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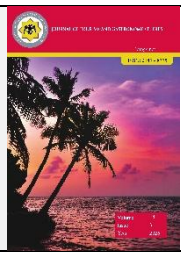

An Analysis of Tourist Reactions to Destination Advertisements Produced on YouTube

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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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INTRODUCTION

In recent years, academics and managers working in the field of marketing have aimed to reveal how advertising design works (Gabriel et al., 2006). Advertising is an important element of the marketing communication mix (Meydan Uygur, 2017). Today, advertising has transitioned to digital with the development of the internet (Gordon et al., 2021). Research on digital advertising has made significant progress in recent years (Herhausen et al., 2019; Moe and Schweidel, 2014). Although research has tried to reveal to what extent the effect of the internet on the consumer is represented in the process (Carbonell et al., 2018; Hunsaker & Hargittai, 2018), the changes in the influence of conscious consumers in this process have not yet been fully clarified (Lütjens et al., 2022). The reasons for this may include the familiarity of the touch points that enable consumers to be exposed to advertising (Bortko et al., 2019; Vance et al., 2018). Research focusing on specific online touchpoints suggests that the internet provides a variety of touchpoints for business-customer communication and interaction (Kannan, 2017). The impact of structural designs of touch points on consumer decision processes may vary (Burns and Lutz, 2006). For example, the consumer accepts the search engine as an information search tool in his purchasing decision (Lu & Zhao, 2014). Additionally, consumers tend to use social media advertisements in making purchasing decisions (Mukherjee & Banerjee, 2017).

Advances in internet technologies have caused online touchpoints to change over time (Shah et al., 2020). In the early days of the Internet, display banners, websites, and email ads had a fixed form. However, today's internet technology allows contact points to offer customizable forms according to consumers' needs (Bleier & Eisenbeiss, 2015; Lambrecht & Tucker, 2013; Sahni et al., 2018). Social media contents with personalized preferences have an important feature in understanding consumer behavior (Edosomwan et al., 2011). Data obtained by social media users make important contributions to personalizing content. In this way, it provides validity by making the content more relevant. On the other hand, it allows advertisements to become useful by increasing their effectiveness (O'Donnell, 2015). Destination promotions containing intense information have gained momentum with the development of internet advertising (Doolin et al., 2002). In particular, social media advertising continues to make significant contributions to marketing's provision of distribution and information services (Gertner et al., 2007; Hoffman & Novak, 1996; Hew et al., 2018; Ngai et al., 2015; Xiang & Gretzel, 2010).

Social networking platforms have built a virtual community that provides an environment for people's communication with organizations in the tourism sector (Kavoura & Stavrianea, 2015). In creating an ideal virtual environment, organizations want to carry out advertising activities with low amounts on social media (Cervellon & Galipienzo, 2015; Prideaux & McNamara, 2013) and making feedback possible through “comments” on social network platforms (Zhang et al., 2015). Therefore, research conducted in this direction should focus more on what social media users feel and how they perceive the media content published by organizations (Ferguson & Greer, 2011; Chan-Olmsted & Cho, 2013). Studies conducted in the relevant literature show that access to the target audience has become easier through social networks (Nazir, 2023) and provides important opportunities to interact with them (Blichfeldt & Smed, 2015; Chan & Guillet, 2011; Hamouda, 2018). In terms of reach, YouTube stands out more than other social media applications (Briciu & Briciu, 2020). In this regard, this research is about examining tourist reactions to the advertisements prepared for destinations by GoTürkiye (2018,2020,2022), Türkiye's national tourism brand on YouTube.

The research is about Weng et al.'s (2021) AIEDA model and examining the reactions to advertisements shot for different destinations. In the relevant research, the action was not included in the measurement in the test of the model, assuming that it could not be measured directly and would not lead to immediate purchasing behavior. However, this research accepts the assumption that behavioral intention is the driving force for action under normal conditions and includes it in the measurement. In this regard, the research aims to include action in the AIEDA model, test it again on a different sample, and examine whether the messages given in advertisements created for different destination types will cause differences in the model.

