al 2008, Chapter 7 – 8.) When composing a picture the operator makes sure that the picture is straight with the horizon, there is enough light for the camera, white colour appears white on the film and the objects have continuation in the frame (people are walking always towards the same direction and facing the same way) (Ailio 2015, 55).

Film is an audio-visual format and a film crew usually has an audio technician recording the necessary ambient or dialogue for the video. Even if there is not a specific audio personnel, the camera operator needs to adjust the audio levels properly on the camera equipment so that the sound doesn't distort (too loud), or that the target and ambient can be heard by the audience (too quiet). The crew makes sure that the wind doesn't howl in the microphones and the audio recorder is facing the target of focus so that the target is heard by the microphone and the background noise isn't too loud to capture the target. (York 2013, Chapter 10.)

After all the material is filmed and recorded for the video, the production moves to the edit room where the content is stitched together like in the initial script. Editing means that the shots are arranged in correct order, length and position to an understandable form which the viewer can understand the message. Editing process includes adding special video and audio effects to the video and making sure that the continuity of the content is in understandable form. The style of the edit is decided to suit the mood of the message, fast pacing makes audience excited as slow pacing enhances the mood of the shots, making them more thoughtful and romantic. (Millerson et al 2008, Chapter 15.)

Continuation is achieved by making sure that the action shown, the focus point, is believable. Object's movement is shown towards same direction, logical actions are shown and understood easily. General rule for editing is that the pacing should match the mood of the video. The audio used, such as music, should reflect on the pacing and the mood as well. The general rule of editing is that the viewer should understand what is happening in the video with ease. Faster paced video requires more dynamic or multiple shots from different angles and locations. Slow paced videos require shots that have longer duration et cetera. The trend over the time is that faster paced shots and videos have become more popular since they keep the viewer wanting for more. (York 2013, Chapter 49.)

The difference in production is that UGC and professional content is the amount of resources. User content creators have access to minimal resources compared to professional creators. Companies can deploy teams and groups for individual tasks with professional knowledge, this applies also to the amount of tech available in their use. However, technology has made possible to create professional

level quality footage with less cost. Saunders (2007) writes that in the pass 30 years cameras have shrunk from massive VHS tape recorders to handheld digital video cameras. Cameras are in our computers, tv's, video gaming consoles, phones, tablets which makes capturing and creating content quite more efficient.

With the rise of technology individual content creators have access to similar tools than professional creators. The most significant tool to rise to popularity in the end of 2010s, is the drone camera. According to Dormehl (2018), drones have evolved in ten years drastically from the early prototypes. The programming has evolved to a stage that drones can do programmed video flights, capturing everything with inch perfection. Drones have become lighter, cheaper, accurate with clearer image and bigger storage. This have made aerial footage accessible for everyone. Shots that in the past required a manned helicopter flight can now be done by a one camera drone.

3   CONTENT MARKETING IN TOURISM

3.1   Content Marketing in Tourism and Social Media

Social Media is everywhere. It is in our pockets and in our evening news, it shapes our worlds we like it or not. It is no wonder that most marketing is shifting towards online than offline. It is cheaper to market in social media as it reaches the desired target segment with sophisticated algorithms and uses user specified data available. Offline marketing is expensive, and the desired outcomes varies from location to used methods. Online media marketing reaches the desired clientele with little to no cost. (Absalikov 2018.)

Content marketing, and specifically its content, in online is usually blogs, videos, ebooks, podcasts and any other material you may come across that is informative, but promotive at the same time. Online content marketing is divided into two different categories; Short-form and long-form marketing. Short-form marketing is used mostly in social media outlets, such as Facebook, LinkedIn, Instagram or Twitter, to update statuses, tweets or share singular pictures. They tend to get lost in the mass of information have difficulties in having long lasting effects on the marketing field. Long-form marketing strategy is where content is utilized. Such as videos, blogs, articles, podcasts which businesses can share in posts or updates. Short-term marketing is useful to promote the long-term content. (Haines 2018a.)

Content marketing is about showing or telling about the product and educating on the usage of the said product while increasing sales revenue. In tourism, the product, however, isn't necessarily a tangible object. The products or services related to tourism are restaurants, accommodations, transportations, souvenirs, travel destinations, tourism information centres, tourism operators and so on. Essentially tourism products are experiences that the tourist goes through in the travel destination and brings them home as memories. Experiences and feelings make marketing different in tourism. (Tutorialspoint 2020.)

Content marketing in tourism relies heavily on experiences, especially how things are processed, felt and understood. Tourism marketing has used experiences for years as their main method on producing content for marketing. Tarssanen (2009, 8 – 10) writes in her handbook for creating experiences for tourists, that visually consumed content is a passive experience, where the person experiences the visual material but doesn't interact with the shown experience. It is as far marketing can go to provide insight on experiences, as active full emerged experience requires participation in the event or physical activity on location site. Tourism is an experience business that needs stories to create meaningful experiences. (Tarssanen 2009, 8 – 10.)

Social Media sites have made possible of a new way of promoting and marketing. User Generated Content (UGC) is the content related to products or services that companies can use themselves to promote, elaborate, educate their product to other potential customers. Shared blogs or videos related to travel destinations, used accommodations, restaurants or experienced activities are promotive in nature whether the user or watcher knows about it or not. Social media especially enables direct interaction between the businesses and potential tourists. There is a huge potential of bringing in new tourists and customers with UGC. The travellers decision-making process can be influenced with open attitude and authenticity which is harder through traditional offline advertisement. (Baloglu & Bowen 2015, 221 – 225.)

Content in tourism marketing is important for the potential tourist to book the trip to the destination. Destination management organization (DMO)should ideally create a strategy that informs, inspires and motivates potential tourists to come to their destination and content marketing is a great way to reach out to them. User Generated Content can be used, for example, with hashtags in shared pictures in Instagram to tie the experiences under the brand and unite people into a community. This way companies do not need to tell about the place themselves but let the users do the promotion for them. (Dyakovskaya 2018.)

Akehurst (2009) writes that UGC has more credibility when it comes to promotion. A third-party offering opinion about a product or a service is seen as public service, not a greedy sell attempt. Corporations are seen less trustworthy than fellow

people. Potential tourists trust more customer reviews than tourist guides or agencies when it comes down to choosing a destination. Stories from tourists, blogs or videos, are seen more sincere which make the destination selection more favourable towards products that have UGC. (Akehurst 2009.)

UGC doesn't just have an effect on tourist location, but also attitudes towards a brand or the ad itself. Studies say that videos from users have better impact towards the marketed brand. However, viewers can't differ whether the content is from a user or a company, but if the video is clearly from a user, the attitude is deemed favourable to the brand itself. User content tends to work in way of validification, potential buyers want reviews from their peers as they are looking for a neutral unbiased opinion. (Diwanji & Cortese 2019.)

Customer to customer marketing in online has brought the rise of social media influencers, who are basically third-party people who shape the views of potential customers about the product. Social Media Influencers, or SMI, base their business model on clicks, views, shares, subscribers, private or public donators or followers. They use their potential large audience as a medium to promote or review products that work as form of ads. (Freberg, Graham, Mcgaughey & Freberg 2011.)

Social media gives valuable information about the clientele that isn't available through other medias. Age, sex, consumer behaviour and personal intrests in life are all available through social media. This data can be used to target correct advertisement to correct target segment. Internet has enabled the shift from person to person interaction towards many to many interactions. What before was a person tell his friend about his experiences, is now strangers sharing their experiences to each other. (Baloglu et al 2015, 221 – 225.)

