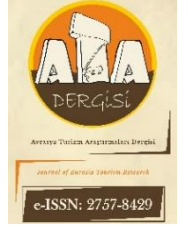


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# Avrasya Turizm Arařtırmaları Dergisi

## Journal of Eurasia Tourism Research

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### Pandemide Yayınlanan Tanıtım Filmlerinin Karşılařtırımlı Analizi: Türkiye, Mısır, İspanya ve Portekiz Örneđi

*Comparative Analysis of Promotional Movies Broadcast During the Pandemic: The Case of Turkey, Egypt, Spain and Portugal*

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#### ÖZ

Bu çalışmanın amacı, Türkiye, Mısır, İspanya ve Portekiz'in turizm faaliyetlerine yönelik olarak 2020 yılında (COVID 19 pandemi süreci) yayınlamış oldukları resmi ülke tanıtım filmlerini incelemektir. Bu amaç doğrultusunda arařtırmada öncelikle konuyla ilgili yazın taraması yapılmış olup ardından nitel arařtırma yöntemlerinden faydalanılarak tanıtım filmlerinin içerik çözümlemesi yapılmıştır. İçerik incelemelerinde; İspanya tanıtım filminde destinasyonun sahip olduđu turizm kaynakları ön plana çıkartılırken pandemi sürecini kapsayan hijyen ve hastalıktan korunma tedbirleri ile ilgili herhangi bir görsele yer verilmediđi görülmüştür. Portekiz de tanıtım filminde tıpkı İspanya gibi doğal, kültürel cazibe unsurlarını ön plana çıkarmıştır. Öte yandan Mısır ve Türkiye'nin tanıtım filmlerinde hijyen, maske, mesafe unsurları dikkat çekici şekilde vurgulanmıştır. Bununla birlikte Mısır'ın tanıtım filminde pandemi süreci ile ilgili karelerin dışında ülkenin sahip olduđu turistik değerler de ön plana çıkarılmıştır. Türkiye tanıtım filminde ise doğal ve kültürel turistik unsurlara dair görsellerin kısıtlı sayıda kullanıldıđı söylenebilir.

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#### ABSTRACT

The purpose of this study, Turkey, Egypt, Spain and Portugal for the country's tourism activity is to examine the official promotional film that was published in 2020. In line with this purpose, firstly the literature on the subject was scanned and then the content analysis of the promotional films was made by using qualitative research methods. In content reviews, while the tourism resources of the destination are highlighted in the Spanish promotional film, it has been observed that there is no visual regarding the hygiene and disease prevention rules covering the pandemic process. Portugal has highlighted the natural and cultural attractions in the promotional film just like Spain. On the other hand, Egypt and Turkey's promotion in films hygiene, mask, distance elements are highlighted prominently. In addition to the scenes related to the pandemic process, in the promotional film of Egypt, the touristic values of the country were also highlighted. In Turkey promotion film about the visual elements of the natural and cultural attractions it can be said to be used in a limited number.

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## 1. INTRODUCTION

These Tourism is one of the most important industries for countries due to the economic, social, cultural and political opportunities it provides. Today, with technological developments and increasing accessibility to mass media, a competitive advantage has become a need for increasing the profits countries want to provide from tourism. Countries increase their efforts to develop promotional activities such as advertising, public relations, sales development and promotion in order to attract people's attention to a country, region or touristic goods and services, to provide information (Turanlı, 2003; 4) and to provide competitive advantage. Considering that promotion is a very

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effective element, destination promotional films, which are one of the promotional tools, in order to use the promotional activities effectively and to ensure greater adoption (İnanır, 2019; 59), inform potential visitors about the country and destination and create a positive image for purchasing. It is frequently used in order to include it in the process and thus to increase the touristic income of the countries. These destination promotional films, prepared for the promotion of touristic values owned by countries, can be delivered to the whole world through mass media such as television and the internet. The demands of the visitors and the differentiations regarding the destination make it necessary to regularly renew and update the promotional films to prepared. It can be said that they try to create promotional films and contents different from routine promotional films in order to create a positive image of destinations and thus to protect the existing tourism demand, especially in times of crisis.

