

# Visual Representation of Regenerative Tourism Discourse: Semiotic Analysis of Social Media Posters

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## ABSTRACT

*This study explores the regenerative tourism approach, which transcends the concept of sustainable tourism and aims not only to protect but also to enhance natural and cultural resources. The study examines the importance of regenerative tourism, the challenges encountered in its implementation, and the social awareness dimension of this approach, emphasizing the role of social media in introducing new paradigms in tourism and reaching a wider audience. The study's methodology is based on a semiotic analysis of 13 social media posters shared on Instagram. This analysis assesses how the visual and textual indicators used in the posters convey meaning and the symbols used to communicate regenerative tourism. The findings reveal that social media is a powerful tool for promoting regenerative tourism and raising awareness; however, the language and symbols used can also convey different meanings within ideological and cultural contexts. The study highlights the effective use of social media in communicating regenerative tourism and also aims to contribute to the development of sustainable and innovative communication strategies for the tourism sector.*

**Keywords:** Regenerative Tourism, Social Media, Instagram, Semiotic Analysis.

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## 1. INTRODUCTION

Today, humanity faces numerous challenges that threaten the very foundations of human life, including climate change, biodiversity loss and food and water crises. The tourism sector, which relies on providing healthy and attractive environments is directly affected by these global crises. This makes tourism both a significant cause of environmental problems and a key stakeholder in the search for solutions (Duarte et al., 2024: 2-3). For example, the excessive use of natural and cultural resources to meet community needs leads to the depletion of these resources and threatens human quality of life, well-being, and security. Negative impacts caused by tourism include waste and pollution generated by tourists, rising living costs, the deterioration of local culture and traditions, damage to public facilities as well as historical and natural sites, tourist behaviors that disrupt the comfort of local residents, price increases, security concerns, and the erosion of local lifestyles. In this context, there has been a tendency for societies to decrease or completely reject tourism support (Yoga et al., 2025: 97). These crises have revealed the need to develop a new and sustainable paradigm for the tourism sector (Duarte et al., 2024: 2-3). In this understanding, referred to as regenerative tourism, tourism is seen as an important sector that goes beyond mitigating its negative impacts and has the potential to repair existing environmental damage (Yoga et al., 2025: 97).

Regenerative tourism a rising global movement, aims not only to reduce negative impacts within the travel and tourism sector but also to create lasting and positive impacts on the communities, ecosystems and cultural structures of the destinations visited. This approach is a responsible form of tourism that actively restores, revitalizes and enhances the natural and cultural systems that make a destination special (Zaman, 2023: 3-5). The regenerative approach aims to create a productive and sustainable future by improving the health, adaptability and evolutionary potential of the system in a structure where social and ecological systems are fully integrated. Achieving this goal requires designing all processes in harmony with the way the universe functions as a system. Understanding a system also involves understanding that it is composed of interconnected components. Whether a system achieves its goals is closely tied to the performance of each of these components. From this holistic perspective, humans and nature are not separate categories but rather interconnected and intertwined entities (Dredge, 2022: 270). Therefore, regenerative tourism requires not only a practice but also a transformation in socio-ecological awareness. This transformation is directly linked to individuals increased focus on togetherness and the ability to cultivate values such as compassion, empathy and cooperation. Regenerative tourism teaches us to leave

a destination better than when we visited to consume less than we took and to make a truly positive contribution to the destination (Yoga et al., 2025: 97).

In today's digitalized and globalized world, many tourists have lost their sense of belonging yet many are unaware of the need for transformation. However they may be motivated extrinsically to create a positive impact on themselves and their surroundings. In the digital age, social media platforms are emerging as powerful tools for fostering community engagement and amplifying local voices within the context of regenerative tourism. These platforms not only facilitate information sharing but also foster dialogue and collaboration among local residents, tourists, businesses and policymakers, enabling communities to actively participate in and benefit from sustainable tourism practices. Therefore, if used appropriately, social media can contribute to the dissemination of regenerative tourism principles for a more sustainable and equitable future (Bhatt & Dani, 2024).

Social media platforms such as Facebook, Instagram, Twitter and TripAdvisor have become indispensable communication channels for sharing experiences, disseminating knowledge and supporting sustainable tourism initiatives (Sotiriadis, 2017). Through user-generated content and online communities, social media enables the collaborative construction of tourism narratives and allows diverse stakeholders -local residents, tourists, businesses and policymakers- to come together to collectively shape the future of tourism (Bhatt & Dani, 2024). Social media images, particularly on these platforms, not only promote a destination but also serve as a powerful tool for making value-based tourism approaches, such as regenerative tourism, more visible. Such images deepen communication by providing multidimensional insights into the cultural, psychological and behavioral aspects of individuals and societies. Regenerative tourism-themed posters, rather than simply presenting a holiday destination, focus on values such as living in harmony with nature, interacting with local communities and seeking sustainable experiences. This allows the viewer not only to view the image but also to establish a meaningful connection with it. However a crucial balance must be struck here: there must be consistency between the intellectual and aesthetic approach in the visual design and the actual value and message conveyed by the content. Otherwise the viewer may experience a dilemma between trust and meaning between the inspiration provided by the image and the message conveyed. Therefore, the poster's messages should be presented with a combination of ethnographic accuracy, cultural representation and visual quality (Abdullah, 2021: 195-197). If sustainability cues are successfully integrated into brand communication, destinations can also embody the potential for regenerative tourism (Ravichandran, 2023: 61-62). At this point, a critical question arises: how do marketers and policymakers translate the idea of regenerative tourism into concrete actions in social media posters? How and to what extent do these posters reflect the characteristics of regenerative tourism? To this end, this study aims to answer these questions by focusing on the semiotic analysis of regenerative tourism-themed posters published on Instagram a social media platform.

## 2. CONCEPTUAL FRAMEWORK

### 2.1. Regenerative Tourism

In its simplest sense, it is a concept that means "renewing", revitalizing, refreshing or giving new life (Yoga et al., 2025: 96). The term "regenerative" means "creating the conditions necessary for life to continually renew itself, take on new forms, and thrive amidst ever-changing living conditions. This definition is similar to the ideology of "building back better," and this concept is increasingly widespread among tourists. Going even further, this concept injects a new form of tourism -incorporating sustainability elements into tourists' motivations for not harming the natural environment (Ravichandran, 2023: 61). While the roots of this understanding lie in the ancient wisdom of indigenous peoples, it also finds a place in the literature that reveals how scientific thought has sharpened the distinction between nature and humans. Within the capitalist system, nature has assumed the role of "provider of unlimited resources" for the sake of economic gain. However, the environmental crises experienced worldwide today clearly demonstrate that nature can no longer respond to this assumption of limitlessness and that a paradigm shift has become inevitable (Dredge, 2022: 270).

The sustainable development agenda, developed under the leadership of the United Nations, has led to the emergence of various approaches, theoretical frameworks and concepts. In the tourism sector, this framework is often expressed as the concept of "sustainable tourism." This concept was first defined by the World Tourism Organization (UNWTO) in 1988 and has evolved over time, gaining different dimensions. According to the UNWTO, sustainable tourism is: "A type of tourism that takes into account current and future economic, social, and environmental impacts and meets the needs of visitors, the

sector, the environment, and host communities" (Ferrero & Pinto, 2023: 129). This definition emphasizes that sustainable tourism encompasses not only environmental but also economic and social impacts. Due to its broad scope, new terms, practices and approaches have emerged in this field over time. These developments have allowed the concept of sustainable tourism to be further enriched and redefined in different contexts. The concept of regenerative tourism has emerged as a new school of thought on sustainability that transcends traditional and contemporary sustainability approaches. This concept arose from dissatisfaction with whether sustainability alone is sufficient to build a desired future (Yoga et al., 2025: 97). An important distinction must be made here: While sustainability focuses on preserving existing resources, regenerative tourism aims to increase the value of these resources in the future (Ravichandran, 2023: 62).

