



## Artificial Intelligence Mediated Interpretation in National Tourism Promotion: A Qualitative Study of the GoTürkiye Website Using ChatGPT

*Ulusal Turizm Tanıtımında Yapay Zeka Aracılı Yorumlama: ChatGPT ile GoTürkiye Web Sitesi Üzerine Nitel Bir Çalışma*

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### Abstract

*This study examines how digital destination narratives used in national tourism promotion are interpreted and re-represented by a large language model-based artificial intelligence system. In contemporary tourism communication, digital content is processed not only by human users but also by algorithmic systems that actively shape meaning. Focusing on destination promotion texts published on the GoTürkiye website and analysed during December 2025, the study explores how these narratives are transformed through an AI-mediated interpretation process. Adopting a qualitative and exploratory case-based research design, the data consist of outputs generated by systematically submitting official promotional texts to ChatGPT using standardised prompts. The findings indicate that AI-generated narratives are predominantly structured around generalised and experience-oriented themes, while local and contextual elements receive comparatively limited representation. These results suggest that AI systems tend to standardise destination narratives and prioritise globally recognisable tourism imaginaries. The study contributes to the literature on digital tourism communication and offers practical insights for destination marketing organisations seeking to develop more balanced and context-sensitive AI-supported promotional strategies.*

**Keywords:** Tourism and Artificial Intelligence, Artificial Intelligence, ChatGPT, GoTürkiye, Destination Marketing

### Özet

*Bu çalışma, ulusal turizm tanıtımında kullanılan dijital destinasyon anlatılarının, büyük dil modeli tabanlı bir yapay zekâ sistemi tarafından nasıl yorumlandığını ve yeniden temsil edildiğini incelemektedir. Güncel turizm iletişimde dijital içerikler yalnızca insan kullanıcılar tarafından değil, aynı zamanda anlamı aktif biçimde şekillendiren algoritmik sistemler tarafından da işlenmektedir. Araştırma, GoTürkiye internet sitesinde yayımlanan destinasyon tanıtım metinlerine odaklanmakta ve Aralık 2025 döneminde analiz edilen bu anlatıların yapay zekâ aracılı yorumlama süreci yoluyla nasıl dönüştürüldüğünü incelemektedir. Nitel ve keşfedici bir vaka temelli araştırma deseni benimsenen çalışmada, veriler, resmî tanıtım metinlerinin standartlaştırılmış istemler aracılığıyla ChatGPT sistemine sistematik biçimde*

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*aktarılması sonucu elde edilen çıktılardan oluşmaktadır. Bulgular, yapay zekâ tarafından üretilen anlatıların ağırlıklı olarak genelleştirilmiş ve deneyim odaklı temalar etrafında yapılandığını; buna karşılık yerel ve bağlamsal unsurların görece sınırlı biçimde temsil edildiğini göstermektedir. Bu sonuçlar, yapay zekâ sistemlerinin destinasyon anlatılarını standartlaştırma eğiliminde olduğunu ve küresel ölçekte tanınabilir turizm imgelerini önceliklendirdiğini ortaya koymaktadır. Çalışma, dijital turizm iletişimi literatürüne katkı sağlamanın yanı sıra, destinasyon pazarlama örgütlerinin daha dengeli ve bağlama duyarlı yapay zekâ destekli tanıtım stratejileri geliştirmesine yönelik pratik çıkarımlar sunmaktadır.*

**Anahtar Kelimeler:** Turizm ve Yapay Zeka, Yapay zeka, ChatGPT, GoTürkiye, Destinasyon Pazarlaması

## 1. INTRODUCTION

Technological developments and industrial innovations have led to profound transformations across almost every aspect of social life. Digital technologies have largely reduced the significance of geographical boundaries and integrated destinations, businesses, and consumers into a globally interconnected marketplace. In this context, digitalisation has become a strategic tool that provides competitive advantages for individuals, organisations, and destinations that use technology effectively and consciously (Ergin and Alkış, 2024).

