Tourism Advertising of Armenia and Its Effect on International Tourists

American University of Armenia

Capstone Paper

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AUA American University *of* Armenia

Overview

- Research Question

- Introduction

- Methodology

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- Conclusion

Research Question

Main Research Question:
- Is Armenian tourism advertising successful in creating positive destination image of Armenia and selling its tourism to the international tourists?

Sub Questions:
- How is tourism advertising used in Armenia for creating a positive destination image?

- What particular messages are conveyed in the Armenian tourism advertisements in order to promote tourism and attract international tourists towards Armenia?

- How do international tourists decode the tourism ads?

- Does Armenian tourism advertising have a positive effect on the international audience ?

Introduction

Global Tourism:

- Total contribution of travel and tourism to the global economy - 2.57 trillion US dollars in 2017.

- Growth of travel & tourism in 2017 - 4.6 % compared to 2016.

- Total investments in the tourism industry in 2017 -22 billion US dollars.

Tourism in Armenia:

- Tourist attraction places of Armenia- 700.

- UNESCO World Heritage sites-6.

- In 2017, 1,5 mln international tourists visited Armenia, increasing the number of tourist visits by 18.7% compared to 2016.

- Tourism sector of the economy witnessed 14% growth in 2018.

- In 2018, the direct contribution of the travel industry to Armenia's GDP was $477.7 mln.

- In 2017, government-sponsored organizations were created for tourism promotional activities. E.g. "Armenian Tourism Development Foundation" and "State Tourism Committee".

Introduction

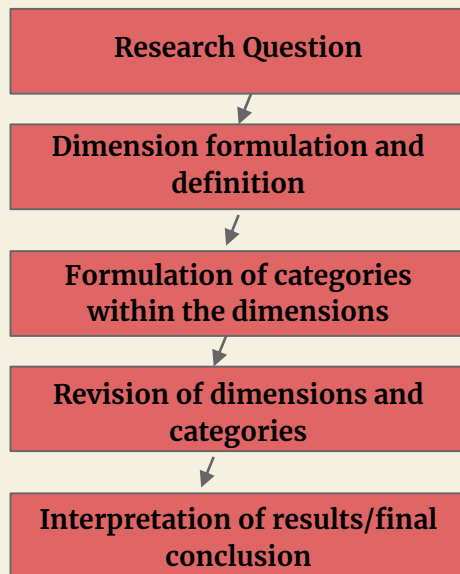**Tourism Advertising**

◉ The most used medium of tourism advertising in the past 5 years is - The Internet (social media platforms).

◉ The most popular social media platforms for tourism advertising are- Instagram, YouTuBe, Facebook.

◉ Tourism advertising techniques- internet marketing, TV and radio advertising, magazine posters, trade shows and festivals.

◉ 3 elements of tourism advertising strategy:

1. the creation of the persuasive advertising message,

2. the selection of correct media in which the tourism advertising should be launched,

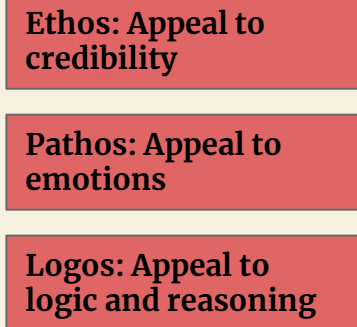3. the usage of internationally accepted language in the advertisements.

Methodology

I. Choosing the most recent Armenian tourism advertisements posted on YouTube
II. Conducting Qualitative Content Analysis
III. Conducting Rhetorical Analysis
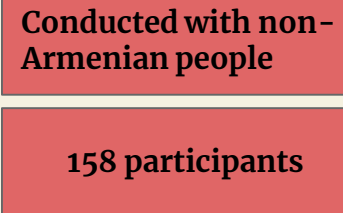IV. Implementing an Online Questionnaire

II. Content Analysis

Research Question

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Dimension formulation and definition

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Formulation of categories within the dimensions

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Revision of dimensions and categories

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Interpretation of results/final conclusion

