Advertising analysis of hotel businesses in terms of digital visual culture

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ABSTRACT

The purpose of this paper is to examine the hotel advertisements broadcast on YouTube in different continents in terms of digital visual culture. The ads on the YouTube page of the hotel companies were analyzed by semiotics method. The use of technology, the quality of service and the sense of trust were prioritized as a result of semiotic analysis of the advertising films on the YouTube pages of the hotel company located in 3 countries located on different continents. According to findings, the local tastes and cultural values, as well as the outdoor attractiveness of the countries in which they are located among the common points of the commercials in terms of digital visual culture. In addition to the short duration of the commercials presented by the hotels via YouTube, there are also messages related to the selected target market. With the widespread use of information and communication technologies, hotel businesses take their place on social media and different platforms. Hotel businesses in the tourism sector should use social platforms extensively in order to compete, to increase their market share and to ensure customer satisfaction. Promotional images and commercial films prepared on social platforms should be made by considering market segmentation. Hotel businesses should not forget that the visual culture is digitalized in the commercials they use on social platforms.

1. Introduction

Advances in technology have become faster with the transition from an agricultural society to an industrial society and have even influenced the culture of people. During the time period we are in, we are constantly faced with new products, new designs and new ideas. The widespread use of the Internet, the use of new technologies and many situations such as social media make it possible to disseminate studies that prioritize visualization. Rapid change also affects visual culture. Advertising studies that can better understand the customer, appeal to their culture and meet their expectations are carried out on social media and Internet sites at all times of daily life. Along with the developments experienced, the visual cultures of the customers also differ. The geography in which it is located is effective in the formation of the visual culture of the people and paves the way for the differentiation of the visual culture with the development of technology.

Along with the fact that tourism enterprises conduct studies on advertising activities, the areas advertised are diverse with the progress in technology. Social media accounts, digital platforms and web pages are emerging as new channels in which these advertising works are taking place. In this study, it is emphasized whether the digital visual culture differs in the advertisements of hotel businesses in different countries with the development of technology. It is aimed to determine the similarities and differences of the advertisements shared by the hotels on their youtube accounts in terms of digital visual culture. In the study, semiotic analysis of commercial films was carried out. Semiotics is a science in which the meanings that cover the formation process of the indicators of a culture and the functioning of the indicators are explained (Cebi, 2007). It can be stated that advertising as a form of expression is related to visual culture. Visual culture can be considered as an element that shapes the advertisement. When visual culture is considered as an element that shapes the advertisement, hotel businesses should work by considering the visual culture in their advertising activities.

2. Visual Culture

When it comes to visual culture, the combination of visual and cultural concepts means more than researching the visual and the cultural. Visual culture is not only the cultural evaluation of visual products. Visual culture also

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determines how culture is determined through visuals by making use of different fields (Soyuer, 2019, pp. 14). According to Barnard (2003), visual culture is something that has been produced by human beings, has been interpreted by humans, and has meaning both functionally and communicatively. In Barnard's (2003) definition, there are four classes of the visual. The order of the classes is from the most general to the narrowest meaning: everything seen, everything produced and put forward by man, functional purpose and functional design, and aesthetic purpose.

The concept of visual culture includes the individual, the society, the culture and the images (Kazel, 2017, pp. 47). Visual culture is defined as things that are formed by the combination of visuality and culture, created by human, have a function, provide communication and have aesthetic concerns (Barnard, 1998, pp. 38). Visual culture changes people's behavior and experiences of visual elements that emerge by the effect of Technologies (Tavin, 2009, pp. 1). The important thing in visual culture is the meaning that the visual tries to express for individuals and societies, rather than what is handled. In modern societies, visuality is effective in the formation of cultural identity by influencing the daily experiences and behaviors of individuals (Kazel, 2017, pp. 47). Although the concept of visual culture was first evaluated within the discipline of fine arts, it has become a concept used in many different fields such as sociology, communication and tourism, which are related to culture today (Jenks, 1995, pp.16). Visual culture, which is an interdisciplinary concept, covers wide areas such as television, sculpture, photography, film, buildings, gardens, toys, advertisements, web pages and landscapes, but is based on human experience (Kuru, 2011).