In the tourism sector, digitalisation has fundamentally reshaped how destinations are promoted and represented. Official websites, online campaigns, and digital media content have become central platforms through which national tourism narratives are constructed and circulated (Buhalis and Law, 2008). As a result, destinations increasingly derive meaning not only from their physical attributes but also from the narratives produced and disseminated in digital environments.

One of the early studies on digital tourism communication, Pan et al. (2007), focused on human users' information-search behaviour, perceptions, and decision-making processes in the context of online travel planning and destination image formation. The findings of this study demonstrate how digital content influences tourists' planning activities and their perceptions of destinations. However, as the digital ecosystem has evolved over time, it can be argued that the role of automated systems and algorithmic infrastructures in the circulation of tourism narratives has become increasingly more visible.

In recent years, artificial intelligence (AI) technologies have gained a prominent role in processing, classifying, and re-presenting digital content. Rather than merely transmitting information, these systems actively reshape textual meaning and visibility (Kitchin, 2017). Through content generation, personalised recommendations, and automated interactions, AI applications influence how tourism narratives are produced and encountered (Gretzel et al., 2015). Consequently, promotional texts are no longer addressed solely to human audiences but are also interpreted and reformulated by algorithmic actors.

Despite the growing relevance of AI in tourism communication, existing research remains limited in explicitly examining how official destination narratives are interpreted and reconstructed through AI-mediated processes. Much of the current literature approaches AI primarily as a marketing instrument or an operational support tool, while paying relatively little attention to its role in transforming representational structures and narrative meanings (Mariani and Borghi, 2019).

Addressing this gap, the present study investigates how digital destination narratives used in national tourism promotion are interpreted and re-represented by a large language model-based artificial intelligence system. Using promotional texts published on GoTürkiye, Türkiye's official tourism promotion platform, as the empirical basis, the study analyses how these

narratives are processed and transformed through an AI-mediated interpretation process. By moving beyond human-centred readings of digital tourism communication, the study contributes to the literature by offering an original perspective on algorithmic representation in destination marketing. The findings provide theoretical insights into AI-mediated narrative construction and practical implications for destination marketing organisations seeking to develop more context-sensitive and balanced digital promotion strategies.

## 2. LITERATURE REVIEW

### 2.1. Digital Destination Narratives and National Tourism Discourse

Digital destination narratives refer to structured systems of meaning through which destinations are represented, interpreted, and communicated in tourism contexts (Urry, 2002; Can et al., 2025). Rather than reflecting destinations as neutral geographic entities, these narratives construct symbolic frameworks that shape how places are imagined, evaluated, and experienced by potential visitors (Urry, 2002). Through narrative framing, certain attractions, practices, and cultural elements are foregrounded, while others remain marginalised within touristic representations.

Within national tourism promotion, destination narratives are primarily produced through institutional and state-led communication structures. Official tourism organisations and public authorities play a central role in defining how national identity, cultural heritage, and territorial imagery are articulated in promotional discourse. These narratives not only aim to attract visitors but also participate in broader processes of nation branding and symbolic power, intersecting with political and cultural representations (Morgan and Pritchard, 1998).

With the increasing digitalisation of tourism communication, national destination narratives have become more visible, interactive, and multimodal. Official tourism websites and digital platforms function as central arenas in which destinations are strategically curated through textual descriptions, visual imagery, and experiential promises (Pike and Page, 2014). In this context, narrative emerges as an integrated representational order shaped by the interaction of textual, visual, and multimedia elements.

Previous research on digital destination narratives has predominantly focused on user-centred outcomes, such as information-search behaviour and travel decision-making processes (Xiang and Gretzel, 2010). Although these studies provide valuable insights into the functional effects of online content, they often pay limited attention to the textual and discursive structures through which official narratives are constructed and prioritised.

Accordingly, official digital destination narratives should be approached as selective representational systems rather than merely informative materials. By centralising particular places, experiences, and cultural symbols, national tourism discourse inevitably produces hierarchies of visibility and meaning. Some local practices and contextual dimensions may be foregrounded, while others are rendered less visible. Understanding how such narratives organise national representation, prioritise thematic structures, and marginalise alternative interpretations therefore constitutes a key area for critical, text-oriented analysis within tourism studies.