The Covid-19 epidemic, which has had an impact on the whole world in 2020, has been an element that countries should focus on for the destination promotional films. It can be said that the obscurity about the epidemic, the speed of its spread, the problems experienced during treatment, curfews and transportation restrictions have had a negative effect on people's participation in tourism activities. By following the course of the epidemic, the measures taken by the countries have been updated and the process called the new normal has started all over the world. At this point, in order to create tourism demand of countries and thus increase tourism revenues; It has been observed that revitalizing domestic tourism and implementing pandemic measures towards flights between countries close to each other which has low number of cases, mask-distance-hygiene rules, transportation services, accommodation and food and beverage businesses has been started. The measures taken and the practices carried out about this problem were also included in the promotional destination films of some countries to inform potential tourists and to build a sense of trust in the destination.

## **2. LITERATURE**

With globalization, and in an increasingly competitive environment, it becomes difficult for brands to be perceived by large masses, to be introduced to the masses and to be marketed. A brand is a set of features that distinguish any product from a competitor (Zeybek, 2019: 1327), it is a promotional tool with a name, word, symbol, design, packaging and products that are distinguishing from similar competitors (Vuran & Afşar, 2016: 28). A brand has the ability to affect the buying behavior (Can, 2007: 226). A brand does not only have a commercial meaning or concern like a product or service, but it is also a concept associated with emotion. Therefore, the concept of brand is intertwined with the concepts of emotion and perception, and they support each other. According to marketers, every brand can be a product, but not every product can be a brand. Because while the product is an object produced in the factory, the brand is a value formed in the mind and purchased by the consumer (Özyurt Kaptanođlu et al., 2019: 248-254). One of the most important points that distinguishes a brand from others is the brand name. In addition to choosing the appropriate marketing strategy and the brand name, determining a visual expression that will remind the customer of that brand is another important factor for the success of the brand. In today's market, brand creation and efforts to add value to the brand to increase the market share of the product require a long and sensitive planning process (Vuran & Afşar, 2016: 28).

The company's efforts to make the consumers to adopt its product or service or to increase the dependence of the existing brand on the target consumers are called branding (Ak & Sađdıç, 2011: 8). The first goal in the branding process is to be known or to create awareness. For this purpose, businesses try to promote their products or services to their target audiences through advertisements and various other promotional activities (Zeybek, 2019: 1327). Today's producers give great importance to being aware and having awareness. In the creation and branding of products, it is very important for the life span of the brand that it is perceived and recognized by the target consumer groups as well as the non-targeted consumers. Therefore, this situation is one of the final results desired by the manufacturers, and the process of awareness of the brand is an important step for manufacturers to maintain their existence (Özyurt Kaptanođlu et al., 2019: 258-259). In today's global market, where there are many products and brands, it can be said that brand awareness is an important strategy prepared specifically for inexperienced consumers. We can say that awareness is an important concept because it contains the initial information that may occur about the brand. If this initial information is perceived positively by the consumer, the consumer buys and tries the product or service of that brand. If the consumer experience ends successfully, it will ensure that the product or service is bought by the consumer again. Thus, a positive perception of the brand will be formed in the consumer. Considering the amount of brand variety in the global market, we can say that that the consumer who has no awareness of any brand will directly eliminate that brand without trying it (Hoyer & Brown, 1990: 143). On the other hand, it can be said that the brand's strong positioning in the market or its recognition in the consumer's mind and the level of recall by consumers will increase the probability of purchasing the products or services produced by the brand (Hoyer & Brown, 1990: 143; Sevindik, 2007: 10-32). Brand image has not only made great contributions to the marketing of the goods or services produced by the enterprises, but it also has become a concept that has been gradually developing by undergoing various changes over time. With the brand image, the perception of reality, which is more important than the reality itself, is expressed (Dobni & Zinkhan, 1990: 118). It is also known that one of the most important

elements that increase the purchasing behavior depending on the brand reliability is possible with a strong and unique brand image (Wang & Yang, 2010: 177).

People give great importance to the image of the country or destination they will go to while researching during the holiday decision phase (Keş & Kurt, 2015: 95). Therefore, destinations, which are areas where touristic activities are carried out, should have a certain image (Çeti & Atay, 2020:32). At this point, it is seen that consumers prefer brand countries or brand cities (Keş & Kurt, 2015: 95). Brand image is an important element that plays a role in ensuring customer loyalty and strengthening of the product or service's place in the market by directly affecting the purchasing behavior of consumers, especially in today's competitive environment (Yamaç & Zengin, 2015: 57). The perception of brand image in tourists who will perform touristic activities will be effective both on destination selection and on behavioral intention. Behavioral intention is the tendency of the individual to behave according to the results of his evaluation of the past experiences. (Çeti & Atay, 2020: 32).

