

THE IMPACT OF TOURISM ADVERTISEMENT PROMOTIONAL VIDEOS ON YOUNG ADULTS

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ABSTRACT

Tourism advertisement videos have been a good source of information today for tourists to select their holiday destinations. The short promotional videos enable the viewers to visualize, fantasize and dream about a holiday destination. It has been found that young tourists are more likely to travel to different destinations with different cultures, and most of them prefer audio-visual information sources like films, television or advertisement videos regarding the holiday destinations. By employing the AIDA model (hierarchy of effects model) proposed by Elmo Lewis, this research aims to investigate how tourism advertisement promotional videos influence the decision making of young tourists in choosing a holiday destination. This study will use email interviews as the research method to allow the respondents to express themselves more freely, as well as sharing their views in a more detailed manner according to their preferred or convenient time. Two latest and most popular tourism advertisement promotional videos from YouTube will be shown to the respondents at the beginning of the interviews in order to find out what attributes in the videos influence their decision making. This study also analyzes what other destination features (e.g. people, nature, religious places, landscape, leisure activity, season, architecture or heritage) can be included in the tourism advertisements to make them more influential in forming positive attitudes among young tourists.

Keywords: tourism advertisement promotional videos, the AIDA model, destination marketing, destination selection, young tourist's decision making

INTRODUCTION

In this busy and fast world of today, people miss the beauty of the nature, give time to oneself and relax in a quiet place. Such destination of relaxation can be termed as a tourism destination place where people visit to get the most beauty of it, which can only be admired through eyes and feel by human senses (Josiam, Kinley, Pookulangara & Spears 2012). Travelling to different places for recreation, leisure, religious visit, family or business purposes, is usually termed as tourism (Baggio, Milanoa & Piattelli 2011).

Tourism is commonly related with international travel, but it also refer as travelling to another place within the same country (Baggio, Milanoa & Piattelli 2011). In deciding a place

for travelling or vacation, people have become less motivated to read in details about the destinations and increasingly prefer audio-visual information sources to get information regarding the place (Butler 1990, cited from Kerckhove , Pandelaere & Tessitore 2013), and sometimes choose the place based on the available audio-visual information rather than a pre-decided place. That is why destination-marketing organizations (DMO) moved to audio-visual media, like films/ television/ advertisement videos, to promote holiday destinations. According to Lee, Pan & Tsai (2011), tourism advertisement videos are good ways of promoting holiday destinations to tourists, which present the views for the audience to visualize, to fantasize, and to dream about a holiday destination in a short video. It has been found that a scene of a place viewed in a video, usually inspires a viewer's willingness to travel to that particular destination and intends to participate in those activities shown there (Josiam, Kinley, Pookulangara & Spears 2012). Numerous DMOs launched tourism promotional videos through Television, YouTube and other SNSs and Websites for promoting destinations (Jakopović 2015) to attract tourists. From previous studies it is seen that young tourists are more likely to travel to different destinations with different cultures (Desforges, 2000; Jang, Bai, Hong, & O'Leary, 2004 cited from Hosany & Prayag 2014).

Tourism advertisements promotional videos are a quick source of valuable information for tourists in deciding a place for a visit (Lee, Pan & Tsai 2011). From a previous study based on the tourism advertisement promotional video, China Forever, it is seen that the effects of the promotional video had positive impacts on China's image as a travel destination towards the young tourists and accepted by them as an beautiful and eye catching tourist destination with cultural and ecotourism qualities (Chen, Hua, Shani & Wang 2009). Lee, Pan & Tsai (2011) studied particularly on the content and the meanings of images and on the effect on its viewers, shown in the two tourism advertisement promotional videos of New Zealand, 100% Pure New Zealand (old video) and Youngest Country (new video), launched separately in 1999 and 2007. Among other related researches that have been conducted on the tourism promotional advertisement videos and its effect, the study of the influence of the promotional video of Australia, Nothing Like Australia, showed their contribution in the tourism and brand development of the country, through inspiring people to visit the respective country (Jakubowicz 2010 cited from Hassam 2013).