Visual culture takes place as a research area in the transfer of visual culture application to the audience as screen culture as a result of handling, evaluating and analyzing media values. When it comes to visual culture, design and aesthetic values come to the fore. The image-generating systems that arise due to the influence of technological development ensure that the visualization undergoes changes. In particular, the media and related elements are effective in the formation, shaping, and changing of visual culture (Kazel, 2017). Today, with the spread of visuals, we can observe that the culture has changed and almost turned into visuality. The absence of visuals emerges as the songs are without clips and the information technologies and web tools are not used without taking place on the billboards of the events and activities (Barnard, 2003). In order to spread the culture through visuals, mass media and methods such as the internet, television, smart phones, and social media provide easy access to all kinds of information at the international level. Cultural products are used to create and design identities in different cultures and different societies. Different objects are used due to the differentiation of societies. A cultural structure based on visuality has started to form with the effect of technological

development. There is a decrease in reality and an increasing culture of visuality with the technological change experienced (Chasan, 2020).

The fact that technology is progressing every day affects the social environment and living spaces. With the new technology, culture is intertwined, lifestyles have changed, and differences in thoughts have occurred (İnan, 2019, pp. 69). One of the cultural structures that arise with the influence of technology is digital culture. Culture is influenced by technological developments and turns into a form in which digital structures are effective. The situation in question is called the digitalization of culture (Timisi, 2005, pp. 92). With the digitalized visual culture, communication is provided through virtual environments and communication is very fast and the concept of time has no limits. With the developments in information and communication technologies, it is a fact that there were cultural transformations in print in the 19th century, in electronic in the 20th century and in digital in the 21st century (Karagöz, 2013, pp. 139). With the developments in technology, it is necessary to use more visual elements in order to interact and make communication more effective. The frequent use of visual elements has diversified and increased, especially in advertisements. The fact that the visual elements used in advertisements can be seen and watched by the society and presented in connection with many different things have been effective in the emergence of new meanings in human life (İnan, 2019, pp. 71).

3. Advertising

Advertising appears in most areas of our lives, both as an effective communication and as a cultural concept. Advertising includes efforts to promote a good or service. Advertising is the process of producing messages, giving information, and activities to ensure the sale of a good or service (Mutlu, 2012, pp. 260). Advertising is a communication method in which people shape their ideals in line with their preferences (Reichert, 2004, pp. 84). Advertising covers the presentation of goods and services in the market for the purpose of informing or persuading people (Bolen, 1984, pp. 5). Advertising is defined as a tool that has the power to reach large audiences in order to create awareness about a product or service (Kotler, 2000, pp. 151). Advertising includes works aimed at publicity of goods, services, institutions or organizations, a person or an identity for a certain fee through mass media (Altunışık, et al., 2004).

The features of the advertising are as follows (Solmaz, 2019, pp. 490);

- Both individuals and institutions can use the advertisement for promotional purposes about their goods and services,
- It has a certain price,
- It covers sales activities even though it is not personal,

- Advertising has a subject such as product, service, and idea,
- Advertising businesses or advertising individuals are known
- Advertising has the ability to persuade the target audience,
- Advertising ensures the rapid dissemination of promotional efforts.

Advertising activities are one of the tools that businesses can use within the scope of their marketing activities. Hotel businesses can retain their old customers, have new customers, and maintain or increase the market share of the business through the advertisements they use. Advertising, which contributes to the brand formation of the business, is also an effective tool in reaching the determined sales (Ünüvar, 2012, pp. 59). The first purpose of advertising is to influence the emotions of individuals, which play a motivating role on their purchasing behavior. Before purchasing behavior, the individual approaches the product/service with curiosity and interest and has the chance of making comparisons. Elements such as atmosphere, environment, colors, music, and prestige are effective on touristic purchasing behavior, especially when it comes to touristic products (Teker, 2002). Research on advertising focuses on the messages, content, practices and culture to be conveyed. Advertisements with cultural messages address the topics of ideology, culture, and commodities (Dyer, 2010, pp. 111). Advertisements show their multidimensional and multi-meaning features by giving the opportunity to different readings in terms of content. The commodification of culture reveals the right of capital to exploit all life. A reputation and identity system has been created as a result of the value, symbolic values and pleasures obtained with the use of goods or services (Erdoğan, 2014, pp. 70).