3.2 The G.R.E.A.T Formula

Stelzner (2019) writes that making a marketing video for content is cheaper, more effective and needs less maintaining when it comes to content marketing. Blogs and google ads may take a long time to gain attention of potential customers and

there is still high possibility that the company still needs a video on their site to make a successful sale. To make successful or a G.R.E.A.T video, as Stelzner (2019) writes in his column, one should follow these steps.

G, Grabbing the attention of the viewer. This part is the most important to gain viewers. An audio or visual hook in the first ten seconds makes sure that the viewer is going to stay for the whole video. Content is plenty in YouTube, and marketers need to make sure that the viewer chooses their video for view.

R, Restating the problem. This part will tell the problem and how to solve it by the product or service that the business offers. This is especially made successful by relating to the potential customer and understanding their needs and offering solutions. Videos should dig deep into the root of the problem which eventually makes the viewer relate more to the message.

E, Explaining. After stating the problem, videos should offer solutions to the specific dilemma. The focus though should be on understanding the potential customer. Empathy gets more results than forcefully selling the service or product. Depending on the video service the videos length should be addressed correctly to the platform. YouTube videos can be longer, even 8-10 minutes, but in social media sites, such as Facebook, video length should be much shorter.

A, the actual proof. This part explains that the solution works. The proof part of the video should be more about facts and testimonies that assure the viewer that the solution offered is valid. It creates trust and backs up the claims the video is telling. The facts can be customers telling about their experiences, or just reading out loud reviews of the service.

T, Tell the viewers what to do. Dictate out loud what the viewer should be doing after the video. Subscribe, book now, visit us, click on the banner etc. all are excellent examples to turn the attention after the video to an actual sale. Telling the viewer to make action is the part what you want the viewer to do. Even though it doesn't lead to a sell, it isn't the point. Even subscribers or followers are helpful to reach the end goal which is collecting a steady base of potential customers. (Stelzner 2019.)

3.3   Videos in Tourism Marketing

Tourism marketing is visual marketing. Whenever a potential tourist chooses a destination, he or she wants to see what the destination looks like. Especially travellers need visual stimulation on choosing the next travel location. Statistics show that 64% of all people who are pondering about a new trip, watch travel videos. The most popular video format is vlog, which are video diaries, or video blogs. Most of video content is viewed on YouTube video service. Tourists spend most of their time searching and consuming travel videos on their smart phones. Surprisingly almost a half of the people who book trips, have just watched a travel related video before deciding on a trip. (Henderson 2018.)

Miles writes (Chapter 1, 2014) that YouTube is a great video sharing platform since it offers an integrated search engine, social network, keywords and it is completely free for everyone, but for some reason many small businesses haven't utilized the huge potential of the service. Miles argues that the reasons might be the lack of creativity or enthusiasm. Fear of being in front of a camera, not under-standing marketing strategies and fear of failure, might also be factors in not uti-lizing videos in marketing.

Videos stimulate our memories better than written content. Videos help with brand remembrance and make logos or businesses more recognizable. 80% of customers remember a video they have watched in the last month, which is es-pecially great for marketing. Internet and technology have made it possible for us to view and consume content wherever and whenever, videos can be viewed with numerous variations of devices available, which makes them a versatile format. Content that has storytelling elements and is pleasing to the eye tends to capture the emotions of the viewer, and with social media sharing function they can make videos go viral. (Lage 2017.)

3.4   Viewer and Tourist Behaviour

According to Google's infographic there are five stages of travel, see figure 1. To fully understand the cycle of a travel and behaviour behind it is relevant to know

how trips are taken. It all begins in the daydreaming part. Inspiration can be found in stories in social media from other users, UGC videos online or regular ads on tv, paper or just plain word of mouth. This part gives the spark for the desire to travel and experience these for yourself. Second phase is planning the actual trip, where the person visits up to 40 websites trying to find the perfect hotels, airlines, activities. This part also includes of reading experiences of others. The third part includes the actual booking, which mostly happens online. In this phase reviews are checked to make sure the right decision is made. Stage four is the actual visit to the destination, experiencing everything, taking photos, videos, leaving re-views and generally enjoying themselves. The final part is sharing. This is the post-travel part that takes place mostly after the trip. People share their stories, pictures, videos to others in social media, which can again spark the phase one in someone else (Siteminder 2018.)

Dreaming

↓

Planning

↓

Booking

↓

Experiencing

↓

Sharing
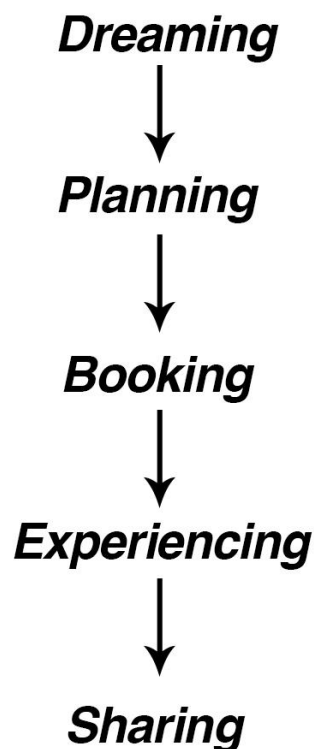
FIGURE 1. Five stages of Travel (Siteminder 2020), modified

Over the past decade major target segments have gone some changes that have affected the way advertising is done. Internet has placed tv as the main medium to promote products as the younger target segment is using traditional media less and less. Millennials are replacing baby boomers as the main target segment, as their travel spending is has reached over half of all the money spent on travel

products. As millennials are called "diginatives" the shift to internet and social media has been inevitable. (Baloglu et al 2015, 221 – 223.)

Millennials tend to share their experiences through social media, rather than mouth to mouth, which has made the shift from one on one conversations to many to many communications. Large percent, about 80, of all millennials visit social media regularly. Social websites are also used for checking prices of accommodation, restaurants, destinations and so on. The most used device for social media is mobile, as over 60% of all traffic comes from mobile phones. Smartphones are used regularly on trips, wifi connections are a must have for a travel company to succeed. Websites need to be mobile friendly as most of the traffic comes from a smartphone, for a successful turnrate, this can be a deciding factor. (Baloglu et al 2015, 223 – 225.)

In the form of content, travel vlogs are the most consumed types of videos. As mentioned earlier, travellers want to hear from their peers as reviews and experiences seem more genuine and trustworthy. These vlogs take the viewer straight to the destination without the corporate filter which appeals to people. Travel vlogs receive four times more social interactions in form of likes, comments, shares, subscriptions, and favourites than other types of travel videos in YouTube. 48% of all travel channel subscriptions are directed towards travel vlogs. (Crowel et al 2014.) Vlogging is not without flaws, as the fight for success is tough and vloggers can even result of faking endorsements to become famous and popular (Lorenz 2018).

Vlog popularity comes down to parasocial interaction. Since the 1950s researchers found out that viewers relate more on the people they saw on screens, viewers developed social constructs that would resemble friendships. TV-watchers felt like the host of a tv-show was directly speaking to them and it is the same thing when it comes down to content creators on YouTube. Vloggers create, somewhat unknowingly, parasocial relationships with their viewers, which can create tight communities where the YouTube stars have great influence on their audience. Parasocial interactions explain why YouTube content marketing creates effective results. (Reinikainen, Ainasoja, Rytövuori, Uusitalo, Vulli, Lievonen, Luoma-Aho, Aldea-Löppönen & Cederberg 2018, 11.)

It is not just any content, more and more people want to see video content from marketers. From all social media sites, YouTube is the most preferred platform for video consuming, which should be addressed when making content in video. Entertainment is said to be the most valued factor in content. Even though smartphones are used a lot for viewing content, business related videos are still viewed mostly on computer web-browsers. (Kolowich 2020.)