Background

The Effect of Advertisements and Measurement Criteria in Tourism Research

Tourism marketing studies reveal that advertising is as important as other promotional tools (sales promotion, personal selling, etc.) (Line & Runyan, 2012; Morosan et al., 2014; Yoo et al., 2011). The importance of tourism advertising is increasing, especially with the development of information communication technologies (ICT) and social media (Chu et al., 2020). Since tourism advertisements are seen as a source of information for potential and existing tourists (Burke & Gitelson, 1990; Gretzel et al., 2000; Kim et al., 2005a), tourism researchers have tried to explain tourists' destination selection decisions with many different approaches that have strengths and weaknesses (Park et al., 2013). Tourism advertisements produce useful outputs for tourists and organizations located in destinations. The nature of the useful output is to provide assurance to tourists and organizations. Organizations located in the destination can reduce the risks perceived by tourists through advertising. Tourism advertisements motivate tourists to imagine themselves as if they were in the advertisement (Shen et al., 2020). Similarly, tourists obtain information about topics covering various expenses (travel, accommodation, food and beverage, etc.) through advertisements and can thus create the perception of reliability (Weng et al., 2021).

In the literature, studies examining the effects of advertisements has focused on topics such as "advertising monitoring" (Siegel & Ziff-Levine, 1990), "econometric modeling" (Butterfield et al., 1998; Wöber & Fesenmaier, 2004), "experimental design" (Mok, 1990; Woodside, 1990), "purchase modeling for the mass buyer" (Kulendran & Dwyer, 2009) and "conversion analysis" (Burke & Gitelson, 1990; Hunt & Dalton, 1983). Conversion studies based on variables in the behavioral aspects of tourists focus especially on post-advertisement visits and post-visit expenditures (Kim et al., 2005a; Park et al., 2013; Pratt et al., 2010; Wöber & Fesenmaier, 2004). Transformation studies are seen as a strong reason for preference by researchers because they are more easily applicable and interpretable (Burke & Gitelson, 1990; Cai, 1998) and less costly (Choe et al., 2017). While tourism advertisements focused on actual visits or behavior at the time of visit in past research, today they focus on cognitive and affective aspects. The main reason for this situation is due to the significant limitations in validity of past research (Weng et al., 2021).

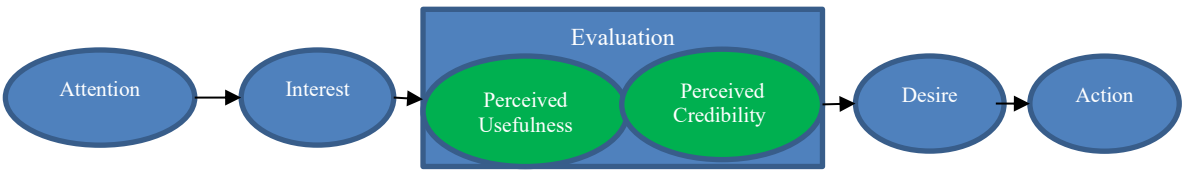

Figure 1. AIEDA Model

Source: Weng et al., 2021.

The AIDA model, which examines consumers' reactions to advertising, is one of the models widely used in consumers' evaluation of advertisements (Liu et al., 2021; Su et al., 2016). The model clarifies the stimulation of consumers through advertising. According to the model, the messages in the advertisement have a number of functions. This task is achieved when consumers become aware of the product/brand, show interest in it, develop a positive attitude, and eventually realize their purchasing intention. Although the AIDA model is frequently used for tourist destination advertisements (Lee et al., 2018), the characteristics of the tourism product, such as its intangibility and lack of opportunity for tourists to try it in advance, indicate that the perception of the message given in the advertisement should be evaluated. Evaluation is described as a prerequisite for desire and action. In this direction, the AIDA model is expanded as the AIEDA (Attention, Interest, Evaluation, Desire, Action) model by including evaluation (Weng et al., 2021). Tourism advertisements aim to persuade tourists to travel by motivating their cognitive and affective aspects. The AIDA model, which systematically formulates tourists' cognitive and affective reactions, was expanded with the evaluation (perceived benefit and perceived reliability) variable, taking into account the structural features of tourism (Kim et al., 2005a; Lavidge & Steiner, 1961; Weng et al., 2021). The AIEDA model (Figure 1), formed by adding the "evaluation" variable to the AIDA model, consists of five hierarchical stages: attention, interest, evaluation (perceived usefulness and perceived reliability), desire and action (Weng et al., 2021). The variables in this hierarchy are explained in Table 1.