From the above discussions it can be seen that tourism promotional advertisement videos help to promote places and tourism development by inspiring people to visit there. The study of tourism promotional advertisement videos' influences on young adults' decision of choosing holiday destinations is still an area that need to be focused more, and also is a field of research where not much studies had been conducted so far (Butler, 1990; Feighey, 2003; Pritchard, 2001 cited from Lee , Pan & Tsai 2011). This research highlights how tourism advertisement promotional video influences young adults' choices of holiday destinations.

LITERATURE REVIEW

Publicity is one of the major branch of the marketing mix used by companies to manage their products and services in the market. There are numerous ways that managers use to sell their

products and services to the customers (John Egan 2007 cited from Abigail, Adita, Angelina, Akwasi & Dina 2012). Advertisements are one such way of the marketing communication mix which is possibly the earliest and most extensively used marketing communication tool.

Advertisements are among the most noticeable and visual form of the marketing strategy and have been the focus of abundant attention of both consumers and the marketers mainly in the last ten to fifteen years (Chithra,& Kothai 2014). Advertisements can be in both text written and videos. In either form, it plays a major role in influencing, notifying and recapping both future and existing customers in making a purchase decision (Ingavale, 2013 cited from Bonney 2014). According to Bhosle, Chaudhary & Sharma (2012), visual or videos process almost 75% of whole information in brain. Minds don't make a variance between real and the advertisement information in visual form conveyed to us from newspapers, bill-boards, computer screen, phone screen, television screen or any other way specially at our subconscious level(Bhosle, Chaudhary & Sharma 2012). It is like a processor that process information keenly and is always looking for meaning and understanding. Advertisement videos always leaves an impression in human mind and plays dynamic roles in influencing dreams and desires of customers and helps them to take decisions about choosing good quality products and brands (Bonney 2014).

According to the Houston Chronicle, cited from Cui, Liu, Wang & Yang (2013), there are two forms of advertisements, in both text written and advertisements videos format, transformational advertisement and informational advertisement. Transformational advertisement, or generally known as experimental advertisement, shows and emphasizes on the experiences derived from the use of a particular product over a rival product. In this form of advertisements, companies utilize advertisement in-text or videos to clarify and enlighten how the product or service will develop and improve a person's life quality and create them a improved and healthier person than they were earlier using the product or service (Cui, Liu , Wang & Yang 2013). Informational advertisements emphasize on the qualities and wellfareness of the product while specifying comparisons with contesting products.

Television or online advertisement videos have the capability of having more emotional content and can more easily imitate reality and the fantasy world, and propose a bigger prospect of entertainment compared with advertisements in printed form, although print advertisements have ability for delivering more information (Resnik & Stern, 1977 cited from Hemsley-Brown & Yaakop 2014), and because of the widely used social media, advertisement videos are reaching faster to a large number of audiences in a very short time.

The most powerful effect of any advertisements is just to produce a good and positive feeling about a product or service by adjoining it with additional effects that a person likes (Bhosle, Chaudhary & Sharma 2012). It is also essential to mark out the point that a positive mark or emotional visualization of any situation regarding a product or service in any advertisement affect a viewer most, positively, without realizing when that it is happening (Cui, Liu , Wang & Yang 2013).

THEORETICAL FRAMEWORK

For many years, out of numerous models that have been proposed for analyzing the affect of advertisements on viewers, the AIDA model (Hierarchy of Effects Model), proposed by Elmo Lewis, is an approach used by several advertisers to analyze the different levels of viewers' engagement with an advertisement, in text form or video form, and also of the effectiveness of the advertisement (Hyder, Khan, Nawaz & Rehman 2014)

AIDA Theory (Hierarchy of Effects Model)

The abbreviation AIDA stands for Attention (Awareness), Interest, Desire and Action (Hyder, Khan, Nawaz & Rehman 2014). These are the four phases that a consumer, here in this research a viewer, goes through while viewing or watching an advertisement (Rawal 2013). According to Lewis, cited from Rawal (2013), at first the function of an advertisement is to attract the customers. After an advertisement video grabs attention, it has to raise interest about the product or service, in this research is the place of visit, in the minds of the viewers. After building an interest in mind, the advertisement has to produce aspiration in viewers mind to use or get the product and finally the viewer has to decide whether or not to ultimately purchasing the product, in this research is deciding to visit the place.