In tourism, since the products cannot be seen or tested beforehand and have similar qualities the competitive advantage between destinations is achieved through the destination image. In addition, destination image plays an important role in touristic destination preference and consumer satisfaction level (Özaltaş Serçek & Serçek, 2017: 7). Destination image is an attitudinal concept that includes all emotions, thoughts, beliefs and impressions of a destination (Baloğlu et al., 1999: 870). Whereas destination image perception is all kinds of emotions and thoughts that occur in the minds of consumers in line with the resources of a touristic destination. Destination image perception may consist of a single element or may be formed and affected by many factors. The natural and cultural aspects of the destination, its accessibility, infrastructure and superstructure, the development of the region, security, and the attitude of the local people are among the factors that affect the perception of the destination image (Yamaç & Zengin, 2015: 57).

Since past experiences, positive or negative, will directly affect the image, we should not think of the image as just a positive concept. People, institutions or organizations may have positive or negative images in accordance with their experiences (Aslan, 2018: 31). While it is not possible for a touristic destination to be successful with a negative image, positive image alone is not enough for the success of the destination. At this point, the success of the destination will be acquired by creating a positive image and measuring this positive image in certain periods and closing the differences between the desired value and the existing value according to the results. However, we can say that there may be inevitable differences between the destination image desired to be created and the image perceived by the visiting tourists (Özaltaş Serçek & Serçek, 2017: 7).

In the process of purchasing touristic products, the thoughts of the people such as self-realization, gaining status, belonging and being approved by the social surrounding are as effective as the destination image (Can, 2007: 226). At this point, it can be said that the expectations of individuals from tourism who will be involved in touristic activities have begun to differ in recent years. Destinations where people can get to know and learn new cultures and experience new excitements have become more interesting for tourists. With keeping these requests of the consumers in mind, countries, regions and institutions that offer touristic supply need to create a positive destination image related to their touristic values and utilize them to increase demand. To summarize, in order for a region to be valuable in terms of tourism, it will not be enough just to have touristic resources. If good promotion and marketing activities are not carried out, it is inevitable for the result to be negative (Ünüvar & Şimşek, 2007: 226).

The essence of promotional activities, which are indispensable for tourism activities, is to create a demand for the goods or services that are being introduced and to ensure continuity in this demand. At the point of creating the demand, the promotional activities to be carried out and the promotional tools for these activities are of great importance (Keş & Kurt, 2015: 110). Countries want to increase tourism revenues and the number of tourists (Ünüvar & Şimşek, 2012: 308), as well as increase their recognition at the international level with their historical, touristic and cultural aspects. Thus, just like institutions, countries want to adopt an identity by promoting their elements and values (Keş & Kurt, 2015: 91). Destination promotion activities can also be carried out by businesses, private or public institutions and organizations in the region. In our country, activities carried out by the Ministry of Culture and Tourism are the highest-level activities among the activities carried out within the scope of promotional activities (Ünüvar & Şimşek, 2012: 308). Herein, the primary purpose of promotional films is to inform the predetermined target audience about any event, situation, institution or destination and to persuade them by creating a positive image for them. The ultimate purpose of promotional films used for this purpose is to strengthen the reputation of the touristic destination/product and to establish a positive relationship with the target audience and to ensure purchasing. Destination promotional films do not have a commercial purpose directly. The most important issue for promotional films preferred by public and private institutions, non-governmental organizations and destinations is to strengthen the institutional reputation or to establish a positive relationship between the institution and its target audience (Dilek et al., 2019: 260).

It is necessary to be careful when deciding on the selection of the tools to be used and the content of the message to carry out promotional activities (İlban & Liceli, 2020: 187). In addition to the visual and auditory advantages, promotional films also have advantages in terms of ability to use them for a long time and to watch them again (Dilek et al., 2019: 260). Langer (2000: 13) stated that various strategies should be determined beforehand to be used in a planned manner with regard to the image that is desired to be created while carrying out promotional activities. Langer (2000) gathered these strategies under 4 main headings:

- Image Marketing: Focus should be on a positive image, which has the power to influence people, as much as possible. (Example: Winter sports places like Kitzbühel or Davos)
- Attraction Marketing: The focus should be on natural resources that can improve the image. (Example: Venice Life Water, Stroget, Kopenhag)
- Marketing Emphasizing Infrastructure Activities: The focus should be on highlighting the infrastructure and transport elements. (Example: Ports in Rotterdam and the city of Hamburg)
- People Marketing: Focus on famous people who are integrated with the region. (Example: Liverpool Beatles band)

As stated by Demirtaş (2010: 436), promotional films can be shown in workplaces, customer offices, sales stands, fairs, seminars, schools or television programs. In addition, the organizations to be promoted can be presented by reaching large audiences with fairs, conferences, seminars, meetings, shows or opening activities of these organizations with film screenings. Promotional films are one of the promotional tools frequently used for cities and destinations with these aspects. While promotional films are usually featured on websites, they can reach target audiences through other mass media, radio and television and they also be screened at various events or distributed in various formats. Touristic businesses frequently benefit from promotional films prepared with the aim of creating a positive and strong destination image and reinforcing the existing positive image for marketing purposes.

Because promotional films have the power to influence the consumer. With this in mind, almost every destination prepares promotional films and communicates with their target audience through these films (Dilek et al., 2019: 261).

When the literature is examined, it can be seen that the studies on the effects of promotional films on the destination image/branding are not sufficient in quantity. Although promotional films are frequently preferred by almost every destination, the number of studies carried out in this field is relevantly low. Existing studies have usually focused on the effects of promotional films on the destination image rather than how promotional films can be used as a more effective tool (Dilek et al., 2019: 261).

For example, Ünüvar & Şimşek (2012: 308) examined the cultural images used in the promotional films prepared by the Ministry of Culture and Tourism for abroad, while Uzut and Ulama (2017: 407) conducted a comparative analysis of the official promotional films of Turkey and Spain. In addition, Yurdigül and Ayhan (2018: 12) examined the promotional films of the countries that are candidates for hosting the Olympic Games in 2016, 2020, 2024 and 2028 according to their content analysis. On the other hand, Şahin and Özdemir (2018: 563) examined Turkey's Intangible Cultural Heritage element to raise awareness on this issue and to determine to what extent this element is included in the websites of the Provincial Culture and Tourism Directorates by analyzing 77 provinces' promotional films' content. In addition, Dugan and Aydın (2018: 1) examined the social media contents of the Ministry of Culture and Tourism of the Republic of Turkey by making a study on how the Ministry uses Facebook, Twitter and Youtube to inform the public about the promotion of the country through social media. Yüksel (2011: 3907), on the other hand, carried out survey using a 6-minute-long promotional film to measure the quality perception and behavioral intentions of the tourists visiting Didim, by applying the pre-test and post-test to the tourists.

As we can see, the number of the studies on destination promotional films and content analyzes in tourism literature is not sufficient. As a result of the literature review, it is observed that there are a limited number of studies on destination promotional films. While this situation points to a gap in the field, through the results of this study it is also aimed to contribute to closing the mentioned gap in the field.

### **3. METHOD**

The aim of this study is to examine the content of the visual items used while conveying the narrative style, target audience and destination characteristics of the promotional films of the countries. The universe of the research is the official tourism promotional films of the countries in the Mediterranean basin for 2020, and the analysis unit of the research is the official tourism promotional films of 4 countries Mediterranean countries for 2020. For this purpose, in the research first, a literature review on the subject was made, and then it was decided to examine the content of the national country promotional films of Turkey, Egypt, Spain and Portugal. For this reason, the approval of the Ethics Committee is not required for the study. While selecting the countries to be studied, the similarities in

terms of touristic supply in the Mediterranean basin, their appeal to similar markets and their competitive qualities were considered and Turkey, Egypt, Spain and Portugal were selected. In addition to the touristic resources in the selection of the mentioned countries, the intensive implementation of the all-inclusive system in Egypt being similar to Turkey, the fact that Spain is one of the main competitors of Turkey in terms of the number of visitors, and Portugal has both sea, sand and sun tourism and golf tourism especially in regions such as Algarve, Albufeira and Cascais thus resembling Turkey has been effective elements.

On the other hand, due to the high number of cases in these countries during the pandemic process, it has become a common opinion that there may be dramatic decreases in tourism revenues of these countries. In this context, the number of visitors and tourism revenues accepted by the countries in 2017, 2018, 2019 and 2020 are presented in Table 1.