Table 1. Definition of Variables in the AIEDA Model

Author(s)	Definitions of AIEDA Variables
Bogost, 2007	**Attention** is to make the consumer realise the knowledge of a product during the purchasing process. Therefore, the first aim of the advertisement should be to inform the consumer about the product, make them aware of it and make them pay attention to the product. Therefore, the first step in the cognitive hierarchy of the consumer starts with the product attracting his/her attention.
Pashootanizadeh & Khalilian, 2018	**Interest** is defined as the process after increasing the awareness of consumers. In this process, it is necessary to attract consumers' attention towards the product. Consumers are eager to read the messages given for the product. In this respect, the messages given should be about the benefits offered by the product to the consumer. When the product is clearly explained which need it fulfils or which problem it solves, the consumer's interest will be attracted.
Weng et al., 2021	**Evaluation** is included in the third stage of the model. Evaluation focuses on the benefit and reliability that consumers perceive from the messages in tourism advertisements. Both sub-variables include consumers' evaluation of advertising messages.
Hadiyati, 2016	**Desire** is defined as the fourth stage. Purchase intention is formed to the extent that a product fulfils the consumer's wants and needs. The benefits offered by the product to the consumer should be clearly and sharply explained by the marketer. However, whether the contributions offered by the products to the consumer are really as described may cause concern in the consumer. Consistency is critical for the consumer's motivation to own the product.
Ghirvu, 2013; Kyto et al., 2019	**The action** is located in the last stage of the model. The consumer's act of buying the product is the last stage of the cognitive process. The consumer desires to buy a product that attracts his/her attention and interest. Only after the consumer's evaluation of the product is completed, the action will be realised. Purchase intention is the indicator of the action stage. In addition, purchase intention also shows that the action can be realised under usual conditions.

Source: Authors have created from the related literature.

Hypothesis Development

Consumers' reactions to advertisements commonly consist of three hierarchies: cognitive, emotional and persuasion (Barry & Howard, 1990). In the marketing literature, such as DAGMAR (Awareness, Understanding, Belief, Action) (Colley, 1961), Hierarchy of Effects (Awareness, Knowledge, Like, Preference, Belief, Purchase) (Lavidge & Steiner, 1961), AIDA (Attention, Interest, Desire, Action) (Strong, 1925), which consist of this hierarchy

are mentioned. The AIDA model, which points out that there are emotional determinants behind behavioral intention, prioritizes desire. As stated in past research, desire acts as a strong mediator between attitude and behavioral intention (Leone et al., 2004; Perugini & Bagozzi, 2001). Therefore, desire is a motivational tool for behavioral intention (Song et al., 2021). These variables (attention, interest, desire, evaluation, action), seen as parts of a gradual system, are the continuation of each other. In this respect, it can be claimed that there is a correlation in the AIEDA model based on these variables. In this direction, the research first proposes the following hypothesis:

H1: Tourists' reactions to tourism advertisements confirm the correlations among the variables in the AIEDA model (attention, interest, evaluation, desire, action).

In the relevant literature, studies examining the reactions of tourism advertisements on tourists (Byun & Jang, 2015; Kim et al., 2005a; Li et al., 2016; McWilliams and Crompton, 1997) are widely discussed with cognitive and affective aspects such as destination awareness, emotions, behavioral intentions and attitudes. Studies examining tourists' reactions to tourism advertisements (Byun & Jang, 2015; Chaudhuri & Micu, 2014; Wan et al., 2007) show that various advertising design elements such as destination types or attractions are decisive as advertising objects. Therefore, tourists' reactions to advertisements specific to different destination types vary (Byun & Jang, 2015; Wan et al., 2007). Changing tourists' reactions push organizations to produce specially designed advertisements for different destinations (Buhalis, 2000). However, in theory, it has been examined to a limited extent whether tourists' reactions to advertisements produced according to destination types differ (Weng et al., 2021).

There are different criteria for classifying international destinations. Past research has classified destinations as;

- Thematic, natural, historical and cultural destinations (Alhemoud & Armstrong, 1996),
- Destinations that include sports activities such as golf, skiing and hunting (Kim et al., 2005b);
- Coastal, inland, village and city destinations (Nicolau & Más, 2008);
- Hedonic and utilitarian destinations (Byun & Jang, 2015);
- Adventure tourism, culinary tourism, cultural tourism, eco tourism, educational tourism, health tourism, medical tourism, MICE (Meetings, incentives, conferences and exhibitions) tourism, faith tourism, rural tourism, beach tourism, sports tourism, urban tourism and wine tourism destinations classified according to their types (Camilleri, 2018);
- Nature-based, cultural heritage areas and city/urban destinations (Fenitra et al., 2022, Eusébio et al., 2022).