METHOD

This study employed interview as the research method to investigate how tourism advertisement promotional videos influence young adult's choices of holiday destinations. Two latest tourism advertisement promotional videos of Egypt and Scotland of 2016 from YouTube, were shown to the respondents at the beginning of the interviews, to find out what attributes in the videos influence young adults' decision making. The videos are:

- (i) Egypt " This Is Egypt"
- (ii) Scotland "A Spirit Of Its Own"

The videos were chosen because, firstly, these two countries are completely different in every aspects, from cultural traditions to modernizations, natural beauties to old and modern architectures, various heritages and adventures, and all were very well highlighted and shown in a synchronized manner in the videos to attract the viewers, and secondly because these two videos got very high YouTube ratings of Views in 2016 (the year of launch) to till date, according to the YouTube statistics, 2016-2017.

Sample and Size of Research

The focus of the study was to analyze how tourism advertisement promotional video influences young adults' choices of holiday destinations. For this study a total of 10 individual young adults, aged from between 24 to 36 years, will be selected randomly for interview, irrespective of gender. The age range were stated because young adults of this age range, of either gender, generally have the willingness to travel to new places frequently and are more prone to discover new things. As stated earlier, pervious studies showed that young tourists, both males and

females, like to travel more to different places with different cultures (Desforges, 2000; Jang, Bai, Hong, & O'Leary, 2004 cited from Hosani & Prayag 2014).

Candidates for the interviews were selected based on criteria below:

1. Students from School of Communication of Taylor's University, Lakeside Campus;
2. Aged between 24 to 36 years old;

The sample were chosen randomly among the students, according to the stated criteria, who are studying in School of Communication at Taylor's University Lakeside Campus and within the age range.

Data Analysis

As the aim of the study was to understand how tourism advertisement promotional videos affect the decision making of young adults, in the form of answers of the interview questions which were asked to the young interviewees, after showing the tourism advertisement promotional videos, this study was conducted by using qualitative method.

The respondents could express themselves freely in email interviews and could express their views in a more detailed manner, which were essential and useful for the study. The method for analyzing the data used in this study was qualitative content analysis. The content of the email interviews were analyzed for emerging themes, after collecting all the emails from all the interviewees.

For this study, the concept of AIDA model, (Hierarchy of Effects Model), proposed by Elmo Lewis (Hyder, Khan, Nawaz & Rehman 2014), was used to analyze how the tourism advertisement promotional videos influence the decision making of the prospective young tourists. As stated earlier, at first the videos were shown to the interviewees and then interview questions were asked in respect of the videos. Among the common analysis, foremost it was analyzed whether the videos attract the young tourists or not and whether any interest was created in them to influence their decision. If the viewer's decision got influenced by the video, what factors, features or views from the video made them change their interest into desire to go to the showed place shown, were analyzed. The destination features were considered as people, nature landscape, activity, season, architecture and heritage (Kim & Stepchenkova, 2015), as captured in tourism advertisement promotional videos. After that, whether they would go to the places showed in the tourism advertisement promotional videos or not, and whether it altered any other changes in their decision making process or not, were also analyzed.

As discussed earlier, this study not only used the destination features from tourism advertisement promotional videos to analyze how can they influence a young tourist's decision but also how they made it more or less influential in forming positive or negative attitudes of a young tourist's decision towards the destination in respect to viewers' opinions.

ANALYSIS

The researcher focused on the following factors mainly during the analysis of the study.

1. The Preferred Media
2. Tourism Advertisement Promotional Video – A Good Source of Information?
3. Reasons For Liking/ Disliking a Video
4. Destination Features Fancied In a Preferred Video, Egypt or Scotland
5. Factors Affecting Decision-Making after Watching Tourism Advertisement Videos
6. Enriching Tourism Advertisement Promotional Videos

The Preferred Media

According to the responses from the interviewees, everyone use online media for holiday destination selection. Nine out of ten interviewees chose Vlogs and online videos through YouTube and social media. Interviewee 1 prefer to use wiki information for collecting a information regarding the preferred place, which Interviewee 8 particularly mentioned of not using wiki or other printed ads of newspapers and magazines.

Interviewee 8: "...I don't really look at wiki information for tourism info, nor do I read printed magazines or newspapers."(personal information, 21st March 2017)

According Interviewee 2, the feedback reviews of the online videos, written or video format, of travelers also aids in searching about information of a holiday destination.

