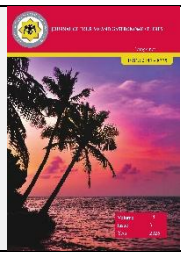
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An Analysis of Tourist Reactions to Destination Advertisements Produced on YouTube

*** Ömer SARI** [a], **Selma MEYDAN UYGUR** [b], **İsa YAYLA** [c]

[a] Cappadocia University, School of Applied Sciences, Department of Tourism Guidance, Nevşehir/Türkiye
[b] Ankara Hacı Bayram Veli University, Faculty of Tourism, Department of Tourism Management, Ankara/Türkiye
[c] Kyrgyz-Turkish Manas University, Faculty of Tourism, Department of Tourism Management, Bishkek, Kyrgyzstan – Giresun University, Faculty of Tourism, Department of Recreation Management, Giresun/Türkiye

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Abstract

This study examines the advertisements published on YouTube by GoTürkiye, a Türkiye's tourism brand. However, its purpose is to test the AIEDA (Attention, Interest, Evaluation, Desire, Action) model—which is recognized as a consumer response model for advertisements. It also determines whether this response varies in accordance with the destination type. First, the study identified three distinct destination types based on theme: culture, nature, and city. Second, the advertisements selected for these destinations were shown to tourists and a survey was administered to them to test the model. There are 324 tourists visiting the city of Antalya in Turkey who were examined because Antalya is an international tourism destination where mass tourism is prevalent. Furthermore, there are 72 Turkish citizens ,150 German, and 91 Russian tourists who were examined in Antalya. The main framework of the study was applied to test the AIEDA model and measure attitude differences based on destination characteristics. The results strongly support the correlation among the variables in the AIEDA model. However, no differences were detected based on destination types. This research was conducted based on the assumption that advertising models must evolve in parallel with changing tourist behaviors; by validating the correlation of the new advertising model, it supports this assumption.

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** Corresponding Author*
E-mail: omer.sari@kapadokya.edu.tr (Ö. Sarı)

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