Regenerative tourism not only reduces the negative impacts of tourism but also aims to create positive and lasting changes in tourism destinations (Yoga et al., 2025: 97). While sustainable tourism focuses on minimizing damage, regenerative tourism goes beyond this, encouraging the participation of local people and aiming to strengthen ecological and social systems through a restorative transformation. This paradigm shift encompasses not only the reduction of negative impacts but also the creation of ecological regeneration and positive community-based outcomes. In this context, regenerative tourism is an approach that aims not only to protect communities and ecosystems but also to revitalize them (Nikšić Radić & Dragičević, 2025: 5163).

Regenerative tourism believes in the transformative power of travel in creating a more sustainable and equitable world. This approach prioritizes supporting local communities, protecting natural resources and preserving cultural heritage rather than depleting a destination's resources. This approach prioritizes human and planetary well-being over profit and aims to provide a meaningful and regenerative experience for all involved. For this, establishing strong connections with local communities, deeply understanding the natural and cultural systems specific to a region and collaboratively developing sustainable solutions are essential (Zaman, 2023: 3-5).

A key aspect of regenerative tourism is supporting local economies. Staying in local accommodations, dining at local restaurants, purchasing local products creates jobs and stimulates economic growth in the communities visited. This approach also often includes environmental conservation efforts such as tree planting, wildlife conservation projects and community-based sustainable agriculture initiatives. Similarly, preserving cultural heritage is a key component of regenerative tourism. This includes working with local communities to preserve cultural practices such as traditional dance, music and storytelling, restoring historic structures and preserving traditional landscapes. Authentic cultural experiences are encouraged through activities such as attending local festivals, participating in cooking workshops or visiting local markets. Regenerative tourism is also based on the principle of respecting and valuing the natural environment. This includes practices such as reducing waste, minimizing energy consumption, supporting wildlife rehabilitation centers and protecting national parks. It also encompasses experiences that integrate with nature, such as hiking, canoeing or exploring natural beaches (Zaman, 2023: 3-5).

This approach aims to maximize benefits for all stakeholders -the environment, visitors, local communities and government. Therefore, regenerative tourism is not just a practice; it also requires a transformation in socio-ecological awareness. This transformation is directly linked to individuals' increased focus on togetherness and their ability to cultivate values such as compassion, empathy and cooperation (Yoga et al., 2025: 97). As can be seen, regenerative tourism is not merely a concept of travel; it is also a worldview shaped by an awareness of environmental, social and cultural responsibility (Zaman, 2023: 3-5).

## **2.2. Challenges of Regenerative Tourism**

The concept of regenerative tourism is considered a holistic and inclusive approach that aims not only at environmental sustainability but also at economic and social well-being. In this context, regenerative tourism encourages the meaningful and mutual participation of all stakeholders to enhance the well-being of the destination. This structure, which brings all parties together through governance mechanisms, aims to ensure long-term vitality and resilience in tourism. Conceptually, regenerative tourism operates from a place-centered perspective. This approach encompasses regenerative solutions that can be implemented in different ways, taking into account the complex and unique context of each destination. While the benefits of regenerative tourism offer a strong theoretical basis, the tourism sector faces significant challenges in implementing this radical transformation, which requires a departure from current operational norms (Iddawala & Lee, 2025: 2). At the heart of these challenges lies the fact that tourism is not viewed as a singular field and its fractal structure. In other words, tourism is directly or indirectly

linked to many different sectors and areas of interest. Therefore, for regenerative tourism to be realized, all actors must prioritize not only their own interests but also the principles of non-harm to people and nature, mutual respect and collective responsibility (Dredge, 2022: 272). Within the framework of regenerative tourism, each stakeholder is recognized as possessing different ways of producing knowledge, expertise and creativity. This diversity enables innovation and systemic change through genuine and trustworthy collaborations. However, traditional instrumental public-private partnerships are often met with distrust at the societal level. Therefore, external and instrumental models of responsibility must be replaced by an ethic of personalized care (Dredge, 2022: 272). Regenerative tourism requires all stakeholders in the tourism value chain –including travelers, businesses, employees, and local communities– to assume shared responsibility for the destination's preservation and sustainable development (Heslinga, 2022). Therefore, every individual and every element is involved in the transformation and renewal process targeted by regenerative tourism (Tunkkari-Eskelinen & Röntynen, 2025: 359). Therefore, continuous reflection, learning and developing mental capacity are critical for the success of regenerative tourism. This transformation must occur in three key areas for the reconstruction of tourism –(1) system change, (2) mentality transformation and (3) implementation.

### **2.3. The Role of Social Media in Regenerative Tourism**

Regenerative tourism transforms visitors from passive consumers into active participants who aim to leave destinations better than they were when they visited. This participation is embodied through actions such as volunteering, idea generation, and co-creation. In this process, visitors not only gain unforgettable experiences but also develop their knowledge and skills regarding regenerative practices. Furthermore, by spreading the awareness they gain through these experiences, visitors contribute to reaching a wider audience with the message of regeneration (Heslinga, 2022). The tourist's role in regenerative tourism is not quantitative but qualitative. Visitors travel not only for consumption but also to make a meaningful contribution to society and nature. In this context, the tourism experience aims to transform not only the individual but also the destination visited (Tunkkari-Eskelinen & Röntynen, 2025: 359).

Digital technologies, intersecting with grassroots activism, participatory communication and place-based storytelling, are enabling the development of more equitable and inclusive practices in tourism. Social media is becoming an indispensable tool for travelers to research, plan and share their experiences, making it a critical channel for tourism marketing (Khatun, 2025: 2-3). Today, social media has created a global communication revolution. Thanks to these networks, tourist advertising not only reaches a wide audience but also makes value-oriented and sustainable tourism approaches visible. Regenerative tourism posters have become a key tool for alternative marketing strategies in these digital platforms. A well-crafted social media image not only touches the target audience's emotions but also responds to their desire to integrate with nature, society and culture. In this respect, posters highlighting regenerative tourism serve not only as a promotional tool in the marketing of rural and natural destinations but also as a means of conveying value and raising awareness (Abdullah, 2021: 195-197).

### **2.4. Related Studies**

Bhatt & Dani (2024) examined the symbiotic relationship between social media and community participation, demonstrating how these platforms enable local communities to actively participate in and benefit from regenerative and sustainable tourism practices.

Hajarrmah et al. (2024) examined the opportunities, challenges and strategies entrepreneurs face for regenerative tourism. To this end, the researchers interviewed 57 social entrepreneurs and used social movement theory to analyze the interviews. The researchers thematically identified the obstacles entrepreneurs faced and the strategies they implemented.

Dredge (2022) examined the mindset shift, system change and boundary-spanning practices required for transitioning to a regenerative approach in tourism. The study aims to offer concrete ways to shift thinking and transition to a regenerative paradigm. Written using a design/methodology/approach, the researcher defines regenerative tourism, examines its principles, and leverages for driving transformational change in tourism. In addition, the author reveals what a conscious approach to regenerative tourism requires and outlines the working principles for regenerative tourism.

