Articles and essays

Different Views of Communication in Tourism: understanding three localities in Paraná/Brazil as tourism destination and tourist product[1]

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Abstract

The communication of localities as places of tourism production and consumption derives primarily from different organizations and aims (official tourism organisms with promotional actions or private companies such as tourism agencies and the efforts of advertising). This article discusses the differences between how localities are communicated applying the concepts of advertising and publicity. The research was based on documentary analysis of printed and promotional digital materials of the three main tourist destinations of the state of Paraná: Curitiba, Foz do Iguaçu, and Paranaguá. Results shows that the locality is communicated with two distinct views and ways: as a tourism destination and as a tourist product. Thus, we conclude that, for the same place, it is possible to have different communication structures (only promotion or both promotion and commercialization aims), senders (who is speaking and his/her goals and interest), and message presentation (advertising or publicity).

Keywords: Communication; Tourism destination; Tourist product; Advertising; Publicity.

Resumo

Diferentes Olhares da Comunicação no Turismo: entendendo três localidades paranaenses como destino e produto turístico

A comunicação de localidades como lugares de produção e consumo do turismo ocorre a partir de diferentes objetivos, sendo basicamente oriundas, de ações de promoção de organizações oficiais de turismo ou de comercialização de empresas privadas, como as operadoras e agências de viagem. O presente artigo discute as diferenças na comunicação de localidades por parte destas organizações, aplicando os conceitos de publicidade e propaganda para cada tipo de ação, quer somente promocional ou

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promocional e comercial. A pesquisa foi realizada a partir da análise documental de materiais promocionais (digitais e impressos) dos três principais destinos turísticos do Estado do Paraná (Curitiba, Foz do Iguaçu e Paranaguá). Como resultados conclui-se que a localidade é comunicada de duas formas distintas: como destino turístico e como produto turístico. Esta diferenciação tem implicações para o entendimento do emissor da mensagem (organismos oficiais de turismo ou empresas privadas), da estrutura da comunicação (promoção/marca ou promoção e comercialização/preço), e da apresentação da mensagem (publicidade ou propaganda).

Palavras-chaves: Comunicação; Destinos turísticos; Produtos turísticos; Publicidade; Propaganda.

Resumen

Diferentes Puntos de Vista de la Comunicación en el Turismo: entender trés localidades del Paraná/Brasil como destino turístico y producto turístico

La comunicación de las localidades como lugares de producción y consumo turístico se deriva principalmente de diferentes organizaciones y objetivos (organismos turísticos oficiales con acciones promocionales o empresas privadas como las agencias de viajes y los esfuerzos de publicidad). Este artículo discute las diferencias entre cómo se comunican las localidades aplicando los conceptos de publicidad y propaganda. La investigación se basó en el análisis documental de materiales promocionales impresos y digitales de los tres principales destinos turísticos del Estado de Paraná: Curitiba, Foz do Iguaçu y Paranaguá. Los resultados muestran que la localidad se comunica con dos puntos de vista y maneras distintas: como destino turístico y como producto turístico. Por lo tanto, concluimos que para el mismo lugar es posible tener diferentes estructuras de comunicación (sólo promoción o ambos promoción y comercialización), remitentes (quién habla y sus objetivos e interés) y presentación de mensajes (publicidad o propaganda).

Palabras clave: Comunicación; Destino turístico; Producto turístico; Publicidad; Propaganda.

INTRODUCTION

The study of communication in tourism, in this article, sought to understand the differences in communication of localities from the application of the concepts of publicity and advertising to tourism. Therefore, we started from the definition of locality as presented by the Brazilian Institute of Geography and Statistics, as "[...] every place in the national territory where there is a permanent population cluster" (IBGE, 2016, not paginated). Thus, complementing that idea for tourism: "[...] localities can use their potential as well as the skills, abilities, and competencies of individuals/spaces that integrate them to develop themselves endogenously [...]" (Scótolo & Panosso Netto, 2015, p.12).

Indeed, the idea of communicating the locality is also part of this aim of developing tourism and its understanding may be linked to the concepts of publicity and advertising. In this investigation, we sought to understand the communication of localities establishing parallels among the sender of the

messages (tourism official organizations or the private sector), promotion and commercialization strategies, and concepts of brand and price, from the perspective of publicity and advertising (Gomes, 2011).

