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Evaluating the Impact of Cultural Advertisements in Modern Visual Media on Tourist Attraction: A Descriptive Study

Zahra Hosseinezhad^{1*}, Pejman Dadkhah², Atefeh Novin³

1 Assistant Professor, Faculty of Art and Architecture, University of Science and Culture, Tehran, Iran

2 Assistant Professor, Department of Photography, Faculty of Arts, Eqbal Lahori Institute of Higher Education, Mashhad, Iran

3 Instructor, Video Communication Department, Shahre Quds Branch, Islamic Azad University, Tehran, Iran

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Abstract

This study aimed to evaluate the impact of cultural advertisements on tourist attraction, focusing on their effectiveness in conveying the unique cultural aspects of a destination. A descriptive study using a structured questionnaire was conducted with a sample of tourists who have been exposed to visual media advertising of tourist destinations. Orams and Page's (2000) Tourists Questionnaire included questions related to the awareness, appeal, and influence of visual media advertisements on their travel decisions. The results of the study indicated that modern visual media advertising plays a significant role in attracting tourists to destinations. The majority of respondents was aware of visual media advertisements and found them appealing. Furthermore, a significant number of respondents reported that visual media advertisements influenced their travel decisions. The results showed that the advertising media with the greatest impact in terms of attracting the audience and tourists included the website, television, Instagram, location symbols, environmental graphics, Telegram, cameras, YouTube, special tourism channels and Facebook. The study revealed that the modern visual media advertising is effective tool for attracting tourists to destinations. From a sociological point of view, these media play an important role in promoting cultural development and growth. It is important for destination marketers to utilize visual media platforms effectively to reach a wider audience and promote their destinations.

*Corresponding author

E-mail: hosseinezhad@usc.ac.ir

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Introduction

Tourism is a significant contributor to the global economy, with millions of people traveling for leisure, business, and other purposes every year. As competition in the tourism industry increases, destinations are continually looking for new and innovative ways to attract tourists. One such method that has gained popularity in recent years is the use of modern visual media advertising (Sofronov, 2018). Modern visual media advertising refers to the use of visually stimulating content across various digital platforms such as social media, websites, and apps to attract and engage potential tourists. This form of advertising allows destinations to showcase their unique attractions, culture, and experiences in a visually appealing manner, enticing travelers to visit (Serafinelli, 2018).

Reports from global organizations such as the World Tourism Organization (UNWTO) and the World Travel & Tourism Council (WTTC) have highlighted the importance of effective marketing and advertising strategies in attracting tourists. These reports emphasize the role of visual media in capturing the attention of modern travelers who are increasingly relying on digital platforms for travel inspiration and planning (Getahun & Dhaliwal, 2017). Furthermore, various countries have successfully utilized modern visual media advertising to boost their tourism industry. For example, Australia's "See Australia" campaign and Iceland's "Inspired by Iceland" campaign have been credited with attracting a significant influx of tourists to these destinations (Hudson & Hudson, 2017, Erfanifar et al., 2024).

Several studies have highlighted the importance of visual media advertising in tourism promotion. For example, a study by Kim et al. (2017) found that visual content on social media platforms significantly influences tourists' perceptions and decision-making processes. Another study by Panigrahi and Singh (2017) pointed out that visual media advertising is more effective in capturing tourists' attention compared to other forms of advertising. Furthermore, research by Chang and Chieng (2015) demonstrated that visual media advertising plays a crucial role in shaping tourists' perceptions of destination image. Similarly, a study by Moller and Amcoff (2018) highlighted the role of visual content in stimulating tourists' desire to visit a destination. Despite the growing popularity of modern visual media advertising in the tourism industry, there is a lack of empirical research evaluating its impact on attracting tourists. Most studies in this area have focused on traditional forms of advertising or have been limited to specific destinations or regions (Perez-Vega et al., 2018). Therefore, there is a research gap in understanding the effectiveness of modern visual media advertising in attracting tourists on a global scale.

In general, the necessity of conducting this study lies in the increasing importance of visual media in the tourism industry and the need for empirical evidence to guide destination marketing efforts. The aim of this study was to provide valuable insights into the impact of modern visual media advertising

on attracting tourists, helping destinations to better understand and leverage this powerful marketing tool.

