



FEATURES OF ADVERTISING IN TOURISM

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ABSTRACT

Advertising simply put is telling and selling the product. Advertising Management though is a complex process of employing various media to sell a product or service. This process begins quite early from the marketing research and encompasses the media campaigns that help sell the product.

Keywords: Advertising, Economy, Tourism industry, Employing, Research, Market

Introduction

Features of advertising in the tourism market are determined by the distinctive specific features of these areas themselves, which are primarily working with people and spending their holidays, with the desire for maximum comfort and service conditions, as well as, paradoxically, the lowest possible costs. It is important to note that in most cases it is impossible to accurately determine the effectiveness of advertising in the tourism industry, an advertising campaign. It is impossible to determine exactly what effect of advertising. Therefore, taking into account the psychological impact of advertising on a potential consumer, it is necessary to give advertising in a supportive mode. Never and under no circumstances should you leave the advertising market. Refusal of advertising activities is tantamount to leaving the market. Having ceased to be noticeable, the company indirectly confirms its intentions to leave the occupied niche, yielding to competitors. The peculiarity of the advertising market in Russia lies in its dynamics. The boundaries of this market are constantly expanding due to the emergence of new tourist enterprises and, accordingly, new customers. Advertising in the interests of the market persistently imposes its values on the audience, actively shaping the mass consciousness, replicating the moral code and life orientations of its customers. Thus, in Russia, in the conditions of market relations, its own Russian advertising market for hotel services begins to be created.

Activity in the tourism market in the field of advertising one's business is quite complex, and its success is to a large extent associated with the presence of a positive emotional and evaluative attitude among consumers and socio-psychological readiness for quality rest.



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THE CONCEPT, ESSENCE AND FEATURES OF ADVERTISING WORK IN THE TOURIST MARKET

Modern tourism cannot be imagined without advertising. Advertising is a dynamic, rapidly transforming sphere of human activity. For many centuries, being a constant companion of man, they change with him. The nature of advertising, its content and form are undergoing cardinal metamorphoses along with the development of the productive forces of society, the change of socio-economic formations.

Advertising is the dissemination of information about a person, organization, work of literature and art, etc. for the purpose of awareness of their popularity. Advertising is information about the consumer properties of goods and various types of services in order to sell them, create demand for them.

The purpose of advertising is the dissemination of information, information. But when developing an advertisement or an entire advertising campaign, it is always taken into account which target audience this advertisement is aimed at. Advertising objects can be various social objects with different needs and information.

Advertising can be considered as a form of marketing communications. The success of an enterprise in the competitive struggle today largely depends on the effectiveness of its communicative impact on the market. Even for a person who is not engaged in professional market activities, the diversity and multiplicity of means and techniques of marketing communications is obvious. One of the central places in this system is occupied by advertising.

At the same time, it is possible to single out the main features and characteristics of advertising in the tourist market as one of the main means of marketing communications. The most important of them are the following:

- Non-personal character. The communication signal comes to the potential buyer not personally from the seller, but through various intermediaries.
- Unilateral orientation of the advertising appeal from the seller to the buyer.
- Uncertainty in terms of measuring advertising effectiveness. This quality is a logical continuation of the previous one. Feedback in communication is probabilistic and uncertain. The fact of purchase depends on a lot of factors that are not directly related to advertising, are subjective and practically not amenable to formalization. For example, a great advertising campaign may coincide with a defect in the release of a large batch of the product being advertised.
- Public character. It is assumed that the advertised product is legal and generally accepted. That's why we don't see ads for drugs and other illegal products.
- The advertisement clearly defines the sponsor, advertiser, subject at whose expense and on whose behalf the advertisement is carried out.





- Advertising does not claim to be impartial. It is generally accepted that in an advertising message the main focus is on the advantages of the advertised product or company, and their disadvantages may not be mentioned.
- Showiness and ability to exhort. Repeated repetition of advertising arguments has a certain psychological impact on the consumer and pushes him to buy. The main functions of advertising correspond to the overall goals of the marketing communications system.

Depending on the goals determined by a specific market situation, advertising in tourism can effectively solve the following problems:

informing (formation of awareness and knowledge about a new service, a specific event, about a company, etc.)

persuasion (gradual, consistent formation of a preference corresponding to the consumer's perception of the image of the company and its products; persuading the buyer to make a purchase; encouraging the purchase, etc.);

reminder (maintaining awareness, keeping information about the product in the memory of consumers in the intervals between purchases; a reminder where you can buy this product) and other tasks.

Advertising at the same time brings to consumer's different information necessary for the purchase and use of products, and, combining its information content with persuasiveness and suggestibility, advertising has an emotional and mental impact on a person. Advertising, in itself, is both a business and an art.