Advertising Activities in Hotel Enterprises

Nowadays, when information and communication technologies are developing rapidly, businesses that can keep up with the change can gain a competitive advantage and update themselves (Liao & Wu, 2010, pp. 1095). Globalization has contributed to the increase in competition, especially among hotel businesses. Hotel businesses can survive in an intense competitive environment by ensuring the satisfaction of their customers, meeting their expectations, and keeping up with changing conditions (Sin, et al., 2005, pp. 163). The best meeting of expectations along with the services provided may not always be enough for a hotel business. At this point, it is necessary for the hotel business to inform its customers about its goods and services, to carry out informative activities, and to trigger the purchasing behavior of its customers. Advertising is the most effective marketing tool that hotel managers can use to realize purchasing behavior (Solmaz, 2019, pp. 496).

Since tourism has a structure that is affected very quickly by the differences experienced, the risk situations of hotel businesses are high. Hotel businesses are also among the businesses that can catch up with the current trend and respond to the expectations of their customers as soon as possible. It can be stated that hotel businesses always have a lively structure (Batman, 2008, pp. 27). Hotel businesses need to pay attention to some situations while performing their advertising activities. Advertising activities have an effect on creating demand and stimulating existing demand. Hotel businesses should carry out advertising activities by determining the target audience they are addressing. The primary purposes of hotel businesses when doing advertising activities are to increase the occupancy rate of the hotel and to create a positive image. Secondary purposes of hotel businesses are to destroy the negative image (İçöz, 1996, pp. 152).

When the studies on the advertising activities of hotel businesses are examined in the literature, it is seen that there are more studies on the advertisements of destinations (Johnson & Messmer, 1991; McWilliams & Crompton, 1997; MacKay & Smith, 2006; Decrop, 2007; Park et al., 2013). There are also limited studies examining the advertisements of hotel businesses (Eröz & Doğdubay, 2012; Lwin & Phau, 2013; Hsu & SooCheong, 2008; Chen & Lin, 2013; Tunçsiper & İlban, 2006; Sezgin, Ruhan & İnal, 2008; İnal, İri & Sezgin, 2010) However, it is not possible to examine the advertisements of hotel businesses in terms of digital visual culture.

4. Method

The Purpose and The Importance of the Research

Within the scope of the research, YouTube ads will be examined with the perspective of digital visual culture, which has emerged by being influenced by the development and digitalization process of visual culture on the axis of technology. The functional and semantic expressions of the concept of technology in advertisements broadcast over the internet, the structural meanings of technology in advertisements and the emergence of technology will be evaluated within the scope of this research. This study is important in terms of the fact that the advertisements of hotel businesses have not been examined in the context of digital visual culture before. It is thought that it will contribute to the field by examining how tourists are addressed by the help of the advertisements published on the YouTube page through the example of the Marriott International hotel and how tourists affect the world of meaning. Determining how technology is used in advertisements by the findings to be obtained is another important situation. It is important to analyze the meanings of the indicators presented within the scope of hotel advertisements and to identify the myths in terms of contributing to the literature.

Research Method

A semiotic review will be made of the advertisements on the YouTube pages of Marriott International hotel businesses. Semiotics is a science that explains the meanings covering the formation process of the signs of a culture and the operation of the signs (Cebi, 2007). Semiotics enables to make descriptions and go beyond the content after the observation carried out in order to explore the depths of meaning (Bource & Yücel, 2012). Semiotics focuses on the analysis of meaning. It focuses on revealing abstract situations such as how meaning is formed, the creation of meaning, and the design of meaning, and everything related to meaning is evaluated within the scope of semiotics (Kurtçu, 2018). Semiotics as a theory was first put forward by the American philosopher Charles Sanders Peirce. Later, it was developed by the linguist Ferdinand de Saussure. (Josephson, Kelly & Smith, 2020, pp. 155). After Saussure, who is described as the father of semiotics (Dabner, Stewart & Vickress, 2020, pp. 21), like R. Barthes, U. Eco, J. Deely, R. Jakobson, L. Hjelmslev, C. Morris, T. Sebeok, & A. J. Greimas have appeared in this field. In the context of research, Greimas focused his studies on semantics, not linguistics like others. He developed the method; he applied it in various fields such as literary discourse, image and music (Bayav, 2006, pp. 8). Advertisements are suitable for semiotic method in terms of analysis in terms of sound, image and dynamism (Horzum, 1993). Within the scope of the study, the researchers choose the sample they think is suitable for the purpose of the study according to their own judgments and the information they have obtained. Thus, it is thought that the targeted research will find an answer to the problem (Altunışık et al., 2010, pp. 141). For this reason, Marriott International hotels, operating at a global level and leading in 2020 in terms of number of rooms, were chosen as the sample (Turizm Data Bank, 2020). The advertisements on the YouTube page of the hotels in Latin America, Venice and Indonesia will be examined in this research.