III. Rhetorical Analysis

Finding Persuasive Appeals in each tourism ad

Ethos: Appeal to credibility

Pathos: Appeal to emotions

Logos: Appeal to logic and reasoning

IV. Online Questionnaire

Conducted with non-Armenian people

158 participants
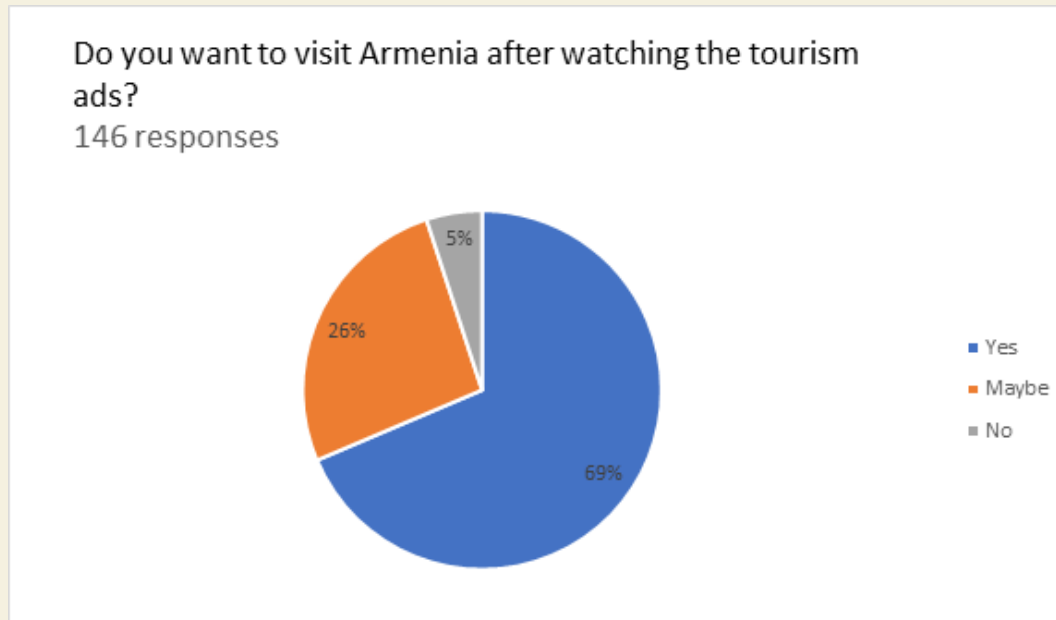
Research Findings

The results of the textual analysis combined with the findings of the online questionnaire suggest the following:

Key Finding 1: Armenian tourism advertising in the online platform has a positive effect on the international audience as it influences a foreigner to increase his interest towards Armenia as a tourism destination place.

Do you want to visit Armenia after watching the tourism ads?
146 responses

- Yes — 69%
- Maybe — 26%
- No — 5%

Appendix 7 (Answers of the respondents who never visited Armenia)