## **3. METHOD**

### **3.1. Purpose and Importance of the Research**

The purpose of this research is to explore the regenerative tourism approach, which takes the concept of sustainable tourism one step further, to examine its importance and to highlight the role of social media in promoting and promoting regenerative tourism. To this end, a semiotic analysis of social media posters

aims to reveal the symbols, visuals and linguistic elements through which regenerative tourism is construed. The significance of this study lies in its evaluation of regenerative tourism not only as a theoretical concept but also as a practical communication strategy capable of raising public awareness and encouraging behavioral change through social media. Furthermore, through semiotic analysis, it provides an understanding of the ideological and cultural frameworks within the visual and textual language used in the tourism sector. Thus, the research contributes both to academic literature and sheds light on sustainable communication practices for tourism sector stakeholders.

### **3.2. Universe and Sample of the Research**

The universe of this research consists of visual content shared on social media platforms within the context of regenerative tourism. However, the study is limited to a semiotic analysis of 13 social media posters on Instagram from this broad universe. In qualitative research, the purpose of sample selection is determined by its ability to provide in-depth analysis rather than numerical representation (Yıldırım & Şimşek, 2013). In this context, the 13 posters offered an appropriate size in terms of both diversity and manageability. The "purposive sampling method" was used in the analysis. In qualitative analyses, this method allows the researcher to select the most appropriate materials for the purpose of the study (Patton, 2022). The selected posters were chosen because they directly embody the concept of regenerative tourism, reach a wide audience on social media and contain rich content in terms of visual and verbal signs. Roland Barthes's (1977) semiotic approach necessitates the analysis of advertisements, posters and media products at both denotative and connotative levels. Therefore, the posters used in this study were selected from examples that carry intense layers of meaning in terms of symbolic elements (color, imagery, slogans). This number was determined to adequately capture the diversity and representation of regenerative tourism themes on social media platforms while also allowing for detailed content and visual analysis. Because in-depth analysis of a large number of images can present methodological challenges, the optimal number of examples was selected considering the scope of the study and time management. The selected images were selected from different account types and related to different thematic topics.

### **3.3. Limitations of the Research**

This research has certain limitations due to its scope. The study was conducted solely on 13 social media posters on Instagram. This choice was made to ensure the research was manageable in terms of time, resources and depth of analysis. However, this limits the generalizability of the findings to all social media platforms or a broader sample. Therefore, the findings of this study were obtained from a limited sample and can serve as a basis for more comprehensive studies.

### **3.4. Data Collection Process of the Research**

Instagram was selected as the data source for this study. Its visual-heavy content and large user base make it a suitable platform for examining the social media discourse of regenerative tourism. Instagram is a significant social media platform where current and dynamic content is shared both from Türkiye and internationally in the field of regenerative tourism. Thanks to its visual-based structure, themes such as environmental awareness, cultural heritage protection and sustainability are effectively addressed and reach a wide audience. Therefore, the visual analyses conducted on Instagram in this research are crucial for assessing public awareness and communication strategies on these issues. During the data collection process, we used the popular hashtags #regenerativetourism and #newenerturizm to scan tourism-focused accounts that had actively shared posts within the past year and were well-known in their field. These accounts included NGOs, tourism companies, and individual influencers who regularly discuss sustainability and regenerative tourism. The selected accounts are suitable for the purposes of the study and are representative due to both their content quality and high engagement rates. The study examines the concept of regenerative tourism through social media posters because these platforms are among today's most pervasive communication tools. These posters not only convey information but also reproduce ideological and cultural discourses (Kress & Van Leeuwen, 2006). Therefore, social media posters offer a powerful semiotic data source for analyzing social representations of regenerative tourism.

### **3.5. Data Analysis of the Research**

Roland Barthes's semiotic analysis method was used in the data analysis. Barthes takes Saussure's linguistic distinction between "signifier" (sound image, form) and "signified" (concept, content) and examines it at the levels of denotation and connotation. Denotation (denotative level): the sign expresses the objective/understandable meaning conveyed directly. For example, (a dove → "a species of bird"). In the connotative level, the sign is loaded with cultural, ideological and emotional connotations. For example, (dove → "symbol of peace"). In this approach, the "signifier" (form, sound image) and the "signified"

(content, concept) combine to form a "sign." However, Barthes suggests that ideological readings can be made at the level of "connotation" by translating the sign into a second system of meaning.

#### 4. FINDINGS

Under this heading, the analysis results of 13 social media posters on the subject of regenerative tourism, which were analyzed within the framework of denotation and connotation based on Berthes' theory, are given.



**Visual 1. Regenerative Tourism Themed Social Media Poster**

Source: URL 1

**Table 1. Dashboard of the Social Media Poster in Visual 1**

Sign	Signifier	Signified
People working in the field	Farmers, rice paddy, bent bodies	Local production, agricultural labor, sustainable economy, community participation
Saplings held in hands	A small sapling and soil, grasped with both hands	Regeneration, nature conservation, rebirth, investment in future generations
Forest and coastal views	Woodland, seashore, cliffs	The natural environment, ecological systems, the beauty and protection of nature
Signs reading "Regenerative Experiences in Tourism"	Text title	The idea that tourism should not only offer sightseeing but also provide experiences that enhance nature and communities
Colorful geometric ornaments (in corners)	Abstract shapes and flower form	Cultural diversity, aesthetic value, vitality, and the inclusive aspect of tourism

##### 4.1. Denotation/Connotation Analysis of Visual 1 Social Media Poster

**Denotation:** The image consists of three photos and a caption. The photos show people working in a field (rice harvest or during agricultural activities). A small sapling is held between hands. A view of a forested area and the seaside. The text above reads "Regenerative Experiences in Tourism." Colorful abstract shapes and a floral motif are present around the edges. **Connotation:** People working in a field: Symbolizes that tourism can connect with local people's production processes and support rural development. It also evokes a labor-oriented lifestyle intertwined with nature. Hands holding a sapling: Demonstrates the idea of rebirth, sustainability, investing in the future, and restoring nature, symbolizing that tourism should enhance nature rather than deplete it. Forest and seascapes: Pure natural beauty and ecosystems that need to be protected reveal the beauty of nature and imply the necessity of tourism being in harmony with nature. The headline ("Regenerative Experiences in Tourism") reinforces the message that tourism is not an ordinary experience but a process that heals ecosystems and communities. Colorful decorations: Cultural diversity and vitality represent the different dimensions of tourism. In short, the

images, which include agriculture, saplings, and natural scenery, and the headline are directly related to tourism; in the context, tourism is presented as a sustainable and culturally rich experience that restores nature and supports community labor.