Thus, the goal is to understand the communication of localities, as tourism destinations and tourist products from the application of the concepts of publicity and advertising. To this end, we analyzed the promotion actions of the three major cities of the state of Paraná, Brazil, regarding tourism, made by public and official organizations and the actions of promotion and marketing carried out by the private sector (operators and tourism agencies). From these analyses, the study sought to differentiate between the ways a locality can be communicated and the understanding of how the locality is communicated as a tourism destination and as a tourist product.

Therefore, the following topics discuss the understanding and the differences between publicity and advertising and how they are applied in tourism. According to Giacomini Filho (1998, p. 62) "[...] such relevance, perhaps, is due to the fact that the concept of publicity is intertwined with that of marketing, something that is also common in tourism". It is worth mentioning that the study by Loda, Norman, and Backman (2007) on the acceptance of the advertising or publicity message, highlights the idea of conceptual differentiation between publicity and advertising, concluding that the sequence of presentation of messages has an impact in the processing of this content, and that advertising is an important element for tourism marketing.

ADVERTISING AND PUBLICITY

To understand concepts related to communication actions in tourism, we started from the understanding of Sandman (2007, p.10) to define the terms publicity and advertising. To the author "[...] publicity is used for the sale of products or services, while advertising is used for both the spread of ideals and for publicity. Advertising is, therefore, the broader term and can be used in all meanings".

The differentiation between the concepts of publicity and advertising was also object of study of Gomes (2001, pp.5-7): "[...] publicity has currently evolved and no longer does that with any kind of news or advertisement, but only with what is strictly commercial, i.e., it does it with the goal of attracting buyers [...] being correlated with the idea of selling and marketing products". The author sees advertising as "[...] in the field of social communication, it consists of a process of dissemination of ideas through multiple channels [...]", referring to the promotion of ideas and intangible goods.

Therefore, publicity has as basic precept, "[...] any form of dissemination of products or services through usually paid advertisements, disseminated under the responsibility of an identified advertiser, with goals of commercial interest". (Rabaça & Barbosa, 1987, p.481). In this definition, it is possible to

notice the commercial character of publicity, also present in the understanding of Gomes (2011).

For Muniz (2004, p. 2), "[...] contemporary publicity makes the consumption object a myth, idolizing it, lining it with attributes that often exceed their own qualities and reality". At this point, we can understand that publicity is basically defined as a strategy to sell a product or service. The differentiation between publicity and advertising is explored by Muniz (2004, p.5), when conceptualizing that the principle of advertising is "[...] to propagate ideas, beliefs, principles, and doctrines".

In tourism, the use of this concept applies to the incentive to know a location, such as Guardani, Aruca, and Araújo (1996, p. 23) point out in saying that advertising is applied when a person that visited a place advertises, positively or negatively, this locality after knowing it, to someone else. Muniz (2004) interprets that, currently, publicity does not have the interest of disseminating anything, but has a strictly commercial character, aiming to attract consumers.

Therefore, advertising, according to Gomes (2011, p.115), refers to the use of spreading ideas, knowledge, and theories, characterized by its informative capability, persuasive force, and ideological character. When analyzing the difference between publicity and advertising, it is considered that publicity is in a commercial environment, of products and services (Rabaça & Barbosa, 1987; Nunes Junior, 2001; Muniz, 2004; Gomes, 2011), while advertising is used with the intention of disseminating ideas or concepts (more abstract) (Rabaça & Barbosa, 1987; Nunes Junior, 2001; Muniz, 2004; Gomes, 2011).

After the understanding these two macro concepts, this research focused on the differentiation of processes present in the communication of a locality through the application of the concepts of publicity and advertising to the messages disseminated by the selected channels and senders.

COMMUNICATING THE LOCATION AS A TOURISM DESTINATION

Tourism destination as "an exclusive phenomenon of tourism" (Timón, 2004) and component of the tourism supply chain has different definitions. Considering its condition of locality, Bull (1994, cited by Corner, 2001, p. 13) states that the tourism destination is the "[...] country, region, or city to where visitors go, having it as their main objective".

In another view, Cooper et al. (1993) emphasize the tourism destination as an area where equipment, services, and structures are gathered to meet the needs of tourists. Key component for tourism and point of concentration of attractions and services, the tourism destination is also considered "[...] a set that contains various organizations and individuals who collaborate and compete in offering a range of products and services for tourists" (Dias & Cassar, 2006 cited by Madeira, 2010, p.10).

