

## The Impact of Advertising on the Consumer in the Selection of Tourism Facilities

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### **Abstract**

*Tourism is described as "travel for pleasure, amusement, kinship, or business, generally for a short period of time." Tourism, in today's terminology, is a type of global link between nations and tourists from all over the world, presenting them with diverse cultures and societies, as well as their history, ancient, historical sites, and languages. Tourism is typically associated with overseas travel, but it can also refer to domestic travel. As a result, advertising has emerged as a critical tool in this constantly increasing worldwide market. Due to its central role in the economic infrastructure of any nation, the growth and development of the tourism industry are essential. By appealingly presenting the nation's historical and cultural features, advertising is a key instrument for boosting tourism in a nation. Advertising is essential to this industry's development because it fosters economic growth, creates direct and indirect jobs, and—most importantly—generates fierce competition in the domestic and international travel sectors. Importantly, cooperation between the Ministry of Tourism and Business Ministries and Travel Agencies is required for the achievement of these objectives. In order to determine the best strategy for developing the nation's tourism business, this graduation thesis analyzes the effects of several tourism-related media and advertising tactics. The results of this study showed that handbooks, internet advertising, television, brochures, and newspapers were the most successful promotional tactics for attracting both domestic and foreign passengers.*

**Keywords:** *mission, money, message, media, measurement, broadcast media, consumer publication, digital media.*

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## **I. Introduction**

There are many people that arrange adventures every day. It is appropriate for both leisure and professional travel. The journey might take a short while or a very long period. Then hotel bookings, purchases of bus or train tickets, plane tickets, searches for passports and visas, and so forth follow. To provide these services, thousands of people—including travel agents and tour guides—work nonstop. These people are all employed by the tourist sector, one of the most significant in the entire globe. Everyone is pressed for time in today's fiercely competitive economic environment. Any tourism business in this situation has to think about how to spread the word about their goods and services. Obtaining clients was formerly straightforward, but it has grown more challenging as a result of the intense competition and the influx of new businesses. Any business or organization needs to try to connect with its customers. Every business' fundamental goal, especially those in the tourism sector, is to draw in and maintain valuable customers. (Belsch G.E., Belch M., A., 2003)

Promoting consumer satisfaction is tourism marketing's main objective since it increases profitability. Today's tourism industry frequently views marketing as the most important administrative task. Tourist arrivals and revenues have been rising consistently, making the travel industry the one with the fastest global expansion.

Along with other service providers like hotels and airlines, tour operators and travel agencies are expanding swiftly and engaging in strong competition. The existence and development of their tourist industry depend on their projecting a favorable image of themselves. Travel and tour operators compete to promote their services and trip packages, hotels compete to sell rooms, and airlines compete to sell tickets while governments fight to make their regions more well-known. Since the tourist industry is an ephemeral and intangible one, marketing is crucial. As a result, expert assistance is crucial. Selling and marketing ideas are commonly misunderstood. Selling is the act of people purchasing goods or engaging in services, whereas marketing is the act of educating and luring people toward a product.

A supplier or intermediary must promote travel-related services to customers if they want to continue operating and grow. Customers have a wide choice of options due to the constant expansion of service providers and competition. Their main goal is to provide goods relating to travel. This calls for a detailed awareness of both their product and of both their target market's demographics and needs. Every customer who makes contact with a travel agency or tour operator has specific requirements. Selling includes identifying the client's needs, giving them all the information they require, suggesting travel possibilities, assisting them in making a choice, and persuading them to buy the travel service. (Roday and colleagues, 2009)

## **II. Literature Review**

### **Promotional tools in Tourism**

Advertising is any paid non-personal presentation and promotion of concepts, products, and services by a reputable sponsor. In addition to corporations, advertisers can also be nonprofit organizations, government agencies, and museums that target particular demographics with their messaging. Advertising is an efficient way to spread messages, whether it's to encourage Coca-Cola brand preference or to alert people to the risks of using powerful medications. (Kotler et al., 2003)

Varied businesses have different approaches to advertising. A member of the sales and

marketing team who works with small business agencies handles advertising. On the other hand, a large corporation would frequently create its own department, with the manager answering to the vice president of marketing.

Budgeting, creating an advertising plan, approving commercials, and managing direct mail, dealer displays, and other forms of advertising fall within the purview of the advertising department. The majority of firms use the help of an outside agency to establish their advertising strategy and choose and buy media. Uncoordinated advertising and image propagation is a problem for many multinational firms that work with a large number of advertising agencies that are based in several nations and serve various divisions. Large companies like IBM and Hewlett-Packard can only be served by a select few agencies when it comes to global advertising, public relations, sales promotion, and online consulting. Marketing communications are more successful and integrated as a consequence, and total communications expenses are lower.