Methodology

Study design

The study utilized a descriptive research design to evaluate the impact of modern visual media advertising on attracting tourists. The research focused on understanding the perceptions and attitudes of tourists towards visual media advertising and its influence on their decision-making process.

Sampling

The sample size for this study was determined using a power analysis based on the population size of tourists who come to Iran. A confidence level of 95% and a margin of error of 5% were used to determine the sample size needed for this study. Considering the test power of 90% and the number of independent variables of the model equal to 10, the sample size was obtained 420. The G-Power software was used to calculate the sample size. A convenience sampling technique was used to recruit participants for the study. Tourists visiting a specific destination were approached to participate in the survey. The sample size was also determined based on the feasibility of data collection within the allocated timeframe.

Data collection tool

Data was collected through Orams and Page's (2000) Tourists Questionnaire, which was administered to tourists at the selected destination. The questionnaire consisted of closed-ended questions to assess the effectiveness of visual media advertising in attracting tourists. Closed-ended questions were: Have you seen any visual media advertising for tourist attractions in the past year? How often do you pay attention to visual media advertising for tourist destinations? Have you been influenced by visual media advertising to visit a specific tourist destination? Rate the effectiveness of visual media advertising in attracting tourists on a scale from 1 to 5. Which types of visual media do you find most effective in attracting tourists?

Validity and reliability of the questionnaire

To assess the validity and reliability of the Tourists Questionnaire developed by Orams and Page (2000), several factors should be taken into consideration. Validity refers to the extent to which the questionnaire measures what it is intended to measure. In this case, the Tourists Questionnaire should accurately capture the attitudes, opinions, and behaviors of tourists. To establish validity, the questionnaire should undergo a process of content validity, which involves expert review to ensure that the questions are relevant and comprehensive. Reliability, on the other hand, refers to the consistency and stability of the

questionnaire. For the Tourists Questionnaire to be considered reliable, it should yield consistent results when administered multiple times to the same group of respondents. This can be assessed through test-retest reliability or internal consistency measures such as Cronbach's alpha. Additional considerations for evaluating the validity and reliability of the Tourists Questionnaire include the clarity and wording of the questions, the appropriateness of the response options, and the overall ease of use for respondents. Overall, the validity and reliability of the Tourists Questionnaire by Orams and Page (2000) should be established through rigorous testing and assessment to ensure that it accurately measures the desired constructs and consistently produces reliable results (Orams & Page, 2000). The validity and reliability coefficients of this questionnaire have been provided in Table 1.

Variables

The study measured variables such as the frequency of exposure to visual media advertising, the recall rate of advertisements, the perceived attractiveness of the destination based on advertising, and the likelihood of choosing the destination for a future visit.

Statistical analysis

Data collected through the questionnaire was analyzed using statistical methods, including descriptive statistics to summarize the data and inferential statistics to test the hypotheses. The *Kolmogorov-Smirnov Test* was used to check the normality of data distribution. Moreover, *Chi-Square test* and *independent T-Tests*, *Mann-Whitney test*, and *one-way ANOVA* were used to examine relationships between variables. The data analysis was then performed using SPSS version 26 software and a significance level of 0.05 was considered.

Findings

The results of this study showed that modern visual media advertising plays a significant role in attracting tourists. The results also indicated that tourists were more engaged with new media advertisements and find them to be more effective in capturing their attention compared to traditional media. In Figure 1, the attention variable questions capture the level of focus and interest that tourists have towards certain aspects, such as attractions, activities, or services. By analyzing the percentage frequencies, tourism marketers can identify which elements are most attractive to tourists and tailor their promotions accordingly. Moreover, Figure 2 shows the percentage frequencies based on interest variable questions, which reflect the extent to which tourists are intrigued by various offerings. This data can help in determining the most appealing features of a destination or tour package, allowing for targeted marketing campaigns to attract more tourists. Furthermore, Figure 3 focuses on the willingness variable questions, indicating the readiness of tourists to engage in certain activities or make purchases.

Understanding the percentage frequencies of willingness can assist in pricing strategies, package design, and creating compelling offers that align with tourists' preferences and budgets. Additionally, Figure 4 highlights the retention variable questions, which measure the likelihood of tourists to revisit a destination or recommend it to others. By analyzing the percentage frequencies, tourism businesses can assess their customer retention strategies and identify areas for improvement to foster loyalty and repeat visits. These figures provide a comprehensive overview of the different aspects influencing tourist behavior and preferences. Moreover, the considered variables and items in the tourist questionnaire has been depicted in Figure 5.