Being entertained seems to be the most deciding factor on why people stay on the video. Miles (2014, Chapter 4) writes that there are only two reasons why people watch videos. Curiosity will be the factor that bring viewers to your content. The video might have a catchy title, intriguing still image or it might ask questions that the viewer wants answers to. Statistics also show that as soon as the curiosity is filled, people will leave the video. Making sure that people stay for the whole duration should be the first concern when uploading content. Kolowich (2020) tells that only 5% of all videos online have 77% of viewers staying until the last second. So not an easy task to tackle.

Miles (2014) writes also that, for people watching content is strong motivated self-intrest. It is a broad range of motivations that can be;

1. **Wanting to learn something new**. Internet is great place for knowledge and ways to educate oneself.
2. **Entertainment**. Comedic content is seen one of the best ways to enjoy time in the internet.
3. **Nostalgy**. Viewers want to take trips to memory lane and live through old memories. Sharing them or just remembering the good old days.

Other factors include socializing, meeting new people, being discovered in a way that make people feel respected, liked and familiar to others. These main reasons make people watch videos and should be the focus on the content. (Miles 2014.)

Behaviour behind content consuming is daydreaming. People want to be entertained while being online, they want their curiosities to be fulfilled. It is important

for tourism related companies to understand what kind of content people are look-ing for when they want to travel, book hotels and experience trips. Mowat (2017) writes that for successful marketing it is crucial to understand the five stages of travel, and also understanding the type of content it is needed to produce to sat-isfy the needs of the potential tourists.

Google's research has revealed that the crucial points for marketing are creating awareness, offering information, building trust, comparisons and focusing on the experiences of travel. With these points businesses should be able to create cus-tomer loyalty and make successful sales. Mowat (2017) adds to this that not only that these points are important, it is important to understand the audience and not trying to offer too much for everyone but keeping focus on the target segment and deliver a specific message. The video length is crucial too, as on average people spend 40 minutes by day to browse travel related content, which should be addressed when deciding on the length of the video.

Tarssanen (2009, 10 – 14) describes that giving a meaningful experience to cus-tomers, marketing needs to address the pre-experience aspect. Pre-experience is the part of the travel that happens before the trip. It is the motivation for taking the trip. Making sure that the traveller is engaged in a meaningful and unique event that will end up a meaningful experience after the trip. If you look at figure 2, of how a meaningful experience is formed, pre-experience is the part marketing has the most to deal with.
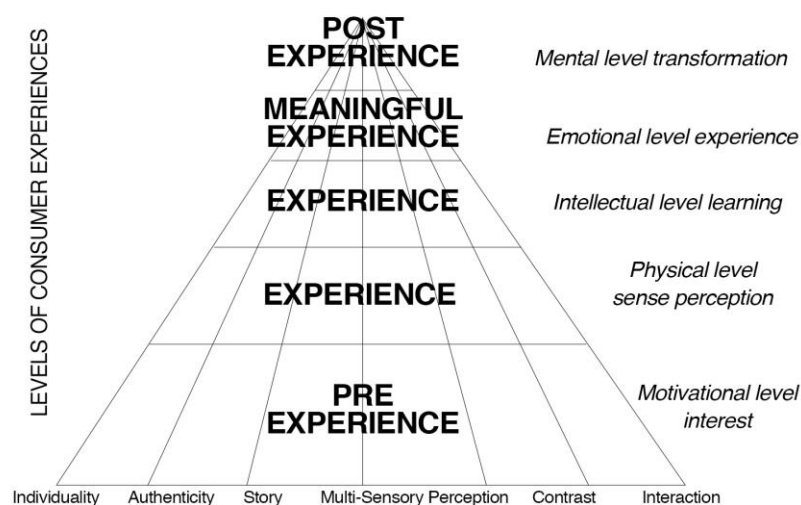
FIGURE 2: Tourist experience pyramid by Tarssanen (2009), modified

For a successful tourist motivation, marketing needs to be unique, addressing potential tourists in personal level. People want authenticity and good stories with facts. and with fiction based on reality and credible sources, this can be achieved. The product needs to have contrast. With contrast Tarssanen (2009, 10 – 14) means that the product or service you are selling, needs to be different from customers daily life. With these aspects we make sure that the experience has certain expectations. The product needs to fulfil these expectations, to make sure the that people keep coming back for more.

4   CONTENT ANALYSIS THROUGH QUALITATIVE DATA IN TOURISM RE-LATED VIDEOS

4.1   Frame and Background of the Analyse

The aim of this research analyse is to find out what kind of videos succeed in content marketing and how they should be used in tourism industry. Tourism and hospitality products are divided into following categories; sightsee, activities, accommodation, gastronomy and transportation. The research material will focus on the tourism product related videos in Slovenia and is made in commission from AIRTH (Alliance for Innovators and Researchers in Tourism and Hospitality). The goal is to research what factors influence popularity in tourism related videos and to analyse the current state of tourism videos related to Slovenia.

As the subject is quite fresh, there aren't many studies that focus on visual content marketing or video content in tourism industry. Most of the related studies refer to quantitative values on blogs or pictures, for example to see how many of the videos include gambling or have voiceovers in them. This thesis will focus on content and the specific factors of these videos to see what type of methods are used in the videos related to Slovenian tourism. In the pivot of the research are content and tools used in the filmmaking process and how they affect the end result, and how tourism related content marketing should address the UGC or professional content in their marketing.

The research will centre on qualitative methods but will have quantitative calculations to determine how many of the videos are using said qualitative content. This is to discern the elements that are popular, and which stand out the most in different categories. Both mentioned methods are used in the results together, to give the full image of all of the content. The research will study both professional content and user generated content and aims to keep them separated to determine which content has more value to its viewers or businesses using them.

4.2 Research Data Selection Criteria

The research puts emphasis on videos released in YouTube as the life span of videos in Facebook and Instagram are shorter, because of the nature of the social media format. YouTube videos can be embedded into other websites which makes them more versatile and easier to share to other platforms. YouTube wa selected for the main platform of research since it is the most popular video platform (eBizMBA, 2020) in the internet and has social media aspects integrated in form of comment sections.

The data was collected from YouTube with specific tourism keywords. The search words, or keywords, were "Tourism Slovenia", "Food Slovenia", "Sightsee Slovenia" "Ljubljana tourism", "Activities Soca Valley", "What to do in Slovenia", "Piran" and "Bled". Most of the keywords were related to accommodation, activities, sightsee or food in Slovenia. This search method permits a larger selection of videos with popular and nonpopular hits. Locations for videos were chosen among the most popular destinations in Slovenia.

The intention was to include videos that were popular, videos that had a high view count, and also nonpopular videos from wide ranges of different topics. The video selection was made random. Most of the videos selected for the analyse were three minutes or shorter with few exceptions as longer videos would have taken longer time to analyse and the results would have been slightly different. The videos selected were both UGC and commercially produced, and they were divided into separate sections for the analyse, to recognize the difference in production and content value.

4.3 Content Analysis and Parameters

Inspiration for the research methods were found on similar studies related to videos in tourism industry. This study focuses on the tools and parameters mostly based on Hou, Joppe, Choi & Lin (2016) study on promotional videos used in Chinese major tourist destinations. For the comparison part Cortese & Diwanji

(2020) study on user generated content versus brand generated videos was a major inspiration in this research.

The video data was collected into a table (see table 2) with keywords and hypothesis assumptions of content described in each cell. Every video had the following categories that they were analysed upon. The categories were orientation, perspective, technical aspects, presentation method, performance techniques, motives, common content and persuasion method.