In this research, the destination classification of Fenitra et al. (2022) was taken as reference and the following hypothesis was created.

H2: Tourists' reactions to tourism advertisements vary according to advertisements prepared for various destination types.

Design of the Research

This study was designed using a quantitative research method to ensure that data were collected and analyzed in a systematic and objective manner. A survey was used as the primary data collection tool to test the research hypotheses and statistically identify the relationships among the variables. Administered to a sample group representative of the study population, this survey aimed to measure participants' demographic characteristics,

attitudes, and perceptions through standardized items. The numerical data obtained were analyzed using statistical software on a computer, and the study's hypotheses were tested accordingly.

Sampling Criterion

This study was conducted using a purposive sampling method. Purposive sampling is based on a specific objective. It is a non-probability sampling method in which a researcher, rather than making a statistical generalization, consciously selects the situations, individuals, or events that are most appropriate for the study's focus and "rich in information" based on their own judgment and specific criteria (İslamoğlu & Alnıaçık, 2014). As an important tourism country, Türkiye's two cities [Istanbul (ranked 1st) and Antalya (ranked 4th)] managed to be among the 10 most visited destinations in 2023 (Euromonitor, 2024). Especially Antalya is an international tourism destination where mass tourism is intensely experienced.

In this regard, the research was conducted on Turkish, German and Russian tourists visiting Antalya. The ethics committee approval required to collect the data used in this study was obtained from the Kapadokya University Ethics Committee on April 8, 2026, under decision/reference number 64577500-050.99-154363.

Measurement Technique and Measuring Tool

The research was carried out on 3 different destination types from YouTube advertisements of GoTürkiye (2018,2020,2022), Türkiye's tourism brand. First of all, the research focused on the advertisements (0-30 seconds) published by GoTürkiye on YouTube in the last year according to destination types. After determining the advertisements for the destination types, survey forms were created. The surveys used in the research consist of three parts. In the first part, there is 1 manipulation proposition. The manipulation proposition includes the question of "What do you think is the technical format of this ad?" For this proposition, tourists were asked to choose one of 2 options (Brochure and Video). In order for tourists to fully understand these options, visuals representing the options were added to the survey (See Figure 2). The second sections of the surveys contain propositions measuring the variables in the AIEDA model. These propositions are taken from research in the relevant literature.

Figure 2. Embodied Measurement Tool for Manipulation Variable

Source: Created by authors.

In the model, 16 propositions were tested; 3 each for attention and interest option (Sharifi et al., 2019; Weng et al., 2021), 3 each for desire and action option (Lee et al., 2018; Song et al., 2017), and 4 for evaluation option (Weng et al., 2021). The propositions in this section were measured with a 7-point Likert type. Acceptable levels of reliability and validity values were taken as reference in choosing this scale in the research. As a result of the research, these values were checked and the results showed that the scale was valid and reliable. In the third sections, tourists were

asked questions about their demographic characteristics.

Analysis of Data

3 contents on GoTürkiye's YouTube page were consulted by 2 experts in their field, depending on the destination type. As a result of the consultation, the data were interpreted with Cohen Kappa analysis. This analysis shows to what extent researchers are consistent in their grouping of destinations. After the application of the research, frequency analysis was first conducted on the data to determine the demographic characteristics of the tourists. Then, CFA analysis was conducted to examine the structured validity and reliability of the measurement instrument. Next, correlation analysis was performed to test H1. Finally, ANOVA test was performed to test H2.

Findings

Sampling Profile

In the research, firstly, the demographic characteristics of the tourists and their experiential activities towards the destination were determined. The research was conducted on a total of 324 tourists. When the data regarding the demographic characteristics of tourists are examined, as seen in Table 2, it was observed that the majority were 18-25 years old (N: 145; 44.8%), women (N: 207; 63.9%), German citizens (N: 150; 46.3%) and undergraduate graduates (N: 134; 41.4%). When the experiential activities of tourists towards the destination are examined, it is observed that they frequently go on holiday once a year (N: 187; 57.7%), and they plan their last holiday (N: 145; 44.8%) and future holiday (N: 138; 42.6%) intensively on the city destination.