**Visual 2. Social Media Poster on Regenerative Tourism**

**Source:** URL 2

**Table 2. Dashboard of the Social Media Poster in Visual 2**

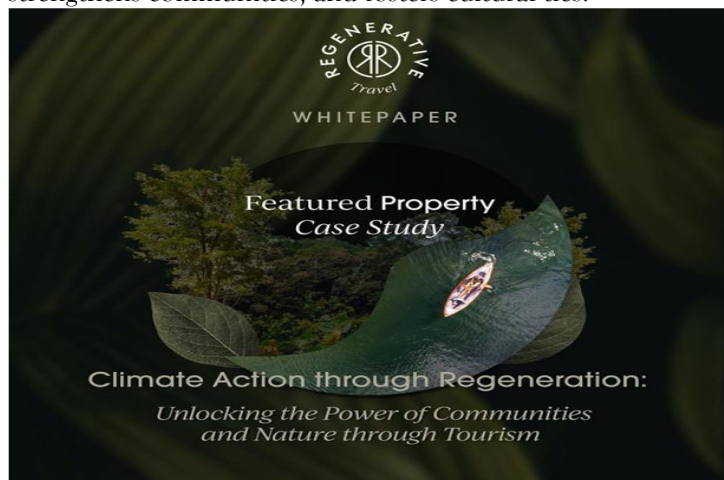
Sign	Signifier	Signified
Market scene	Street stalls, people shopping	Local economy, cultural exchange, community interaction
People eating at a table	Smiling people gathered together, local cuisine	Hospitality, cultural sharing, community solidarity
Orca whale emerging from the sea	Whale, ocean	Wildlife, natural ecosystem protection, biodiversity
Person standing on a wooden observation deck in the forest	A person watching nature alone	Integration with nature, individual awareness, ecotourism
Group of tourists walking through a mountainous area	People hiking	Adventure, connecting with nature, community experience
Center text ("In an era where travel has become more...")	Written description	The message that tourism is not just about sightseeing, but a restorative and transformative approach
Collage of images	Different cultural and natural scenes together	The multidimensional nature of tourism: nature, culture, community, economy
Synergy logo	Brand sign	Organization/trusted source that supports the regenerative tourism approach

#### 4.2. Denotation/Connotation Analysis of Visual 2 Social Media Poster

**Denotation:** The image is a collage of multiple photographs. The photos show: A marketplace scene (people shopping), a group of people eating together at a table, an orca whale emerging from the sea, a person standing on a wooden platform in the forest and watching the view, a group of tourists walking in a mountainous region, and a text in the middle: "In an era where travel has become more than a leisurely pursuit, regenerative tourism emerges as a transformative approach that goes beyond visiting places to nurturing them. It's a paradigm shift that seeks to heal and restore damaged systems, both natural and social." The text/logo below reads "Synergy." **Connotation:** Marketplace: Connecting with local culture, contributing to the economy, the social aspect of tourism. Labor sharing: Cultural hospitality, community spirit, the coming together of different cultures. Whale: That nature and wildlife must be protected, that tourism can take place without harming natural ecosystems. A person observing the landscape in the forest: Inner peace, individual awareness and integration with nature; a group hiking:



Community awareness, adventure, and experiencing nature together; the central text: It emphasizes the message that tourism is no longer just "entertainment" but a transformative approach with the power to restore nature and communities. The overall composition: By reflecting culture, nature, community, and ecological awareness as a whole, it demonstrates the multidimensional nature of "regenerative tourism." In summary, the literal meaning: photographs depicting people's relationships with cultural and natural environments and a text explaining the restorative nature of tourism; the connotative meaning: the visual, conveys the message that tourism is not consumption but a healing process that protects nature, strengthens communities, and fosters cultural ties.



**Visual 3. Regenerative Tourism Themed Social Media Poster**

Source: URL 3

**Table 3. Dashboard of the Social Media Poster in Visual 2**

Sign	Signifier	Signified
Forest and river in a circular shape	A bird's-eye view of green nature and a person canoeing on the water.	Natural environment, ecotourism, human activity in harmony with nature
Person in a canoe	A small boat (canoe) and a person rowing.	Tourism activities integrated with nature and without harming the environment
"Regenerative Travel" logo	Round logo and text.	Regenerative/restorative tourism brand, sustainability identity
"WHITEPAPER" text	Text.	An academic/research-based report or substantial information source
"Featured Property / Case Study" text	Emphasized text.	Providing evidence through a concrete example, a practice-based approach
"Climate Action through Regeneration" text	Text.	Regenerative solutions to climate change; a movement focused on restoring nature
Subtitle: "Unlocking the Power of Communities and Nature through Tourism"	Text.	The idea of unleashing the power of communities and nature through tourism; human-nature-society harmony

#### **4.3. Denotation/Connotation Analysis of Visual 3 Social Media Poster on Regenerative Tourism**

Denotation: A dark green leaf pattern in the background; a bird's-eye view of nature in a circular shape in the middle; a person canoeing on a river, surrounded by dense woodland; the text "Regenerative Travel WHITEPAPER" and logo at the top; the phrase "Featured Property / Case Study" in the middle; and the text "Climate Action through Regeneration: Unlocking the Power of Communities and Nature through Tourism" at the bottom. Connotation: Nature scene (forest + river + canoe): Represents that tourism can be done in harmony with nature without harm, that humans are part of the ecosystem; a person canoeing: Represents a quiet, nature-integrated activity with a low carbon footprint, evoking smaller-scale and



responsible tourism as opposed to mass tourism. The phrase "Climate Action through Regeneration" conveys the message that tourism is not only an economic activity but also a restorative tool in the fight against climate change. The emphasis on "Communities and Nature" reveals the power of nature and local communities together, suggesting that tourism should be focused not only on tourists but also on local communities. Green leaf background: Associated with ecology, sustainability, naturalness, and the "green" movement. The logo and "WHITEPAPER" phrase: Demonstrate that this work is scientifically/academically based and a serious and reliable source of information. In short, a poster featuring a natural landscape contains articles on tourism, climate change, and communities. Conversely, the poster conveys the message that tourism can restore nature rather than deplete it, unleash the power of communities, and be an effective tool in combating the climate crisis.



**Visual 4. Social Media Poster on Regenerative Tourism**

Source: URL 4

**Table 4. Dashboard of the Social Media Poster in Visual 4**

Sign	Signifier	Signified
"Exploring Regenerative Tourism in Colombia" headline	English slogan, colorful and eye-catching typography	A sustainable/regenerative tourism approach should be explored in Colombia, and awareness should be raised on this topic.
Person holding a turtle	An individual carefully holding a turtle in a natural setting	Nature protection and respect for living things; a sustainable relationship with the local ecosystem.
Forest/nature background	Background with greenery and natural elements	Ecotourism and a travel experience integrated with nature.
"Read our new blog entry now!" text	Call to action, link to an informative blog	Inviting the audience to interact with the content; the goal of sharing information and raising awareness.
IAMCO logo (upper right corner)	Corporate signature, a professional brand statement	Promoting the self-promotion of a brand or organization working on sustainability.

#### 4.4. Denotation/Connotation Analysis of Visual 4 Social Media Poster

**Denotation:** In the image, a person holds a turtle. The person is in an open space, likely a forest or other natural setting. The text "Exploring Regenerative Tourism in Colombia" appears in the upper left corner. The text "Read our new blog entry now!" appears in the lower right corner. A logo (IAMCO) appears in the upper right corner. The colors are simple, natural tones. On this level, the image can be perceived simply as a promotion for a nature-themed blog post. **Connotation** includes the cultural, emotional, ideological, or symbolic connotations of the visual elements. The turtle symbolizes nature's protection,

sustainability, slow but steady development, and longevity; the natural setting in the background emphasizes ecotourism, living in harmony with nature, and an alternative experience beyond modern life. The term "regenerative tourism" refers to a tourism approach that does not merely deplete nature but aims to revitalize it; it refers to an ethical and environmentally friendly approach. The blog reader call aims to create a community that supports these values, raises information and public awareness; and the logo and corporate presentation: professionalism, reliability, and demonstrates that the brand embraces these ideals and has made them a marketing strategy. On this level, beyond being a visual presentation of nature, it represents a lifestyle, a worldview and an ideological stance.