Since in our country there was no serious problem of persuading consumers to make their choice in a particular product, it was not required to identify the essence of advertising, its impact on consumers, or to give a scientific definition of advertising. Foreign authors define advertising mainly in terms of marketing.

With the assistance of advertising, the market becomes clearer and more accessible to buyers with different tastes and needs, with different levels of income, with different traditions in terms of consumption.

Thus, advertising activity in the tourism industry, being one of the forms of information activity, provides a link between the production and consumption of a tourist product. At the present stage, advertising in the tourism industry has stepped over the narrow framework of the information function, which provides a guided flow of information, and takes on a communicative function. With its help, "feedback" is maintained with the market and the consumer. This allows you to control the promotion of services on the market, create and consolidate the buyer's stable system of preferences for advertised objects, and make adjustments to sales activities. Using



the possibilities of directed influence on the consumer, advertising contributes not only to the formation of demand, but also to its management.

Advertising contributes to the continuous improvement of the offered tourist services. It should be used as a tool of competition. Competition between manufacturers should be maintained, which, firstly, makes it possible to compare the effectiveness of different manufacturers, to identify and stimulate the most capable of them; secondly, it "washes out" those manufacturers who cannot provide certain parameters of product quality and a relatively low price level; thirdly, it makes it possible to eliminate the dictate of the producer over the consumer, to subordinate production to social needs. Without advertising, there is no opportunity to actively influence the market, to consolidate its position on it.

Ultimately, all the functions of advertising, as well as other elements of the marketing mix (commercial propaganda, sales promotion and personal selling, called marketing mix) are reduced to achieving the main goals and means of marketing communications: demand generation and sales promotion. But this is the task of advertising - not just to inform. The function of advertising in tourism is to sell, sell services, sell ideas, sell lifestyle.

CLASSIFICATION AND TYPES OF ADVERTISING IN THE TOURISM INDUSTRY

When classifying ads, many criteria are used. Let's consider just a few of them:

1. CLASSIFICATION OF ADVERTISING BY THE TYPE OF ITS SPONSOR, SUBJECT OF COMMUNICATION:

- On behalf of the manufacturer;
- On behalf of resellers;
- On behalf of individuals;
- On behalf of the government and other public institutions.

2. DEPENDING ON THE TYPE OF THE TARGET AUDIENCE:

- advertising for the business sector (for industrial consumers);
- advertising for an individual consumer.

3. CRITERION OF CONCENTRATION ON A CERTAIN AUDIENCE SEGMENT ALLOWS TO DIFFERENTIATE:

- Selective (selective) advertising, clearly addressed to a certain group of consumers (market segment);





- Mass advertising aimed at a wide range of real and potential consumers and the public in general.

4. DEPENDING ON THE ADVERTISING ACTIVITIES COVERED IN THE TERRITORY, THE FOLLOWING ARE STAND-OUT:

- Local advertising (scale - from a specific place of sale to the territory of a separate settlement);
- Regional advertising covering a certain part of the country;
- Nationwide advertising, carried out on a global scale;
- International advertising.

5. THE OBJECT OF ADVERTISING ACTIVITY AND ITS CHARACTERISTICS DETERMINE THE NEED FOR THE FOLLOWING CLASSIFICATION:

- Commodity advertising;
- Prestigious advertising;
- Advertising ideas, etc.

The main task of commodity advertising is the formation and stimulation of demand for a tourist product. Such advertising informs potential customers about its merits, arouses interest and promotes the sale.

Prestigious, or image advertising, is an advertisement of the advantages of the company, which distinguishes it from competitors. The purpose of such advertising is to create an attractive image among the public and, above all, among active and potential customers, which would inspire confidence in the tourist enterprise itself and in all the services it offers. When implementing image advertising, it is necessary to coordinate it with promotional activities.

Features of advertising in the hospitality industry have a special role not only for advertising itself, but also for various changes in the financial and economic nature, which I have effectively proved in this work.

Features and specifics of advertising in the field of the tourism industry, bear the stamp of the hospitality industry itself, differing in their character depending on the specific area, from the features that have their roots directly in the nature of advertising, regardless of its properties, also from the specific type of advertising and the advertised area, which has its own characteristics and specifics.

The best approach to advertising activities in the field of social tourism is the development of strategies for an advertising campaign. This approach allows you to





avoid errors in advertising. It allows you to minimize the risks associated with consumer misunderstanding, it allows you to increase the effectiveness of advertising. Those. developing an advertising campaign strategy enables the firm to successfully cope with its sales problems, even allows it to compete more successfully with other firms.

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