### 2.2. Algorithmic Representation and Digital Meaning-Making

In digital environments, texts and narratives are no longer read and interpreted solely by human users. They are continuously processed, classified, and redistributed through search engines, recommendation systems, and algorithmic filtering mechanisms. This multi-layered circulation indicates that the visibility and accessibility of digital content are shaped not only by

content producers' intentions but also by the operational logics embedded in algorithmic systems (Gillespie, 2014; van Dijck et al., 2018).

From this perspective, algorithms should be understood not as neutral technical tools but as selective socio-technical mechanisms that foreground certain content while marginalising others. Gillespie (2014) argues that algorithms exert regulatory influence over public discourse by embedding normative assumptions about relevance, importance, and visibility. Accordingly, algorithms function as active agents within digital meaning-making processes.

Algorithmic representation involves not only the ranking of digital texts but also their continuous reconfiguration. When content is summarised, categorised, or repositioned across digital contexts, particular themes may become generalised, while contextual details and distinctive narrative elements are simplified or obscured. Striphas (2015) conceptualises this dynamic through the notion of "algorithmic culture," emphasising the role of algorithms as invisible editors of cultural meaning.

This selective and hierarchical structure is closely connected to relations of visibility and invisibility in representation. Foucault's (1972) discourse perspective highlights that meaning is constituted not only through what is articulated but also through what is systematically excluded. By shaping patterns of repetition and omission within digital narratives, algorithmic systems contribute to the reproduction of discursive boundaries. Beer (2017) further conceptualises this process as a form of algorithmic power that influences social and cultural representation.

Within tourism contexts, digital platforms and ranking mechanisms may foster standardisation and generalisation in destination narratives. Prominent tourism content is often organised around broad, experience-oriented themes designed to appeal to mass audiences, while local, contextual, and micro-scale narratives tend to receive limited visibility (van Dijck et al., 2018). This highlights the homogenising potential of algorithmic systems in shaping touristic representation.

Against this background, an algorithmic representation perspective requires that digital tourism narratives be analysed not only through user perceptions but also through the technical intermediaries that process and re-present them. By conceptualising algorithms as intermediary layers between narratives and audiences, thematic hierarchies, representational gaps, and discursive priorities within national tourism promotion become more visible. This framework provides a conceptual foundation for the following section, which examines how large language models re-produce digital texts.

### 2.3. Large Language Models and Textual Re-production

In recent years, the development of large language models (LLMs) has led to significant changes in how digital texts are generated, circulated, and interpreted. Large language models are commonly defined as artificial intelligence systems trained on large-scale textual datasets and capable of producing new textual outputs by learning statistical relationships between linguistic elements. Rather than "understanding" texts through human-like cognitive processes, these models generate language through probabilistic prediction based on patterns in training data (Bender et al., 2021).

Drawing on critical scholarship, large language models should be understood not merely as technical tools but as selective systems that actively participate in the restructuring of textual meaning. When they summarise, rephrase, or re-contextualise content, they may foreground particular themes while marginalising others. As a result, AI-generated texts should not be

approached as neutral reproductions but as representational products that reflect hierarchical narrative structures shaped by underlying data and design logics (Bender et al., 2021).

Critical studies on artificial intelligence emphasise that language models tend to reproduce dominant discourses, recurring narrative patterns, and prevailing ideological frameworks embedded in their training data. These systems therefore remain closely connected to existing social, cultural, and political structures (Bender et al., 2021; Noble, 2018). Accordingly, AI-generated texts should not be treated as authoritative or value-neutral outputs but as mediated representations that may reinforce certain perspectives while rendering others less visible.

In this study, ChatGPT is employed as a dialogue-based application built on large language models developed within OpenAI's Generative Pre-trained Transformer (GPT) architecture. ChatGPT generates responses to user input by relying on statistical language modelling rather than semantic comprehension (OpenAI, 2023). Its outputs thus reflect the structural tendencies of large language models in organising and reproducing textual meaning.