As a motivator agent for the realization of a trip, the tourism destination can be worked, as pointed out by Marques (2005, p.17), as a "[...] geographical space, with differentiating characteristics, [...], constituting a center of attraction of visitors and enabling the development of one or more forms of tourism".

The tourism destination is understood as a larger unfolding of the tourist system, or as a place where tourists interact with other elements of the commercial offer (accommodation, food, leisure activities, transportation, among others) and free products, promotion elements of the locality, i.e., without price, such as landscape, tradition, climate, hospitality, culture etc. (Neves, 2007).

Considering these approaches, it is possible to notice that the destination is a locality and/or specific region where tourists go, either for its attractions or the set of existing elements in this locality (Corner, 2001; Madeira, 2010; Marques 2005; Timón, 2004; Neves, 2007). It is from this definition that the complexity of promoting a locality as a tourism destination is considered, as it corresponds not only to a set of attractions, but also their junction with equipment and local infrastructure services (highway/air access), equipment/support services to tourists, communication, transportation services, artistic/cultural presentations, i.e., elements that facilitate the visitor on the locality.

This set of elements form a brand for this locality, i.e., a form of non-monetary valuation, which can be considered equivalent to price or to the process of pricing of the tourist product. Chias (2005, p.113) argues that "[...] the brand, firstly, is also a sign that identifies a set of identity signs, it is the main value of any product, company or market place [...]". Due to this, the brand is considered an essential element to promote the locality as a tourism destination, and in this regard, advertising is the strategy that fits and has been used in the communication of the locality as a tourism destination.

The tourism destination, through the action (joint or not) of private and public sectors, configures its identity, which will become the basis of its touristic promotion. The destination image, on its turn, defined by the tourists' perception, is guided by the experiences of the tourists on the locality and how they perceive the identity created by the promotional actions, transforming them into an image that reflects their interests (Cruz, Gonçalves, Mendes Filho & Santos, 2008; Costa, Soares & Emmendofer, 2011; Echtner & Ritchie 2003).

In general, in Brazil, the promotion of a tourism destination is a function delegated to public entities, such as state departments and municipal institutes of tourism, such as TurisRIO (Rio de Janeiro), SPTuris (São Paulo), and the Municipal Institute of Tourism of Curitiba (Paraná). In other countries, such as the United States of America and countries in Europe, the promotion of tourism destinations is focused on the private sector. An example of this promotional configuration is mentioned by Marques de Sousa and Massukado-Nakatani (2015, p.3) when illustrating this situation: "[...] American marketing is done

by the private sector and by the Travel Industry Association (TIA), a non-profit trade organization".

Thus, these organs are the basis for the promotion of destinations and the Government is in charge of planning actions, often performed in partnership with the private sector.

As a destination can be promoted through isolated initiatives from public and/or private actions, the promotion must correspond to the reality of its surroundings, being responsible for taking into account the opinions of residents and companies that operate in the locality. Since the main focus is the satisfaction of tourists, marketing also points to the need for satisfaction and desires of residents and companies involved in tourism (Cruz, Gonçalves, Mendes Filho & Santos, 2008).

From this understanding of promotion of the locality as a tourism destination, the marketing of a locality has different assumptions, such as: a) develop the correct composition of attractions and community services; b) establish attractive incentives for current and potential buyers and users of goods and services; c) provide local products and services in an efficient manner; and d) promote the values and image of the locality to raise awareness of possible users to its differentiated advantages (Costa, Soares & Emmendofer, 2011). Taking into account the multiplicity of relationships developed in the locality and the diverse social interactions between the actors, the destination becomes an institutional attraction, since this institutionality comes from the sum of promotion actions carried out by public authorities and of the interactions between public and private sectors.

Thus, the destination promotes a tourism image, its physical and social characteristics, and its hospitality. A representation of the destination image is promoted considering the context and the sum of activities that can be performed at the locality, of the services and equipment offered to tourists (permeated by the image constructed by promotional actions).

The promotion of a locality as a tourism destination considers the sum of attractions, equipment, and basic infrastructure for tourist activities. Thus, "[...] the image of a destination derives from a wide spectrum of information involving historical, political, economic, and social aspects" (Echtner & Ritchie, 2003, p.4).

Corroborating to this view of interinstitutional sum and articulation for the promotion of a locality, Morrison (2013, p. 294) says:

> They (destinations) are not individual products, but rather an amalgam of products and services under different ownerships. [...] they present several dimensions, including attractions and events, facilities, transportation, infrastructure, and hospitality resources. All these different elements need to be integrated under a single brand/promotion (Morrison, 2013, p. 294).

