

Chapter 45

Comparative Analysis of the Audiovisual Tourist Image Projected by the Ministries of Peru, Colombia, and Ecuador (2019–2020)



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Abstract This article examines the impact of the audiovisual tourism image projected by the Ministries of Peru, Colombia, and Ecuador from 2019 to 2020, focusing on communication strategies that promote national identity and appeal to target market niches. A qualitative approach was adopted, involving the selection and descriptive analysis of audiovisual promotional campaigns at the country level, specifically *Volveré* (Peru), *Colombia, Feel the Rhythm*, and *Be Well* (Ecuador). Campaigns were analyzed based on visual composition, soundscapes, and the use of wide-angle shots, native sounds, and contextual imagery. Thematic coding and comparative analysis highlighted digital trend alignment and cultural symbolism, revealing a strategic use of audiovisual elements to influence tourist perceptions and engagement. Key findings indicate that these campaigns successfully maintained a communicative intent through digital mediums, showcasing each nation's unique cultural and natural landscapes to enhance tourism interest and engagement.

45.1 Introduction

Tourism is a constantly evolving phenomenon, a product that is closely linked to the lifestyles of citizens. In this context, various scenarios or destinations emerge and become classified as tourist destinations. Thanks to audiovisual production, which knows no borders, many destinations are positioned as Tourist Destinations (hereinafter TD) because it is possible to convey images to viewers through the screen that remain in their minds and become associated with the travel destination [1].

From Osácar perspective [2], the use of audiovisual resources becomes one of the main axes aimed at the social, cultural, and economic enhancement of urban and rural territories. In fact, music videos, feature films, telefilms, commercials, and video

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games generate stimuli in viewers, a condition created by the transmission of multiple images capable of influencing the purchasing interests of potential consumers.

In this sense, tourism has as a key element the audiovisual production responsible for creating the visual and sound art through traditional communication media. Nowadays, the audiovisual market has grown rapidly thanks to the use of the internet, generating a greater supply and demand for these products [3]. In this context, technology has given rise to new communication media and the incursion of the web and social networks, which has forged a competitive visual market in all fields, especially in tourism.

From this point of view, the audiovisual tourist image is important because it manages to attract large productions to natural settings; consequently, it is expected to capture future market niches, a condition that involves recognizing spaces with high tourist potential in different modalities, aiming to position destinations or places and give rise to cultural or natural tourist products.

There is no doubt that the use of visual resources is directly related to the sociocultural representations of peoples. In other words, the application of communication involves compiling the imagery of a geographical space through ancestral ideas or conceptions, spirituality, and other notions linked to a philosophy of life that may be of interest to the community. Thus, a graphic representation becomes a symbol of identity that reflects the current reality and motivates the interest of tourists or visitors [4].

In this context, it is important to highlight the contribution that a communication plan would generate for the audiovisual tourist image of the countries under analysis. Such a plan aims to promote the tourist sites of Ecuador, Peru, and Colombia through a comparative analysis to establish strategies that allow the economic recovery of the tourism sector, thereby generating jobs and opening businesses. Similarly, it is expected that these countries will position themselves within the tourist market. From an academic perspective, the study provides a theoretical reference for evaluating the characteristics of audiovisual techniques in tourism. In this sense, the results will guide future research related to the study topic.

This paper aims to determine the impact of the audiovisual tourist image projected by the Ministries of Peru, Colombia, and Ecuador during the period 2019–2020. Additionally, the research conducts a theoretical literature review to determine communication strategies at the level of image and reputation in the tourism sector; identifies promotional campaigns by the tourism ministries of the mentioned countries; and finally, analyzes the iconography of audiovisual products produced by the ministries.

Moreover, it is evident that the COVID-19 health emergency led to various measures to prevent its spread, including restrictions on human mobility. This had unprecedented economic consequences on tourism, as people could not travel between countries, leading several airlines to cancel commercial flights to or from the nations affected by the virus [5]. Therefore, the pandemic impacted employment and businesses by eliminating thousands of jobs, affecting the quality of life of the community and causing the collapse of several companies [6].

In this sense, several tourism-related organizations worldwide focused on presenting viable alternatives to manage the crisis. In the case of Latin America, economic reactivation, including leisure and recreation activities, is conceived from sustainable development. This trend encompasses a set of strategies executed by the current governments with medium-to long-term projects. In any case, the support of international organizations such as the Inter-American Development Bank (IDB), the World Bank (WB), and the International Monetary Fund (IMF) is essential, as their purpose is to provide capital to the business sector as part of the economic agents [7].

