

Video Materials as a Persuasive Strategy in Tourism Discourse

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Abstract : The persuasive influence of tourism promotional materials is very much experienced nowadays. In order to attract the attention of viewers, marketers choose various techniques in their digital texts. Video is an essential element for attraction and seduction; it is a trigger element for tourists. This solution for web marketing engages and convinces potential tourists to book a tourism product. Embedding video materials into a website provides useful information, create different feelings in viewers, and help them finalize their decisions. The present article discusses video solutions for health tourism websites used to allure potential tourists. The paper reviews the influential elements of persuasive tourism marketing videos. The article highlights how these components as persuasive strategies of tourism promotional materials can influence the decisions of tourism websites' users. The result section provides the real examples of the deployment of the mentioned technique to convince the audience by the website of 'Karpaty' resort (Ukraine). This technique is worth attention as it plays an important role in the promotion of tourism services. The data collection of this study will provide updated information in relation to the rhetoric of tourism.

Keywords : tourism discourse, persuasive video, influential videos in marketing, persuasive discourse, tourism promotion

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