TABLE 2. Parameters used for the Analyse and Hypotheses

CATEGORY	User Generated Content	Professional Content
Orientation	Person to her/his peers (C2C)	Company to its customers or other companies (B2B and B2C)
Perspective	Tourist/customer perspective	Business perspective
Technical Aspects	Filmed on phone/handheld device. No planned script	Sound/Video crew, filmed with intention and knowledge and script
Persuasion Method	Vlog, Documentary, Tied to time and location. Improvised content.	Storytelling aspects, montage stories. Professional story telling aspects, plot.
Performance techniques	Popular copyrighted music. Amateur edit.	Licensed Creative Commons music. Professional edit. Voiceover
Motives	Personal gain, popularity, career	Business Revenue, creating awareness
Common Content	Accommodation, food, sightsee, culture, activities	Paid content, adverts or sponsored content about tourism products

Orientation analysis focuses on the aspects of who is marketing or telling the story for, is the video from business to business (B2B), or customer to customer (C2C). It focuses on the hidden agenda of the video, for whom the video is targeted, and who is seen as the target audience. This is however a vague and wide definition, which is why there is the perspective aspect that puts emphasis on the content itself and how it is presented. For example, is the story perhaps told from a tourist's perspective or from a hotelier's point of view.

The technical aspects focus on the equipment used in the filming. If it was shot with phone camera or with a professional digital video camera. If there is a use

of wide-angle views shot that were taken with camera drones. Persuasion method refers the use of pre-written script and style chosen for the video. Pre-written script refers to the fact that, does the video has set beginning, middle and end part with storytelling aspects. Assumed hypothesis is that most of the UGC don't have scripts and professional content uses them heavily. Performance Techniques refer to the use of individual artistic elements, such as music, voiceovers, editing skills, and use CGI or other artificial video or audio elements. This part will center on the technical skills of the editor or crew, whether they impact the quality of the video.

Motives section puts emphasis on the video-creator's individual motives on making the video, what he or she wants to achieve with creating videos and what drives them to do videos. For example, vlog travellers tend to make videos because they can finance their next travel it. Kane (2016) writes that few successful vloggers can earn up to 6000 dollars per month just from making videos referring to hotels and travel insurances. For companies, videos are usually created for marketing, but UCG motives are more diverse.

Common content is about the theme of each individual video. Especially, of what kind of segments stand out the most in the content. Common content elements in tourism related industries are food, accommodation, transportation, sightseeing, shopping and entertainment/activities. In analyse videos are checked for what tourism content stands out most in these categories. This is to understand what kind of content people are putting out to audience to see. (Hou et al. 2016.)

Content analysis is the tool for researching meanings and relations in qualitative data. Content can be text, videos or any other form of message. Content analysis simply put is about refining parameter words for each theme or occurrence in the data and studying the relations of the keywords. (Colombia University Mailman School of Public Health 2019.) This research is mostly qualitative, which means it studies the relations of non-numerical data. Focus point is on phenomena and relations of trends that are occurring and seeing what themes keep repeating and trying to understand them. However, the problems in this type of studies are the limited amount of gathered data, subjective understanding of the data and relations while trying to be objective as much as possible. (Crossman 2020.)

4.4   UGC and Professional Content Context

As mentioned earlier, the data was collected from YouTube with tourism related keywords and the data collection was divided into two categories (See table 2); UGC and Professionally produced content. The divide was fashioned to study if user generated content can live up to the standards of professionally made content and if UGC can produce better quality with limited resources available. The separation also helps with finding similarities between the two groups and to inspect what makes the videos good in terms of quality content and good production values.

For this research 19 videos were chosen for each category, 38 in total. There were significant difficulties in identifying the separation between professionally paid content and UGC. As UGC is consumer-based, it tends to give out more information than purely marketed ads, but sometimes professionally made content is made with social media influencers, thus making it harder to spot the differences from independent user opinion versus marketed commercial opinion. This made the divide between the two categories a little bit problematic.

In this research the divide between professional content and UGC was made with the following logic; UGC is independently made without any sponsored content and focuses on informing or entertainment rather than advertisement, professional content is any content that is made by a company, has brand logos in their videos and promotes directly their or somebody else's brand or product. Professional content in this research is also the content that has been made with a bigger crew, scripted and has product placements and marketed endorsements. The professional category includes the social media influencers, individuals or companies, who profit from content creating one way or another.

4.5 Video Data Analyse and Results

4.5.1 Slovenian Tourism Visual Image and Common Content

Slovenia offers a lot of outdoor activities and in UGC this is greatly emphasized. Sightsee and other physical activities were the most popular motives for travelling. Looking at table 3, over 75% of all videos contained sightsee as the biggest activity among users. One of the most visited place for sightsee was Lake Bled, as it is one of the most popular locations in Slovenia (I feel Slovenia, 2020). Second most visited location in the videos was the capital, Ljubljana, and after that the Triglav National park. Even though sightsee is one of the biggest motivator for filming locations and showing them to other users, 30% of the videos also included other activities such as biking, rafting, kayaking, ziplining or canyoneering. These activities were done mostly in Triglav National Park. Some of the videos included cuisine as the main motivation, but the fo was mostly on restaurants in Ljubljana. Food appeared just over 25% of all UGC videos.

TABLE 3. Common Content elements found in the videos

	UGC		Professional Content	
Common Content	Sightsee	15/19	Sightsee	15/19
	Activities	6/19	Food	11/19
	Food	5/19	Activities/Sports	11/19
	Accommodation	3/19	Culture	7/19
			Accommodation	3/19
			Gambling	1/19

From professional point of view offers similar common content when it comes to activities. From the big six tourism products, sightsee is the most popular activity in the professional videos (75%), especially the alpine region with beautiful gorges, waterfalls and lakes. Food and wine are the second most popular common content in professional videos, about 60% of videos had food culinary content. Besides sightsee and food, activities included rafting, canyoneering, kayaking, ziplining appeared in 60% of the professional content. These activities are experienced mostly in the alpine region. Culture and arts were centered on the capital region and about 35% of professional content showed cultural elements.

Vloggers showed more accommodation, hotels and transportation methods than other form of content. Rented cars were the most used transportation method and hotel and restaurant mentions were plenty. None of the videos showed shopping or mentioned it and only one professionally made video showed gambling. Common content in these videos pivoted around nature, pure naturally formed sightsees and historical towns with rich culture were the top choices for filming.

4.5.2 Orientation and Perspective Analyse

All of the videos in the data selection were targeted towards other users. U2U, or user to user elements are very normal in YouTube as it is a social media platform. In some of the videos the content maker, in the UGC, came out more as an entrepreneur rather than a user, which made them more B2C, business to customer, oriented rather than U2U. In some of the videos the user marketed his or her services or products to other businesses as a starting content maker. In this research, they were included in the UGC since they were trying to promote themselves as a social media influencer or their other content on other sites. Self-promoting for various reasons was common, however it wasn't the main reason for content creating among UGC. All of the videos in UGC were C2C, but about 30% of the videos included B2B or B2C elements.

If you look at the table 4, some videos had multiple orientation focuses and this shows as overlap in orientation values. Table 4 includes all the possible elements and categories found in the videos and is a condensed version of appendix 1. Table 4 has all the found components in numerical amounts that show how many were found on each video category of UGC and professional content. The table is referenced in the following chapters and is the basis in this research to look upon.