Table 2. Demographic Characteristics of Tourists

Base Variable	Sub-variable	N	%
Type of destination for the last holiday:	Culture Destination	82	25.3
	City Destination	145	44.8
	Nature Destination	86	26.5
Destination choice for the next holiday:	Culture Destination	116	35.8
	City Destination	138	42.6
	Nature Destination	59	18.2
Frequency of holidays for one year:	Once a year	187	57.7
	Twice a year	93	28.7
	Three times a year	20	6.2
	4 or more per year	13	4.0
Age	18-25 Age	145	44.8
	26-33 Age	62	19.1
	34-41 Age	48	14.8
	42-49 Age	46	14.2
	50 and Above	12	3.7
Gender	Female	207	63.9
	Male	106	32.7
Nationality	Turkish	72	22.2
	German	150	46.3
	Russian	91	28.1
Education	Primary School	10	3.1
	Middle School	48	14.8
	High School	86	26.5
	University Undergraduate	134	41.4
	Postgraduate	35	10.8

Source: Authors derived from the dataset (N:324)

CFA Findings

Confirmatory factor analysis (CFA) was conducted to assess the reliability and validity of the measurement instrument. In addition, Cronbach's Alpha values were checked to assess the reliability of the dimensions. In this context, it was discovered that the average variance explained (AVE) values (Fornell and Larcker, 1981) and the structured reliability (CCR) coefficient (Hair et al., 2019) were consistent with values reported in the literature. Furthermore, the χ^2/df value (2.474) was found to be less than 5, while the goodness-of-fit indices—CFI (0.923), NFI (0.875), IFI (0.925), GFI (0.920), and RFI (0.890)—were all above 0.85. These values indicate that the scale's fit is valid. The fact that the RMSEA value is less than 0.08 (0.064) (Çekici et al., 2018) indicates a strong fit.

Table 3. CFA Findings

Dimensions	**Items**	**Factor Loadings**	**CCR**	**AVE**	**Cronbach's Alpha**
Attention	Item 1	,88	,830	,810	,785
	Item 2	,85			
	Item 3	,86			
Interest	Item 4	,83	,770	,750	,880
	Item 5	,77			
	Item 6	,76			
Desire	Item 7	,84	,810	,760	,770
	Item 8	,79			
	Item 9	,84			
Evaluation	Item 10	,71	,770	,790	,795
	Item 11	,74			
	Item 12	,79			
	Item 13	,84			
Action	Item 14	,80	,790	,810	,742
	Item 15	,76			
	Item 16	,75			
Model Fit Index		**Values**		**Standard Values**	
CMIN/DF (x^2/df)		2,474		≤3 veya ≤5	
RMSEA		0,064		≤.08	
CFI		0,923		≥.85	
IFI		0,925		≥.85	
NFI		0,875		≥.85	
RFI		0,890		≥.85	
GFI		0,920		≥.85	

Measurement of Manipulation Criteria

In the relevant literature, most researchers (Hautz et al., 2014; Khan, 2011; Palazon & Delgado-Ballester, 2011; Perdue & Summers, 1986; Söderlund, 2017) reveal that the manipulation question affects the main problem of the research. In the research, manipulation control was carried out in two different ways. Before the research application, two independent researchers were asked to determine whether the advertisements planned to be used for measurement covered the destination types used in the research. Independent researchers were first shown advertisements. Then, the question "Which destination type do you think the content of this advertisement is more suitable for?" was asked separately for the three videos. Researchers were asked to choose one of three options (nature-based destination, cultural heritage destination and city/urban destination) for these questions. The data obtained were interpreted with Cohen Kappa analysis. According to Landis and Koch (1977), Cohen Kappa results show that the advertisements are statistically significant and highly compatible (100%; p<.014) according to the type of destination (See Table 4).

Table 4. Cohen Kappa Results for Congruence of Advertisement and Destination Types

		Expert B			Total
		Culture Destination	**Nature Destination**	**City Destination**	
Expert A	**Culture Destination**	1	0	0	1
	Nature Destination	0	1	0	1
	City Destination	0	0	1	1
Total		1	1	1	3
N of Valid Cases =3; Value= 1; sig. = ,014; Asymp. Std. Error = ,000; Approx. T^b = 2,449;					

Source: Authors obtained from experts opinion

Secondly, during the research, all participants were asked about the technical characteristics of the content (video or brochure). The main reason for this problem is to objectively demonstrate that tourists' reactions to the advertisement are at a similar level or that the reason for the difference, if any, is not due to the technical characteristics of the content. In this regard, the results obtained from the research confirmed that the content was in video format (100%) in response to the manipulation question of all participants (See Figure 3).