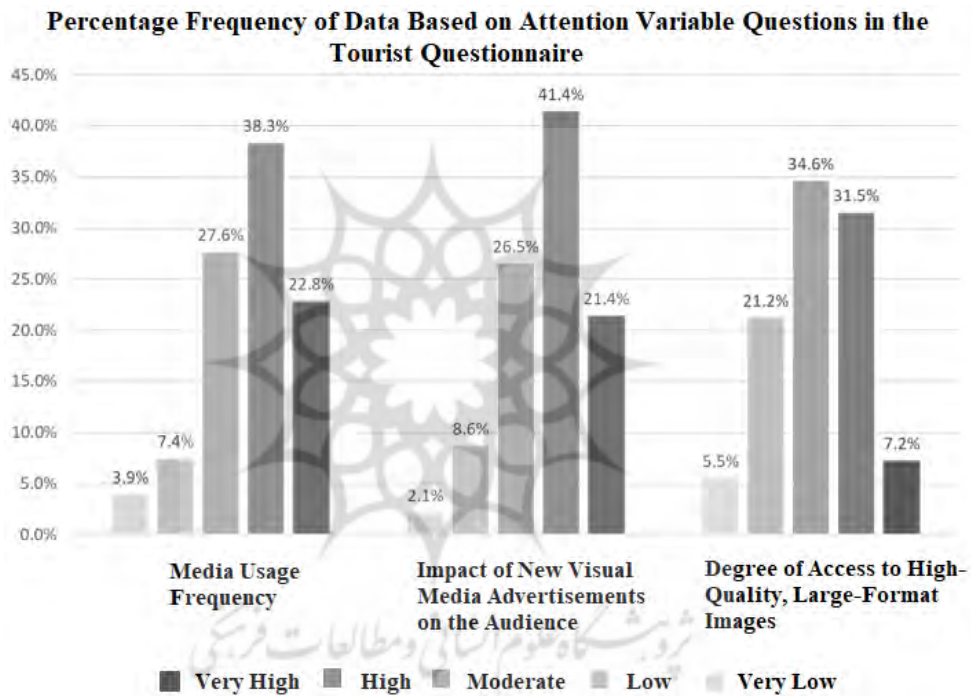


Figure 1. The percentage frequency of data based on attention variable questions in the tourist questionnaire

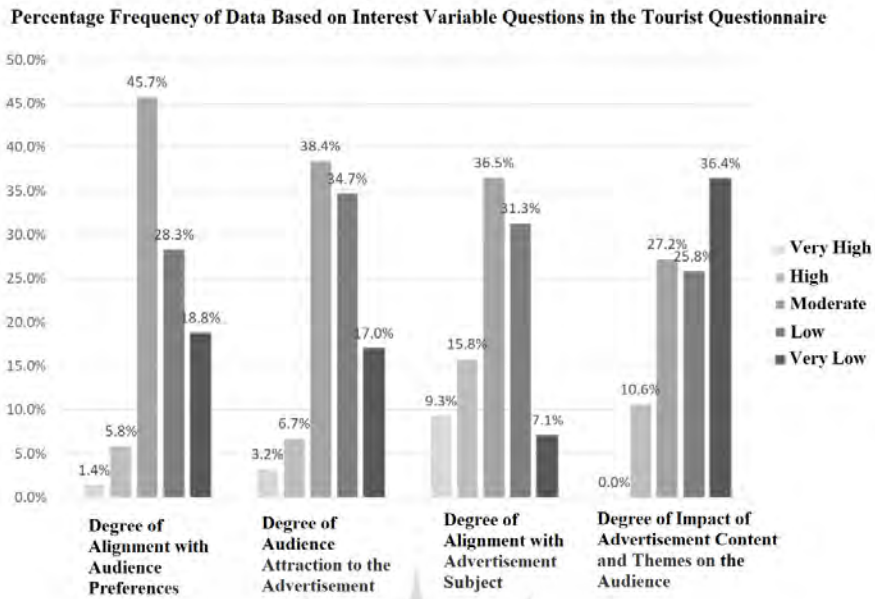


Figure 2. The percentage frequency of data based on interest variable questions in the tourist questionnaire