Accordingly, ChatGPT is positioned in this research not as an evaluative authority on national tourism narratives but as an analytical instrument for examining how official destination texts are interpreted and reformulated by AI systems. By revealing thematic prioritisation, narrative hierarchies, and patterns of omission, ChatGPT outputs provide an appropriate empirical basis for analysing how national tourism discourse is transformed through AI-mediated interpretation processes.

#### **2.4. Representation, Visibility, and Narrative Hierarchy**

Digital tourism narratives function not merely as promotional texts but as selective representational systems that foreground particular places, experiences, and cultural elements while marginalising others. Through these narratives, destinations are framed within discursive structures that define what becomes visible as "touristic" and what remains outside dominant representations (Salazar, 2012). Accordingly, destination narratives operate not only as informational materials but also as meaning-making practices that establish symbolic boundaries.

In national tourism promotion, this representational order often assumes a holistic and generalising character. Narratives produced by state institutions and national promotion agencies tend to consolidate diverse geographies, cultural practices, and experiential forms under a unified national destination identity. In this process, local specificities and micro-scale narratives are frequently positioned in secondary or peripheral roles. Previous studies emphasise that such narratives display staged and performative qualities and are reproduced through recurring representational templates (Edensor, 2001).

Official tourism websites and digital promotion platforms constitute some of the most visible arenas in which these selective practices operate. Discourse-oriented analyses demonstrate that content on these platforms is structured around thematic priorities and implicit hierarchies. While overarching themes such as culture, heritage, experience, and diversity tend to occupy central positions, regional differences, local stories, and everyday practices often receive limited visibility (Hallett and Kaplan-Weinger, 2010).

This narrative hierarchy is closely connected to the simplifying and standardising character of tourism language. Complex cultural contexts are frequently translated into easily consumable experiential promises, enhancing the visibility of selected elements while systematically backgrounding others. Although this linguistic strategy facilitates broad audience appeal, it may simultaneously constrain contextual depth and narrative plurality (Dann, 1996).

With the increasing integration of algorithmic and AI-based systems into the circulation of digital texts, relations between representation and narrative hierarchy have acquired new dimensions. These systems tend to reproduce dominant thematic structures and reinforce existing hierarchies while reducing the visibility of less represented narrative layers. This challenges assumptions of neutrality in digital representation and highlights the role of technological intermediaries in shaping destination narratives (Ananny, 2016; Noble, 2018).

In this study, the concepts of representation, visibility, and narrative hierarchy are employed as an analytical framework for examining how national tourism narratives are re-produced through AI-mediated processes. The analyses presented in the Findings section evaluate, along these dimensions, which themes are prioritised in AI-generated texts, how narrative elements are generalised, and which layers remain marginalised.

### **2.5. Evaluating the Literature and Positioning the Study**

Existing tourism research has predominantly examined digital destination narratives through the perspectives of visitor perceptions, destination image formation, and online information-search behaviour. This body of work has made important contributions by demonstrating how digital tourism content influences travel decision-making and destination evaluation processes (Baloglu and McCleary, 1999; Echtner and Ritchie, 1991; Xiang and Gretzel, 2010). However, much of this literature remains strongly human-centred and pays limited attention to the role of technical intermediaries in shaping narrative production and circulation.

With the advancement of digital platforms and data-driven systems, the circulation of national tourism narratives has become increasingly influenced by algorithmic infrastructures. Studies on digital destination image have shown that nationally produced narratives may be simplified and transformed into holistic representations in online environments (Govers et al., 2007). Nevertheless, such studies have primarily focused on user reception rather than on how narratives are reconfigured through technological mediation.

Research on algorithmic representation and platformisation has demonstrated that the visibility and meaning of digital content are reorganised through technical systems (Gillespie, 2014; Beer, 2017; van Dijck et al., 2018). Despite their relevance, these debates have largely developed within media and platform studies and have only partially been integrated into tourism research on official destination narratives. As a result, the algorithmic and AI-mediated circulation of national tourism discourse remains insufficiently examined within tourism scholarship.