Following Morrison's logic (2013), the promotion of a locality refers to everything that composes it. The destination is promoted in a general way, and not only with one specific attraction. Pimentel, Pinheiro, and Vieira (2006, p. 287), highlight that "[...] tourism, in some destinations, is still interpreted as a self-development activity. With the competition in the tourist market this vision must be changed. as soon as possible", so that it does not become another "tourist product" linked to a locality.

The locality is promoted institutionally to be unlinked from the traditional concept of commercialization, and, "[...] for that to happen, it is important to have an attractive image and, consequently, be highlighted amidst so many other localities that want to be promoted" (Echtner & Ritchie, 2003, p.6). Indeed, it is understood that dissemination strategies for the markets are based on actions that demonstrate how different is the visitation to the locality and how much this visit will add to the visitors. Echtner and Ritchie (2003, p. 4) point out that "[...] the client needs to have a unique experience in the act of consumption, which involves several factors, such as functional (climate, price, and natural attractions, for example) and psychological aspects (security, poverty, quality of services, fame, among others)".

To paraphrase Almeida (2005), it can be testified that seeming is more important than having or being. The destinations must show to its public its qualities, increasingly interfering in a subtle way in the modeling of the imagination and subjectivity of this public.

COMMUNICATING THE LOCATION AS A TOURIST PRODUCT

Tourism is an activity that occurs from the displacement of people. For this, it is understood that there is a motivational factor that varies from group to group and may be similar between them. Therefore, to understand the publics and motivational determinants is essential to develop the tourist product. According to the Brazilian Ministry of Tourism, the characteristics inherent to the supply determine the image of an itinerary and support the formatting of tourist products, always related or depending on demand (Brasil, Ministério do Turismo, 2006).

The tourist product is defined as a "[...] set of goods and services used for tourist consumption by certain groups of users" (Organização Mundial do Turismo, 2001, p.290), or as "[...] a proposal for a trip outside the place of habitual residence, structured through the resources, to which tourist services are incorporated: transport, accommodation, travel guides, food service, etc." (EMBRATUR, Plano Aquarela, 2003-2006).

Thus, tourist products are influenced by the demand characteristics and include what the location offers, being configured as attractions and marketed goods, as for example, souvenirs, or also include the services provided, which can be priced, since, according to Middleton and Clarke (2002, p. 96) "[...] the price denotes the terms published or negotiated for the exchange transaction of a product between a producer [...] and customers [...]", which

denotes the application of the concept of publicity to the locality, linking the commercialization to the price of the product.

However, for a product to be commercialized, it should be kept in mind that tourism is an economic activity that belongs to the tertiary industry, of trade and services, and can be thus classified from three factors: i) excessive use of human resources, ii) great diversity of supply, and iii) provision of intangible services (Serviço Brasileiro de Apoio às Micro e Pequenas Empresas, 2008). This last factor characterizes tourism as an intangible good and directs the communication actions for service marketing and place marketing fundaments, which are the most frequent types considered for promoting intangible goods (Kotler, 2000; Petroski, Baptista & Maffezzolli, 2013).

On place marketing, Petroski, Baptista, and Maffezzolli (2013) argue that this understanding incorporates local development, since spaces that were used only as residences can today earn an image of "place-product". Thus, the goal of place marketing is "[...] to design a place so that it satisfies the needs of their target markets" (Kotler et al., 2007, p. 148), i.e., contributing to the image of a destination becoming desirable for demand.

What makes the locality a product, in addition to the commercialization of products, attractions, and services provided on the locality, is the articulation of different essential factors that make the destination marketable. Gândara (2007) argues that one of these factors are the communicative actions directly related with the image of tourism destinations.

METHODS

This exploratory descriptive study employs qualitative data for the analysis process because, according to Dencker (2001, p. 129), these research procedures "also called [...] desk-research [...] use a large amount of data from secondary sources". Thus, the study used promotional materials from the chosen cities to analyze and understand the differentiation between locality as a product and locality as a destination, as discussed theoretically in the literature review.

The bibliographic and documental data collection occurred for one year (from August 2013 to July 2014) and was subdivided in two fronts: 1) data collection with the cities' tourism official organizations and 2) data collection with operators that marketed the cities[2].

