

The main concepts and terminology

Baby Boomers - Baby Boomers are individuals born between 1946 and 1964, a period marked by a significant increase in birth rates following World War II (Twenge et al., 2010).

Brand Ambassador - A brand ambassador represents and promotes a brand's products or services, often being a public figure or influencer with a strong following (Peltekoğlu, 2019).

Consumer Decision-making Stages - Consumer decision-making stages include problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Odabasi, 1988).

Eco tourism – Eco tourism refers to responsible travel to natural areas that conserves the environment and sustains the well-being of local communities (Odabasi, 1988).

e-WOM - e-WOM refers to electronic word-of-mouth, which involves the spread of information and opinions about products or services through online channels (Akrimi & Khemakhem, 2012).

FOMO - FOMO stands for Fear of Missing Out, describing the anxiety or concern individuals feel about missing out on exciting or interesting experiences (Bradley et al., 2019).

Gen Z - Generation Z, also known as the Gen Zers, Gen M, iGeneration or Centennials, refers to individuals born between 1995 and 2012, who are the first generation to grow up entirely in the digital age (Donovan, 2019).

Generation X - Generation X refers to individuals born between 1965 and 1980, who came of age during a time of economic, political, and social upheaval (Twenge et al., 2010).

Generation Y - Generation Y, also known as Millennials, are individuals born between 1981 and 1995, who grew up in the digital age and are often characterized by their tech-savvy, collaborative, and socially conscious nature (Howe & Strauss, 2000).

Giveaways - Giveaways are promotional activities where individuals or companies offer free products, services, or experiences to participants through contests or other means (Mert, 2018).

Annex 1 continuation

Glamping – Glamping refers to a form of luxury camping that combines the experience of being in nature with the comfort and amenities typically found in traditional accommodations (Geyser, 2022).

Human Oriented Marketing 3.0 - Human Oriented Marketing 3.0 emphasizes a customer-centric approach, focusing on human values, sustainability, and social responsibility in marketing strategies (Kotler et al., 2019).

Influencer - People who have become opinion leaders with the content they produce on social media, have the power to influence the masses, guide their purchasing decisions with their comments, and have a high following (Bor & Erten, 2019).

Influencer Marketing - Influencer marketing can be expressed as marketing where studies and efforts come together in order to connect and contact and define individuals who have the ability to potentially create an impact (Canoz et al., 2020).

Product Reviews - Product reviews provide detailed evaluations of products or services, offering insights into their quality, features, and user experiences (Saglık, 2019).

ROI - ROI stands for Return on Investment, which measures the profitability or effectiveness of an investment or marketing campaign (Geyser, 2022).

Silent Generation - The Silent Generation refers to individuals born between 1928 and 1945, who came of age during the post-World War II period marked by conservatism, conformity, and caution (Yelkikalan et al., 2010).

Sponsored Content - Sponsored content involves the creation or promotion of brand-related material by advertisers to engage audiences, often resembling non-sponsored content (Acar, 2014).

Tourism consumption - Tourism consumption refers to the activities, behaviors, and expenditures made by individuals or groups during their travel experiences, including accommodation, transportation, food, attractions, and souvenirs (Odabasi, 1988).

Travel influencer – A travel influencer is an individual who leverages their online presence and social media platforms to share experiences, recommendations, and promote destinations, influencing the travel decisions of their followers (Barbe & Neuburger, 2021).