Visual 5. Regenerative Tourism Themed Social Media Poster

Source: URL 5

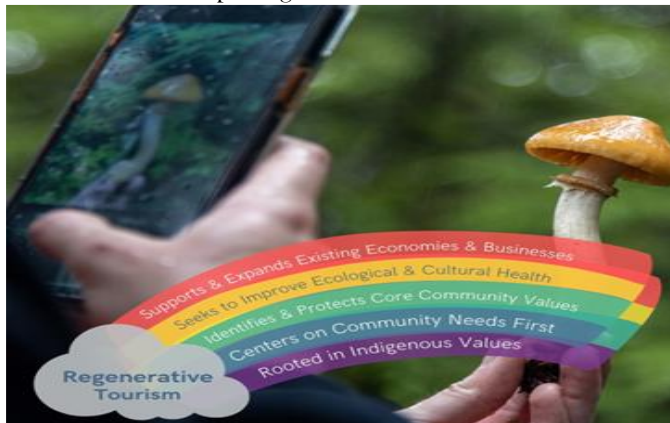
Table 5. Dashboard of the Social Media Poster in Visual 5

Sign	Signifier	Signified
Luxury tourism + nature image + text	Palm-shaped artificial island, clear sea, piers, overhead view, text written in modern font	A sustainable, yet luxurious and modern tourism project in harmony with nature
Title: "Saudi Arabia Pioneers Regenerative Tourism"	Title written in green and white with modern font	A message that Saudi Arabia is making environmentally friendly and innovative tourism investments
Emphasis on the words "Luxury" and "Environmental"	Highlighting these words in different colors (shades of green and blue)	A new tourism approach where luxury and environmental awareness can coexist; a harmony between the two
Island structure (palm or symmetrical design)	A man-made island similar to nature, constructed in a specific order	A human-made yet nature-inspired order and aesthetic approach; sustainable architecture
Sheher Saaz logo and social media icons	Includes the company's name and social media icons	Brand identity, digital presence, and a modern and global communication approach

#### 4.5. Denotation/Connotation Analysis of Visual 5 Social Media Poster

When the relevant poster is examined in terms of denotation, an island surrounded by the sea and the surrounding structures are seen in the poster. There are roads and piers leading to the island. The island's surroundings are geometrically arranged and the logo of a brand called "SHEHER SAAZ" appears at the top. The following headline appears below: "Saudi Arabia Pioneers Regenerative Tourism: Merging Luxury with Environmental Stewardship." The words "Saudi Arabia," "Luxury," and "Environmental" are highlighted in color. Social media icons appear below (Facebook, Instagram, X (Twitter), LinkedIn). As a result, when viewed from a denotation perspective, this image is an advertising or informational image promoting an island tourism project planned or under construction in Saudi Arabia. However, when examined in its connotation, it becomes clear that Saudi Arabia is attempting to emphasize its image change. In this image, the country is not only an oil-rich country but also a repositioning as an environmentally conscious, modern and luxury tourism destination. Indeed, presenting the concepts of "Luxury" and "Environmental" together highlights the idea that these two concepts, traditionally seen as

contradictory, can now be considered together. The island's symmetrical and planned structure mimics nature but is actually created by human hands. This evokes the perception of a "man-made paradise." Regenerative tourism is prominent in the visual. The poster emphasizes a tourism approach that not only does no harm but also restores nature. This concept is associated with the new values of developed and environmentally friendly societies. Furthermore, a corporate identity with social media icons demonstrates its commitment to the digital age. The brand appeals to international investors and travelers. In short, the connotation is an image project used to present Saudi Arabia's evolving vision and its "sustainable, environmentally friendly, and luxurious" tourism approach to the global public. While simultaneously conveying a message of development in harmony with nature, the brand identity strives to build trust and prestige.



**Visual 6. Social Media Poster on Regenerative Tourism**

Source: URL 6

**Table 6. Dashboard of the Social Media Poster in Visual 6**

Sign	Signifier	Signified
Person holding a mushroom	Human hand and mushroom	Contact with nature, the richness offered by nature, ecological living
Taking a photo with a phone	Image of mushroom on phone screen	Modern humans' way of recording, documenting, and sharing nature
Forest background	Green, blurred trees	Natural environment, ecosystem, sustainability
"Regenerative Tourism" text in a cloud	Logo and text	The concept of restorative/regenerative tourism, an approach to healing nature and culture
Rainbow colors (red to purple)	Colorful stripes	Diversity, inclusiveness, the integration of different dimensions
Texts on the ribbons (economy, ecology, society, indigenous values)	Principles in writing	The message that tourism should encompass economic, ecological, social, and cultural dimensions
The phrase "Rooted in Indigenous Values"	Text emphasis	Centering on the wisdom and values of indigenous peoples
Hand grasping a mushroom	Human-nature theme	Connecting with nature, embracing it, learning from it, and protecting it

#### 4.6. Denotation/Connotation Analysis of Visual 6 Social Media Poster

Denotation: In the image, a person holds a mushroom. A photo of the mushroom is taken with a phone, and the mushroom appears on the screen. A blurry forest is in the background. Below the image are rainbow-shaped stripes with text: "Supports & Expands Existing Economies & Businesses," "Seeks to Improve Ecological & Cultural Health," "Identifies & Protects Core Community Values," "Centers on Community Needs First," "Rooted in Indigenous Values." In the bottom left of the stripes, the phrase

"Regenerative Tourism" appears within a cloud shape. Connotation: The mushroom and forest background symbolizes natural life, ecosystem diversity, and biological richness that must be protected. Taking a photo with a phone demonstrates that today's relationship with nature is not only based on observation, but also on documenting, sharing, and transferring it to social memory. Rainbow-colored stripes symbolize the multilayered nature of tourism, its diversity, inclusiveness, and its expansion into different areas (economy, ecology, culture, society). Texts: This implies that tourism is not merely an economic activity; it should be an approach that preserves the ecological balance, prioritizes the needs of communities, and is based on the values of indigenous peoples. The term "Regenerative Tourism" represents a tourism approach that restores nature, not depletes it. It conveys the message that tourism can be a transformative, sustainable, and healing model. Hand grasping a mushroom: Direct contact between humans and nature evokes embracing, learning from, and developing responsibility towards nature. In short, this image depicts a mushroom being held and photographed, supported by rainbow-colored principles under the title "Regenerative Tourism." In a related context, this scene showcases the intersection of nature and technology, conveying the message that tourism should not be merely consumption but a practice that transforms nature, communities, and culture in a restorative and sustainable way.



Visual 7. Regenerative Tourism Themed Social Media Poster

Source: URL 7

Table 7. Dashboard of the Social Media Poster in Visual 7

Sign	Signifier	Signified
Woman collecting trash on the beach	A woman holding a yellow garbage bag collecting plastic and waste on the beach	Environmental awareness, responsibility, sustainability, and preservation of natural areas.
View of the sea and coast	A rocky beach with waves crashing onto the shore	Natural beauty, tourist areas, and ecosystems that need to be protected.
The phrase "Sustainable Tourism"	The text reads "Sustainable tourism recharges all"	Continuing tourism without harming nature, long-term environmental protection.
The phrase "Regenerative Tourism"	The text reads "Regenerative tourism recharges all"	Tourism's function is not only to protect, but also to enhance and revitalize natural areas and communities.
The phrase "GO & GET BETTER!"	The slogan is highlighted in large print	The message that travel is not just about pleasure, but also about an opportunity for growth and improvement.
The phrase "Leave Destinations Better Than Ever"	The slogan is in capital letters	The call for sustainable tourism, where tourists should leave their destinations in better condition.