**Table 1.** Official Visitor Numbers and Tourism Revenues of Spain, Egypt, Portugal and Turkey in 2017, 2018, 2019 and 2020

Country	Year	Number of Visitors (Million)	Tourism Revenue (Billion Dollars)
Spain	2017	81.9	75.3
	2018	82.8	81.5
	2019	83.7	79.7
	2020	19.0	18.5
Egypt	2017	8.3	7.8
	2018	11.3	11.6
	2019	13.0	13.0
	2020	9.5	4.4
Portugal	2017	21.2	17.6
	2018	22.8	20.1
	2019	24.6	20.6
	2020	6.5	8.9
Turkey	2017	37.6	22.5
	2018	45.8	25.2
	2019	51.2	29.8
	2020	15.9	10.2

**Source:** (UNWTO, 2019; UNWTO, 2020; UNWTO, 2021; Egypttoday, 2021; Estatísticas do Turismo 2020, 2021)

In the study, destination promotional films were examined with the content analysis technique, which is one of the qualitative research methods. According to Neumann (2003: 255), content analysis is defined as "collecting and analyzing the content of a text in line with its intended qualities", while "content: the entirety of including words, meanings, pictures, symbols, ideas, themes or negative messages". While examining the content of the films, the visual elements were coded and grouped under the themes of "Image Marketing", "Attraction Marketing", "Marketing for Infrastructure Activities" and "People Marketing", which are the 4 basic strategies determined by Langer (2000) regarding image in promotional activities.

In qualitative research, reliability and validity are the most important criteria that are used to reveal the credibility of research results. Presenting the obtained data in detail and explaining how the researcher reached the results are among the important standards of validity and reliability of the research (Yıldırım and Şimşek, 2016: 270-276). In this context, the videos examined for the purposes of the study were examined separately by two independent researchers, and then the codes under the themes were compared for each country separately. After the coding, the codes created by the two coders under the same theme were kept and the codes that did not match were removed from the findings. Thus, it was aimed to get rid of the concerns about the reliability of the study by establishing a consensus among the coders.

#### 4. FINDINGS

The website addresses of the promotional films of the countries and the duration of the films are shown in the table below.

**Table 2.** Countries and Data on Their Promotional Films

Country	Website	Duration
Spain	<a href="https://www.youtube.com/watch?v=qcg_xbFQ4ck&amp;feature=youtu.be">https://www.youtube.com/watch?v=qcg_xbFQ4ck&amp;feature=youtu.be</a>	0.45'
Egypt	<a href="https://www.youtube.com/watch?v=msJ_JJB8q3s&amp;feature=youtu.be">https://www.youtube.com/watch?v=msJ_JJB8q3s&amp;feature=youtu.be</a>	2.15'
Portugal	<a href="https://www.youtube.com/user/VisitPortugal">https://www.youtube.com/user/VisitPortugal</a>	2.34'
Turkey	<a href="https://www.youtube.com/watch?v=mytWFZFdJUI">https://www.youtube.com/watch?v=mytWFZFdJUI</a>	0.59'

The themes and sub-codes created as a result of the content analysis of the promotional films of Turkey, Spain, Egypt and Portugal are presented in Table 3.

**Table 3.** Themes and Codes of the Official Tourism Promotion Film Contents of Spain, Egypt, Portugal and Turkey in 2020

Country	Image	Attraction	Infrastructure	People
Spain	Historical and Cultural Sites			
	Forest and Green Sites			
	Surfing	Sea	Subway	
	Football Field and Game	Sand	Overview of the City	
	Guitar, Flamenco, Entertainment and Fireworks	Sun	City at Night	
	Souvenir	Mountain	City Streets	-
	Horse	Food and Culinary		
	Wine			
Egypt	Historical and Cultural Sites			
	Surfing			
	Diving			
	Pool			
	Jeep Safari	Sea	Asphalt Road	
	Camel Safari	Sand	Harbor	
	Sailboat	Sun	Hotel Building and Room	
	Desert	Food and Culinary	Hospital Room	-
Portugal	Pyramids			
	Horses			
	Entertainment and animation			
	Scenes about the pandemic			
	Historical and Cultural Sites		Asphalt Road	
	Forest and Green Sites	Sea	Hotel Building	
	Surfing	Sand	Overview of the City	
	Sailboat	Sun	City Houses	
Turkey	Horses	Sunset	Streets	-
	Wine	Mountain	Bridge	
	Steppe			
	Scenes about the pandemic			
	Historical and Cultural Sites	Sea	Airport	
	Pool	Sand	Asphalt Road	
Scenes about the pandemic	Sun	Hotel Building and Room	-	
		Food and Culinary		

