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Abstract

Tourist photographs have an important role in the marketing of tourism establishments as well as touristic destinations. The photos (both taken by tourists and presented in travel brochures or photographs on the internet pages) that the tourist has seen about destination, have shaped the destination image in the mind. Tourist photographs are at the forefront of the issues that have been extensively studied in the international Tourism literature. However, there is almost no work on tourist photographs in the national level. In this study, a review of the tourist photographs and the review of the significance of these photographs in terms of tourism marketing has been presented. At the end of the study, a number of suggestions were made. At the beginning of these paper comes the examination photograph taking of tourists. There should be studies focusing on whether photograph taking motivations of tourists differ according to individual and cultural characteristics.

Keywords: Tourist, Tourist Photos, Tourism Marketing.



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