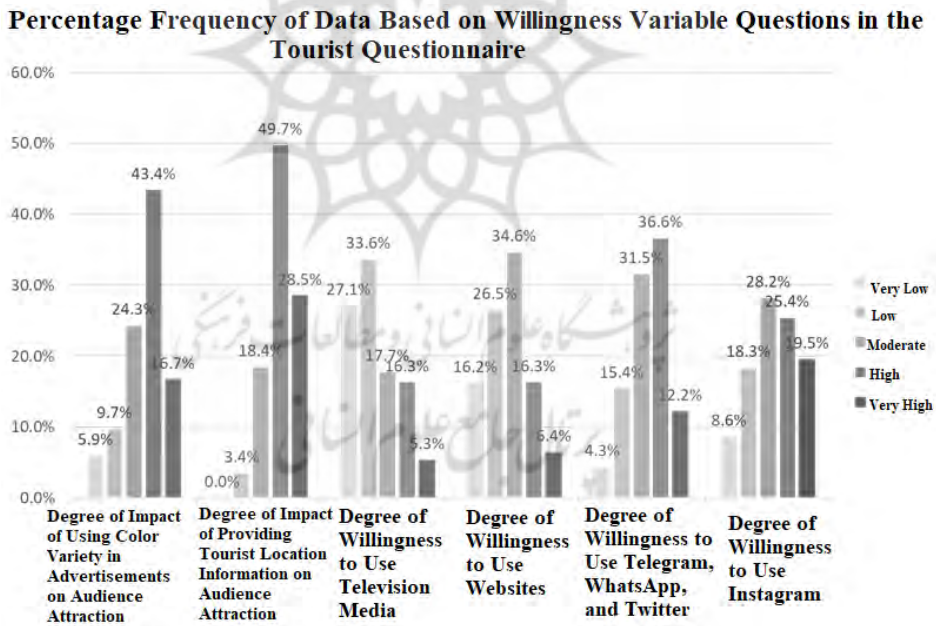


Figure 3. The percentage frequency of data based on willingness variable questions in the tourist questionnaire

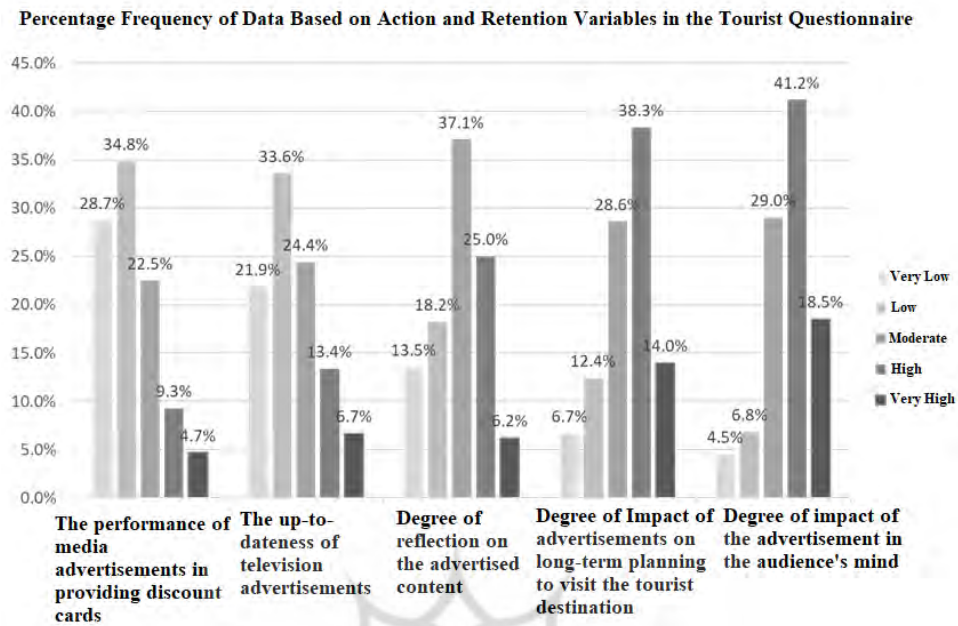


Figure 4. The percentage frequency of data based on retention variable questions in the tourist questionnaire