The increasing prominence of large language models marks a new phase in digital text circulation. Beyond ranking and filtering, these systems actively summarise, rephrase, and restructure content around specific thematic patterns (Bender et al., 2021). Given that tourism narratives already rely on simplifying and selective language structures (Choi et al., 2007), AI-mediated processes may further intensify representational hierarchies and thematic standardisation.

Addressing these gaps, the present study investigates digital destination narratives used in national tourism promotion from an AI-mediated interpretation perspective. Using the GoTürkiye website as the case context, the analysis examines how official promotional texts are re-represented by a large language model-based system, which themes are prioritised, and which narrative elements are marginalised. By treating destination narratives not only as human-oriented communication tools but also as algorithmically mediated representational structures, the study offers an original contribution to tourism communication research and provides a foundation for more critical engagement with AI-supported destination promotion.

### 3. METHOD

#### 3.1. Purpose and Significance of the Study

In contemporary digital environments, tourism-related texts are processed not only by human users but also by algorithmic systems such as search engines, recommender systems, and artificial intelligence applications (Gillespie, 2014). In this context, the present study aims to examine how digital destination narratives used in national tourism promotion are read, summarised, and re-represented by a large language model-based artificial intelligence system.

Using official promotional texts published on the GoTürkiye website as the empirical basis, the study investigates how national tourism narratives are reorganised through AI-mediated interpretation, which themes are prioritised, and which narrative layers become less visible. The study is significant in that it approaches digital destination narratives not only as texts addressed to human audiences but also as representational structures reshaped by algorithmic systems, thereby contributing to a relatively limited body of research in tourism scholarship.

#### 3.2. Population and Sample

The population of the study consists of official digital tourism promotion texts produced by state institutions and national promotion agencies with the aim of representing national tourism destinations. This population includes publicly accessible content published on institutional websites that reflect centrally coordinated destination narratives.

The sample of the study is the GoTürkiye website, which was selected through purposive sampling. Purposive sampling involves the deliberate selection of information-rich cases that best correspond to the research objectives (Patton, 2015). GoTürkiye represents Türkiye's official and centralised tourism promotion platform and functions as the primary digital channel through which national destination narratives are constructed and disseminated. For this reason, the website constitutes an appropriate case context for examining AI-mediated interpretation processes.

Only officially produced and publicly accessible promotional texts were included in the sample. User-generated content, commercial advertisements, temporary campaign announcements, and non-promotional informational materials were excluded in order to ensure analytical consistency.

#### 3.3. Research Design and Limitations

This study adopts a qualitative and exploratory research design. Artificial intelligence is not treated as the object of investigation itself but is positioned as an analytical instrument that enables the examination of how digital texts are interpreted and reorganised through algorithmic processes.

The research is structured as a single-case study focusing on the GoTürkiye website. Case study designs enable in-depth investigation of contemporary phenomena within their real-life contexts (Yin, 2018). A single-case design is appropriate when a case provides a meaningful context for examining theoretical assumptions and emerging practices (Flyvbjerg, 2006).

Several limitations should be acknowledged. First, the study focuses on a single national tourism platform; therefore, the findings cannot be directly generalised to all destination promotion contexts. Second, the research does not aim to evaluate the factual accuracy of AI-generated outputs but rather to analyse representational patterns and thematic prioritisation. Third, large language models may generate partially different outputs across sessions. To

minimise procedural variation and enhance analytical consistency, standardised prompts were used and all interactions were documented.

### 3.4. Data Collection and Analysis

Data were collected on 15 December 2025 from publicly accessible promotional texts published on the GoTürkiye website (Türkiye Tourism Promotion and Development Agency, 2025). These texts were selected as they represent the core institutional narrative through which national tourism is digitally communicated.

All texts were included in their original form without simplification, shortening, or interpretive modification. Rather than focusing on individual destination pages, the analysis examined recurring themes, discursive emphases, and experiential framings across the website as a whole in order to capture the overall narrative structure.