TABLE 4. Elements found in videos

Content type	UGC		Professional Content	
Orientation	C2C	19/19	B2C	18/19
	B2C or B2B	6/19	B2B	10/19
			C2C	8/19
Perspective	Tourist	17/19	Business	9/19
	Content Creator	6/19	Content Creator	9/19
	Photographer	5/19		
Technical Elements	Handheld/Phone	9/19	Drone	11/19
	Drone	8/19	Video Crew	11/19
	Pro. Camera	6/19	Pro. Camera	7/19
	Action Camera	4/19	Action Camera	2/19
			Handheld/Phone	1/19
Persuasion Methods	Short film/Montage	9/19	Short film/Montage	10/19
	Vlog	7/19	Documentary	5/19
	Documentary	3/19	Vlog	4/19
Performance Techniques	Popular Music	13/19	Ambient Music	15/19
	Ambient Music	5/19	Professional Edit	12/19
	Professional Edit	4/19	Voiceover	6/19
	Voiceover	2/19	Popular Music	3/19
Motives	Travel/Activity	17/19	Marketing	9/19
	Content Creating	6/19	Content Creating	6/19
			Travel/Activity	4/19
			TV-Production	1/19
Common Content	Sightsee	15/19	Sightsee	15/19
	Activities	6/19	Food	11/19
	Food	5/19	Activities/Sports	11/19
	Accommodation	3/19	Culture	7/19
			Accommodation	3/19
			Gambling	1/19

In professional content the orientation was almost straightforward B2C, with 95% share. Professional videos had a little bit over 50% of B2B elements, as promoters were targeting also other businesses. Town promotions for visitors had everyone as part of their segment, businesses and tourists alike, in the hope that businesses will apply and visit, for example, as part of their team building exercises (in activities like rafting and kayaking or ziplining). Noting that a clear mention towards B2B segment, wasn't said out loud or shown, it was only implied in the research as a part of holistic approach on target segment as "everyone". In professional content the C2C elements, roughly 40%, were all from vlogs

In user generated content 90% of the perspective was tourist POV, point of view. All the content in the category was created by tourists visiting Slovenia and telling their experiences as peers to other peers. Filmmaking and photographing were

one of the popular perspectives as well, this is overlapping with tourist perspective as they were side perspectives in many vlogs, with 25% share of all UGC videos. Many of the videos, or vlogs mostly, showed behind the scenes content in form of taking beautiful shots with drones. They were later included in the videos as montages. Content creator or tourist perspective was common among vlog type videos, which is 30% out of all UGC videos.

In professional content the perspective regarding business was from tourist agencies or government point of view. Perspective share was half and half (50%) with no overlapping. In the montage-like ads the perspective was business oriented. Without any narrative in the videos they appear more as ads than story driven content. However, professional social media influencers brought travel documentary aspects into the perspective through vlogging, so the perspective changes from personal, tourist level to corporate, even though the promoted content is still sponsored and obvious. This happens when the focus is on individual people and has story aspects. In the selection the perspective was even between content creating and business.

4.5.3 Technical Aspects and Persuasion Method Analyse

When it comes to cameras, drones were popular as many of the videos included drone footage when they were shooting sightsee locations. Especially in vlogs, drones were used to show the sights and views of the country. Out of the UGC in this research, 50% had drone footage. Professional content had a little bit more drone footage with almost 60% share of the videos. Professional digital cameras and small portable action cameras were found in almost all of the UGC videos, as seen in table 4. Phone cameras were also used, as they are popular tool of choice in vlogs due to their front cameras and large screens with light weights. Professional content relied on professional cameras and drones, dedicated sound technicians, editors and camera operators.

Outside of montages and video collages, vlog was the most popular choice of persuasion method, with 40% share of the UGC. Rest of the UGC were montage-like footage, or shots of views and places with no storytelling aspects. 20% of the

UGC were travel documentaries with minimal storytelling aspects. Professional content had only 20% share of vlogs. Montage like videos with slight story telling aspects were in the majority of professional videos with 52% share of the videos. All off the professional montage videos were sponsored or commissioned by tourist agencies or other businesses related to tourism. Rest of the Professional content were either tv-documentaries or interviews with documentary aspects. Notable is that only one vlog-video was commissioned by a travel agency.

As far as storytelling aspects go, only one video in UGC, had a clear beginning, middle and an end. All of the professional promotional content from travel agencies had scripted scenes, but no little to none storytelling aspects. Other professional content heavily relied on reality-tv like concept of; filming first, editing later to include minimal storytelling aspects. However, only travel documentaries in this selection group had a clear beginning, middle and end parts.

When analysing the camera working and use of the clear rules of filming and editing, UGC was mostly made by amateurs in this sense. There was few exceptions of independent film makers creating professional-level-quality user content, many of the videos were poor in sense of technical quality, videos lacked clear editing skills and production values. For example, either the sound was off, pictures too dark, or the pacing of the content was too inconsistent. Professional content was, as it is, mostly professional with the exception of vloggers who are somewhere in the middle of professionally made content and UGC. In professional content editing, music, use of camera were done with good taste and mostly by the rules of filming. There were clear signs that professional content makers knew what they were doing as it shows with the technical quality of the production.

4.5.4 Performance Techniques and Motives Analyse

Looking at table 4, all of the UGC had music in their videos. Majority of the videos in user section had copyrighted songs. The style of music choice was mostly popular music or music that resonates with younger people. Professional Content

used music on most of the videos too, but in form of ambient or background music. Popular music was also utilized in professional content, but this was noncopy-righted music.

When analysing the spoken voiceovers, which are narrative speeches in the background heavily utilized in nature documentaries for example. Voiceovers were utilized mostly on professional content, UGC in the selection had only few voiceovers as a part of storytelling mechanism. As far as editing skills are considered, UGC quality in that regard had a huge contrast of nonextinct skills to professional skills. Most of the professional content were professionally edited as well. The editing skills were judged with general rules of editing.

Major motive of UGC creators was tourism and travelling. Content Creator is the tourist, or user, who travelled and filmed their experiences and shared with their peers. 20% of the videos were only part of a certain activity, such as kayaking, which made distinction between activity-oriented tourist or regular tourist more difficult. Pure content creators, as in profession, in UGC were minimal, with only one video in the selection.

Professional Content had travel motivations as well, mostly among the vlog content creators. 50% of the professional videos were purely promotionally done. Rest of the videos were either informative, part of content creating and vlogging. Some of the professional vlog videos had endorsements for accommodation, restaurants and destinations, but to make the clear assumption that they were paid to promote is hard to decipher and analyse. Most of the professional influencer videos provided links to their own websites, Instagram-accounts, travel blogs, merchandise or donation links. Endorsement mentions in the links included travel insurances, gear that they used to film their content, hotel or flight booking sites and the occasional ads for the local Slovenian big six tourism related products in the videos.

4.5.5 Video Popularity Analyse and Results

Comparing the main categories by view count have to be taken with a grain of salt. As said earlier, videos can be embedded in websites, or used in other social media services in different video formats. View counts don't exactly tell the truth of how many have actually seen the video. However, it is possible to compare these two categories as a whole. The view count was checked in April of 2020, so have to bear in mind that the view counts can grow for unforeseeable future and are due to changes.