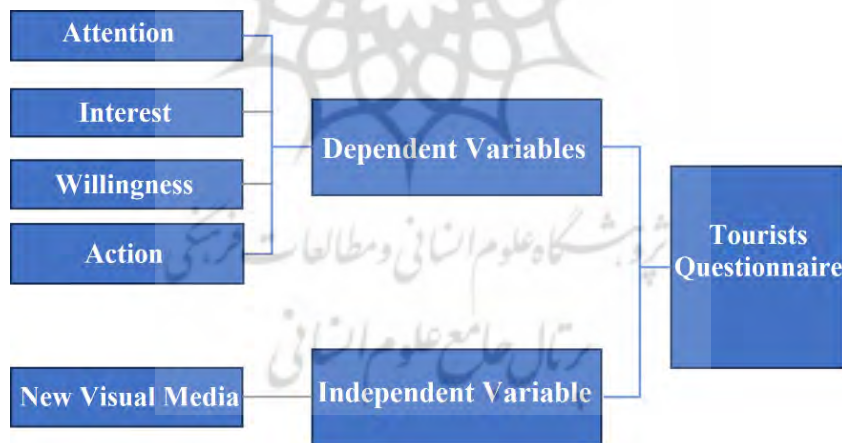


Figure 5. Variables and items of the tourist's questionnaire

Table 1. Calculation of reliability coefficients for questionnaires and interviews

Questionnaire	Variable Type	Items	Cronbach's Alpha
Orams and Page's (2000) Tourists Questionnaire	Dependent Variables	Interest	87%
		Willingness	76%
		Attention	92%
		Action	68%
	Independent Variable	New Visual Media	85%
Experts' Interviews	Scoring Media Advertisements	New Audio Media	83%
Experts' Questionnaire	Evaluation of Advertisement Methods	Foundational Strategies	94%
		Operational Strategies	90%

Conclusion

This study showed the significant effect of modern visual media advertising on tourist attraction. The results showed that tourists are more involved with new media advertisements compared to traditional media and attribute this success to factors such as audience alignment, content quality, and the use of popular themes. By analyzing various variables such as attention, interest, desire and retention, tourism marketers can adjust their advertising to attract more tourists. The study also emphasized the importance of colors, design elements, and interactive features in visual media advertising because they can evoke emotion, capture interest, and increase engagement. It is in line with Yu and Egger's (2021) suggestion that color plays an important in recognizing tourist experiences, as well as in affecting their emotions. It was found that platforms such as Instagram, Telegram and WhatsApp were more effective in familiarizing tourists with attractions compared to television. This study also showed the lasting impact of modern media advertising on tourists' long-term planning to visit destinations. These results align with persuasion theory and show that new media advertisements effectively engage with audiences, stimulate emotions, match preferences, and influence behavior. By understanding audience preferences and behaviors, advertisers can create impactful and memorable ads that resonate with tourists. Marketers can create more successful advertising campaigns by focusing on audience engagement, diverse content, and alignment with public tastes. Continuous innovation and adaptation in promotional strategies can also encourage repeat visits, create a lasting impression and foster loyalty. As a result, modern visual media advertising plays an important role in attracting tourists and attracting them effectively. By understanding the key factors and characteristics that contribute to the effectiveness of media advertising, tourism marketers can create more effective and successful advertising campaigns in the future.

limitations and Recommendations for Future Studies

The limitations of this study may include the possibility of participant response bias, generalization of findings to other destinations, and reliance on data reported by tourists. It is recommended to conduct qualitative research to explore the perception and understanding of cultural advertising in modern visual media among tourists. This could include conducting interviews or focus groups with tourists to understand how cultural advertising influences their decision to visit a destination. Additionally, it is recommended to compare the effectiveness of different types of cultural advertising in modern visual media such as videos, photos, social media posts, and virtual reality experiences. It can help to identify the types of advertising in attracting tourists to the destination. Examining the impact of cultural advertising in modern visual media on specific demographic groups, such as families, or international tourists, is also recommended. This can provide valuable insights into how different groups of tourists respond to cultural advertising in different ways. Conducting longitudinal studies to track the long-term impact of cultural advertising in modern visual media on tourist attraction is also suggested. This can help assess whether cultural advertising has a lasting effect on attracting tourists to a destination. By conducting these types of studies, researchers can gain a better understanding of how cultural advertising in modern visual media influences tourist attraction and identify effective strategies for promoting cultural destinations to a global audience.

Ethical Considerations

The study adhered to ethical guidelines for research involving human subjects. Informed consent was also obtained from participants, and confidentiality of data was maintained throughout the study.

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