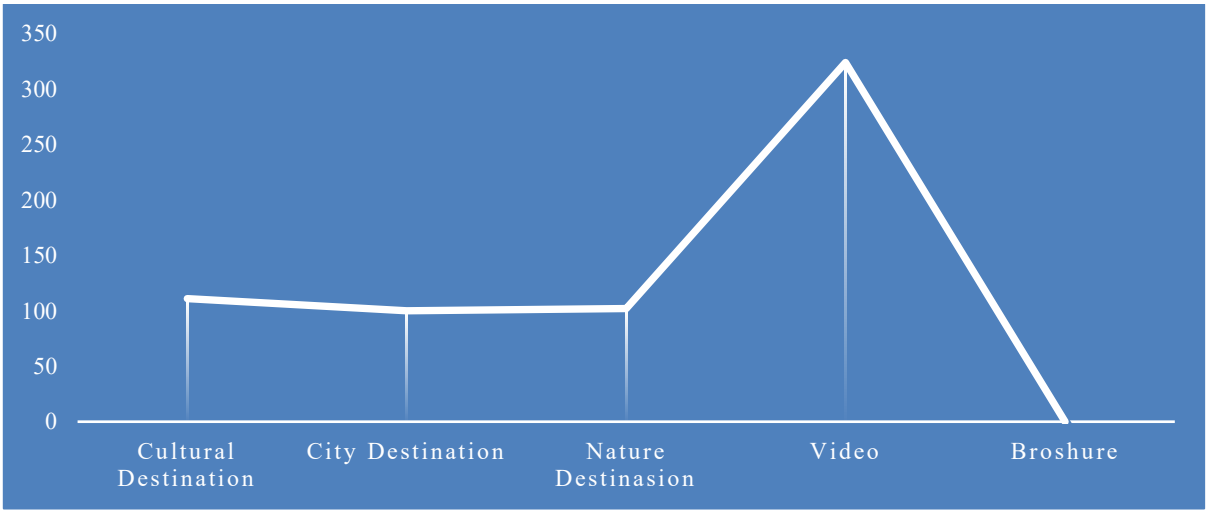

Figure 3. Descriptive Statistics of Destination Type and Manipulation Variable

Source: Authors derived from the dataset

Hypothesis Tests

Later in the research, Pearson Correlation test was performed for H1. H1 is about determining the correlation between the variables in the AIEDA Model. When the results obtained in this regard were examined, it was determined that all variables in the model had a significant correlation among themselves. Since the evaluation variable in the model consists of two sub-variables: perceived reliability and perceived usefulness, it was tested in two different ways, separately and in total. Thus, it was observed to what extent the total evaluation values represented the two sub-variables (See Table 5).

Table 5. AIEDA Model Correlation Analysis Results

VARİABLES	**(1)**	**(2)**	**(3)**	**(3a)**	**(3b)**	**(4)**	**(5)**
Attention **(1)**	1						
Interest **(2)**	,797**	1					
Evaluation **(3)**	,746**	,719**	1				
Perceived Credibility **(3a)**	,657**	,663**	,919**	1			
Perceived Usefulnes **(3b)**	,719**	,666**	,929**	,708**	1		
Desire **(4)**	,654**	,763**	,775**	,591**	,655**	1	
Action **(5)**	,569**	,670**	,590**	,482**	,605**	,836**	1

Source: Authors derived from the dataset

*p<0,05; **p<0,01.

As a result, the evaluation variable is an important part of the significant correlation in the model. These rates are confirmed by two subvariables. In addition, it was observed that the correlation between the variables in the model. Therefore, a significance level of 0.01 was determined between attention and interest (79.7%), interest and evaluation (71.9%), evaluation and desire (77.5%) and desire and action (83.6%). The correlation values in the model have a high level of positive correlation according to Karagöz (2019). The resulting data confirmed H1.

Table 6. ANOVA Test Results

	N	**Mean**	**Std. Deviation**	**Minimum**	**Maximum**	**Bonferroni**
Culture Destination	111	4.8350	1.38897	1.38	7.00	No Significant difference was determined
City Destination	100	5.1556	1.35221	1.38	7.00	
Nature Destination	102	5.0968	1.37395	1.56	7.00	
ANOVA		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups		6.237	2	3.118	1.656	.193
Within Groups		583.898	310	1.884		

Source: Authors derived from the dataset

*p<0,05.

Finally, ANOVA test was performed to test H2 in the research. H2 is that tourists' attitudes towards advertisements may differ according to destination types. However, the results obtained show that there is no statistically significant difference between the groups. In addition, when the minimum and maximum values are examined, the fact that they are in the same range shows that they support similarity rather than difference (F1.656; Sig: .193). As a result, the obtained data do not confirm H2.