The study was conducted using publicly available digital materials and AI-generated textual outputs and did not involve human participants. As no personal data were collected, ethical committee approval was not required (Teixeira da Silva, 2023). The analysis was guided by three research questions:

- How are digital destination narratives represented by an AI-based system?
- Which themes, places, and discourses are prioritised in AI-generated outputs?
- Which narrative elements remain marginalised during AI-mediated interpretation?

These questions were formulated in line with studies on algorithmic representation (Gillespie, 2014), research on selective text reproduction by language models (Bender et al., 2021), and discourse-analytic approaches to visibility and invisibility (Foucault, 1972; Urry, 2002).

ChatGPT (GPT-5 model, OpenAI) was used as the primary analytical tool. The same set of standardised prompts was applied to all selected texts to ensure consistency. These prompts requested the summarisation, thematic interpretation, and re-representation of promotional content. Outputs were analysed using a descriptive and interpretive approach focusing on thematic emphasis, narrative hierarchy, and representational gaps.

A single set of standardised prompts focusing on summarisation, thematic emphasis, and narrative framing was used in the analysis. Each promotional text was submitted to ChatGPT once within the same session using identical prompts, and the outputs were analysed through an interpretive framework that prioritised recurring themes, narrative hierarchies, and representational patterns rather than individual textual variations.

The tables presented in the Findings section reflect analytical interpretations based on these outputs rather than direct reproductions of AI-generated texts.

## 4. FINDINGS

The findings are presented in accordance with the three research questions and are based on a descriptive and interpretive analysis of the outputs generated through the systematic submission of GoTürkiye's digital promotional texts to ChatGPT. In this process, ChatGPT functioned as an analytical instrument for examining how national destination narratives are re-presented through AI-mediated interpretation. Table 1 summarises the dominant representational framework observed in the AI-generated outputs.

**Table 1.** Findings on the National Destination Narrative in AI-Mediated Representation

<b>Analytical Dimension</b>	<b>Prominent Representation in ChatGPT Output</b>
Destination Definition	Türkiye is represented as a multi-dimensional field of experience.
Overall Discourse	Culture, nature, gastronomy, and history are presented within an integrated and holistic narrative.
Spatial Emphasis	A national-scale, generalised destination perception is foregrounded.
Experience Framing	Tourism is framed as an experienced process rather than a consumed service.

As shown in Table 1, digital destination narratives are re-presented by AI within a holistic and generalising framework. Rather than highlighting individual destinations, the outputs emphasise Türkiye as an integrated experiential space combining cultural, natural, gastronomic, and historical elements. This mode of representation reflects a shift from spatial specificity towards high-level thematic abstraction. Furthermore, framing tourism as an experiential process relocates the narrative from a service-oriented logic to a broader symbolic and emotional register.

When this holistic framing is combined with national-scale generalisation, contextual details related to specific destinations tend to receive reduced attention. Instead of foregrounding local characteristics, AI prioritises shared narrative elements associated with national identity, thereby transforming the GoTürkiye discourse into a broadly defined “Türkiye experience” narrative. Table 2 illustrates how narrative elements are hierarchically organised within this representational structure.

**Table 2.** Narrative Hierarchy Prioritised by AI

<b>Priority Level</b>	<b>Elements Emphasised by ChatGPT</b>
High	Experience-oriented tourism, cultural richness, diversity
Medium	Natural attractions, gastronomy, history
Low	Local practices, micro-destination details

As presented in Table 2, AI establishes a hierarchical structure when re-presenting national tourism narratives. Experience-oriented tourism, cultural richness, and diversity occupy central positions due to their generalisability and broad audience appeal. Natural attractions, gastronomy, and history function as complementary elements, supporting the dominant experiential framing.

In contrast, local practices and micro-destination characteristics are assigned low priority and tend to be absorbed into broader thematic categories. This hierarchical arrangement indicates that AI-mediated interpretation does not merely reproduce existing narratives but actively reorganises representational priorities. Table 3 presents the narrative elements whose visibility decreases during AI-mediated interpretation.