The HWONFEX logo	A round blue-green logo with the words "Health & Wellness Concept" next to it	Organizasyon/etkinlik logosu, sağlık ve sürdürülebilirlik temasının kurumsal kimliği
2025 phrase	The year highlighted in yellow	Future vision, 2025 goals, continuity
Green color dominance	The background design uses green tones predominantly	Nature, environmentalism, ecological awareness, sustainable living

#### 4.7. Denotation/Connotation Analysis of Visual 7 Social Media Poster

**Denotation:** A woman walks among the stones on the beach, collecting waste in a yellow trash bag. The sea is in the background. On the right side of the image are the words "GO & GET BETTER!", "Leave Destinations Better Than Ever," and "Sustainable and Regenerative Tourism." The HWONFEX logo and the phrase 2025 are in the upper corner. Green tones predominate in the design. **Connotation of Visual Elements:** A woman collecting trash: Not just cleanliness, it symbolizes responsible tourism, environmental stewardship, and ethical stance towards nature. The sea and the beach: Not just natural places, it reflects the focal point of tourism, the fragile ecosystem that needs to be protected. The slogan "GO & GET BETTER!": Evokes the idea that travel should be more than just an individual experience, but an act that improves the world. The phrase "Leave Destinations Better Than Ever": Not just visiting, but contributing, leaving a positive impact on local communities and nature. "Sustainable Tourism": The concept of tourism while protecting nature → balance, continuity, and responsibility; "Regenerative Tourism," on the other hand, signifies not only preserving the current situation but also improving it → repairing, revitalizing, and investing in the future. Green: Evokes nature, hope and environmentally friendly living. The phrase 2025: Represents a future-oriented vision, a target year, and planned change. In short, the denotation depicts a woman collecting trash on the beach and tourism-related slogans; the connotation symbolizes a new approach to tourism (sustainable + regenerative), a visitor identity that is responsible towards nature and society and a hopeful transformation for the future.



**Visual 8. Regenerative Tourism Themed Social Media Poster**

**Source:** URL 8

**Table 8. Dashboard of the Social Media Poster in Visual 8**

Sign	Signifier	Signified
Event title: "BIRRARUNG RIVER FEST"	The "V" in the word "RIVER" is written in large font, forming a heart shape.	River-focused festival, love for nature, environmental awareness
The phrase "RIVER CLEANUP"	The event name is on brown tape.	Cleaning the river, collective environmental action, ecological responsibility
People on canoes/rafts in the image	A group wearing life jackets collects trash from the river.	Volunteerism, solidarity, social participation, nature conservation action
Yarra Riverkeeper Association logo	A logo featuring nature and water symbols.	The organizing institution has an environmental protection identity.

"Come for a paddle and give back to the river that sustains us" sign	A phrase that says the river gives us life and that people are responsible to it.	Human-nature relationships, sustainable living, interconnectedness.
Aboriginal expression: "Burndap Birrarung burndap umarkoo - What's good for the Yarra is good for all."	A slogan in the local language and its English translation.	Indigenous culture's understanding of ecology, the shared value of nature for all living things.
Date: "6 SEPTEMBER"	Event day information.	A collective environmental event held at a specific time.
Venue: "Meet at Fairfield Ampitheatre"	Meeting point.	A call for participation, the center of community action.
Green riverwalk design (graphic)	The curving green line symbolizes the river's form.	Nature, continuity, source of life, flow.

#### 4.8. Denotation/Connotation Analysis of Visual 8 Social Media Poster

**Denotation:** The banner reads "Birrarung River Fest" and "River Cleanup." A group of people wearing life jackets are collecting litter from the river on a boat. The event date, location, and time are listed: September 6, Fairfield Amphitheatre. The Yarra Riverkeeper Association logo is present. The text includes information about the river cleanup, equipment provision, and food. **Connotation:** People collecting garbage: This represents volunteerism, community solidarity, and environmental awareness. Life jackets and a boat: This demonstrates safety, the organization's commitment to seriousness, and professionalism. The phrase "Give back to the river that sustains us" reflects the ecological notion that the river gives life to people, and that people feel a responsibility towards it. The motto "Care, Community, and Connection" suggests that environmental protection is an act that strengthens social bonds. The phrase "Burndap Birrarung..." in the local language refers to Aboriginal culture and demonstrates respect for the Indigenous understanding of nature. Green river graphic design: This represents nature, the flow of life, continuity, and ecological integrity. Festival atmosphere (snacks, lunch): It demonstrates the presentation of environmental action as a fun and shared activity. In short, the visual evokes ideas of shared values, social bonds and cultural integration, not just river cleaning.



**Visual 9. Regenerative Tourism Themed Social Media Poster**

Source: URL 9

**Table 9. Dashboard of the Social Media Poster in Visual 9**

Sign	Signifier	Signified
Title: "Regenerative Tourism in Laois..."	Large, eye-catching headline	Promotion of regenerative tourism, sustainable development, social benefit
Subtitle: "What is it? And how can it support you in growing tourism in your community?"	Descriptive text	Information, awareness-raising, contribution to local communities
Group of cyclists in photo	People wearing vests joining a bicycle tour	Environmentally friendly transportation, community

		activity, active participation, ecotourism
Smiling participants	Happy, energetic people	Positive experience, social bond, the unifying power of tourism among communities
Bicycle baskets	Bicycles with baskets	Slow tourism, nostalgia, adaptation to local culture, an experience in touch with nature
Village/townscape in the background	Traditional architecture, signs, streetscape	Locality, cultural heritage, community identity
March and April event dates	Meetings held in libraries listed	A sustainable community program accessible to local people
"Booking Essential" warning	Email and phone registration required for participation	Formal processes, where the organization is planned and carried out seriously
Corporate logos (EU, Irish Government, Fáilte Ireland, etc.)	Government institution logos at the bottom of the page	Formality, reliability, EU-funded project, local and international cooperation
QR code and "Find out more" section	Redirect tool for additional information	Digital access, participant convenience, modern communication

#### 4.9. Denotation/Connotation Analysis of Visual 9 Social Media Poster

**Denotation:** The poster shows a group of people cycling. The participants are wearing blue vests and helmets for safety. There are baskets on the front of the bicycles. A village/town texture (houses, signs, streets) is striking in the background. The title of the article is "Regenerative Tourism in Laos." It is announced that meetings will be held in various libraries and on online platforms in March and April. Email and phone information is provided for participation. The poster features the logos of institutions such as the EU, the Irish Government, and Fáilte Ireland. Additional information is available via a QR code. **Connotation:** Bicycle: Emphasizes environmentally friendly transportation, harmony with nature, reducing carbon footprint, and healthy living. The smiles of the participants: Express community spirit, happiness, and the unifying power of tourism. Bicycles with baskets: Emphasize slow tourism, nostalgia, respect for traditional lifestyles, and local identity. Village/town background: Demonstrates the preservation of cultural heritage and the revitalization of small settlements through tourism. Emphasis on "Regenerative Tourism": Not just sustainability; It also highlights a tourism approach that enhances nature, culture, and communities. Library meetings: Express the sharing of knowledge, collective learning, and the active participation of the public in the process. Official institution logos: Emphasize reliability, formality, and collaboration at the local and international levels. QR codes and digital signage: The fusion of traditional values with modern technology. In short, while it may appear as a simple bicycle event and announcement poster, this poster, in its context, represents an environmentally friendly, community-based, cultural heritage-respecting, and regenerative tourism approach. It highlights the idea of people smiling, community solidarity, and a life at peace with nature.