Interviewee 2: "I prefer third-party sources such as written or video reviews from travelers who have actually taken a tour package or backpacked through a certain destination or point of interest I am interested in." (personal information, 16th March 2017)

Interviewee 4: "YouTube, trip advisor, peer recommendations, instagram." (personal information, 22nd March 2017)

Interviewee 6: "Mostly Online Video, blogs and people review from their vacation trip." (personal information, 19th March 2017)

Interviewee 8: "New Media – it's easier to search for further information about destinations that look interesting... I also look at blogs & Vlogs, as usually people document their experiences at those destinations which is very helpful." (personal information, 22nd March 2017)

Interviewee 9: "Online video media in the social network sites." (personal information, 17th March 2017)

Tourism Advertisement Promotional Video – A Good Source of Information?

Opinions of interviewees varied admitting that tourism advertisement promotional video is a good Source of information. Two out of ten interviewees agreed to this without any other supportive comments. Three interviewees do not agreed to this because according to them, the videos are not honest with the real pictures of the destination as they show only the good part of a country and one mentioned about the lack of essential details like expenditures, safety, facilities, etc..

Interviewee 1: "... Promotional videos are basically just showing the good sides of a destination in order to attract visitors but they don't really provide essential information about the destination." (personal information, 20th March 2017)

Interviewee 2: “.... I will not solely rely on these television ads as I know they have been edited to portray the areas of interest in an unrealistically positive light.” (personal information, 16th March 2017)

Interviewee 6: “Tourist ads rarely shows the true colors of their country... or not. By just showing beautiful scenery, picture or videos is not enough information.” (personal information, 19th March 2017)

Interviewee 10: “Not really. The video I’ve seen (EG&SC) more or less indicating the sight seeing spot and facilities, for me, good source of information regarding a destination include the transportation, accommodation, price range and so on.” (personal information, 24th March 2017)

Interviewee 3: “They do but they are selling the destination by sharing the beautiful parts of the place rather than the honest parts.’ (personal information, 22nd March 2017)

Interviewee 7: “It gives an image of what I can expect but I usually still do extra research regarding the destination.” (personal information, 19th March 2017)

The rest three interviewees said that they agree that videos hold information, without any doubt, and gives the initial attraction regarding the place, either through television or online media, but they do extra researches before finalizing a destination.

Reasons for Liking/ Disliking a Tourism Advertisement Video

Majority preferred only one video, out of the two videos shown to them, one of Egypt and one of Scotland, depending on their individual preferences. Two interviewees preferred a video because the shown attractive cultures and presentation of them were good. Weather displayed in the videos also played a part for creating attraction to viewers. Three interviewees liked the video because of the weather shown which relates with their individual preference of weather. The interviewees who don’t like cold countries dislike the other video, Scotland, as because it is a cold country.

Interviewee 5: “As it is a cold country and I come from a tropical island. I prefer summer season like countries.” (personal information, 22nd March 2017)

Interviewee 6: “I prefer Scotland more since by judging only from the video it looks more cold and beautiful while in Egypt weather tend to be hotter than in the video. For me if I wanna go on a vacation I will definitely go to a colder country to visit. ” “I guess I just don’t like Egypt in general I guess plus the weather there seem pretty hot”. (personal information, 19th March 2017)

Interviewee 8: “Scotland is beautiful, but the idea of going somewhere cold on vacation doesn’t suit my idea of a holiday, and this is personal and unique to me. (personal information, 22nd March 2017)

Interviewee 3: “.... as they share many attractions that I couldn’t find here in Malaysia.” (personal information, 22nd March 2017)

Interviewee 8: “I liked Egypt’s video more for the sense of luxury.” (personal information, 2nd March 2017)

Interviewee 1: “Both of the video are quite attractive but the Scotland video made me want to visit that country more. Maybe because news on the media about the conflicts that have been happening in Egypt that make me doubt the safety of going to that country and the truth of the footages shown in the Egypt video.” (personal information, 20th March 2017)

Interviewee 8: “.... I wouldn’t though, because what the video doesn’t tell me is that the country faces unstable politics and knowing that personally, no amount of beautiful promotional imagery could tempt me to go to an unstable country that is also a little bit hostile towards women.” (personal information, 22nd March 2017)

Destination Features Fancied in a Preferred Video, Egypt or Scotland

Destination features played a very important part in choosing a particular video from the two tourism advertisement videos of Egypt and Scotland shown to them. Majority interviewees chose Egypt video, six out of ten interviewees, because of historical architectures shown, interiors of pyramids, luxury activities, luxury hotels, deserts, Bedouins and traveler in tents in front of bonfire, warm weather, elegant cultures etc. and the presentation of them were very exotic and attractively set.