- How is the presentation of technology represented in the You Tube advertisements of the hotels in terms of visual culture?
- How are the meanings of digitalization organized and communicated in the YouTube advertisement of the hotels?
- How is the digital dimension of visual culture categorized as imagery in the YouTube ads of the hotels?
- What cultural references do the connotative levels of the prominent indicators in the YouTube advertisements of the hotels include?
- What emphasis on the social structure do the YouTube advertisements of the hotels make to the viewers?

Advertisements not only provide commercial gain for businesses, but also offer visual viewing to the audience. Only the advertisement on the YouTube page of the hotel businesses will be analyzed within the scope of the research.

For the analysis within the scope of the research, the model prepared by İnan (2019) by scanning the literature will be used. Frames from the commercial film are given in the model and there are analysis titles related to the titles of narrative, meanings, aesthetics, structure, metaphors and images, cultural references, ideology and binary oppositions. In the title of semiotic meaning and myth, there are criteria for sign, denotation, connotation and myth. Finally, there is the analysis title.

Figure 1. Frames from the Marriott International Latin America Commercial

5. Findings

Narrative: While the main characters of the movie are spending time alone indoors, the commercial begins with the doors of the wardrobe suddenly opening and a suitcase thrown out. The handle of the suitcase, which has a Marriott tag attached, clings to the mother's hand. While the surprised mother is taken out of the room by the suitcase, the suitcase holds the father and daughter's hands. The family flying with their luggage in a fantastic way arrives at the hotel. A stylishly dressed doorman greets the family at the hotel door. The family settled in the hotel room via mobile phone. They are welcomed with food and drinks prepared on the table in their rooms. The family settles into the room in a fairy-tale manner, and the comfort and tranquility of the room is shown to the viewer in the advertisement. The girl of the family and the suitcase, which is the character of the movie, play happily in the pool, then the scene moves to a winter evening. In the shadow of the fire, the dance of the girl with the suitcase is shown in the warm and peaceful family atmosphere. At that moment, the girl and the suitcase fall and the wheel of the suitcase comes off and rolls towards the hotel attendant's feet. The family is saddened by the situation they see. The thing that ends the family's sadness is the suitcase that comes with the hotel attendant, whose wheel is repaired and looks better.

Meanings

Purpose: Marriott hotels offer all the opportunities for you and your loved ones to spend a peaceful, healthy and happy holiday and they think of everything for you.

Feedback: People do some preliminary research before purchasing the hotel services they need for vacation or other purposes. Marriott hotels plan everything and the best for their customers in the advertisement in question. The key factor here is trust. Many people face negative situations during their vacation. Even if hotels have the power to impress their customers with their physical structure, they may not be able to meet the expectations in terms of hygiene, quality of the kitchen, comfort and opportunities to make each of their customers feel special. Marriott hotels make their customers feel that they are with them at all times and always provide a service that exceeds the expectations of their customers.

Table 1 below shows the situation assessment of the advertisement on the YouTube page of the Marriott hotel in Latin America.

Table 2 below contains the semiotic meaning and myth regarding the commercial of the Marriott International Latin America hotel.

Table 1. Advertising Evaluation of Marriott Latin America Hotel

	Duration	**70 seconds**
Aesthetic	Speed	Fast, 32 filming, Change of average camera angle is 2,20 second./1
	Voice/Off-voice	Female Soloist
	Target	Families planning a peaceful holiday
	Humor	Lacking
	Perspective	Customer satisfaction, finding solutions
	Comparison	Available
	Calling directly	Lacking
	Extremism	Available
	Music	Available
Structure	Design	Animation
	Theme	Tourism
	Searching	Service purchase and sale
	Narrator	Visual narrative and music
	Ecole	Legendary
Metaphors and Images	The Suitcase	Playmate
	The handle of the suitcase	Hand
	Dislocation of the suitcase wheel	Disease\disability
Cultural References	The use of technology	
	The unity of the family	
	Taking off/fly in the sky	
	Macarons, an Italian cookie	
Symbols	Number of characters	Five (3 adult males, 1 female, 1 girl)
	Human	Entertaining
	Life style	Modern
	Groups	Family and business owner
Ideology	Requirements	Technology, health, safety, belongings
	Motifs	Contrary to the tiring and individualized lifestyle of the modern age we live in, a unifying lifestyle that can leave permanent traces in human life is at the forefront. While providing this, the basic framework is the value given to human beings.
Binary Oppositions	Individuality	Living together
	Technological addiction	Traditional Life
	Monotony	Excitement
	Sadness	Happiness