Visual 10. Regenerative Tourism Themed Social Media Poster

Source: URL 10

Table 10. Dashboard of the Social Media Poster in Visual 10

Sign	Signifier	Signified
Title: "Regenerative Tourism in Laois..."	Large-font text on a blue background	Regenerative/restorative tourism, a new approach to tourism in Laois
Subtitle: "Tourism that is better for people, place, and planet."	Descriptive slogan	The message that tourism should benefit not only tourists but also people, places, and the planet
Cyclist (forest scene)	Athlete riding a mountain bike through nature	Eco-friendly sports, ecotourism, environmentally friendly activities
Street festival/carnival scene	Crowd, stalls, giant puppet costume	Local culture, community participation, cultural diversity, and entertainment
Night scene, church/steeple, and people walking	Illuminated street, historical building	Cultural heritage, religious/historical values, the cultural dimension of tourism
Event information (date, location, time)	Library meetings, online event announcement	Call for participation, community information, tourism awareness-raising
QR Code	QR code image	Quick access, access to information through technology
Logos (Government of Ireland, EU, Fáilte Ireland, etc.)	Official institution logos	Officiality, reliability, project support, European Union contribution

#### 4.10. Denotation/Connotation Analysis of Visual 10 Social Media Posters

Denotation: The banner reads "Regenerative Tourism in Laois" in large font on a blue background. Below it is the phrase "Tourism that is better for people, place, and planet." The center section contains three photographs: Left: Person mountain biking in the forest. Center: Crowds at a street festival, colorful stalls, and a giant puppet. Right: Evening, an illuminated bell tower and people walking in the street. The bottom section displays event information (date, time, and location), a contact address, a phone number, and a QR code. At the bottom are official organization logos: Government of Ireland, European Union, Fáilte Ireland, Laois County Council. Connotation: Mountain biking scene: Sport and adventure

tourism in harmony with nature; experiencing nature without harming the environment. Street festival and giant puppet: Celebrating local culture, highlighting community spirit, diversity and fun, and demonstrating that tourism is not just about sightseeing but also about cultural participation and sharing. Night view and bell tower: Preserving historical and cultural heritage makes local identity visible through tourism, creating a mystical, traditional atmosphere. Slogan (“Better for people, place, and planet”): Conveys the message that tourism should not be a one-way economic activity, but rather an approach that contributes to people (social benefit), place (local development), and planet (ecological sustainability). Event information and QR code: Invitation to community participation emphasizes that tourism is a grassroots movement. Logos: Official support and credibility demonstrate that this approach is not only idealistic but also a serious initiative supported by the state and institutions. In short, a poster promoting tourism with images of bicycles, festivals, and historical buildings includes event information, a QR code, and official logos. Conversely, tourism is presented as a transformative force that restores nature, sustains culture, brings people together and benefits communities.



**Visual 11. Regenerative Tourism Themed Social Media Poster**

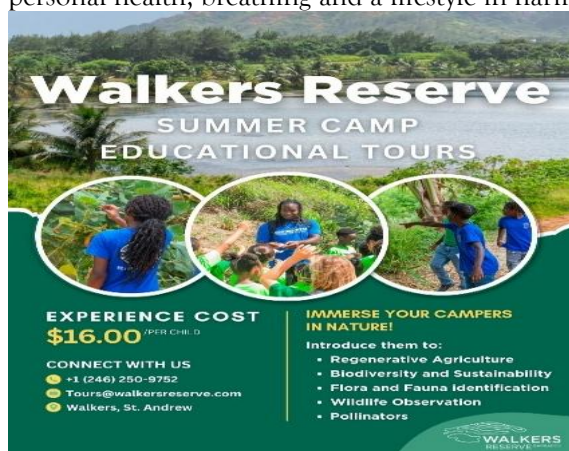
**Source:** URL 11

**Table 11. Dashboard of the Social Media Poster in Visual 11**

Sign	Signifier	Signified
A woman in meditation	A woman with her eyes closed, hands on her chest, breathing deeply.	Inner peace, serenity, mindfulness, and a healthy lifestyle
Jewelry and aesthetic details	Large earrings, ring, well-groomed appearance.	Aesthetics in harmony with nature, individual care, and elegance
“GO & GET BETTER!” text	Slogan highlighted in large font.	Tourism is not just a journey; it is a process of personal development, healing, and renewal
“Inhale, Exhale & Be Well!” text	Slogan in large, eye-catching letters.	Breathing practices, relaxation, and a call for mental and physical health
“Sustainable and Regenerative Tourism recharges all” text	Blue-green logo with the phrase “Health & Wellness Confex” written in the sub-slogan.	Tourism not only protects nature but also has the power to revitalize and heal
HWONFEX logo	Year highlighted in yellow.	Organizational identity centered on health, wellness, and sustainable living
2025 phrase	Modern, spacious, fluid design.	Future-oriented vision, planning, and continuity
Blue background and graphic lines	A woman with her eyes closed, hands on her chest, breathing deeply.	Evoking the elements of cleanliness, serenity, water and air; a healthy living atmosphere

#### 4.11. Denotation/Connotation Analysis of Visual 11 Social Media Poster

**Denotation:** A young woman has her eyes closed, her hands on her chest and is breathing deeply. She wears large earrings and rings. The background is a graphic design in blue tones. The HWONFEX Health & Wellness Confex 2025 logo is in the upper right corner. The slogan "GO & GET BETTER!" is written in large font. Below it is "Inhale, Exhale & Be Well!" The slogan "Sustainable and Regenerative Tourism Recharges All" is also in small print. **Connotation:** A woman breathing (hands on chest, eyes closed): Represents peace, inner balance, meditation, mindfulness, and a focus on physical and mental health. **Jewelry and aesthetic appearance:** Reflects elegance, self-care, and a modern lifestyle in harmony with nature. **Blue background:** Represents cleanliness, purity, peace, and the elements of air and water associated with breathing. The slogan "Inhale, Exhale & Be Well!": It's not just about breathing; it offers mental relaxation, improving quality of life, and a healthy living practice. The phrase "Sustainable and Regenerative Tourism" emphasizes that tourism is not merely travel; it is a process that heals and revitalizes nature and people. The phrase "2025" reveals a forward-looking vision and a long-term sustainability goal. The HWONFEX logo is a corporate identity that integrates health, wellness, and the environment. In short, the visual not only promotes tourism but also expresses a philosophy that combines tourism with personal health, breathing and a lifestyle in harmony with nature.



**Visual 12. Regenerative Tourism Themed Social Media Poster**

**Source:** URL 12

**Table 12. Dashboard of the Social Media Poster in Visual 12**

Sign	Signifier	Signified
Landscape view	Lake, mountain, palm trees	Natural beauty, ecological area, environment that needs to be protected
Children and guide	Children observe nature, accompanied by an educational guide	Education, love of nature, ecological awareness, experiential learning
"Walkers Reserve" sign	Name of activity written in large font at the top	Name of the venue/institution, brand identity
"Summer Camp Educational Tours" sign	Nature activities in small circled photographs	Nature-based educational camp, learning and exploration during summer vacation
Children's observation of plants and animals	Participation fee indicated	Biodiversity education, applied ecology, connecting with nature
Experience Cost \$16.00 / per child	Lake, mountain, palm trees	Affordable educational opportunities, accessibility
"Immerse your campers in nature!" statement	A bold, eye-catching slogan	Integration with nature, direct experience, internalization of the environment
List of educational topics	Regenerative Agriculture, Biodiversity and Sustainability, Flora & Fauna, Wildlife Observation, Pollinators	Nature conservation, sustainability, agricultural awareness, species recognition, ecological education

