

## «ANDALUCÍA» AS TOURIST DESTINATION: ANALYSIS OF ADVERTISING CAMPAIGNS «SMAIL YOU ARE IN ANDALUCÍA» AND «ANDALUCÍA LOVES YOU»

*Esther Martínez Pastor\**

Universidad Rey Juan Carlos. Madrid

esther.martinez.pastor@urjc.es

*Miguel Ángel Nicolás Ojeda\*\**

Universidad Católica San Antonio de Murcia

manicolas@ucam.edu

This paper analyzes the institutional advertising of Andalucía. The objective is to understand the meanings associated with the tourism brand of «Andalucía». The research technique used is «content analysis» and «sample» is three national and international advertising campaigns funded by the «Junta de Andalucía». Results show that brand «Andalucía» is associated, in all advertisements, with the meanings «sun and sand». However, there are meanings that are associated with «Andalucía» depending on «consumer representation» of each ad, such as «golf».

Governments use advertising to increase its economy through tourism. The Tourism advertising builds the image of a tourist destination and turns it into a brand. In this way advertising creates an advertising image of each destination, with its own values that distinguish it. (Kotler and Gerter, 2002; Balakrishnan, 2009; Hankinson, 2001).

Our work analyzes tourist advertising a destination for understand how advertising builds distinctive values of a destination through its brand image.

The purpose of this research is identify the semantic differences of the brand «Andalucía» between Spanish and foreign tourists. This study identifies the major signs (images, texts and topoís) used to understand the semantics of the brand «Andalucía».

Our case study analyzes three advertising campaigns of Andalucía. Our starting point is 2005, when the government of Andalucía, which regulates their advertising with the «Law on Advertising and Corporate Communication» (LPCI), decided to promote its territory to foreign tourists as a tourist destination in Spain.

We used the methodology «content analysis» to study the three campaigns: «Smail youre in Andalucía!» [Season 1]; «Andalucía loves you» (2004) [Season 2] and «Andalucía loves you» (2008-09) [Season 2]. The results of the analysis of the campaigns «1» («Smail, you are in Andalucía») and «2» («Andalucía loves you») show the differences between

advertising to different target groups: Spanish tourist and tourist foreign. The results of the analysis of the «3» («Andalucía loves you 2008-2009») shows the semantic evolution of the brand Andalucía and analyzes the use of new signs to update the brand.

The aim is to detect the semantic differences of branding and advertising of «Andalucía» when message is aimed at different consumers: Spanish or foreign

The hypothesis H1: Advertising messages promoted by the Andalucía Public Administration, to promote tourism of its territory, are very similar, although their consumer segments are different.

This paper applies the qualitative methodology «content analysis». This work is a semiotic study of advertising language of tourism brand «Andalucía». Our study identifies the signs and meanings used to develop tourist discourse of «Andalucía». To develop the analysis, we have created a table to encode the data. The variables studied are: title, description, slogan, logo, music, voice type, role of characters, words, images and sounds.

Our content analysis has identified the following list of meanings associated with the brand «Andalucía»

- Campaign Results 1. «Smail, you are in Andalucía».  
Targets:  
International tourist 1. Lovers of Middle Ages.  
International tourist 2. Men of high social class and amateur golf.  
International tourist 3. Young businessmen and executives.  
Meanings: Andalucía is: Sun and Beach, Andalusian culture (flamenco dance and ham), heritage and tradition, golf, business, joy, Spain, Relax, Love, International tourist, middle-aged couples, golfers and young entrepreneurs or executives
- Campaign Results 2. «Andalucía loves you (2004)».  
Targets:  
National Tourist 1. Young men and women who are passionate about culture.  
National Tourist 2. Tourist summer: youth, families and water sports enthusiasts.  
National Tourist 3. Rural tourist.  
Meanings: Andalucía is: Sun and Beach, Andalusian culture (flamenco and religion), cultural heritage, spectacular naturefield relaxation, water sports (leisure and entertainment) and tourism.
- Campaign Results 3. «Andalucía loves you (2007-08)».  
Targets:  
National Tourist 1. Tourist Business  
National Tourist 2. Tourist summer: youth, families and water sports enthusiasts  
National Tourist 3. Rural tourist  
National Tourist 4. Amateur Golf tourist  
Meanings: Andalucía is: Sun and Beach, Andalusian culture, traditional cultural heritage, modern architecture, spectacular nature, rural, relaxation, water sports, Golf, tourist (tourist business, golf tourist, tourist beach and nature).

Results confirm that the ads are directed at different audiences with different promises. However, the signs and meanings of ads from the same campaign, made similar discourses in the three campaigns analyzed. Every ad, analyzed individually, promises a quality of Andalucía. Each ad is dirge tourists distinct national, international, families, young and old companies. However, the meanings, promises and signs of campaign ads made discourses with similar semantic structures in the three periods studied.

Results confirm the hypothesis. 1. There are semantic differences associated with the brand «Andalucía» through the advertisements analyzed. Semantic differences are associated with different target groups represented in ads analyzed. 2. However, the semantic structures of the campaigns are very similar among the three campaigns. 3. The speeches of «Andalucía» are very similar in the three campaigns that used the same promises and similar signs. 4. The semantic speech detected in the three campaigns is: Sun and Beach, Andalusian culture (art, flamenco and religion), and traditional cultural patrimony, modern infrastructure, spectacular natural scenery, relaxation, nature and the countryside, water sports, golf, business tourism.

This document identifies the meanings present in the three campaigns analyzed. We interpret the repetition of meaning as a key to build a speech known by the consumer (Freire, 2007; Hatch and Schulz, 2003). Thus, «Andalucía» is a place near and known to consumers before they visit it. imagine visiting. This affirmation coincides with the ideas of Aaker (1991), Kotler and Armstrong (2004), Knox (2004) and Ali (2005). «Andalucía» is associated with signs and meanings that are previously known by consumers to generate confidence in the destination.

After analyzing the advertising of Andalusia, «sun» and «beach» are the meanings with more presence. These two meanings are present in almost all ads. Then in each spot is added a specific promise (eg Golf). In Table 5 are all meanings associated with the brand «Andalucía» that our analysis has found. Each meaning is associated with the characters and the aesthetics of the images used in spots. Fry says (2007) that the brand image of a tourist destination is formed with: characters (consumers), images (places), emotions and experiences of the characters (roles and promises).

While «sun» and «beach» are the two main meanings associated the two Andalucía, Morgan and Pritchard believe that Spain has changed the personality of its brand, Spain is also a country with modern architecture (2005:19). Our study demonstrates that fact, two ads show promises «infrastructure, business and modernity» associated with the brand «Andalucía».