Source: Autors

Table 1. Advertisement of Marriott International Latin America, Semiotic Meaning and Myth

Indicator	Reference	Connotation	Myth
Smartphone and Laptop	Technological device that makes human life easier	A tool that reduces being social	Technology and the individual
Suitcase	A tool that provides ease of travel by putting personal belongings inside	Preparation for a dream vacation and journey	Guide, Friendship
Mask	A tool that minimizes the risk of transmitting viruses or diseases to both the person and the other person.	A tool that builds trust between people in terms of health	Trust, Security

Source: Authors

Analysis: In the first scene of the movie, all individuals in the nuclear family consisting of mother, father and daughter welcome the audience with electronic goods in their hands. There is a situation that gives the message that the traditional family structure has changed and the use of technological products has become an ordinary event. The suitcase, which is used as a metaphor, suddenly appears and causes behaviors that will eliminate this situation. The object used as a metaphor is the Marriott hotel, which welcomes the family as the fourth member of the family who can plan and make decisions. With the fantastic transitions used in the scenes in the movie, it is aimed to explain that the hotel offers a fun, fast and enjoyable holiday without understanding how the time passes. While the healthy and clean nature of the hotel is reflected by the masks worn by the characters, the safety of the hotel is demonstrated by the use of technological tools. The hotel, which determines the target audience as families with the characters in the movie, shows that it is suitable for families with children, as can be understood from the dialogues between the suitcase and the child. The fact that the negative situation experienced in the dance scene between the child and the suitcase is eliminated and the sadness turns into happiness again shows that the hotel's customer satisfaction is at the forefront.

Narrative: The film begins with adventurous images of young women looking for a way out with a torch in a cave in Indonesia. The anxious facial expressions of the young women during their trips in the cave turn into a smile when they see the light filtering from the exit path. The women leave the cave happily with their clothes suitable for the environment, backpacks and cameras in their hands. Then, they eat pieces of meat cooked on skewers called "satay", one of the famous and traditional street delicacies. After the other scenes that introduce meat dishes continue with short transitions, two young women with their elaborate hair and classic evening dresses appear as chatting at a dinner table. The male chef brings the food to the table. After the dinner, accompanied by pleasant conversation, the stage continues with popular music. The commercial ends with the city transitioning to the night view from the hotel.

Figure 2. Frames from Marriott International Indonesia's Commercial Film
Source: Screenshot from https://www.youtube.com/channel/UCox70g89taRr1o5i8qEwJQw

Table 3. Advertisement Evaluation of Marriot International Indonesia

Aesthetic	Duration	30 seconds
	Speed	Fast, 15 filmings, Change of average camera angle 1,50 second./1
	Voice/Off-voice	Male Soloist
	Target	Adventure-loving, modern and free women
	Humor	Lacking
	Perspective	Libertarian
	Comparison	Lacking
	Calling directly	Lacking
	Extremism	Lacking
	Music	Available
Structure	Design	Science fiction, modern culture
	Theme	Tourism
	Searching	Exploring
	Narrator	Visual narrative and character
	Ecole	Original
Metaphors and Images	Torch	Guiding
	Skewers and leaves	Traditional culture
	Camera	The moment that will not be forgotten
Cultural References	Pelalangan Arosbaya district	
	Local food (sate klopo ondomohen) and the way of eating (using the leaf as a plate)	
Symbols	Number of characters	Five (3 males, 2 females)
	Human	Free
	Lifestyle	Synthesized
	Groups	Young girls
İdeology	Requirements	Women's liberation, traditional and modern culture
	Motifs	Women living in Asian countries have equal conditions with men
Binary Oppositions	Traditional cuisine	Global cuisine
	Sporty	Classical
	Woman	Men

Source: Authors

Meanings

Purpose: The hotel's management offers its guests the opportunity to participate in different adventures such as local food, having fun, and having a pleasant time. It is possible to have a modern life in a city with Asian culture.

Feedback: People want to feel special in return for the service they receive in crowded cities. However, sometimes hotels fail to meet the expectations of their customers. All services offered at the Marriott hotel are carefully presented. In addition, it is a good option for those who are looking for a free entertainment opportunity, especially for women. Table 3 below shows the evaluation status of the advertisement of the Marriott hotel in Indonesia.