Kotler (2003) asserts that advertising companies must reposition themselves as communication enterprises that aid clients in enhancing their overall communication efficacy. However, a lot of agencies have downsized their research divisions, making it more challenging to develop a brand strategy based on research. Another problem is that advertising companies lack expertise in direct marketing, database marketing, and public relations and are overly focused on high-budget mass advertising. Procter & Gamble has demanded that all of its marketing activities be collectively produced with the various communication departments sitting together, rather than allowing its advertising agency to dominate decision-making. Ad agency revenue is changed from a fixed media fee to a proportion of overall sales performance. Managers of program marketing must always start by identifying their target market and understanding what drives them. Then they could decide on the "5 Ms," or the five crucial decisions that go into making an advertising campaign:

- **Mission:** setting and sales targets are part of the mission. What are the advertising objectives, too?
- **Money:** What is your financial situation? Market share, competition, frequency of advertising, and product substitutability are all factors considered.
- **Message:** This section covers message generation, evaluation, and selection, message execution, and social-responsibility evaluation. To put it another way, what message should be sent?
- **Media:** This section provides the most common media types as well as media schedules, or, in other words, what media should be employed.
- **Measurement:** What criteria should be used to evaluate the outcome? The consequences of communication and sales are included. (Kotler, 2003)

There are many different forms of advertising media, including:

1. Two examples of broadcast media are television and radio.
2. Weekly regional and free distribution, national and regional Sunday newspapers, national and regional Sunday newspapers, and national and regional daily newspapers
3. Consumer publications include directories, business trip guides, newsletters, and journals.
4. Other media, including advertisements for commercial transportation, theaters, posters, and

locations like airports and train stations

Direct mail or hand drops are two examples of postal advertising.

5. Digital media, which includes websites and social media, comes in last but not least. Emailing and SMS are further options.

Belch & Belch (2003) categorize advertising aims as informing, persuading, reminding, or reinforcing.

While the aim of persuasive advertising is to persuade consumers to like, prefer, and buy a product or service, the aim of informative advertising is to raise awareness of new goods or new features of current ones.

- Reminder advertising tries to get people to buy more products and services.
- The goal of reinforcement advertising is to convince current customers that their choice was the best one conceivable.

As was already said, people use agencies for all of their needs today. They use travel agencies to purchase airline tickets, lodging, and other services because they don't want to spend time. The promotion of the tourism company's goods to the final consumer is therefore essential. Advertisements have a variety of effects on consumers. Customers are drawn to a particular good or service, and the business's name becomes well-known as a result. From a managerial perspective, this study will examine how tourism advertising affects consumers.

### **III. Methodology**

By evaluating each research individually, the study is using a qualitative technique to examine the effectiveness of advertising. In order to conduct research and identify potential choices for attracting new customers, a technique of comparing historical and present circumstances of advertising methods in the tourist sector is selected. This study paper emphasizes how problems may be overcome by implementing new technologies and bringing in outside knowledge to improve local viticulture and vinification. After determining the genuine potential of promotional tools using the comparative method, it is simple to implement comprehensive steps to increase tourist destinations. The effectiveness of advertising strategies and other factors are also emphasized in order to attract new consumers and keep them loyal when they choose a trip destination and a travel product.

This study focuses on journal publications and runs from 2003 through 2020. Multiple sources, including books, academic papers, articles, and academic papers, were used to collect secondary data. Journal, year of publication, research subject, and major outcomes were the four significant criteria that were coded for each of the 12 papers, 3 articles, 5 books, and 4 online sources based on academic publications.

### **IV. Results and Discussion**

#### **Revenue is increased via tourism marketing.**

Any business, but especially startups and small businesses, may benefit from advertising.

Hessinger (2018) claims that the advantages of advertising include attracting new customers and assisting in the upsell of more goods and services to current customers. Profits are increased by helping to expand demand. Advertising helps to change out-of-date or negative brand

impressions. Indirect advertising contributes to the growth of word-of-mouth referrals for a business. As a result of advertising, you will get more new customers and benefit from their word-of-mouth recommendations. As a result, profits will increase. If your organization already offers a product or service, advertising can inform customers about updates.

Promoting a company's creation to the public is a great way to boost sales. Due to your marketing, customers will remember your business if they need a service. This will help the travel and tourism industry. A product or service may get more clients as a consequence of advertising by increasing public knowledge of it. Advertising has the capacity to alter public perception and create a more positive image of travel-related enterprises that now have a poor or outdated reputation. New abilities or services may be made known to people, for instance, through advertising. A unique advertisement might make your business stand out in a crowded field (advertising can assist establish a company's brand). (A Khare, 2022)

You may convert internet "window shoppers" into customers. Retargeting or remarketing advertisements can remind website visitors of a company's products after they leave the site. It has been demonstrated that using this strategy will boost the proportion of visitors who buy. A very effective marketing strategy is content marketing.

