4th International Family, Youth and Child Friendly Tourism Management Congress

1-3 June 2022

4. Uluslararası Aile, Gençlik ve Çocuk Dostu Turizm İşletmeciliği Kongresi

1-3 Haziran 2022

ABSTRACT BOOK



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An Analysis of the Executional Strategies of Child-Friendly Hotels' Advertisements in Turkey

Hediye Aydoğan[1]

The main purpose of this paper is to examine the executional styles employed in the digital advertisements of child-friendly hotels in Turkey. In this scope, this study content-analyzes the digital video advertisements of child-friendly hotels located in Ankara, Antalya, and Gaziantep and listed by International Children's Center. The digital video advertisements available on the social media platforms of hotels are analyzed on MAXQDA in terms of the executional styles classified as "character", "sound", "execution techniques", "style", and "format". One of the most interesting findings of the study is that the number of advertisements by child-friendly hotels in Antalya (N=167) outperform those in Ankara (N=24) and Gaziantep (N=2). Another significant finding is that the majority of the advertisements of the hotels (%97) lack the verbal and visual information regarding the criteria of the child-friendly hotels, which signifies the audiences that the hotels provide service and facilities of high quality for children. Furthermore, the results indicate that most advertisements employ the ordinary character drama in terms of "character", voice-over in terms of "sound", cinematic storytelling in terms of "execution techniques", direct instruction in terms of "style", and short stories in terms of "format". It can be concluded that the child-friendly hotels should re-consider the needs and insights of their target audiences in order to attract their attention, and adapt to the necessities of the digital age.

Keywords: *Child-friendly Hotels, Content Analysis, Digital Advertising, Executional Styles, Turkey*

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