**Table 3.** Representational Gaps in AI-Mediated Interpretation

<b>Visibility Level</b>	<b>Elements Remaining in the Background</b>
Low Visibility	Local narratives, micro-scale cultural practices
Fading Elements	Distinctive stories, personal experience accounts
Generalised Areas	Regional differences and local context

As shown in Table 3, several narrative layers systematically lose visibility in AI-generated outputs. Local narratives, micro-scale cultural practices, and distinctive stories are either subsumed under general thematic categories or remain marginal within the overall

representational framework. The generalisation of regional differences and contextual specificities results in a reduction of narrative depth and experiential diversity.

These representational gaps indicate that AI-mediated interpretation should be evaluated not only through foregrounded themes but also through elements rendered invisible. By simplifying complex narrative structures, AI establishes a more homogeneous framework that privileges broadly recognisable tourism imaginaries.

Overall, the findings demonstrate that digital destination narratives published on the GoTürkiye website are reinterpreted by AI within a generalising, thematic, and experience-centred framework. While holistic representations enhance symbolic coherence and accessibility, they simultaneously marginalise local, distinctive, and micro-level narratives. AI-mediated interpretation thus operates as both a reproductive and transformative process that reshapes national tourism discourse.

## **5. CONCLUSION AND RECOMMENDATIONS**

This study examined how digital destination narratives used in national tourism promotion are interpreted and re-represented by a large language model-based artificial intelligence system. The qualitative case analysis based on promotional texts published on the GoTürkiye website demonstrated that AI-mediated interpretation not only reformulates existing narratives but also restructures thematic priorities, representational forms, and levels of visibility. The findings indicate that AI-generated narratives are predominantly organised around holistic, generalising, and experience-centred frameworks, while local and contextual elements tend to receive limited emphasis.

The results largely align with tourism studies emphasising that digital destination narratives are constructed through simplifying and nationally integrated representations (Echtner and Ritchie, 1991; Baloglu and McCleary, 1999; Govers et al., 2007). However, this study extends existing research by demonstrating that such representational structures are not only shaped through human interpretation but are also actively reorganised through algorithmic and AI-mediated processes. By shifting analytical attention from user-centred reception to AI-mediated circulation, the study contributes to emerging discussions on algorithmic representation and digital meaning-making in tourism contexts.

From a practical perspective, the findings suggest that public institutions, destination marketing organisations, and tourism stakeholders should consider how digital promotional content may be processed, summarised, and re-presented by AI systems. Designing narratives with greater contextual depth, diversified storytelling elements, and balanced thematic structures may reduce the risk of excessive standardisation. Integrating local stories, micro-destination features, and distinctive experiential accounts into digital content can enhance representational diversity and visibility within AI-mediated environments.

Several limitations should be acknowledged. First, the study focuses on a single national tourism website, which restricts the generalisability of the findings. Second, the analysis is limited to textual narratives and does not include visual or multimedia content. Third, as large language models may generate varying outputs across different sessions, the findings reflect tendencies rather than fixed representational patterns. Future studies may address these limitations through comparative, multimodal, and longitudinal research designs.

Future research may extend this study by conducting cross-national comparisons of official tourism websites to examine similarities and differences in AI-mediated representation.

Comparative analyses across different language models may further reveal model-specific patterns in narrative restructuring. Additionally, interdisciplinary approaches integrating tourism studies, communication research, and artificial intelligence ethics may provide deeper insights into the long-term implications of AI-mediated representation for destination image formation and tourism governance.

In conclusion, this study demonstrates that digital destination narratives are not merely texts consumed by human audiences but are also representational structures interpreted and reshaped by AI-based systems. By making visible the algorithmic circulation of national tourism narratives, the study offers both conceptual and methodological contributions to tourism scholarship and supports the development of more reflective and context-sensitive digital promotion strategies.

### Artificial Intelligence Use Statement

During the preparation of this study, the author used ChatGPT, an artificial intelligence tool developed by OpenAI, for data collection purposes. After using this tool, the author duly reviewed and edited the content and assumes full responsibility for the content of the published article.

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**Artificial Intelligence Mediated Interpretation in National Tourism Promotion: A Qualitative Study of the GoTürkiye Website Using ChatGPT**

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