Figure 4. Descriptive Statistics of the AIEDA Model

Source: Authors derived from the dataset (Minimum:1 and Maximum:7)

After determining that there was no statistical difference in the reactions of tourists regarding different destination types, the descriptive values of the variables in the AIEDA model were included on the data set collected for a total of three destinations. Accordingly, tourists' attention values show a range of values that starts with interest, increases in interest, and is accompanied by evaluation, desire, and action at similar levels. In addition, when all values are taken into consideration, it can be seen that the descriptive results of the model values of tourists are at quite high levels.

Discussion

Social media advertising produces very effective results. Social media, which offers a fast and accessible opportunity, is effective in consumers' decision-making processes. While it is frequently applied by practitioners in marketing, it is also the subject of frequent examination by researchers (Birkner, 2011; Hassan et al., 2015; Kirtis & Karahan, 2011). This research aims to test AIEDA, a new reaction model for social media advertisements in the tourism sector, and to reveal whether advertisements prepared for different tourist destinations cause different reactions.

In the research, H1, which aims to test the hierarchical ordinal correlation of the AIEDA model, was first measured. The results obtained show that the AIEDA model strongly confirms the correlation. The results of the study are compatible with the results of Weng et al. (2021), who tested the AIEDA model in the relevant literature. Due to the unique characteristics of tourism (intangibility, heterogeneity, non-stockability, simultaneity of production and consumption), advertising reactions in the classical marketing literature may be a limitation. In this regard, the AIEDA model can produce useful results in examining reactions to tourism advertisements. In particular, affective reactions (perceived usefulness/usefulness and perceived reliability) can influence evaluation, cognitive and behavioral reactions and thus repurchase decisions. Most studies in the marketing literature (Choi & Rifon, 2002; Filiatrault & Ritchie, 1980; Perdue, 1985; Weng et al., 2021) reveal that cognitive, emotional and behavioral reactions are an important element in tourists' reactions to advertising due to the unique characteristics of tourism (Kim et al., 2005a).

Later in the research, H2 was measured, which aims to see whether destination types produce a significant difference on the total measurement tool that makes up the AIEDA model. The results obtained showed that there was no statistically significant difference in the AIEDA scale according to destination types. Therefore, H2 was rejected. Research in the relevant literature on tourism advertisements (Byun & Jang, 2015; Wan et al., 2007) assumes that the advertising design is decisive in consumer response, and points out that the reactions of advertisements for different types of destinations on the consumer may be different. In addition, Weng et al. (2021) revealed that if destination types differ, tourists' reactions also differ. Therefore, the result of the research in this direction is contrary to the relevant literature. The source of this situation may be the characteristics of touristic products or similarities in advertising styles that may have prevented the difference from occurring. In addition, the sum of all destinations can be internalized with the image of a nation, allowing it to be seen as a single product (Sarı & Meydan Uygur, 2023). Therefore, it may allow tourists to see all the advertising objects they watch as a single product (Türkiye's touristic values) due to their image attitudes towards Türkiye.

Conclusion

Tourism advertising carried out through information communication technologies and social media has been frequently used by practitioners recently. The reflection of this situation on tourists is examined by many researchers in the field of tourism marketing. This research is similarly designed to explain what kind of attitude social media advertisements created for destinations cause on tourists. As repeated by the research results, tourist reactions to advertisements are very important. These advertisements guide tourists to repeat experiences before or after their travel experiences. This situation reduces the risks to a certain extent by making the uncertain tourism demand in tourism marketing more clear for operators. For tourists, it facilitates access to more reliable and valid tourist information, bringing pre-travel expectations to similar levels with post-travel expectations. Therefore, it can minimize the risks related to meeting expectations. This research includes examining the reactions of tourists to advertisements for 3 different types of destinations on YouTube by GoTürkiye, Türkiye's tourism brand. In addition to AIDA, which is one of the response models, the AIEDA model was taken as reference in the research. The AIEDA model can produce very valid results in service marketing, including tourism. The model allows the production of more valid interpretations than the AIDA model from which it is derived. Especially the evaluation variable is very important in terms of the structural function of the service. Therefore, the AIEDA model has very critical role for service marketing, especially tourism and destination marketing.