2. The 15 operators were selected from the list of operators of the Brazilian Association of Tourism Operators(BRAZTOA). In the second selection, we selected 44 operators that commercialized Paraná as a destination, however, after visiting the websites of these operators, some were discarded for not having active sites (offline). In the third selection, we selected the operators that commercialized at least one of the tourism destinations chosen for this research (Curitiba, Foz do Iguaçu or Paranaguá/Ilha do Mel). Therefore, 18 operators were selected. The last selection was carried out based on the registration system of individuals and corporations that operate in the tourism sector (CADASTUR), thus obtaining fifteen with updated register in the Ministry of Tourism; among which all commercialized Foz do Iguaçu, nine commercialized Curitiba, and only two commercialized Paranaguá/Ilha do Mel.

The analyzed materials from public organizations were collected through field visits to tourism information offices (TIO) and the State Department of Tourism of Paraná (SETU/PR), in a total of 32 documents (flyers, folders, and informative and pictorial maps) and 14 prints of institutional and official disclosure programs websites and social media. The promotional materials from the private sector were obtained from newsletters sent by e-mail from subscription to operators' websites (only three forwarded the newsletter), and prints of these sites (all information about the localities were collected in the websites of all operators, with at least one print for each operator).

In this way, it was possible to analyze the featured elements of these two sectors (official tourism organizations and private companies from the tourist trade) to describe the characteristics in these processes and differentiate them according to the research objectives. For the data analysis, an array of content analysis was used, designed for a project developed in the TURITEC research group in the Tourism and Communication research line[3]. The array was applied to both materials, so that the differentiations between the promotion processes and promotion and commercialization could be made at the end of the study.

The array was developed as a spreadsheet, composed by three sections: general information on the material (descriptive), textual characteristics, and image characteristics. In the field of general information, the following data were identified: access/submission date; operator/public organization identification; promoted/commercialized locality; whether other locality is promoted/commercialized in the same material; means of distribution; type of material (websites print or printed/digital material); title; and language. Regarding textual characteristics, we identified: a) the main text of the material; b) the secondary text (if applicable); c) tourist information (if offered and what of kind); d) suggestions of places to visit/what to do? (attractions, characterized as gastronomy, events, heritage, natural parks, beaches/lakes/river, sports, leisure and recreation equipment, or others); e) contact information; f) general information (locality, transport indication); g) information on local businesses; h) price and values information. Regarding characteristics of images, we identified: a) main image (destination; segment; attraction; itinerary; event; accommodation; transport; leisure and recreation equipment; food and beverage service; does not have; other); b) secondary image; and c) existence of a map or sketch of the location.

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3. TURITEC was founded in 2008 and was registered as a CNPq Research Group in 2014, working as a didactic-pedagogic environment linked to the Department of Tourism of the Federal University of Paraná. The research line Tourism and Communication brings together PhD and Master researchers, as well and undergraduate and Master's students who are studying themes related to communication strategies in tourism. The analysis array used was developed by researchers at TURITEC for the research project Monitoring and Evaluation of Projects, Works, and Services for the 2014 World Cup in Curitiba, Paraná, and its legacies and opportunities (Subproject Tourism), referring to the CNPq Public Notice COENG orders for the 2014 World Cup.

The content analysis of materials considered the steps stipulated by Bardin (2011), referring to pre-analysis (systematization of the research hypothesis from the literature review and definition of concepts, selection of documents and organization of material for analysis); exploration of the material (analysis of each document, from the coding on the worksheet of general information, and textual and image characteristics); and processing of the results obtained, inference and interpretation (worksheet data were gathered to highlight the differences between the documents prepared by official tourism organizations or private operators). It is important to highlight that the concepts of publicity and advertising were discussed focusing the investigation on official tourism organizations and private companies of tourist trade (tourism operators). The approximation of these research steps allowed us to discuss the concepts of publicity and advertising in tourism, aiding researchers to understand the application of the concepts within tourism.

RESULTS AND DISCUSSIONS

Analyzing the promotional materials of the official tourism organizations and operators (private companies), the difference between localities communication strategies was evident, either as tourism destination or as a tourist product. From the analysis of the selected materials, it was possible to observe that both the public and private sectors make use of information to promote the municipalities of Foz do Iguaçu, Paranaguá/Ilha do Mel, and Curitiba. However, although both use a marketing mix in theory, the focus given to promotion by these two sectors is different regarding the use of information.