In the research, the lowest view count for a single video in UGC was 49, highest view count was 201 088 views. Medium view count for UGC was 34 185. For the professional content; the lowest view count was 11 views, highest 1 402 373 views and the medium view count 204 996 for all the professional videos. As you can see in graph 1, it is clearly shown that professional content has more views than UGC in the research. In the graph the view count for each category and video is put from lowest views to highest. There is a drastic difference between the top end of the popular videos, but almost 20% of the UGC and professional videos shared similar view counts.
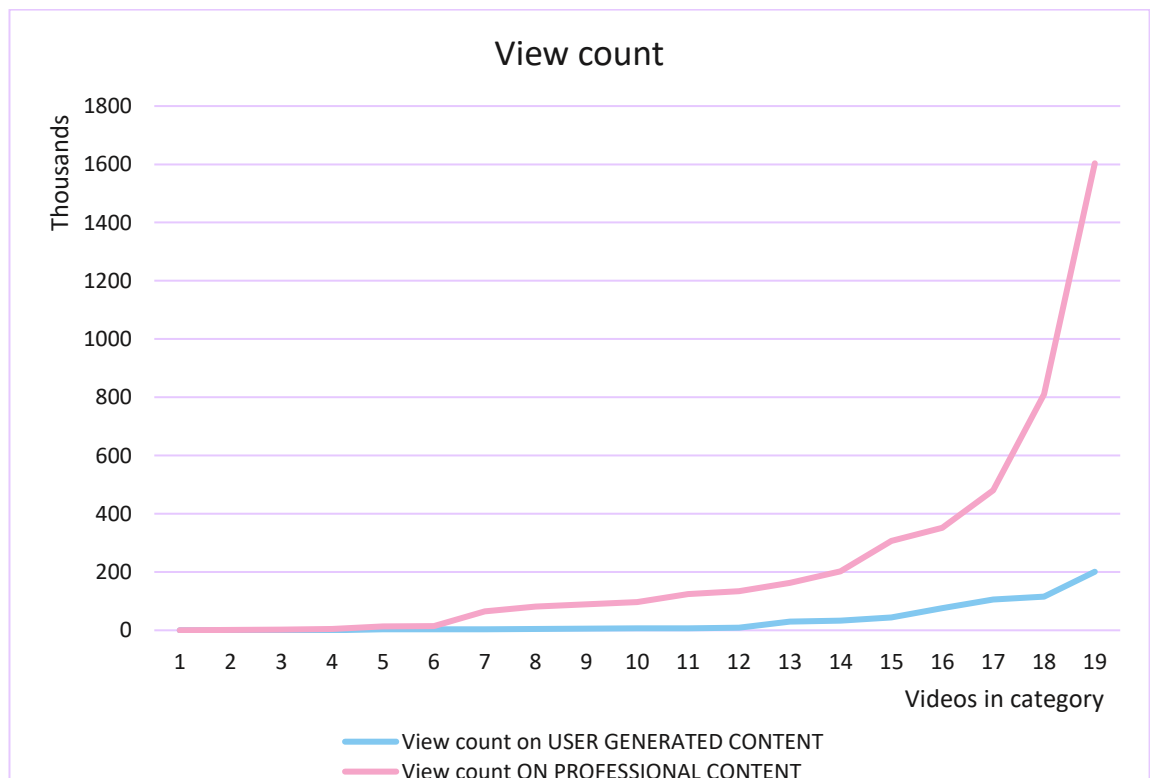
GRAPH 1: View Count Comparison; UGC versus Professional Content.

4.5.6 Video Data Results

As far as one can tell based on the content of the videos, none of the UGC videos in the selection were done as part of a business trip or involved contents of business trip elements, such as meetings or work, which shows that content is probably created on free time. Work may have been the reason that brought creators to Slovenia, but no one involved business sides to their content. Professional content in that regard is completely different story, as business related to content creating is part of the reason behind the videos and most likely reason for travelling.

Tarssanen (2009, 26 – 27) writes that package tourists are usually in a state of "tourist mind-state" where everything is handed out and that person is taken care of and they can just relax without worries. I would argue that UGC makers are not part of an organised travel and do not hire guides for personal use, because they want to experience things themselves and organize their travel themselves. This however would require more studies about backgrounds of travel and content creating.

Most of the places visited in all videos seem to follow the popular destinations chosen by other tourists, with few exceptions of course. Many of the videos recommend Lake Bled, Coastal town Piran, Ljubljana, Soca Valley the most for a visit. Which are also mentioned in the official tourist board website, I feel Slovenia (2020). Only one video in the whole selection focused on less-seen locations. When it comes to activities, spa-tourism in Slovenia is popular and marketed in I Feel Slovenia website, but in the videos, there isn't a single mention or shown content of a spas. One can speculate that these activities are more meant for families or elderly people or are not special enough to stand out in the grand scheme of what tourism activities in different countries can offer. This however needs to be studied more to give out any definitive conclusion.

Biggest differences between UGC and professional content in destination image comes from the fact that, users showed destinations and activities that were already popular among tourists in Slovenia. Mostly users tended to visit the established popular sites, do the popular activities than promote or show something

new in Slovenia. On the other hand, professional content showed heritage and cultural common content that users have no access or knowledge of. However, UGC shows local people more objectively, going on about their daily lives without the selective video capture of the cinematographer or editor. It is unclear whether this was the purpose or were they filmed and perceived authentic because of the lack of filming professionalism. As Akehurst (2009) writes, credibility is a huge problem when it comes to content creating as anyone can portray themselves as customers or users in behalf of companies.

There were few videos in the selection, that might have been made by a local person to seem like they were tourists and the content was made as more as montage about their home country or local sightsees, but without any narrative or text in the descriptions under the videos, they were harder to analyse to prove true. The anonymity provided by internet can makes it hard to pinpoint the creator origins and motives, so these results have to be taken with a grain of salt.

When it comes to use of music in the content, UGC and professional content differed from the use of popular and copyrighted music. The reason most likely lies with copyright laws, and that professional content creators understand the monetizing of YouTube videos, and the use of copyrighted content in your videos can make monetizing and use of content more difficult. Professional Content creators seem to understand the nuances of copyrighted music, but it seems that the UGC is quite a "wild west" on that regard.

If content creator decides to use copyrighted music in YouTube, he or she might have to share the income of the videos with the music creators or even get sued if used without consent, depending on the case. Also, the distinction between royalty free music and copyrighted music can be small that it is hard to recognize, so with the use of music, social influencers and content creators have to be careful not to lose their income over copyright laws. (Miles 2014, Chapter 9).

Vlog is the most popular format in YouTube, they are also endorsed. In the videos, it is harder to say whether the professional or starting vloggers were paid to promote services or perhaps it is part of their style of videos. Some of social media influencers might be faking their success, endorsements or sponsors, to get

actual sponsors in the future. To appear successful and famous in the eyes of potential companies creates the image of being already a successful social media influencer, even though none of the products or service endorsements shown are actual sponsored content. Professional influencer is a new line of profession and a little bit of an uncharted territory. It may be that many of influencers are seen as disposable by sponsored companies. If influencers don't show companies in good light, they might be dropped in an instance as there are a dozen eager influencers to take their place. (Lorenz 2018.)

In terms of popularity, professional vloggers have already established audiences that enable them to have steady number of views on their content based on the mount of subscriptions to their channel. In the other side most of the user motives for video creating, based on this research, are a by-product of tourism, an after-travel experience, but further studies are needed to study these motives. Motivation for the videos in the professional content is mostly financial gain or raising awareness. Many of the professional content used some aspects, or all, of the "G.R.E.A.T"-model from Stelzner (2009), making the content more marketing oriented than just a by-product of tourism and social behaviour in the internet.

The general audience wants clarity and their expectations met when consuming video content. According to research done by Reinikainen et al (2018, 7), audience confusion leads to low interest level of the brand appearances. If the content isn't clear on its message and don't deliver a satisfying content after promised interests, it will lose audience easily. For example, interesting thumbnail on a video can make a huge difference when the content lives up to the expectations compared to content that has no afterthought on its titles and thumbnails.