Thus, tourism has been affected by the restrictions or biosecurity norms, as human mobility is essential for this sector, as well as the physical presence of people for service provision.

According to Rivas et al. [8] the pandemic generated adverse effects on all world economies. In this context, the economies of each country that predominantly relied on tourism have been affected by the decrease in internal visitor movement and international travel. Naturally, the dynamism and magnitude of this economic sector have been reduced, leading to a collapse in employment levels, income, purchasing power, and hindering economic recovery in the medium term.

In this line, there are countries that economically depend on tourism, and many have heritage sites that attract thousands of national and international visitors annually. According to the Ministry of Tourism [9] in Ecuador, the tourism activity contributed 2.2% to the Gross Domestic Product (GDP) in 2019 and 1.2% in 2020; a similar situation occurred in Peru, where there was a reduction of \$3.939 billion in tourism service revenues, representing a 0.8% drop in the country's GDP. Meanwhile, Colombia experienced a \$5.7 billion contraction in tourism revenue, decreasing its GDP by 1% [10]. Consequently, does the projection of content-messages specific to a nation's tourism promotion impact the segment receiving the information? For this purpose, a theoretical review of communication strategies in the image-reputation of the tourism sector is conducted. Considering the study period, campaigns conducted by governmental agencies focusing on iconography to encourage tourism in the countries are taken into account, aiming to inspire people to experience other territories through traditions, food, landscapes, lodging, etc.

In light of the above, it is necessary to establish the mechanisms for the economic recovery of this sector, especially in the countries under study. It is essential to develop a communication action plan to strengthen the image of tourist attractions in Ecuador, Peru, and Colombia. To do this, it is vital to understand the image-symbiotic elements necessary for constructing an adequate advertising message.

45.2 Theoretical Framework

From Paéz perspective [11], communication is a complex process that involves a subjective relationship between information receivers and consumers. It is conceived as a network of relationships among multiple actors through the application of

communication strategies. Among the main purposes are fostering interaction among peoples, such as the application of technological media like the use of the internet in audiovisual media, compared to traditional dissemination spaces, as a response to the incessant changes in territories.

Similarly, Navarro et al. [12] state that in the tourism environment, it is essential that the information provided to consumers aligns with the reality of the offered products and services. In this context, quality should prevail to satisfy the needs or expectations of potential consumers. Overall, communication tactics are aimed at associating leisure elements with the positioning of a region or country regarding the reception of tourism-related products.

In particular, this involves a type of strategic communication. According to Carrillo [13], characterizing the target audience of the information initially requires knowing where you want to go, which essentially refers to the medium- to long-term communication objectives. Following this, the relevance of coordinating based on available resources is emphasized, with the aim of presenting a competitive advantage over another locality. Finally, the selection of alternatives that favor efficient performance is insisted upon.

Ramos et al. [14] mention that the promotion strategies for cities or countries need to include technology, considering several factors such as:

- Determining the profile of the internal or external audience interested in the promoted destination.
- Defining the concepts to be disseminated as part of the country's brand image, based on natural, cultural, and historical attributes, among others.
- Strategically connecting the country's communication as a measure of socio-economic development.
- Collaboration and coordination among interested parties.
- Creating a strong national brand.

Based on the described criteria, communication is inferred as a set of communicational tactics regarding a destination, in this case, the promotional image of a country. Hence, the focus consolidates on products and services oriented toward satisfying the expectations of both national and foreign audiences. Thus, the goal is to consolidate comprehensive tourism communication, linking traditional media with online resources. Moreover, it proposes the incorporation of dissemination and promotion in an intersectoral axis for the development of tourism activities, represented in public policy actions [15].

In this context, it is vital to implement communication strategies to make destinations known and thus transform comparative advantages into competitive advantages. This is achieved through the use of the internet via technological applications of devices [16]. In other words, promotion in the tourism sector involves the communication of specific images about a space or its surrounding characteristics, thereby creating geographic-touristic imaginaries [17]. As mentioned, the aim is to influence the selected target audience. It is evident that the graphic presentation of natural resources, cultural manifestations, and aspects related to biodiversity is a common practice among tourist attractions. Alongside this, service quality is conceived as a

fundamental aspect for satisfying the tastes and preferences of the market niche [18]. All actions undertaken by governmental entities intend to contribute to the development of the local population. According to Gambarota and Lorda [19], communication trends concerning the growing interest of people in exploring new spaces, whether internally or abroad, translate into an opportunity for development due to economic returns and the improvement in people's quality of life. To achieve the proposed goals, emphasis is placed on planning the external image of a nation through different levels of state governments.