The final findings of the detailed examination are presented in Table 3: The promotional video for Spain, which was prepared and published by “SpainAwaitYou” on 22 June 2020, lasts 45 seconds (Youtube, 2020a). During the promotional film various texts appears on the screen. The film starts with “10 Reasons to Travel to Spain” and during the film other texts appear as follows: “weather, food, culture, history, nature and landscape, hospitality, shopping, sports, quality, infrastructure”. After these one-word texts, the sentences start to appear as follows: “A country that celebrates diversity for people of all ages, tastes and budgets”, “This is exactly why we had more than 83 million visitors to our country in 2019”, “There are 83 million reasons other than these 10 reasons to come to Spain with peace of mind”, “Spain awaits you”. When the promotional video is examined, it is seen that there are scenes in accordance with the image theme categories determined by Langer (2000) regarding the promotional activities related to the image; historical and cultural areas, forest and green areas, entertainment elements such as guitar, flamenco, fireworks show, souvenirs, surfing and football topics, and scenes of dancing women who are very happy and wandering alone in the city. On the other hand, there is no element related to the pandemic process that is affecting the whole world. Under the attraction theme apart from the sea, sand, sun and mountain images, there are food presentations and wine-related scenes in the restaurants. Under the infrastructure theme there are scenes of the streets of Spain, the cleanliness and calmness of the streets, the overview of the city, the night view of the city, the subway as a means of transportation. There is no element related to people theme.

The Egypt promotional video’s duration, which was prepared and published by “ExperienceEgypt” on June 21, 2020, is 2 minutes and 15 seconds (Youtube, 2020b). When the promotional video is examined, it is seen that there are scenes in accordance with the image theme categories determined by Langer (2000) regarding the promotional activities related to the image; scenes of historical and natural beauties, especially the Egyptian pyramids, desert, jeep safari, camel safari, sea sports such as water diving and surfing, horse, poolside images, belly dancer, entertainment and animation activities. At the beginning of the promotional film, there is a 19-second video showing that disinfection is applied in all areas including the main doors of the buildings, streets, inside the plane, inside the bus, airport waiting halls, highways, hotel rooms, kitchens, and sun loungers. There is also a picture in the film of a hospital room with 5 empty beds. It is seen in the film that the visitors masked until they get on the plane from their own country and check-in at the airport in Egypt, but they do not wear masks during the entire holiday, starting from the transfer process. On the other hand, all the workers in the film are masked during the entirety of the film. It is seen that the visitors wear masks again from the moment they board the plane after the holiday. Under the attraction theme there are images of sea, sand, sun, food and culinary culture. Under the infrastructure theme there

are images of asphalt roads, airport, port, hotel building and hotel room and hospital room. There is no image under the people theme.

Portugal promotional video, which was prepared and published by “visitPortugal” on October 1, 2020, lasts for 2 minutes, 34 seconds (Youtube, 2020c). The promotional film begins with the caption “This movie is dedicated to everyone who has chosen us as the world's premier destination”. In the film there are 2 male and 2 female main characters. They sing in turns and the film continues with each one when they sing thus changing the main character. The first character is a woman emerging from the sea with a surfboard with a group of people behind her. The second character is a man wandering in a hotel's various places. The third character is a woman walking around in a green, natural environment. And the fourth character is a tourist guide with a group of visitors. When the promotional video is examined, it is seen that there are scenes in accordance with the image theme categories determined by Langer (2000) regarding the promotional activities related to the image, historical sites, green, steppe and forest areas, surf and horses. Regarding the pandemic, it is seen that in a frame in the hotel a couple and the employee attending to them are all masked. Other than that, it is seen that the visiting tourist group is masked in all frames and the tour guide is not masked. Under the attraction theme there are images of sea, sand, beach, sun, sunset, mountain and wine. Under the infrastructure theme there are images of hotel building and hotel garden, asphalt road, overview of the city, city houses, clean and calm city streets, and the bridge. There is no image under the people theme.