Table 4 below contains the semiotic meanings and myths of the advertisement of the Marriott hotel in Indonesia.

Analysis: The element featured in the advertisement of the hotel, located in Indonesia, the most populated Muslim country in the world, is the woman element. For instance, it is the male figure that serves, makes music and sings while the women eat and have fun. In addition, addressing the image of a young, attractive and modernly dressed woman who has the distinctive physical features of the region in the commercial may change the patterns in the perspectives of modern western societies towards Muslim women in Asia. It is emphasized that the hotel preferred by the modern people of the region is the Marriott hotel. In the first scenes of the movie, Pelalangan Arosbaya region, which is visited by photography enthusiasts or exotic travel lovers, is introduced. It is understood that the target audience in the commercial is tourists who love nature and cultural trips. In addition, the scene in which a local dish such as sate klopo ondomohen is discussed is a stimulant for the masses looking for difference in the field of

Table 2. Marriott International Indonesia Advertisement, Semiotic Meaning and Myth

| Indicator	Reference	Connotation	Myth
Chef Apron	Tool that prevents clothing from getting dirty while preparing food	It is an expression that the person who prepares and serves the food is not an ordinary person but an expert.	Professionalism
Camera	Machine that records the image of an object on a film or electronic chip	To make the important moment permanent.	Remembrance, memory

Source: Authors
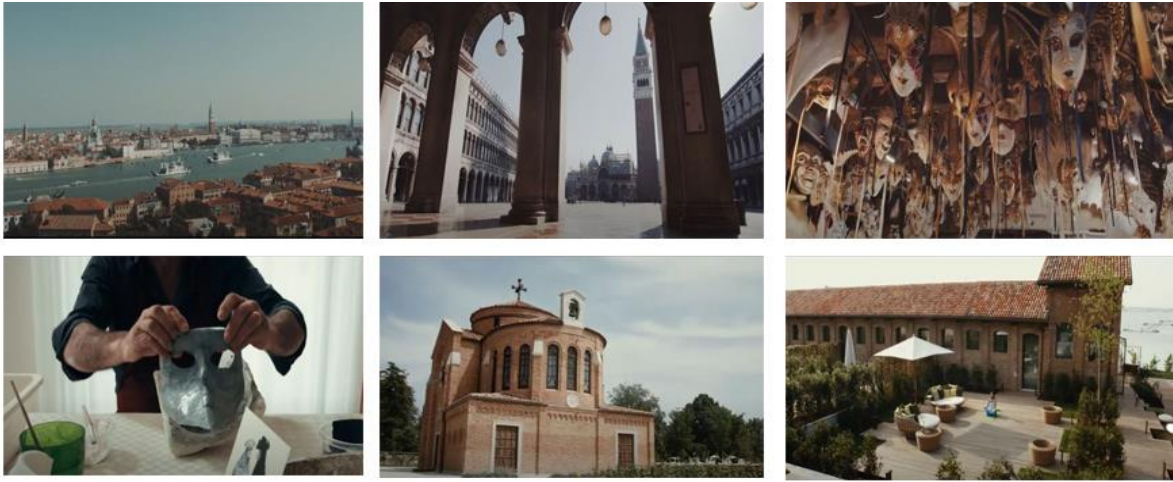
Figure 3. Frames from the Marriott International Venice Commercial
Source: Screenshots from https://www.youtube.com/channel/UCPRdWKjagTQ1KdaUoFK9EAg

gastronomy. When examined in the context of the characteristics of the people in this scene, the synthesis of traditional phenomena with contemporary society can be seen.

Narrative: The movie begins with a general view of Venice. The advertisement presents the Venetian architecture, built with the influence of the Renaissance, which means rebirth. Gondolas can be seen with many examples of Venetian masks, which were used in theater

plays during the Renaissance period and have an important place in Italian culture. After the display of gondolas, the advertising scene again refers to the island of Murano, which is famous for its glass art applications, with a moving shooting angle over the architectural elements. Examples of glassblowing art are observed in the other scenes of the commercial film as remarkable details attached to the camera angles in the lobby or rooms of the hotel. The physical structure and general features of the