Interviewee 2: “I liked the ancient architecture and the desert in the Egyptian video. Specifically, the shots I found to be the most exotic were of the wide, empty desert; the interior of the pyramids and the Bedouin (I think?) people in their tent at sunset.” (personal information, 16th March 2017)

Interviewee 7: “I liked the Egypt video most because it was more energetic/lively.” (personal information, 19th March 2017)

Interviewee 8: “...the Egypt video showcased a lot of luxury activities (massages, private pools, jumping off private yachts into the ocean)...”(personal information, 22nd March 2017)

Factors Affecting Decision-Making after Watching Tourism Advertisement Videos

The factors affecting decision-making after watching their preferred tourism advertisement videos, to some extent, were similar in case of all the interviewees. From the stated charts, Charts 1 and 2, it is clearly seen that in case both video watchers, the destination features like, nature, landscape, architecture, heritage and activity shown were primed to be the main common factors of the reason of preferring a video.

The Egypt video portrayed the desert (landscape), music, luxury places and activities, historical places and the birth place of myths, and overall the simplicity in presenting them made the difference in choice of the Scotland video, which according to the interviewees, who chose Scotland video, were full of green landscape, unique architecture and heritage sights beautifully picturized in the video.

Interviewee 2: ” I liked the ancient architecture and the desert in the Egyptian video..” (personal information, 16th March 2017)

Interviewee 5: “Activity, nature landscape and architecture.” (personal information, 22nd March 2017)

Interviewee 4: “music, locations, emotional story and the flow of the story.” (personal information, 21st March 2017)

Interviewee 9: “.... I preferred the Egypt onethe way they presented their culture is really attractive... People, architecture and the heritage was what attracted me the most.” (personal information, 17th March 2017)

Interviewee 1: “I must say I like the Scotland’s better.... Nature landscape, activity, architecture, heritage.” (personal information, 20th March 2017)

Interviewee 6: “I prefer Scotland more since by judging only from the video it looks more cold and beautiful.” (personal information, 19th March 2017)

Interviewee 2: “....., I will pick the one featuring Egypt as it has some exotic looking clips.” (personal information, 16th March 2017)

Interviewee 4: “Egypt - video was more intense and excited..”(personal information, 21st March 2017)

Interviewee 7: “ I liked the Egypt video most because it was more energetic/lively.” (personal information, 19th March 2017)

Enriching Tourism Advertisement Promotional Videos

Tourism advertisement promotional videos portray respective country’s destination features and identity (Josiam, Kinley, Pookulangara, & Spears 2012) and offer the prospective tourists to know more from it and inspires to research about that particular place before visit.

Interviewee 6: “ To be honest there’s is nothing that I say can change anything when it comes to advertising a tourism visits since every country has their own special way of introducing their country to the world that makes them different and unique on their own.” (personal information, 19th March 2017)

Interviewee 8: “If it’s about improving tourism advertisement promotional videos of today, I don’t think that things should be added – I think the most effective form of advertising are things that are simple: both the videos shown were effective examples of what I think are ‘modern’ tourism videos, ...”(personal information, 22nd March 2017)

Interviewee 10: “ Unique carnival or festival, experiential activity or anything unique will do, such as food, drinks, clothes and so on...”(personal information, 24th March 2017)

Interviewee 5: “I think those kind of videos need to be accompanied with a good article or links to web pages that can provide a detailed information about accommodation, how to get there, budgeting, safety, etc. Because when people want to travel to a new destination, they will need to find out about those kinds of information. So if tourism advertisement promotional videos can provide those kind of detailed information, that would be really great.” (personal information, 22nd March 2017)

For Interviewee 3, videos of tourists’ experiences or videos capture in hidden cameras while travelling can also be good option in enriching a tourism advertisement. Interviewee 2 gave a completely different opinion than others, of creating tourism TV ads on specific attractions and activities regarding a country for a specific target tourists, like for example, creating a TV ad that highlight key shopping areas of the country for travellers who is fond of shopping, highlight exciting excursion places for more adventurous travellers, etc. The interviewee also added that these types of tourism ads could also introduce new places, which were little known or under valued to both new and experienced travellers.