Turkey promotional video, which was prepared and started to be published by “GoTurkey” on 27 June 2020, lasts for 59 seconds (Youtube, 2020d). The promotional film is told with an 8-10 years old boy's point of view using also his voice. When the promotional video is examined, it is seen that there are scenes in accordance with the image theme categories determined by Langer (2000) regarding the promotional activities related to the image, historical and cultural sites and pool. About the pandemic process it is seen throughout film that there are images of masks, social distance and disinfection elements. There are masks on both employees and the visitors during the check in process. While there are no masks on visitors during holiday activities, it is seen that all hotel staff are still masked. In addition, the Turkish Safe Tourism Certificate sign can also be seen in the film. Under the attraction theme there are images of sea, sand, sun and food and culinary elements. Under the infrastructure theme there are images of airport, asphalt road, hotel building and hotel rooms. There is no image under the people theme.

When the promotional films about the four countries are compared with each other it can be seen that the longest promotional film is Portugal's film with 2 minutes and 34 seconds, and the shortest film belongs to Spain with 45 seconds. When 4 countries were compared in terms of codes under the image theme, it was seen that there were images of historical and natural beauties in all countries' films. While there are pool images in Egypt and Turkey, it is seen that there are scenes of water sports and horses in 3 countries other than Turkey. While images of sailboats were included in Egypt and Portugal, Portugal and Spain showed images of wine, greenery and woodlands. Egypt and Spain included scenes related to entertainment and animation activities. In addition, Egypt especially included pyramids, jeep and camel safaris and desert images. Other than the above-mentioned images Portugal showed images of steppes. In Spain, besides the guitar, flamenco, football field and match images, there are images of souvenirs. Regarding the pandemic process, it is seen that no images on that topic are included in the promotional film of Spain. In Portugal, it was seen that there were masked guests in a scene in the hotel, and the group traveling with the tour was also masked. During the entire promotional film of Egypt, images that will emphasize the pandemic process were included. For the first 19 seconds of the film there are images of disinfecting and an empty hospital room. In addition, while all the employees are masked throughout the Egypt promotional film, the visitors are not masked as long as they are in Egypt. Turkey also mentioned the pandemic process in the promotional film, and visuals on hygiene, mask and distance were included throughout the entire film. It is seen that the employees are masked through the whole processes while the guests do not wear a mask after the check in. There is also Turkish Safe Tourism Certificate sign in the film. It has been seen that under the theme of attraction, all 4 countries include the themes of sea, sand, and sun in common, and especially Portugal has a lot of images on this theme. It is seen that 3 countries other than Portugal include images of food and culinary and Spain and Portugal also include mountain images. Under the infrastructure theme, it was seen that Egypt and Turkey included the images of the airport, hotel building and hotel rooms, and Portugal included the image of the hotel building. It was seen that while Egypt, Turkey and Portugal included asphalt highway images, Egypt also included port and hospital room images. While Portugal and Spain include empty and clean streets, overviews of houses and the city, there are images of the bridge in Portugal and the subway station in Spain. It is seen that there are no images under the people theme in all four countries.

## **5. CONCLUSION AND SUGGESTIONS**

It is seen that the examined promotional films of the 4 countries were all prepared and started to be published as of June 2020. While each country whose promotional film is examined has similar resources in terms of tourism considering that they also have different and unique values, it is inevitable that promotional films also include different elements. While the beauties of the destination are at the forefront in the promotional film of Spain, another

interesting point is that there are scenes in which it is emphasized that female visitors can dance and have a happy time in the country while they are alone. It can be said that with these frames the emphasis is placed on the fact that the country is a very safe place, and that especially female visitors traveling alone can travel in the country without feeling any distress. We can assume that the text messages such as "There are 83 million reasons other than 10 reasons to come to Spain with peace of mind" and "Spain awaits you" used in the promotional film are intended to prolong the effect of the film in the minds of the audience. It can be said that with the empty and clean street images, the intent was to create the image of a quiet holiday in the country away from the chaos, especially during the current pandemic process. It can be said that the reason for not mentioning any element of the pandemic process is to emphasize the perception of an ordinary touristic travel by not associating the negativity of the process with touristic activities. In addition, TÜRSAB (2020: 27) states that with the Covid process, changes have occurred in consumer expectations and holiday plans. Now especially the safety factor is given priority by the consumers, and people prefer domestic travel rather than international travel. In this context, it can be thought that touristic destinations' aim is to revive domestic tourism and that tourists who will travel domestically have information about the Covid process and policies in their own countries. Thus, Spain may not have mentioned the pandemic process in the promotional film for this reason.