#### **Tourism advertisements keep the business name alive in the marketplace.**

Maintaining a company's brand identity in the marketplace is crucial. To do this, it is essential to notify the target market of the company's offerings and promotions. The most efficient way for a business to reach its target market is through advertising. The maintenance of a company's brand identity in the marketplace is aided through advertising.

In recent years, competitions have been much more intense. Almost every time a new product is introduced, it occurs. In the cutthroat market of today, everyone wants to succeed. Therefore, coming up with new ideas frequently is both necessary and important. In order to raise public knowledge of the firm and its products, advertising helps to promote a company's brand and goodwill among end users. (A Khare, 2022)

Being recognized is one of the most crucial elements of effective branding. This means the company must make every effort to continue operating in as many places as is practical. The firm name must be clearly displayed on all products as part of branding.

#### **Advertisements for travel draw in new customers.**

Getting new consumers is important because:

- Current customers could stop doing business with you;
- New customers might help your business grow and make more money.

Advertising helps businesses quickly attract new customers. Customers must be drawn to the business through a variety of strategies, including social media marketing, pop-up ads, newspaper flyers, and brand logos on public transportation. Consumers will be attracted to a product or service as a consequence of increased public awareness. In today's market, consumers are always searching for fresh goods and services. To decide which companies are the best, customers want to learn as much as they can about a range of businesses. (A Khare, 2022)

#### **Word-of-mouth advertising is increased via tourism promotion.**

When an ad debuts, it quickly gains a lot of popularity. On the other hand, exposure through

word-of-mouth helps an advertisement become even more well-known. A person wants to tell his friends and family about anything they like, whether it's a commercial, a sale, or an offer. As a result of the discussion and sharing, others learn about the advertisement, the location, the cost, the offers, and—most importantly—what company published the advertisement. They may then inform others, and so on. (A Khare, 2022)

When someone sees an advertisement, it could remind them of a previous encounter with that company, which they might quickly promote to others who are organizing a holiday. Many times, people plan their vacations based on recommendations from others.

People discuss tourism in a variety of ways when it is advertised. Advertisements can be found in newspapers, shopping bags, and on the backs of public transit vehicles, among other locations. This successfully catches the target audience's attention to a travel advertisement and incites conversation about and sharing of it. (A Khare, 2022)

### **The appeal of tourism is increased through its promotion.**

Tourism advertising uses both conventional strategies like radio and television commercials, social media promotions, and unconventional ones like billboards, phone calls, and text messages offering new deals. Due to these factors, tourist advertising quickly reaches everyone, and when it is issued, it creates a lot of talk. Even individuals who weren't aware of the commercial before have learned about it. Due to the speedy transmission of advertisements, the Tourism Company quickly gains notoriety. (A Khare, 2022)

Additionally, organizations who don't advertise themselves become well-known as soon as a commercial is made and circulated online. When an advertisement initially appears, for instance on television, it is shown so frequently that it is challenging to ignore. It leaves a person with a lasting impression on his or her mind, and he or she could share it with friends and relatives. Tourism businesses may communicate with clients directly through advertising, which helps them to strengthen their reputation and brand identity in the marketplace and grow in popularity. (A Khare, 2022)

### **V. Conclusion and Recommendation**

Any business depends on attracting and keeping customers since this is how it generates the income it needs to survive. Companies in the tourist sector are not an exception. To do this, tourism businesses significantly rely on advertising campaigns distributed through a variety of media. The advertising budget each company has set for the time period determines the channel to be used. Regardless of the company's size or advertising budget, creating brochures is unquestionably the most frequent promotional activity carried out by all businesses. According to the study, the company evaluates how long its customers remember the advertisement and makes the necessary adjustments in light of the results. The advertisement not only helps to build the company's brand image, but it also helps it to survive in the present market. From the conducted research, it is concluded that:

- it has been discovered that effective advertising generates more profit and business;
- tourist marketing is gaining traction as a strategy of safeguarding brand identities in the industry;
- advertising brings in a significant number of new customers to a tourist firm;

- when a tourist company creates or publishes a commercial, word-of-mouth exposure increases quickly.

On the other hand, advertising has the capacity to intensify its impact. The material will reach a wider audience and receive more clicks as a result of the engagement if it is shared on social media and then promoted. Your search engine ranking improves as a result.

Recognizability is one of the most crucial elements of effective branding. This suggests that the company must make every effort to maintain operations in as many areas as is practical. The firm name must be displayed prominently on every item as part of branding. Advertising so indirectly supports the growth of word-of-mouth recommendations for a firm in both the past and even in modern culture.

They are curious about the vacation's experience and the best travel agency to choose. Because of this human propensity, more word-of-mouth exposure is essential from the perspective of tourism companies.

While informative advertising seeks to enlighten customers about new products or new features of existing ones, persuasive advertising seeks to persuade people to enjoy, prefer, and purchase a good or service.

Nowadays, social media platforms like Facebook, Twitter, Instagram, and others may be used to explore the target market and use digital marketing to reach more people.

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