Research Findings

Key Finding 2: landscape (nature) and heritage (cultural and historical heritages) dimensions are the most effective ones in both Armenian tourism advertisements, as they were able to trigger interest among the foreigners in visiting Armenia for a travel occasion after watching the tourism ads.
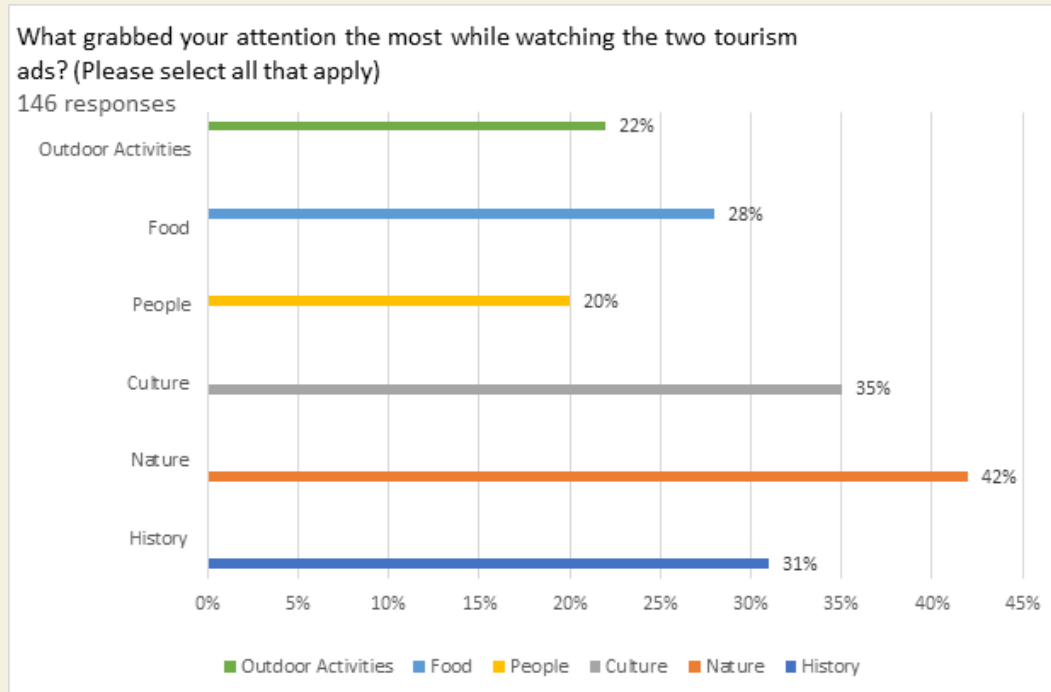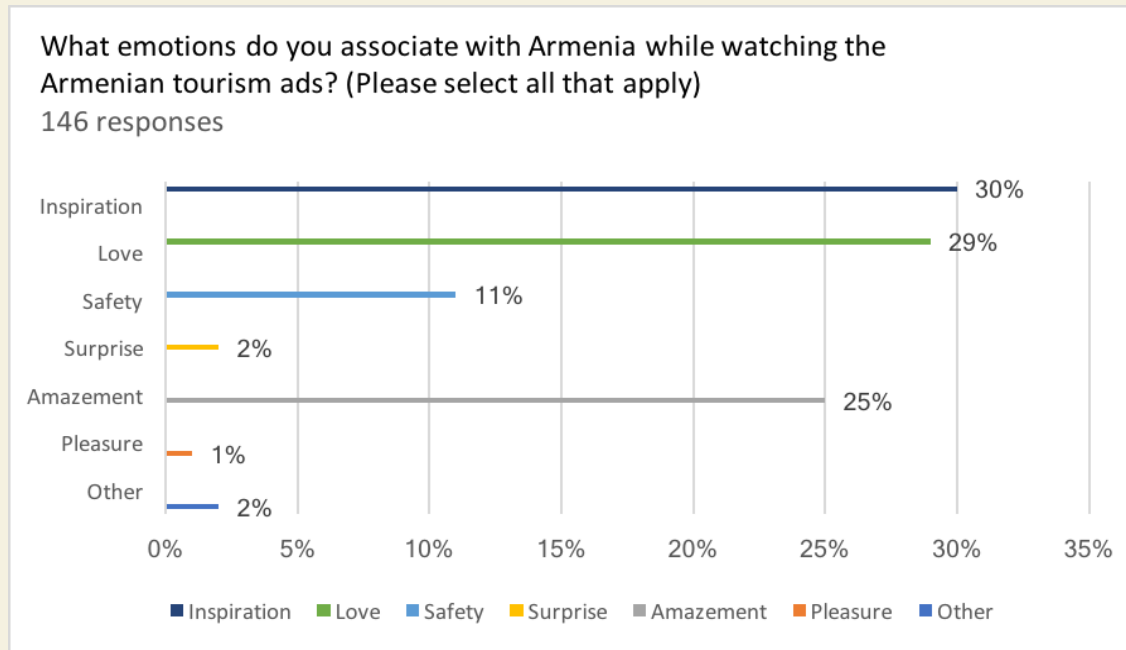

Appendix 8 (Answers of the respondents who never visited Armenia)

Research Findings

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Key Finding 3: Rhetorical devices– ethos and pathos used in the Armenian tourism ads are effective.

- ◉ The ads have huge emotional appeal on the international audience (pathos),

- ◉ The ads created the sense of safety, trust and reliability among the audience (ethos).

What emotions do you associate with Armenia while watching the Armenian tourism ads? (Please select all that apply)
146 responses

- Inspiration — 30%
- Love — 29%
- Safety — 11%
- Surprise — 2%
- Amazement — 25%
- Pleasure — 1%
- Other — 2%

■ Inspiration ■ Love ■ Safety ■ Surprise ■ Amazement ■ Pleasure ■ Other

Appendix 9 (Answers of the respondents who never visited Armenia)

Conclusion

The findings of the research suggest that:

- tourism advertising of Armenia has a positive effect on potential tourists.

- Armenian tourism ads are appealing to tourists as well as they are able to effectively present Armenia to international audiences.

- tourism advertising of Armenia is successful in creating a positive destination image of Armenia and selling this country's tourism to international tourists.

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Thank You!