Interviewee 3: “A television advert that showcases a wide array of a country’s attractions would be a good introduction, but it should be followed up by TV ads on specific attractions or activities. For example, tourism boards could create a TV ad that highlight key shopping areas for travelers that aim to go shopping, and then create another ad that covers just outdoor excursions targeting those who prefer a more adventurous holiday. By tailoring specific interests to specific target audiences, I believe the ads would translate into a higher number of visitors. Such targeted ads would also be good for highlighting attractions that are “off the beaten path,” hence, opening up little-known or under-appreciated places of interests to new audiences.” (personal information, 16th March 2017)

DISCUSSION

For this study, the concept of AIDA model, (Hierarchy of Effects Model), proposed by Elmo Lewis (Hyder, Khan, Nawaz & Rehman 2014), was used for the analysis. For the efficiency of understanding, the phases of AIDA model will be stated as Attraction, Interest, Desire and Action.

At first, it was analyzed whether the videos attract the young tourists or not and whether any interest was created in them to influence their decision. From the response of the majority of interviewees, it was seen that the tourism advertisement promotional videos triggered the initial desire within young adults to find out more information of a place for probable future visit, which meets the first phase of the AIDA model, which was Attraction. The presentation of the videos made some interviewees gain more Interest to research about that place, which met the second phase of the AIDA model. From the analysis it is seen that, the destination features, mainly the weather, landscapes and historical architectures from the videos, made majority of the interviewees to change their interest into desire to go to the showed place shown, unless there are some other external negative influences regarding the place, like wars, political unrest or harsh weather, e.g. too hot or too cold weather, which created a negative desire to visit the place. This phase covered the third stage of AIDA model, the Desire phase. Only few confirmed to visit the place instantly without doing any further research on the place shown on the video, but majority wants to do a further research before finalizing their decision of visiting the place. It was found that the videos created a strong influence on viewers and made them decided to do a further research on the place, regarding transportation, accommodation, safety, etc., so that they don’t have any problems while visiting that place. This met the fourth and final phase of AIDA model, the Action phase. From the Analysis and Findings, in respect with the AIDA model, it can be deduced that tourism advertisement promotional videos do trigger the interest and create a desire in young adults’ mind in doing further researches about that place, and influence and confirm their decisions of visiting the place in future holidays.

According to the responses from the interviewees, everyone use online media for viewing tourism advertisement promotional videos, and for gathering information regarding a place viewed, like, environment, price, accommodation, safety, people, etc., they prefer the remarks of the videos in YouTube or the online videos uploaded by tourists themselves, or they go through

Travel Vlogs etc. It can be inferred that new media, like SNSs, YouTube, Travel Vlogs, plays a significant role in the advertisement of tourism promotional videos, directly by showing the videos, and indirectly, by the reviews of these videos, which attract and trigger the interest in finding about a place and initiate the desire to visit there. A tourist becomes well informed about a place through their acquaintance to different information provided either television media, online media or word of mouth (Stepchenkova & Morrisson, 2008 cited from Alvarez & Campo 2014).

According to Becken (2010), weather plays an important factor in any tourists' decision making. In other words, young tourists make their decisions on visiting a place on the basis of what they believe the weather condition of a destination is, and whether it matches with their preferences or not (Ehmer & Heymann, 2008 cited from Becken 2010). For example, if a person does not like warm or hot weather, he/she will avoid the country which normally has hot weather, and a tourism advertisement video of that country won't trigger any desire of deciding to do a further research to visit that country and vice versa. In other words, when the advertising videos show the weather attributes, it is seen from the Analysis and Findings, that weather plays a very important part in triggering the initial decision making of a young adult to visit the place in the first place, like those who enjoy warm or hot weather will prefer to view a tourism video of a country with warm or hot weather and that might inspire them to visit that place in the future.

