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### **A COMPERATIVE ANLYYSIS OF NATIONAL PROMOTIONAL VIDEOS: THE CASE OF TURKEY AND SPAIN**

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#### **EXTENSIVE SUMMARY**

Destinations present to visitors extensive and integrated experiences which are generally formed a combination of different tourism products. It is very important to promote tourism resources and products of destinations for attracting visitors. In accordance with this purpose, destination publicity is highly significant. Therefore promotional activities are used intensively in the tourism industry. Especially globalization phenomenon forces competition increasingly, and hence destinations are directed to promote and advertise tourism products. One of the most important tool is promotional video to give information about destination attractiveness. Promotional videos are also effective against image formation as overt induced agent. On the other hand, they can be used to build and protect destination brand.

Destination promotional activities are related to changeable tourists' expectations and demand. It is required to adopt promotional videos as changing in demand conditions, technology usage, and information sources. In this context, internet is an important media for destination promotional videos. Thus it is possible to give information about a destination in fast and cheap way, and reach a considerable amount of potential visitors.

The aim of this study is analyzing destination promotional videos of Turkey and Spain comparatively. These countries may be seen competitors in Mediterranean region in respect of visitor numbers and similar tourism products. In this study, official promotional videos of Turkey and Spain which is dated 2016 were examined and compared by using content analysis. Promotional videos are downloaded from the web sites of Turkish Ministry of Culture and Tourism (video is labelled "Turkey: Home of Turquoise"), and TURESPANA which is public and private joint institution (video is labelled "I need Spain").

Promotional videos of both country were analyzed using nine dimensions which are suggested by Beerli ve Martin (2004) to specify perceived destination image. These dimensions are natural resources (such as weather, temperature, etc.), general infrastructure (such as quality of roads, airports, etc.), tourist infrastructure (such as hotels, restaurants, etc.), tourist leisure and recreation (such as theme parks, entertainment and sports activities, etc.), culture, history and art (such as museums, festivals, handicraft, gastronomy, etc.), political and economic factors (such as political stability, economic development, prices, etc.), natural environment (such as beauty of the scenery, air and noise pollution, traffic congestion, etc.), social environment (such as hospitality and friendliness of the local residents, quality of life, language barriers, etc.), atmosphere of the place (such

asluxurious, fashionable, place with a good reputation, family-oriented destination, exotic, mystic, relaxing, etc.). Promotional videos are examined and listed according to these dimensions for both country. This process is repeated separately by two researchers in order to ensure validity and reliability of the study.

Duration of Turkey's promotional video (one minute) is shorter than Spain's (three minutes). Both country emphasize natural resources in nearly same way. Diversely Spain's video includes more information about number of snowy days in mountains, length of seaside, rivers, deserts, etc. In respect of general infrastructure, both videos give information about airports and marinas. But Spain's video has additional information about roads and modern buildings. Ease of access to destination is underlined in both videos as main point of tourist infrastructure. In respect of recreational facilities, Turkey focuses mainly on water sports while Spain presents furthermore winter sports, trekking and football. The dimension of culture, history and art is broadly presented in Spain's video while Turkey's video has limited information. Turkey's video gives more information about natural environment than Spain's. In general view, Spain's video puts forward luxury, while Turkey's shows mystic and relaxing features.