

## Features of Advertising in the Tourism Industry

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**Abstract:** The article examines the impact of advertising on the travel business, as well as ways to improve its effectiveness in order to attract customers

**Keywords:** advertising, tourism business, the main characteristics of advertising, advertising of tourism services, image advertising.



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## **INTRODUCTION**

Tourism business is a very unique type of business, the development of which can not be imagined without advertising.

Advertising in tourism, in addition to directly attracting customers, is designed to create a clear, preferably positive image of the tour operator.

Advertising is a unique way of communication, the main purpose of which is to attract attention to any product or service. With the help of artistic form, emotional colors and other advertising tricks, the manufacturer should emphasize the most important information about the products he produces and the enterprise in general.

Advertising, like any other marketing communications, plays a very important role in the implementation of a travel company's plans. It has a socio-cultural and psychological impact on society. Cultural advertising is not the manipulation of social consciousness, but the formation of topical issues aimed at human self-development. With the help of advertising, tourism companies are conquering new markets. Advertising as a means of competition strengthens it, which helps to improve the quality of tourist services.

In tourism, advertising is a form of direct communication between tourism products by the consumer. This means that the company's advertising should persuade potential tourists to stop choosing this company and its products, convincing customers that their choice is the right one.

## **MAIN PART**

Advertising allows you to increase sales. Large-scale sales of tourism services provide revenue growth for the travel company. But for this, advertising should be as figurative and bright as possible, and in no case can it be aggressive.

The main features of advertising in tourism are:

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## **DISCUSSIONS**

Advertising allows you to increase sales. Large-scale sales of tourism services provide revenue growth for the travel company. But for this, advertising should be as figurative and bright as possible, and in no case can it be aggressive.

The main features of advertising in tourism are:

In general, tourist advertising is characterized by:

- clear and reasonable formation of the advertising task;
- precise selection of the target audience;
- achieve the greatest impact for tourists at the lowest cost;
- completeness of the product, the ability to fully meet the needs of tourism;
- making sure that the selection of potential customers is correct;
- create interesting and unusual advertising for the audience;
- create immortal images;
- the most accurate choice of advertising time;
- sustainable approach;
- Impression with ease of creation.

In addition, advertising must comply with all established legislation. For example, an advertisement for exotic tours should list all the dangers of such a trip.

Advertising should alert tourists to certain restrictions. If such information is not recorded in the advertisement or video, the firm must provide it to the customer when it first applies. Otherwise, complaints and even lawsuits may arise from consumers.

The effectiveness of advertising in tourism depends on the correctness of the choice of the time of its implementation. It is necessary to provide advertisements that meet the seasonal demand. Typically, advertising campaigns for seasonal trips run from December to April, and for non-seasonal trips from September to February.

In addition, the quality customer service provided by the agency and its absolute honesty is a very effective advertising tool. Once you are satisfied with the trip purchased through the agency, you can attract customers and new clients who are more likely to apply for agency services again.

The environment in which a tourist enterprise operates is moving to a complex communication system. The company cooperates with customers, banks, insurance companies, travel agencies, travel service providers, communication audiences. An important task of the tourism enterprise is to form and maintain its image in the eyes of the public and customers not only as an image of the products offered, but also as a whole organization.

Travel agency advertising can be divided into 2 types:

- advertising of tourism services;
- Image advertising of a tourist enterprise.

### **CONCLUSIONS**

Advertising of tourist services directly affects the consumer, forms the image of the tourist product in his presentation and offers him how to buy a favorite tour or excursion. Image advertising is aimed at creating a positive image of a travel agency - for customers - travel agencies, providing quality services, a reliable company image - a partner, a useful partnership for travel service providers - communication for the audience, the seller of their services - a reliable partner.

Advertising is a very important aspect in the tourism business as it is the main tool in the global market.

Harmonious, colorful and, most importantly, honestly prepared advertising attracts many tourists, which in turn has a positive impact on the overall state of the world economy.

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