We observed that the promotional dynamics of the government organizations differs in some points to the strategy used by operators and tourism agencies when communicating a locality. According to Morrison (2013), the promotion strategy of official tourism organizations presents a unilateral character that does not focus on the market, i.e., these organizations have no intention of selling the locality, its energy and promotional efforts focus on spreading the messages related to the image of the destination and experience or tourism (cultural, sun and beach, leisure, business etc.).

Among the 32 institutional materials (15 of Curitiba, 2 of Foz do Iguaçu, 9 of Paranaguá/Ilha do Mel, and 6 general materials on the state) and 14 prints from official sites and campaigns (5 of Curitiba, 3 of Foz do Iguaçu, and 6 of Paranaguá/Ilha do Mel) collected and analyzed, none presented focus on sale or publicity (e.g. suggestion of pricing, retail store, paid tours, outsourced tourist services etc.).

The texts and images used by governmental organizations in promotional materials (flyers, folders, and informative and pictorial maps) were informative in nature, i.e., geared to disseminate explanatory and useful contents, such as: history, fun facts about the locality, public services (bus lines and timetables,

useful numbers, and contact of TIOs). Most images highlighted tourist scenarios and attractions with great communicative appeal (e.g. Oscar Niemeyer Museum, in Curitiba; Waterfalls of the Iguaçu National Park, in Foz do Iguaçu; and Ilha do Mel, in Paranaguá). Some of these inferences can be observed in Figures 1 and 2.

Figure 1 – Print – Paraná Turismo
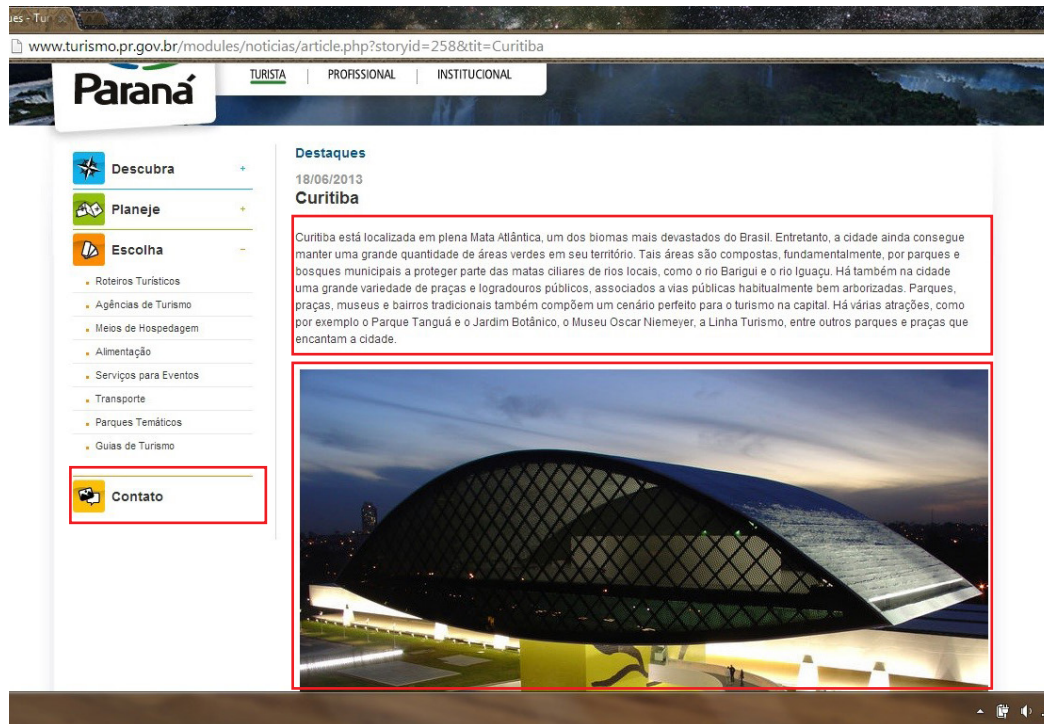
Source – Paraná Turismo (2013)

Figure 2 – Prazer em Conhecer – Cataratas do Iguaçu

Source – Secretaria Estadual de Turismo do Paraná (2013)

Thus, official tourism organizations seek to promote the destination through the dissemination of an idealized image and information relating to its attractions (Echtner & Ritchie, 2003), adhering to its purpose of attracting tourists and generating currency from permanence taxes or fees from the activity.