A commercial video is a risk for its viewer, for not all people have easy relationships towards to marketers and companies. Taking the moment to watch marketed content has to appeal to the viewer instantly as they otherwise would feel that their time is wasted by another ad. If companies get passed this threshold of consumer expectations, the video can be a success and a better trust relationship with viewers is created, which can make content viewers, subscribers and followers rise (Reinikainen et al. 2018, 9.)

Vlog content in the professional category had higher views than clear promoted videos of destinations. Professionally made UGC, especially vlogs, have the potential to break the threshold of insecurity of viewing experience. When the content is not clearly an ad, people seem to relax and accept the content much better, as earlier stated in the video consuming behaviour.

Most of the professional content by tourist agencies were visually stunning content that were quite popular. As promotions for destinations, they seem to work when it comes to view counts and promoting destination image. However, truly popular were the professional vlogs as they make parasocial relationships with their audience and spread authentic, or genuinely felt, messages that attract viewers from their community and outside of it. This is a very untapped market for destination businesses as only 14% of vlogs are created by brands (Crowel et al 2014). Only one vlog in this research was sponsored by a hospitality and tourism business.

5   CONCLUSION

The research did meet its goal in finding out what factors are important in creating videos. Technical skills are not necessary in creating successful videos but help standing out of the grey mass of amateur videos with visual gimmicks and eye pleasing composition. The content matters the most in successful videos, as they offer something different compared to our daily lives, whether they be informative, entertaining or just fantasizing about the next travel destination. In this sense professional material clearly appeals more to audience.

To specify, a clear indicator of what specific type of content appeals to people is slightly unclear after the research, but there is indicators what factors chip in the popularity. The sample size of this research is too small to see actually what people want to see in their travel related videos and would require a survey to find out more. Content creator behaviour and motives would also need further studies as to see why content is shared in the first place for whom it is specially aimed at.

Based on the research not many medium or small sized companies were into making video content to attract tourists. Bigger institutions, such as the Slovenian Tourism Board were making videos and even vloggers as part of their strategy of creating awareness of Slovenia as a tourist destination. However, with all the tools available to us, it isn't particularly hard or expensive to make a video and post it online. It would require a survey or more research of why entrepreneurs are not using videos in their marketing strategies. Even having a video on their website would be beneficial to their business in the long run.

Storytelling aspects are important for a successful video, but most of the videos in this research didn't even touch them. Utilizing storytelling would make the content more human and appeal to the viewers so the content doesn't seem too corporate to them. Making the audience relate to the content is crucial, which explains why vlogs with parasocial relationships create popularity. But it is up to the marketers to decide whether to use such mechanics.

Using UGC would also lower the cost of making videos. For example, TripAdvisor stickers and UGC are utilized in most of the restaurants in the world for attracting customers, so why not use videos that people create in websites. Many tourists create videos that include businesses, such as restaurants, activities and lodgings, which is in the end, free publicity. Using them in social media for your advantage makes businesses relate more friendly and less corporate. Bigger companies use UGC in their content so why not tourist related businesses as well. Inviting social influencers and content creators to your location or business is an excellent way of reaching out to an already established viewer base with relatively less cost compared to full size marketing campaign. Smaller businesses or starting businesses have to start from zero awareness and content creators can be a huge boost in marketing.

Internet marketing has also its problems. The wide use of ad blocks, applications that block adverts inside a web browser, are popular which can make direct marketing seen as intrusive. Content marketing is the future of delivering commercial content through the web when people do not want to see direct ads, but content that has value to them. If the marketing sector truly wants to educate people about their products and services, this is a way to reach that goal.

Young travellers are researching about their new holiday destinations online and watching videos about them. Content is an excellent way of connecting with this particular target segment and making smaller countries or tourist destinations, such as Slovenia, more known. If destination businesses have something unique to offer to tourists, that is in contrast of their daily lives, people will film it and share it with their peers. It is also a great way of using UGC in marketing without actually creating videos.

Slovenia is an exciting quite new destination in the middle Europe. For now, it might be that the initial trend of getting a good mount of tourists is easy as people want to see something new and exciting. But after the initial honeymoon phase runs out, destinations need to fight for the visitors to make sure that they come back. Videos and UGC are excellent way of keeping sure that there are people interested and showing that destinations still matter after the boom. However,

tourism products are the most important factors, but videos about them can help create awareness and interest to see them personally.

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APPENDICES

Appendix 1. Data Collection Spreadsheet

Professional Content	Orientation	Perspective	Technical Aspects	Persuasion Method	Performance Techniques	Motives	Common Content	View count
7 days in Slovenia	B2B, C2C, B2C	Professional Content Creator, Travel Media	Professional Video Crew, drones, DSLR	Travel Documentary, Vlogish, scripted	Professional Edit, ambient music, voiceovers,	Travelling, content creating	Coast, Ljubljana, Soca Valley, Activity, food, sightsee	276169
Invitation to Slovenia	B2B, B2C	Tourist agency promoting, travel media	Professional Video Crew, Drones	Postcard view, montage, No storytelling aspects, scripted	Professional edit, ambient music, no voiceovers	Promoting Slovenia, Sightsee, activity	Popular destinations, activity	168814
IS SLOVENIAN FOOD GOOD? Best Food Tour Ever	C2B, B2C	Vlog, tourist, food enthusiasts, promoting activity	DSLR	Vlog, small script	Semiprofessional edit and composition, ambient music.	Vlogging, Tourist, Content Creator, Endorsing.	Ljubljana, Food, History	76729
A perfect day in Ljubljana	B2B, B2C	Tourist agency promoting, travel media	Drones, Professional Video Crew	Scripted, Ad,	Professional Edit and Composition, ambient music, no spoken content	Promoting Ljubljana	Ljubljana, Sightsee	261820
Discover new 5 star experience, Portoroz Slovenia	B2B, B2C	City promoting to tourists	Drones, Professional Video Crew	Postcard montage, scripted, ad	Professional Edit and composition, ambient music, no spoken content	Promoting coastal towns to attract tourists	Sightsee, Activity, Gambling, accommodation	374783
Soca Valley waits for you	B2B, B2C	Ad, Promotion	Professional Video Crew, Drones	Postcard montage, slight scripts, ad	Professional Edit and composition, ambient music, no spoken content	Promoting Soca Valley	Activity, sightsee	91123
I feel Soca Valley	B2B, C2C, B2C	Tourist, ad, promotional material	Drones	Montage, no script, postcardlike	Semiprofessional edit, and composition, ambient music, no spoken content	Promoting Soca Valley, ad, promotional video	Activity, Sightsee	133136
The Best of Slovenia	B2C, C2C, B2C, (informative)	Travel Documentary, Content Creator	Professional Video Crew, Sound Crew	Scripted, travel documentary. Interviews.	Professional Edit, ambient music, voiceovers, TV-documentarylike	Travel Documentary, informative, Content creating	Sightsee, Culture, History, Food, Sports, Accommodation, People, Nature	1402373
Slovenia Travel Video Guide	B2C, Informative	Travel Documentary, Professional Content	Professional Video Crew, Sound Crew, Voiceactor	Voiceover, Ambient Music, Scripted Documentary,	Professional Edit, ambient music, voiceovers, TV-	Travel Documentary, informative, Content creating	Sightsee, Culture, History, Food, Popular sights, Sports,	61561