Political stability is an important requirement for the success of tourism and building a good image in any destination in a tourist's mind (Dwyer, Edwards, Mistilis, Roman & Scott 2009). Negative issues like terrorist attacks, wars, political unrest or natural disasters play a very important role in affecting a place's image a person has about the area, and when they view tourism promotional videos of such places it won't trigger any desire to visit the place in the future (Alvarez & Campo 2014), as because a tourist is worried about their security of the shown destination in the video (Douglas and Mills, 2006 cited Fletcher & Morakabati 2008), and therefore affect in decision making of future holiday places. From the Analysis and Findings, it is seen that the external negative issues of a country, as stated above, creates a negative view in a young adult's mind in the first hand, before watching a tourism video of that place, and even if the video is alluring and exciting to view, it won't trigger any desire to do a further research on that place to visit in the next holiday, and interestingly will subliminally prime that place as a dangerous and insecure place in the subconscious mind when referring about a place to others.

So in a nutshell, a preset mind of any unpleasant news of any country or personal choice of a weather condition usually makes the respondents to possess a negative feeling in decision making towards the place shown in tourism videos, and avoids doing further research on that place for future visit. Moreover, budget also plays an important part in effecting a young tourist's decision making process of visit a place in the future, unless there are unique things to experience in that place, which worth the money that will be expended. All these things indicate of taking a step forward in transferring the young adult's Attraction, after seeing the videos, to an Interest to know more about their preferred holiday destinations, which usually ends up in the Desire to gather significant details and view in person.

Destination features plays a very important part in choosing a particular video by young adults to raise their curiosity to research about that place for a later visit (Kim & Stepchenkova, 2015). From the Analysis and Findings, it is seen the interviewees preferred the Egypt video mostly, because the video showed historical architectures, interiors of pyramids, Bedouins and traveller in tents in front of bon-fire, warm weather, deserts, elegant cultures, luxury activities, etc. and the presentation of them were very glamorous and appealingly set, and the same goes in case of the Scotland video with attractive and exotic architectures, activities, landscape and heritage. So it is seen that, attractive and exotic representation of destination features of a place in a tourism promotional video, triggers and creates a strong desire in finalizing a place to visit by young adult, which is usually accompanied by further research and finally taking an Action in decision making of visiting the place.

Although all the tourism advertisement videos are professionally made and hold unique features in portraying their respective country in a unique way, still a review of a place in the video, or more additional information displayed in the video, regarding unique food, carnivals or seasonal festivals, more cultural stuffs, more pictures of unique places and architectures, accommodation facilities, transportation system, etc., might make a tourism advertisement video more enriched and attractive to the young viewers. A good article or relevant link to web pages, that can provide detailed information, regarding accommodation, ways to reach the place, budget, safety etc., in or under the tourism advertisement videos, also attract the viewers well, because these are essential information regarding visiting a new place, and creates a sense of ensurance, stability and security in the young tourists mind regarding the place (Alvarez & Campo 2014). According to young adults, a different type of tourism advertisement can also be made on specific attractions and activities individually, regarding a country, to attract a specific target of tourists, for example, creating a tourism advertisement which highlights the key shopping areas of the country for tourists who are fond of shopping. According to the Analysis, these types of tourism advertisements could also introduce new places more detailed manner, which were little known or under valued to both new and experienced young tourists.

CONCLUSION

This study analyzed how the tourism advertisement promotional videos affect young adults decision making for future holiday destination, and it is seen that the tourism advertisement videos mainly triggers the inner desire of visiting a place, if they show unique and convincing destination features, such as people, nature landscape, activity, season, architecture and heritages, presented very uniquely, energetic and lively way, without any negative image of the country, regarding wars or political instability. This leads to the desire of a further research by young tourists, regarding the place, for more information, and leading to the decision making of finalizing a holiday place, depending on individual preferences.

In conclusion it can be said that, if a picture says thousand words then a video says a million (Dirkin, Hilden, Koehler, Lundeberg, Phillips and Yadav 2011), and when this is about portraying a country's culture, heritages, weather and architectures, which more or less creates the identity of a country (Xue 2008), a tourism promotional advertisement video maintains a

dynamic presence not only in destination marketing, but also in triggering the inner desire and initiating the decision making in a young adult's mind of selecting a place for future visit.

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