

EATING VIRTUALLY WITH EYES

A Study on the Use of the Instagram of Tourism Service Providers of Gastronomy in Recife, Brazil

*André Falcão Durão
Arthur Jacinto dos Santos
Maria Raquel Avelino
Carla Borba da Mota Silveira
Universidade Federal de Pernambuco
Recife, Brasil*

The main objective of the research was to analyze the use of the Instagram social network for six gastronomic tourist service providers among its clients in the city of Recife. The theoretical framework used as an argumentative support was digital marketing, social networks and the use of social networks in tourist services. As a methodological procedure, considering the qualitative and interpretive research approach, netnography and non-participant observation were performed to analyze the content published in the Instagram profiles during a period of two months, as well as semi-structured interviews with the owners and managers of the organizations. In general, it was observed that the most "like clicks" photos in the profiles analyzed are those of the restaurant's plates and promotional menu information. Customers who receive positive responses from the organizations to their comments seem to be more satisfied. It was also possible to differentiate restaurants that use the social network for dissemination/promotion and to establish a closest contact with their consumers and those that use only for dissemination/promotion.

KEY WORDS: *Social networks, digital marketing, Instagram, gastronomy services.*