Chapter 17

Space as a Character in Narrative Advertising: A Qualitative Research on Country Promotion Works

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ABSTRACT

As this age is called as digital age allow accessing information regardless of temporal and spatial setting, country promotion campaigns maintained in digital environments promise numerous opportunities to reach potential tourists from anywhere in the world. In consideration of prominent position of digital campaigns in process of strengthening “Turkey” brand in tourism, Republic of Turkey Ministry of Culture and Tourism (RTMCT) built “Home of” roof concept; and initiated “Home: Turkey” campaign conducted only in digital environments in 2014. In this book which includes advertisement narrations in the digital age a qualitative investigation was conducted on the campaign initiated by the RTMCT on the basis of the view that considering environments as a character would be appropriate, steps of the campaign were mentioned; developments were evidenced by means of various statistical data; and it was concluded that the campaign was maintained successfully.

INTRODUCTION

Tourism is one of the most significant industries which make positive contribution into country income and economic development in terms of investment, employment and revenue, which creates value added for current country assets and which allow countries to get acquainted with each other in terms of social and cultural perspectives (Ünüvar & Şimşek, 2012). However, as a prerequisite for people from all over the world to participate in tourism movements, they need to be aware of existence of other countries in the world; then, to be knowledgeable about touristic opportunities. Hence, this could only be possible through effective country tourism promotion campaigns.

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When it comes to promotion of Turkey, it could be observed that promotion activities are conducted by both private sector and public. The most intensive country promotion activities are conducted by the public wing, Republic of Turkey Ministry of Culture and Tourism (RTMCT). The RTMCT has conducted promotion activities in number of countries with its hundreds of million dollars of budget in 2011 fiscal year. Especially cultural tourism values of Turkey were emphasized along these promotion campaigns (Ünüvar & Şimşek, 2012). Moreover, the ministry spared 20% of foreign promotion budget for digital promotion campaigns in 2014 (Milliyet Gazetesi, 2013).

In our contemporary age called as digital age in which information could be accessed from anywhere and on anytime, country promotion activities offer numbers of opportunity to access information for potential tourists from all over the world. Since the RTMCT considers that not only special brands in the industry but public organizations are required to be art of marketing activities, serious promotion campaigns in digital medias have been maintained since 2014. As the present study was conducted to analyze promotion activities of the RTMCT in digital media, it utilized the findings and data obtained through analysis of the video shooting referred as “Turkey Home Final” broadcasted in 2014 and content of the website of “www.hometurkey.com”.

At first, the study included general description of the advertisement concept and usage of space in advertisements. Then, the concept of the “digital age” was described; and social media tools utilized in digital age were briefly introduced. These internet medias were also important because they were actively employed by the RTMCT in its campaign called “Home: Turkey”. Then, the study included general information on country promotion activities and strategies adopted by the RTMCT, followed for promotion of Turkey. In the next section of this study, detailed information on “Home of” roof concept, an example of digital country promotion campaign, was presented; and “Home: Turkey” campaign were classified subject to their destinations. Finally, video shootings prepared for these campaigns were analyzed for further details. In the final section of the study, posters prepared specifically for the Home: Turkey campaigns were displayed and readers were allowed to have general opinion about the visual materials employed in the promotion campaigns.

A GENERAL VIEW ON SPACE IN NARRATIVE ADVERTISING

What is meant by space in narrative advertisement is tourism destination. When tourism industry is considered, space perception corresponds directly to destination place. In this regard, it is possible to describe destination as venue or location with various characteristic natural beauties, qualities and attractions, offered to non-residents or day trippers. Tourism destinations could be described as geographical spaces with various touristic values and properties, and which could provide touristic products needed by visitors during their travel (Keskin, 2008, p. 17).

In the present study, video shootings prepared for destinations which could be characterized as tourist spaces in Turkey within scope of the digital promotion campaign Home: Turkey conducted by the RTMCT were scrutinized; and promotion campaign conducted for tourism destinations were investigated.