Walkers Reserve logo	Linear logo in the bottom corner	Corporate identity, environmentally focused vision
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#### 4.12. Denotation/Connotation Analysis of Visual 12 Social Media Poster

**Denotation:** There is a natural landscape with a lake, mountains and palm trees in the background. Children, accompanied by a guide, examine the plants and environment in nature. The phrase “Walkers Reserve – Summer Camp Educational Tours” is written in large print. Pricing: \$16.00/per child. The slogan “Immerse your campers in nature!” is written. Educational topics for children are listed on the side: Regenerative Agriculture, Biodiversity and Sustainability, Flora & Fauna Identification, Wildlife Observation, Pollinators. The Walkers Reserve logo is in the bottom corner. **Connotation:** Natural landscape (lake, mountain, palm): Expresses tranquility, purity, an ecological area that needs to be protected, and the appeal of natural beauty. Children's participation: Instilling a love of nature and environmental awareness in future generations, emphasizing experiential learning and ecological awareness. The role of the guide: The transfer of knowledge emphasizes that nature education is systematic and conscious. “Summer Camp Educational Tours”: Summer vacation is not just about fun; Elements of learning, development, and connecting with nature are emphasized. The slogan “Immerse your campers in nature!” expresses the integration of the individual with nature, becoming a part of nature. Educational topics (sustainability, biodiversity, regenerative agriculture): Indicates the values that children should be instilled in to protect nature, ecological responsibility, and combating climate change. \$16.00 price information: Emphasizes the accessibility of educational opportunities; conveys the message that ecological awareness is not a luxury but something everyone can access. Logo: Reflects the perception of an environmentally friendly corporate identity, reliability, and a brand that respects nature. In short, the poster is clearly a summer camp poster; it emphasizes that children are learning in nature and provides activity details. In a context, the poster presents summer camp not just as a source of entertainment, but as a living practice that integrates future generations with nature and fosters sustainability and ecological awareness.



Visual 13. Social Media Poster on Regenerative Tourism

Source: URL 13

Table 13. Dashboard of the Social Media Poster in Visual 13

Sign	Signifier	Signified
Goa skyline in map form	Images placed within the shape of the Indian state of Goa	Goa's geographical identity and cultural integrity
Temple image	Traditional Hindu temple	Goa's religion, cultural heritage, and spiritual values
Waterfall image	Natural landscape, water flow	Goa's natural beauty, ecotourism, and harmony with nature
Spice grinding scene	Traditional stone mills and spices	Goa's gastronomy, spice culture, and local produce
Food image (baked bread/food)	Traditional food presentation	Goa's culinary culture and tourist attraction



Church architecture (Baroque building)	Historic church photo	Goa's colonial past, Christian heritage, and architectural diversity
Colorful festival mask	Carnival mask and crowd	Goa's joyful festivals, cultural diversity, and tourism appeal
Museum/exhibition object	Gold-toned historical artifact and exhibition setting	Goa's historical riches and cultural heritage
"Meet India's first Regenerative Tourism State at ITB Berlin" sign	English slogan	Goa's "regenerative tourism" identity and promotional strategy
ITB Berlin logo	International tourism fair logo	Goa's global promotion and tourism marketing
Date (5-7 March 2024)	Event date information	Temporal context, target audience orientation

#### 4.13. Denotation/Connotation Analysis of Visual 13 Social Media Poster

Denotation: The map of the Indian state of Goa features various visuals (temples, waterfalls, spices, food, churches, festival masks and museum objects). The slogan reads "Meet India's first Regenerative Tourism State at ITB Berlin." The event date is March 5-7, 2024. The ITB Berlin and Goa tourism logos are used. The poster is an invitation to a trade fair. Denotation: Goa is associated with the concept of regenerative tourism and an environmentally friendly, sustainable, and regenerative tourism model. The visuals placed within the map present Goa's multilayered identity (nature, history, religion, cuisine, culture, and entertainment). The emphasis on "ITB Berlin" demonstrates Goa's place not only in the domestic but also in the international tourism arena. The presentation of various cultural elements on the same map symbolizes Goa's multicultural nature (a blend of Hindu, Christian, traditional, and modern). The festival and entertainment visuals reinforce Goa's colorful and vibrant tourist image. Its spices and culinary elements make Goa attractive not only for vacation but also for culinary tourism. In short, the poster, while directly promoting the fair, positions Goa as a sustainable, culturally rich, fun, and internationally recognized tourism destination.

## 5. RESULTS AND CONCLUSIONS

The paradigm shift experienced today represents a shift from scientific reasoning to holistic intelligence. This transformation also has the power to transform tourism. In many parts of the world, this change is gradually taking place through small but impactful steps coming from below. The journey towards regenerative tourism requires not only changing our practices but also our way of thinking, our systems and our relationship with the world (Dredge, 2022: 280). Indeed, the posters examined in this study were evaluated using semiotic analysis and the findings revealed that tourism has been positioned within a new discursive framework. At the denotative level, the posters present event information (date, location, communication and conditions of participation) and at the connotative level, they produce multilayered messages such as environmental awareness, social participation, individual healing and cultural continuity.

Visual signs (bicycling, nature camping, river cleansing, meditation/breathing practices, etc.) serve not only as aesthetic elements but also as symbolic representations of ecological awareness, sustainable living and community solidarity. Linguistic signs (etc., "Leave destinations better than ever," "Immerse your campers in nature!", "Inhale, exhale & be well!") reveal the posters' ideological dimension, transforming tourism from a mere consumption activity to one of ethical responsibility and ecological awareness. In this context, tourism is presented not only as a sustainable sector policy but also as a regenerative paradigm that restores nature, culture and society. Therefore, it can be argued that the common thread of the analyzed posters frames tourism as a transformative and future-oriented practice at both individual (health, peace, awareness) and societal (solidarity, environmental protection, cultural continuity) levels. In conclusion, this study demonstrates that visual and linguistic signs used in tourism not only serve a promotional function but also construct a new ideological discourse, redefining tourism as a field of ethical, ecological, and social responsibility.

In the light of the findings obtained as a result of the semiotic analysis carried out in this study, the following suggestions are presented for the development of sustainable and regenerative tourism:

- Disseminating a Sustainable and Regenerative Tourism Approach: Environmentally friendly practices highlighted in posters (cycling, nature camps, river cleaning, etc.) should be prioritized not only in promotional materials but also in national and local tourism policies.
- Strengthening Community Participation: In line with the emphasis that tourism generates not only individual but also social benefits, the participation of local people in decision-making processes should be increased and volunteering and solidarity-based tourism activities should be supported.
- Developing Ecological Awareness in Young Generations: Practices such as summer camps and nature activities are important tools for instilling environmental awareness in children and young people. Such programs should be expanded in collaboration with educational institutions, non-governmental organizations and local governments.
- Tourism Practices Focused on Individual Healing: Integrating themes such as wellness, mindfulness and breathing exercises into tourism activities demonstrates that tourism is not only a consumption activity but also a tool for individual healing and awareness. This orientation should be encouraged within tourism policies.
- Preservation of Local Culture and Identity: The local places and cultural elements highlighted in the posters demonstrate that tourism should be implemented in conjunction with the preservation of cultural heritage. Therefore, tourism practices should contribute to the preservation of local values and their transmission to future generations.
- Use of Multi-Layered Communication Strategies: The analyzed posters were found to convey ideological messages as well as being informative. When preparing communication and promotional materials for tourism, it is recommended to develop multi-layered messages that not only inform but also instill ecological awareness and ethical responsibility.

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