It should be noted that the same dynamic (informational/propagandist) was found in all other analyzed materials and prints. The absence of prices and business information are two of the main characteristics that can be cited to differentiate publicity and advertising strategies. This informational/ propagandist dynamic corroborates the hypothesis that there are differences between the promotion of a locality by public organizations (destination) and private companies (product).

The public sector seeks to propagate the idea of the locality as an experience concerning the totality of the trip and locality itself as an idea, with the intent of attracting tourists and generate flow. With the contribution of the literature review, it is possible to associate this promotional approach to advertising, characterizing the location as a tourism destination. Thus, for the official tourism organizations, the implementation of the communication occurs unilaterally, without focusing on or prioritizing any industry or attraction, characterizing the locality as a tourism destination. The process of disseminating the ideas, habits, customs, and attractiveness of a locality focuses on advertising, and that communication is what characterizes promoting a locality as a tourism destination. We also point out that official tourism organizations in the three destinations analyzed were responsible for the image and advertising of an image and/or forging of a brand for tourists to know the locality, to awaken the desire to visit the destination.

Different from what can be observed in the analyses of the institutional materials, operators and tourism agencies direct their focus and communicative messages when advertising the image of the destination, i.e., they put the destination for sale (Kotler, 2000). The operators use similar strategies to disseminate the destinations in their pages (images and texts), but their purpose is to sell the locality. Operators thus create a suggestive atmosphere for tourists to be enchanted, but also for the to buy their product/service in the form of a package (Muniz, 2004).

This dynamic incurs mainly in information presented by the private sector. When reviewing the set of elements and information in their advertising materials and prints, we noted that there was a communicative targeting in the information (e.g. shopping, leisure etc.). An example of this targeting can be seen in Figures 3 and 4, of tourism operators X and Y. Changes were also found in the language and content of the texts used by the trade. While in public organizations the text was presented in a formal language (to instruct/advise), the text of private companies was presented in an informal tone (to awaken interest/convince), almost like an invitation or relaxed conversation, a strategy typical of publicity speech (Vignati, 2005).

The presence of elements related to the price of the packages was one of the highlight points in the analyzed images and texts. Although many tariffs are shown only at the end of the purchase, its presence is a clear indication of commercialization.

Although the operators goal is explicitly sales, it is possible to notice that the character of publicity speech (advertisements) is reaffirmed by the way these companies shape their texts and images, i.e., putting in the foreground information and instructions related to their products.

The locality is presented according to a promotional logic of a manufactured product. What stands out are the qualities, possible uses, and benefits provided to the buyer (Kotler *et al.*, 2007; Middleton & Clarke, 2002).

**Figure 3 –** Print Foz do Iguaçu Package – Operadora X

Source – Research data (2013)

Figure 4 – Print Operadora Y – Ilha do Mel

Source – Research data (2013)

From the studied concepts, and seeking to apply the concepts of advertising and publicity within the communication process of localities, we developed the following representation (Figure 5). We assumed that the locality can be communicated in two different ways considering the prism it is placed on, i.e., to the official public organizations as a tourism destination and the private sector a tourist product.

Figure 5 – Communicating the locality as a tourism destination and as a tourist product
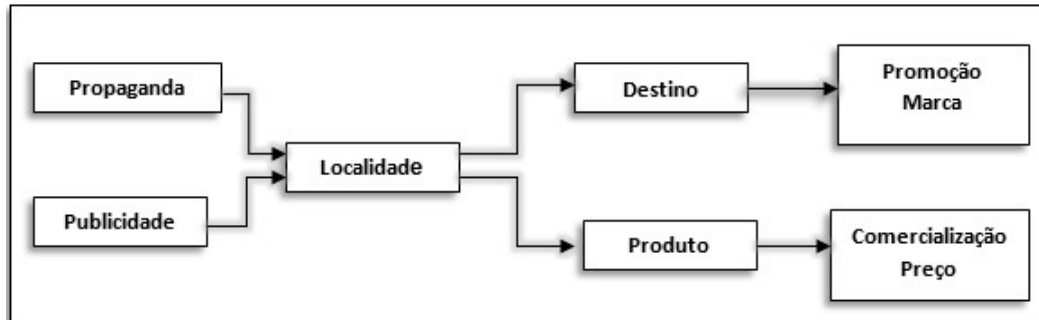
Thus, it was possible to observe the application of concepts of publicity and advertising from the contribution of literature review and confirmation from the promotional materials analyzed. We demonstrated that there are differences in communication actions of a locality as a destination and as a tourist product, as well as in the understanding of the promotion and commercialization of localities.