Consequently, citing Delgado and Medina [20] the external image of a country generally comprises sociocultural elements that drive the recognition of a country based on traditional and biodiverse resources, whose tourism potential is reflected in joint actions aimed at fulfilling state objectives to promote services and products. Moreover, Sidorenko and Garrido [21] recognize that communication plays a prominent role in the selected actions because it involves promoting a national brand. In one way or another, the goal is to establish connections with current visitors as well as potential segments, provided there is coherence in the projected national-local identity. As Alfonso et al. acknowledge [22], in planning communication strategies for enhancing the external image, it is necessary to adapt audiovisual elements as part of the strategic valuation and promotion, targeting the external segment. Therefore, it is crucial to include complementary services such as food and lodging, ensuring all conditions that guarantee a satisfactory stay according to the expectations of the selected market niche.

45.3 Methodology

For this study, the primary objective is to determine the impact of the audiovisual tourist image projected by the Ministries of Peru, Colombia, and Ecuador during the period 2019–2020. To achieve this, the study aims to identify the promotional campaigns conducted by the tourism ministries of these countries during the specified period. Additionally, it seeks to analyze the iconography of audiovisual products created by the Ministries of Tourism of Ecuador, Peru, and Colombia. Furthermore, the study proposes alternatives for projecting the tourist image in audiovisual spaces for the three destinations to support post-pandemic recovery.

In the present article, a qualitative approach is employed. According to Hernández et al. [23], this type of research involves detailing essential qualitative characteristics of a topic of interest to the researcher, focusing on understanding a phenomenon through the exploration of the context in which it develops. Qualitative techniques will be applied to identify information from bibliographic sources to establish the theoretical basis on communication strategies and tourism campaigns. Additionally, based on information collected from official sources, an iconographic analysis of audiovisual products in the tourism sector of Colombia, Peru, and Ecuador will be conducted.

To identify the impact of the audiovisual tourist image, the study will first utilize a bibliographic review of the main conceptual approaches related to the research. According to Torres-Toukourmidis et al. [24] this involves bibliographic inquiry based on reliable primary and secondary sources with the aim of synthesizing the main ideas and contextualizing them with the study's topic on audiovisual products.

Next, a compilation of audiovisual campaigns linked to the tourism promotion of the three countries under study will be conducted. According to Ortega-Gaucin and Peña-García [25] promotional campaigns serve as means of disseminating representative data where factors converge to explain their impact on the public.

As for the technique to analyze the iconography of the aforementioned audiovisual products, data analysis will be performed. García [26] states that image analysis contributes to understanding factual and expressive components inherent in communication campaigns. Therefore, aspects such as sound composition, type of landscape, presence of elements, cultural references, and type of audience will be observed, to mention the main ones, this involves the audiovisual production carried out by governmental entities related to tourism in Peru, Colombia, and Ecuador during the period 2019–2020. Regarding information collection, official government sources related to the tourism activity of the countries under study will be utilized, considering the following criteria:

- Audiovisual tourism campaigns in 2019–2020.
- Audiovisual tourism campaigns sponsored by ministerial departments.
- Nationwide audiovisual tourism campaigns.

Based on the described criteria, once the selection criteria are applied, the following campaigns identified are detailed in the Table 45.1

Based on the established criteria, three campaigns promoted by the state sector were identified, executed during the study period of 2019–2020. In Peru, the campaign “Return” was executed in 2020 with a theme in Spanish [27]. Then, the campaign “Colombia Feel the Rhythm” [28] was carried out in 2019 and remained in effect during the study period. For Ecuador, a campaign was identified that was promoted in both English (“Be Well in Ecuador”) and Spanish (“Siéntete bien en Ecuador”) [29], maintaining the same communication format with variation in the narration language.

Table 45.1 Selected audiovisual campaigns

Country	Title	Year
Peru	Volver	2020
Colombia	Colombia feel the rythm	2019
Ecuador	“Be Well in Ecuador”/“Siéntete bien en Ecuador”	2020

45.4 Results

45.4.1 *Identification of Promotional Campaigns*

Based on the established criteria, three campaigns promoted by the state sector were identified and executed during the study period of 2019–2020.