Table 5. Advertising Evaluation of Marriott International Venice

Aesthetic	Duration	308 seconds
	Speed	Slow, Medium, Fast, 105 filmings, Change of average camera angle is 4,50 second/1
	Voice/Off-voice	Lacking
	Target	Island vacation, calm and traditional people
	Humor	Lacking
	Perspective	Artistic, Romantic
	Comparison	Lacking
	Calling directly	Lacking
	Extremism	Lacking
	Music	Available
Structure	Design	Art and culture
	Theme	Tourism
	Searching	Living the past in the present, emotional intensity
	Narrator	Visual narrative
	Ecole	Renaissance and romance
Metaphors and Images	Winged Lion Sculpture	Venice symbol, mythology
	Mask	Freedom, tradition, social equality
	A person doing yoga	Resting of the soul and body, purification
Cultural References	Renaissance architecture and religious buildings	
	Winged lion figure in San Marco square (mythological reference)	
	Glassblowing workshops (Venetian school of glass art)	
	Masks (National Heritage)	
Symbols	Number of characters	Passive background characters
	Human	Free, romantic, art lover
	Lifestyle	Traditional, calm
	Groups	Lacking
İdeology	Requirements	Survival of culture, emotional intensity
	Motifs	Influencing human life in architectural and artistic fields with the influence of the Renaissance
Binary Oppositions	Old	Unmanned spaces
	New	Crowded places
	Woman	Men

Source: Authors

Table 6. Advertisement of Marriott International Venice, Semiotic Meaning and Myth

Indicator	Reference	Connotation	Myth
Inlaid stone buildings	Aesthetically valuable public or private property	Icons of Renaissance architecture	Cultural heritage
Winged lion statue	Artwork	It is a symbol representing the Evangelist Markos. This icon is the symbol of the city of Venice and the former Republic of Venice.	
Mask	Tool that hides the human face	Cultural symbol, Artwork	Mythology, Legend
Yoga	A form of exercise that focuses on breathing to increase physical and mental well-being	Being alone away from crowds.	Peace, Spirituality

Source: Authors

hotel can be seen after the scenes about Venice. Artistic elements such as glass, masks or paintings were frequently used in the indoor and outdoor shots of the hotel. The detailed introductory scenes of the hotel, which are shot at short and fast intervals, continue on the basis of the art phenomenon. Scenes related to music are encountered instead of visual arts. The hotel is located in the city where Vivaldi was born. Scenes again show the hotel's quiet, secluded, stylish and unassuming spaces, and the advertisement ends with a general view of the hotel from above.

Meanings

Purpose: Marriott not only offers hotel guests a vacation or stay, but also promotes the pioneering city of the arts since the Renaissance.

Feedback: Every person's understanding of vacation is different. The masses who want to rest their souls as well as the body may be in search of romance. Venice can be considered as a destination where these expectations can be met. The hotel, which is calm, modest and in harmony with the emotional accumulation of the city it is in, appeals to people who want to experience many emotions simultaneously. Table 5 below shows the evaluation status of the advertisement of the Marriott hotel in Venice.

Analysis: Marriott Venice Hotel differs from other hotels as an island hotel in terms of the geographical features of its location. However, the hotel brings the past of the city to the fore with its desire to stand out by using geographical features in its internet advertisement. While the world-changing artistic perspective and artistic practices of the Renaissance, defined as rebirth, forms the basis of the advertisement, the hotel conveys its own physical structure with shorter and faster scenes. Although almost half of the advertisement, which lasts more than five minutes, belongs to the physical structure of the hotel, the elements of the art phenomenon, which is the main element, are also frequently encountered. In addition to the culture and art phenomenon, another striking element in the scenes where the physical structure is described is the desire to emphasize the feelings of calmness, serenity and the individual's staying away from the crowds.

6. Conclusion

Both the promotion and marketing activities of tourism enterprises and the purchasing behavior of tourists have begun to differ in parallel with the developments in information and communication technologies (Karakuş, 2020). It is seen that especially marketing and sales activities are in the majority in digital environments. Changes in culture are accompanied by the progress in information and communication technologies. It should be noted that information and communication technologies have an important place in the transfer of culture from generation to generation. Advertising activities, which are an important tool for the promotion and marketing of goods and services, have begun to take their place in media such as radio, television and the internet, influenced by the developments in information and communication technologies. Advertising activities have been a frequently encountered marketing tool, especially in social media such as YouTube.