Regarding the agents involved in this process, we verified the presence of the official tourism organizations as propagators of the idea of the locality as a tourism destination. Thus, "[...] the promotion corresponds to the communication effort usually directed by the public sector to promote the image and offer of a tourism destination [...]" (Vignati, 2005, p. 276). The private sector considers the use of publicity to promote and, mainly, commercialize (i.e., sell), causing the locality to be configured as a tourist product, in which a price can be put on.

CONCLUSION

The distinction between communication actions linked to official tourism organizations and the private sector was considered through the study of online institutional materials and promotional actions.

Thus, it was possible, within the study, to reach two findings and contributions of using marketing and communication in tourism. First, when we look at a locality as a destination, the promotion of the locality's image presents a few points to be highlighted, such as: social value and creation of an institutional image focusing on tourist attraction, thus characterizing the process of advertising or spreading of ideas.

These three guidelines were observed in the analyzed destinations, when placed over the concept of tourist product. Secondly, the communication

actions of the private sector (characterized as publicity) highlight the locality as a marketable product, i.e., a saleable product, thus configuring another promotion focus, which highlights: publicity advertisements aimed at the market, pricing, use of the institutional image created by the government and focus on selling of the product, since the destination and its attractions become products on the shelves of tourism agencies and operators.

Indeed, it is understood that the focus of this research and its main contribution are related to the establishment of the differences between the communication of a locality as a tourism destination or as a tourist product, by applying the concepts of publicity and advertising and analysis of non-institutional and institutional materials. Thus, further highlighting the differences in concepts of promotion and of promotion and commercialization of the locality.

Regarding the state of Paraná and the cities analyzed (Curitiba, Foz do Iguaçu, and Paranaguá), it can be said that institutional promotion, i.e., promoting the locality as a tourism destination is not yet comprehensive enough to attract tourists to the localities for visitation purposes only. We found that what attracts tourists to these destinations is the institutional image promoted and the advertisements that sell what the localities have built over the years, especially with the Waterfalls in Foz do Iguaçu, the planning and quality of life in Curitiba, and the historicity and environment in Paranaguá being featured in visitation itineraries (Morretes, Antonina, and Ilha do Mel).

In the case of the operators, the focus is the services and the packages offered, with the information on the locality being in the background. Along with other business entities, operators sell the three destinations differently, giving greater focus to Foz do Iguaçu, a destination that is more consolidated in the market than the others (Curitiba and Paranaguá). The city of Curitiba is not as focused by operators, and Paranaguá is promoted in the background, captained by the publicity actions made for Ilha do Mel. In addition, Foz do Iguaçu is the destination with greater promotion of the three covered in this study, thus, the city is better emphasized in folders and is presented as a more accessible and visible destination. As for Curitiba and Paranaguá/Ilha do Mel, they are not as promoted and commercialized by the private sector, but when they are, detailed information is presented.

Finally, it is possible to affirm that a locality can be seen in two ways, in the view of publicity or in the view of advertising, being seen as a tourism destination for advertising purposes and as a tourist product by publicity. Initially, this study aimed to understand the difference between promotion actions of a locality from the promotional materials of official tourism organizations and tourist trade, however, from the literature review, we noticed that, in addition to the difference between the promotion process, there is also a difference between the application of marketing concepts (publicity and advertising) in the vision of each of the agents responsible for the destination promotion.

In this way, we highlight the idea of propaganda and publicity, as explained by Gomes (2011). In which the location as a tourist product presents the following characteristics: 1) able to be commercialized, 2) promoted by the trade/ private sector, 3) able to be priced, and 4) tied to publicity. As for the location as a tourism destination, it presents the following characteristics: 1) able to be promoted, 2) promoted by official tourism organizations, 3) communicated as an idea/experience/brand (the idea of value is given to the experience and not to the money), 4) tied to the concept of advertising.

Thus, it is possible to identify that these conceptual differences are presented in practice when we analyze the promotional materials of each agent involved in communicating a locality. However, despite this difference, and thinking of a main axis between publicity and advertising, in which marketing is the key element for promotion and commercialization, the locality as a destination does not have its advertising geared only to tourists and visitors, its communication also focuses on other publics, such as entrepreneurs, investors, local community, and intermediaries. We also point out, from this study, that in the process of tourism communication and promotion a polarization of actions still exists, between public organizations and private companies (especially in the Brazilian context) when discussing the ways the locality can/ should be promoted and commercialized.

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