

ABSTRACT

The diploma thesis analyzes the effects of instagramization on specific tourist destinations and the ways in which those places deal with this phenomena. The analysis includes five places from all over the world and apart from description of places and strategies of dealing with instagramization, the analysis also provides categorization of its impacts. The thesis also places the relationship between Instagram, its aesthetics and tourism into a broader theoretical framework, and thus introduces their mutual and close connection.

Key words: tourism, tourism industry, Instagram, aesthetic, instagramization, instagrammability, over-tourim, Instagram influencers.