In Peru, the campaign titled “Return” was executed in 2020, featuring a theme in Spanish. This campaign was initiated by the Ministry of Foreign Trade and Tourism and the Commission for the Promotion of Peru for Export and Tourism (Promperú). Its main objective was to reactivate domestic tourism in response to the COVID-19 pandemic by encouraging responsible and gradual travel. The campaign aimed to motivate the population to travel while ensuring preventive measures against COVID-19. The audiovisual format included a music video featuring local musicians, with musical adaptations of national songs and lyrics. The visual composition varied from wide shots to medium close-ups, highlighting musicians in production studios and scenic destinations. The dissemination strategy involved using official social media channels, national press, and alliances with the private sector. As a result, there was a significant 156% increase in domestic tourist overnight stays in 2021.

In Colombia, the campaign “Colombia Feel the Rhythm” was launched in 2019 and remained relevant throughout the study period. This campaign was spearheaded by the Ministry of Commerce, Industry, and Tourism and Procolombia. It aimed to highlight Colombia’s musical heritage to promote tourism, focusing on the country’s rich cultural and musical heritage. The promotional short film featured local artists and a fusion of traditional sounds with contemporary music. The visuals included panoramic and wide shots of the country’s landscapes and cultural sites, with a soundtrack that incorporated local instruments. The campaign emphasized the association of music with tourism to attract international visitors. This campaign’s dissemination channels included FITUR, digital platforms, and various websites. The campaign’s success was reflected in the increase of foreign tourist arrivals to 2,814,025 by the end of 2019, up from 2,709,043 in 2018.

In Ecuador, the campaign “Be Well in Ecuador” (also known as “Siéntete bien en Ecuador” in Spanish) was promoted in both English and Spanish. This campaign was managed by the Ministry of Tourism and aimed to generate confidence among travelers by positioning Ecuador as a preferred wellness destination. The campaign’s objective was to enhance Ecuador’s tourism image by narrating experiences that emphasize well-being and peace, adhering to international safety protocols. The audiovisual format included a short promotional film featuring voice-over narration and footage of natural attractions, representative cities, and tourists engaged in recreational activities. The campaign maintained a consistent communication format with variations in the narration language. The dissemination channels included digital platforms and tour operators. The campaign’s impact was evident with 1,376,221 foreign visits in 2021, primarily from the United States, Mexico, Colombia, and Spain.

These campaigns utilized a range of communication strategies and formats to effectively promote tourism. Each campaign was tailored to its specific audience:

Peru focused on domestic tourism, Colombia targeted international tourists, and Ecuador aimed at both regional and international markets. The campaigns integrated traditional and digital media, highlighting the cultural and natural assets of each country to attract and engage potential visitors. The strategic use of audiovisual content played a crucial role in boosting tourism, adapting to the challenges posed by the COVID-19 pandemic, and fostering economic recovery in the tourism sector.

45.4.2 Peru: “Return” Campaign

The “Return” campaign was launched in October 2020 by the Ministry of Foreign Trade and Tourism (MINCETUR) in response to the COVID-19 pandemic. The primary objective was to promote the reactivation of domestic tourism by encouraging Peruvians to explore their own country’s natural and cultural attractions. This campaign aimed to mitigate the adverse economic effects of the pandemic on the tourism sector by focusing on local travelers. The campaign was presented in both Spanish and Quechua, reflecting the linguistic diversity of Peru and ensuring broad accessibility. The format was a music video that featured nine local musicians performing a song that combined traditional Peruvian music with contemporary elements. This approach was designed to resonate with a wide audience and evoke a sense of national pride and cultural heritage.

The video utilized a variety of shots, from wide panoramic views to medium close-ups, to showcase the beauty and diversity of Peru’s landscapes. It included scenes of prominent tourist destinations, such as the Amazon rainforest, as well as interactions with local artisans, tour guides, and promoters. The incorporation of these elements was intended to highlight the safety measures in place at tourist sites and to encourage domestic travel by reassuring potential travelers about the precautions being taken.

The iconographic analysis of the “Return” campaign reveals a strong emphasis on the emotional connection between the viewers and the natural beauty of Peru. The initial shots feature wide views with captions emphasizing that behind every journey, there are people waiting for visitors to return. This message is designed to motivate the population to rediscover local attractions and support the tourism industry.

The middle sections of the video show smiling individuals engaging in various activities, symbolizing the open invitation to travel. The final shots incorporate the Marca Perú logo, reinforcing national identity and promoting a unified image of Peru as a safe and attractive destination. The campaign’s dissemination strategy included extensive use of social media, national press, and partnerships with the private sector to maximize reach and impact.

Overall, the “Return” campaign had a significant positive impact on domestic tourism. Official data indicated a 156% increase in domestic tourist overnight stays in 2021, demonstrating the campaign’s effectiveness in encouraging local travel and contributing to the economic recovery of the tourism sector.