Contributions to Policy Makers

The findings of this research confirm the correlations of the variables in the AIEDA model. In this regard, it is suggested that central (relevant units in tourism ministries) or local (destination management organizations) authorities that create tourism policy in countries and regions where tourism is experienced should take AIEDA into consideration in their advertising activities. In order to attract the attention of tourists, joint publications can be established with influencers or, if any, these publications can be increased. Therefore, the policy maker should create digital demand for advertising objects prepared for tourists (Sarı and Meydan Uygur, 2023). This process can make it easier to experience the model and turn it into a positive stereotype by increasing positive reactions. The second finding of the research shows that tourists' AIEDA attitudes do not differ according to destination types. This result of the research suggests that policy makers (central authorities) responsible for tourism should use themes that highlight differences for different destinations, even if they have the same technical features, when creating advertisements. Therefore, policymakers should consider another effective method for promoting diversity: creating custom audio logos for the promotional materials produced for each destination. Research in the literature (Krishnan et al., 2012; Mas et al., 2020; Puligadda & VanBergen, 2022; Techawachirakul et al., 2022; Scott et al., 2022) generally defines the sonic logo as "a logo that is placed on the promotional tools of brands and sound, music and visual symbols can cause an association in the mind of the consumer." Therefore, sonic logos can facilitate different evaluations of associations for different products. Ultimately, the findings of this study offer two key recommendations to policymakers.First, it proposes that policymakers should develop sonic logos that will reinforce the associations evoked by advertisements created for destinations. Second, policymakers should generate digital demand to increase the visibility of these advertisements in virtual environments.

Contributions to Future Research

The research examined AIEDA, which has been examined to a limited extent in the relevant literature, and confirmed the model. However, the model needs to be tested further to turn it into a theory accepted in the literature. In this regard, it needs to be tested again with large samples in future studies. Social media advertising, which also includes tourism, strengthens its dissemination among large masses by digitalizing word of mouth (ewom) communication, especially with the comments made by tourists after the trip. Word of mouth (ewom) communication becomes more prominent in tourism marketing. Thus, advertisements for destinations increased the reactions of tourists by being published on social media. These reactions, depending on whether they are positive or negative, have created an environment for tourists to increase or decrease their attention, interest, evaluation, desire and action (AIEDA) processes. Therefore, it is recommended that future studies examine what effect word-of-mouth (ewom) communication has on AIEDA.

Declaration

All authors of the article have made an equal contribution to the writing process. The authors have no conflicts of interest to declare. The ethical committee approval required for the collection of the data used in this research was obtained from Cappadocia University Ethics Committee with the date 08.04.2026 and the decision/reference number E-64577500-050.99-154363.

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Appendix 1. Ethics Committee Permission

Evrak Tarih ve Sayısı: 04.05.2026-154363

KAPADOKYA ÜNİVERSİTESİ — Akıl - Ahlak - Adalet - Adap	**ETİK KOMİSYONU KARAR FORMU**	Doküman No	ETK.FR.007
		Yayın Tarihi	Temmuz 2021
		Revizyon No	Rev. 1
		Revizyon Tarihi	Mayıs 2025
		Sayfa No	1/2

Karar No: 26.04	**Toplantı Tarihi:** 08.04.2026
Aşağıda bilgileri verilen Proje/ Araştırma başvuru dosyası ile ilgili belgeler araştırmanın gerekçe, amaç, yaklaşım ve yöntemleri dikkate alınarak incelenmiş çalışmanın gerçekleştirilmesinde etik ve bilimsel sakınca bulunmadığına toplantıya katılan Kapadokya Üniversitesi Etik Komisyonu tarafından oy birliği ile karar verilmiştir.	
Başvuru Tarihi: 24.01.2026	**Başvuru No:** 29533901-050.99-144548
Projenin/Araştırmanın Başlığı: Turistlerin Destinasyon Reklamlarına Karşı Tepkileri Üzerine Bir Araştırma	
Başvuran Araştırmacının	**Unvanı, Adı-Soyadı:** Dr. Öğr. Üyesi Ömer SARI
	Görevi/Statüsü: Öğretim Üyesi / Bölüm Başkanı
	Bölümü, Birimi/Anabilim Dalı: Turizm Rehberliği/Uygulamalı Bilimler Yüksekokulu

DEĞERLENDİRİLEN BELGELER	
X	Etik Komisyonu Başvuru Formu
X	Katılımcı Bilgilendirme ve Onam Formu
	Anket:
X	Diğer: Destinasyon Tutum Ölçeği