Visual culture is explained by two different phenomena: digital and economic convergence. The convergence of tourism and media in recent years is an indication of the emergence of new images of production and consumption. The integration and coordination of culture within the scope of tourism has reached significant levels in recent years. Especially the four big companies in the United States, Disney, News Corp, Time Warner, and Via com have contributed to the visual culture's media content in tourism (Gonzales, 2008, pp. 56). Places that have a visual culture, have a timeless narrative, and have hosted myths and lost civilizations are given importance. There is confusion in the importance given because the local culture is at the base (Brown, 1999, pp. 300). Culture and cultural property status are increasingly integrated with information and communication technologies in research based on visual foundations. With the use of visual technologies in studies in the field of tourism, it offers new perspectives to both tourism researchers and sector applications (Feighey, 2003, pp. 82).

The Marriott hotel chain, which is one of the world's chain hotels, offers services to tourists with different cultures and different continents. Marriott hotels has not only promoted

its businesses in its advertisements, but also provided information about the geography in which it is located. They carried out advertising activities aimed at the beliefs, customs and traditions of the geography they were published in, and eating and drinking habits. As a chain hotel, they ensured the presence of various cultural codes in their advertisements. As a result of the advertisement review of 3 different regions evaluated within the scope of the research, the advertisements prepared by keeping the cultural codes of the countries in the foreground were presented to the people on YouTube. While the use of technology, service quality and sense of trust are at the forefront in the Latin American advertisement, local flavors are synthesized with modern culture in the advertisement of Indonesia. In the advertisement film of Italy, historical and natural beauties are presented by combining culture and art. In the advertisements, which were examined by selecting a sample from Asia, Europe and America and broadcasted in digital environments, the outdoor variety is mostly higher. In addition to the short duration of the advertisements in question, there are limitations in the messages to be conveyed. The concept of service is presented as an alternative in Marriott advertisements on YouTube. In the commercial film prepared for Latin America, there is a content formation by taking into account today's conditions, taking advantage of the technology, the current pandemic and the situations of security. In the advertisement of the hotel in Indonesia, the professional presentation of memories was highlighted. Cultural heritage, tradition and spiritual myths are featured in the advertisement film of the hotel in Venice, Italy.

Considering the messages that the hotel business wants to convey in advertising films, advertising films with different content have been prepared for each region. Different types of advertising have been used for each continent. In the globalizing world with each passing day, the works carried out by anticipating the wishes and needs of people will make it easier for businesses to achieve success. Making successful advertisements in virtual environments and social media, where digitalization is accepted and digital culture is formed, is one of the elements that businesses should pay attention to.

Hotel businesses on social media platforms should make a budget planning for it by determining the target audience and determining the content of the services while preparing their advertisements. The most suitable mode of transportation for the determined target audience should be selected. The colors and images in the visual content presented in the advertisements should be preferred within the scope of the purposes. Considering that the visual culture differs according to the countries in the content of the advertisement, working on it will be effective in increasing the profitability and providing a competitive advantage.

The study is the first in the literature in terms of examining the concept of digital visual culture and hotel advertisements together. There is a limitation in the study in terms of examining digital visual culture only through a hotel business. Various studies can be conducted in the future by comparing the advertisements of different hotels.

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INFO PAGE

Advertising analysis of hotel businesses in terms of digital visual culture

Abstract

The purpose of this paper is to examine the hotel advertisements broadcast on YouTube in different continents in terms of digital visual culture. The ads on the YouTube page of the hotel companies were analyzed by semiotics method. The use of technology, the quality of service and the sense of trust were prioritized as a result of semiotic analysis of the advertising films on the YouTube pages of the hotel company located in 3 countries located on different continents. According to findings, the local tastes and cultural values, as well as the outdoor attractiveness of the countries in which they are located among the common points of the commercials in terms of digital visual culture. In addition to the short duration of the commercials presented by the hotels via YouTube, there are also messages related to the selected target market. With the widespread use of information and communication technologies, hotel businesses take their place on social media and different platforms. Hotel businesses in the tourism sector should use social platforms extensively in order to compete, to increase their market share and to ensure customer satisfaction. Promotional images and commercial films prepared on social platforms should be made by considering market segmentation. Hotel businesses should not forget that the visual culture is digitalized in the commercials they use on social platforms.

Keywords: *Digital Visual Culture, Advertisement, You Tube, Hotel, Tourism*

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Olcay Özışık Yapıcı:	*Conceptualism, Methodology, Software, Investigation, Data Curation, Writing - Original Draft, Writing - Review & Editing*	*50%*
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