45.4.3 Colombia: “*Feel the Rhythm*” Campaign

The “*Feel the Rhythm*” campaign, launched in 2019 by the Ministry of Commerce, Industry, and Tourism and Procolombia, aimed to enhance Colombia’s international image through its musical heritage. The objective was to strengthen the country’s international image by showcasing its rich musical traditions, targeting foreign tourists interested in Colombia’s cultural elements. This initiative aligned with Colombia’s broader strategy to use music as a key element in its tourism promotion efforts.

The campaign was prominently presented at FITUR (International Tourism Trade Fair), one of the most significant global events for tourism promotion. The promotional video, with a duration of 3:30 min, featured a fusion of traditional Colombian music and contemporary rhythms, highlighting the nation’s vibrant cultural landscape. The video included contributions from local artists and musicians, who showcased a blend of sounds using both modern and traditional instruments, such as the marimba.

The audiovisual content of the campaign was meticulously crafted to capture the essence of Colombia’s musical heritage. The video utilized panoramic and aerial shots of various regions, offering a comprehensive view of the country’s diverse landscapes. It included scenes from coastal areas, urban viewpoints, dance spaces, and jungle environments, all aimed at showcasing the richness and variety of Colombia’s tourist attractions. The video also featured close-up shots of participants engaging in traditional music and dance, further emphasizing the cultural depth of the country.

The campaign’s message was reinforced through the use of vibrant colors and dynamic visuals, designed to captivate the audience and create a lasting impression. The slogan “*Feel the Rhythm*” encapsulated the campaign’s goal of promoting Colombia as a destination where visitors can immerse themselves in its cultural rhythms and vibrant lifestyle. In terms of impact, the “*Feel the Rhythm*” campaign contributed to a notable increase in foreign tourist arrivals. By the end of 2019, Colombia registered 2,814,025 foreign tourists, up from 2,709,043 in 2018. This growth was indicative of the campaign’s success in attracting international visitors and positioning Colombia as a desirable tourist destination. The campaign’s strategic use of music and cultural elements not only enhanced Colombia’s tourism appeal but also highlighted the country’s commitment to preserving and promoting its cultural heritage. This approach aligned with Colombia’s broader tourism strategy, which emphasizes the importance of cultural tourism as a means of fostering economic growth and sustainable development.

45.4.4 Ecuador: “Be Well in Ecuador”/“Siéntete Bien En Ecuador” Campaign

The “Be Well in Ecuador” campaign, managed by the Ministry of Tourism, was launched as a post-pandemic initiative to promote Ecuador as a wellness destination. The campaign aimed to generate confidence among potential visitors by emphasizing the natural and wellness aspects of the country, appealing to tourists seeking safe and healthy travel options.

Targeting an international audience, the campaign focused on key markets including the UK, Germany, the US, Canada, Peru, and Colombia. To cater to this diverse audience, the campaign was presented in both English and Spanish. The promotional video featured a mix of close-up and wide shots, highlighting the serene and natural beauty of Ecuador’s landscapes. The video aimed to create an emotive and pleasant image of Ecuador, encouraging viewers to reflect on the concept of wellness associated with the country.

The video began with close-up shots of individuals experiencing moments of peace and tranquility, followed by general shots of tourist attractions and activities such as snorkeling in the Galápagos Islands. The music track included natural sounds like birds and ocean waves, accompanied by a voice-over that explained the benefits of visiting Ecuador. The narrative emphasized Ecuador’s biodiversity, the safety of travel activities, and the unique experiences available to tourists.

The final shots of the video featured the slogan “Be well in Ecuador” against a black background with orange and white text, along with a website link for more information. This minimalistic yet powerful conclusion aimed to leave a lasting impression on viewers and facilitate easy access to further details about Ecuador’s tourism offerings.

The campaign was primarily disseminated through digital platforms and social media channels, as well as through collaborations with tour operators to reach international tourists. The strategic use of online media was particularly effective in responding to the social changes brought about by the pandemic, as more people turned to digital sources for travel information.

The impact of the “Be Well in Ecuador” campaign was reflected in the tourism statistics for 2021. Ecuador recorded approximately 1,376,221 foreign visits, with significant contributions from the US, Mexico, Colombia, and Spain. The campaign successfully enhanced Ecuador’s tourism image and attracted a substantial number of international tourists, demonstrating the effectiveness of its wellness-oriented messaging and strategic communication efforts.

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