There are images that emphasize the pandemic in the Egyptian promotional film. This may be to create the image of Egypt as a safe and hygienic destination for touristic trips during the pandemic process. In addition, it can be said that the presence of detailed images about the tourism values of the country supports the positive image that is desired to be created on the audience.

It can be said that Portugal's promotional film rather aims to highlight the tourism values of the country. The use of empty and calm street images just like in Spain's promotional film, can be thought to have a similar effect of Spain. In addition, regarding the pandemic process while the reason why the tourist guide is unmasked despite the use of masks by the visitors may be because the guide sings, the purpose of this scene may be to give the message that "you will need to use a mask during your holiday" to the guests who will come to the country.

One of the most highlighted points in the Turkish promotional film is that the film is told through point of a view of an 8–10-year-old boy. In this way, it can be thought that the image of the country was tried to be created as a destination for families with children. Regarding the pandemic process, it can be thought that especially the hygiene, mask and social distance issues are mentioned throughout the film and the use of the Turkish Safe Tourism Certificate sign is due to the concern of creating an image of trust in relation to the pandemic process. However, apart from the fact that the film almost completely deals with the pandemic process, the fact that there are very few elements related to the touristic values of the country can be considered as a major deficiency for a destination promotional film. But considering the extraordinary situation experienced around the World and Turkey's reputation, this can be considered as a differentiation strategy in terms of destination in the promotional film.

As shown in Table 1, when the data of the 4 countries where the study was conducted between the years 2017-2020 were examined, it was determined that there was a regular increase in the number of visitors and tourism revenues until 2020. However, in the pandemic process, which started to affect the whole world as of the last quarter of 2019, despite the efforts of the country tourism promotion films prepared by 4 countries, it is seen that there has been a decrease in both the number of visitors and the tourism revenues. (Estatísticas do Turismo 2020, 2021: 21; E-UNWTO, 2019: 18-22; UNWTO, 2020: 18-22; Capmas, 2020; Egypttoday, 2021). It is seen that the decrease in touristic mobility and tourism revenues is prevalent not only for the 4 countries where the study was conducted, but also for all countries in the world, and there is a 73% decrease in international tourism movements and 63% in international tourism revenues in 2020 compared to 2019 data (UNWTO, 2021). It can be said that the main reason for the decrease in touristic mobility and tourism revenues in 2020 is due to the pandemic process, which negatively affects the whole world and has a high rate of contagion. In this context, it can be thought that the primary purpose in the making of the country promotional films is to increase the touristic activity of the country by informing potential visitors by highlighting the attraction points of destinations and by reminding past visitors. Promotional films are seen as a good marketing tool if used correctly. However, due to the fact that tourism is a fragile industry, all these efforts for promotion may be worthless in unexpected negative situations. The pandemic process, which has affected the whole world, can be an example of it.

With this study the promotional tourism films of four countries located in the Mediterranean basin which have similar touristic supplies, and which are in competition with each other, were examined and compared thoroughly. The fact that the study consisted of only four countries biggest constraint of this study. On the other hand, the studies which are similar to this one can be conducted by increasing the number of the countries or after the pandemic process by researchers. On the other hand, the extent to which country promotional films are effective in the consumer's decision-making process has not been adequately researched. For this reason, studies on how well the destination promotional films reflect reality, the effects of the content on consumers' willingness to buy, satisfaction and repeat



visits will be evaluated by the author in his future studies and are also presented to the attention of other relevant researchers.

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## CONFLICTS OF INTEREST

The authors certify that they have NO affiliations with or involvement in any organization or entity with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, knowledge or beliefs) in the subject matter or materials discussed in this manuscript.

## AUTHORS' CONTRIBUTIONS

L.T.: Conceptualization, Methodology, Data curation, Writing- Original draft preparation, Visualization, Investigation, Supervision, Software, Validation, Writing- Reviewing and Editing, Consulting.; S.U.: Conceptualization, Methodology, Data curation, Writing- Original draft preparation, Visualization, Investigation, Supervision, Software, Validation, Writing- Reviewing and Editing, Consulting, Final approval.

## ETHICAL STATEMENT

Ethics Committee approval is not required for this study in accordance with the **Ethical Principles and Publication Policy** of the Journal of Eurasia Tourism Research (JETouR).

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