

Mia Quiñones

Professor. O'Hara

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Primary Source

1. How does tourism marketing attempt to appeal to a global market using local identity? What do these advertisements emphasize; what do they omit?

The ads present the idea of uncharted territories; the unknown. To many the spark of curiosity in their mind goes off when they view pictures of things, they've never experienced for themselves. The marketing appeals to people by inviting them to enjoy a culture that they have yet to experience. They advertise the positive aspects of each culture while omitting the negative, such as poverty and crime that is found in every country.

2. Which of these advertisements appeals most strongly to you personally? Where would you like to go? Why?

The advertisement that appeals to me the most is the ad for India. The picture of the elephants appears the most exotic and it looks like a once in a lifetime opportunity.