					documentarylike			
Slovenia / cinematic video	B2C, C2C, B2C	Professional Content Creator, Travel Media	DSLR, Drones, After Effects	Montage, no script, postcardlike	Professional Edit, popular music, no voiceover. Heavy use of After Effects	Content Creator, Artistic postcard montage.	Popular sights, Content Creating	693971
Travel in Slovenia	B2C, C2C, B2C	Content Creating,	DSLR, GoPro, Drones,	Vlog, Slight Script, Ambient music,	Semiprofessional Edit, and composition, ambient music, no spoken content	Content Creator, Commissioned.	Wine, Food, Culture, History, People, Sightsee	83806
Restaurant Hisa Franko by Chef Ana Ros is worth a trip to Slovenia	B2C, B2B, informative	Travel or Food Documentary, Content Creator	DSLR, Drones	Interview,, no voiceover, Documentarylike	Professionally filmed and edited, ambient music	Content Creating, Food enthusiasm, Informative	Food, Culture, History	11377
Ljubljana, Slovenia, Where to Eat?	B2C, C2C, C2B	Travel Documentary, Content Creator,	DSLR, Video Crew, Drone	Interview, Vlog, Travel/Food Documentary, Slight Script	Professional Edit, Ambient music/popular music	Food, Sightsee, Content Creator, Profession, Social Media Influencer	Food, Ljubljana, Activity	9905
Americans try Slovenian Food	C2C, C2B	Vlog, Tourist.	DSLR, handheld device, drone	Vlog, no script, informative story	Semiprofessional edit, am	Content Creator, Travelling, social media influencer	Food, Accommodation, sightsee	116862
Only in Slovenia: Gastronomy	B2B, B2C	Travel Ad and business	Professional Video Crew and Audio Crew	Scripted, montage collage of videos, Storytelling aspects	Professional Edit, Voiceover	Offical Travel Agency Ad, Attracting tourists to Slovenia	Food, Sightsee, Tradition, Culture	1625
Adventure Slovenia: Food Experience in heart of Ljubljana Castle	B2B, B2C	Business perspective	Professional Video Crew	Montage	Music voiceover, no spoken content.	Restaurant ad	Food, History, Culture	11
Ultimate Slovenia Adventure (Teenager approved)	B2B, B2C	Travel Package Advertisment, from agency to customers	Professional Video Crew	Video montage, no storytelling	Ambient music, no voiceover or spoken content	Travel Agency Ad, Attracting tourists	Activity, sightsee, Extreme activity,	1422
Slovenia Rafting Soca River & Canyoning Susec	B2B, B2C	Travel Agency package ad, Rafting Agency	GoPro, Drones	Activity montage, no script	Popular music voiceover	Travel Package ad, attracting tourists to tour	Activity, sightsee, rafting/canyoneering	125198
Im Gebiet Der Soca Predilpass	B2C	TV documentary, informative, neutral view	Professional Video Crew, Editorial Crew and Audio Crew	Scripted Documentary	Voiceover, ambient music	TV Documentary, infromative, neutral, attracting viewers	History, Culture, Nature, Activity, Food, Cities, Nature	4230

User Generated Content	Orientation	Perspective	Technical Aspects	Persuasion Method	Performance Techniques	Motives	Common Content	View count
Slovenia Travel: The Best 10 Day Road-trip	C2C	Tourist, customer	Filmed with Phone/small handheld device.	Vlog and documentary styles	Voiceover, popular music. Slightly skilled amateur edit.	Sightsee, Hiking, Rafting, Travelling	Tips and experiences, popular sightsee places	33224
10 Secret Best Places of Slovenia	C2C	Tourist, guide, traveller	GoPro, Drones, phone.	Documentary, Vlogish, humour	Voiceover, ambient music, more skilled amateur editing	Sightsee, cuisine, events.	Niche locations and events to experience in Slovenia,	201088
Slovenia Travel: How Expensive is Travelling in Slovenia	B2C and C2C	Tourist, professional traveller,	Handheld phone	Vlog	No voiceover, amateur edit	Sightsee, cuisine, accommodation	Prices and deals, sightsee in Piran, tips to fellow backpackers	115822
Triglav National Park: Slovenia: A Short Travel Documentary	C2C, personal memories	Tourist, hiker.	Phone, small handheld camera	Travel Documentary	No voiceover, slightly skilled amateur edit, popular musi, use of storyscreen	Sightsee, hiking, accommodation and rafting	Travel documentary, vlog, sightsee of julian alps	9137
Why Slovenia Should be on your Bucket list!	C2C, B2C	Photograpger and tourist	Professional drone, professional DSLR cameras, professional equipment.	Vlog, photographing	No voiceover, popular music, professional edit and composition	Sightsee, photographing	Vlog, gorges, lakes and rivers	6294
Piran Slovenia: Magical Trip	C2C, B2C, B2B	Tourist, filmmaker	Professional Drone, professional DSLR cameras.	Short film	No voiceover, only music, professional edit and composition	Sightsee	Piran	44687
Slovenia in 4k	C2C, B2B	Tourist, filmmaker	Professional Drone	Short film	No voiceover, only music, professional edit and composition	Sightsee	Slovenia sightsee	105712
Slovenia, a Travel Film	C2C	Tourist, Youtube content maker	Professional Drone, professional DSLR cameras.	Short Film, Vlog elements	No voiceover, music, professional edit and composition	Sightsee, content making	Slovenia Sightsee, popular destinations	3012
Slovenia 2019, travel video	C2C	Tourist	Drone and handheld device	Short film	No voiceover, amateur edit and music voiceover	Sightsee, travel montage	Slovenia Sightsee, mountains, coast, hiking	129
Slovenia, the best food in Europe?	C2C	Tourist, Content Making	Handheld device	Travel Documentary, vlog, content making,	Amateur edit, interviews, popular music, satire usage of popular clips	Food, interviews, personal experiences,	Ljubljana, food, interview and travel	7078

Bike tour in Slovenia	U2U	Tourist, personal memories	GoPro, phone	No storytelling aspects, follow up montage	No voiceover, amateur edit, popular music.	Sightsee, bike roads	Biking	5775
Triglav National Park	C2C	Photographer and a content creator	Drone	No storytelling aspects, composed shots, montage	Popular music, no voiceover	Sightsee	Triglav park	4253
Julian Alps Slovenia 2017	C2C	Photographer and tourist	Drone, DSLR	Montage	No voiceover, popular music, semiprofessional edit and composition	Sightsee,	Triglav Park	29682
Slovenia Pumpkin Spice Latte Review	C2C	Foreigner, product review	Phone or another handheld device	Product review, documentary, foodfilm	Popular music, amateur filming, and editing, but with slight documentary aspects	Food and beverage review	Slovenian food	232
Ljubljana, Slovenia, A look at the city, food and region	B2C and C2C	Tourist, professional traveller and a content maker	DSLR or other handheld device	No storytelling aspects, scenery and montage footage	Popular music, semiprofessional edit.	Sightsee	Slovenian sightsee	617
Soca Valley - Canyoning in Kozak Paradise	C2C	Tourist, experience reviewish	GoPro	No storytelling aspects, follow up montage	Popular music, amateur edit.	Activity, canyoneering in Soca Valley	Activity, Canyoneering	3643
Best outdoor Activity in Slovenia Bovec Zipline	C2C	Tourist	Phone	No storytelling aspects, followup montage	Popular music, amateur edit. Ery Amateur filming, selfiestick	Activity, ziplining in Soca Valley	Activity, ziplining, sightsee	49
Bovec Sovenia 2018, Holiday film 2018	C2C	Tourist, holiday film, content creator	DSLR, Gopro, phone	Montage, no storytelling	Popular music, semiprofessional edit and composition, minor mistakes	Sightsee, acitivity and food and beverage	Sightsee, biking, rafting, hiking	3195
Visiting lake Bled, Bucket list destination	B2C, C2C	Tourist, Content Creator	DSLR, Drone	Vlog, montage, Travel documentary	Popular music, semiprofessional editing and composition	Vlog and tourist	Sightsee, food, hiking, accommodation	75877