

Advertising Aspects of Tourism

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Introduction. Tourism can be included in the export industry. It is a commodity for sale, which is consumed at the point of production. Tourism is growing fast as a global industry and it is comparatively a cheaper way to earn foreign currencies. It is nevertheless the leading source of foreign exchange earnings. Being one of the most flourishing industries nowadays, advertising in tourism can hugely influence the audience's perception of a certain area or community. Given the significant contribution of this industry and the highly competitive market of global tourism, many countries have been investing large amounts of resources into advertising activities to promote their resources and increase their incomes.

Results. Stanton W.J (1983) says that advertising consists of all the activity involved in presenting to a group, a non – personal, oral or usual, openly sponsored message regarding a product, service or idea. The promotion of tourism also requires the usage of marketing mix. Tourism marketing is the application of marketing concepts in the travel and tourism industry. Tourism marketing refers to the organized, combined efforts of the national tourist bodies and/or the businesses in the tourism sector of an international, national or local area to achieve growth in tourism by maximizing the satisfaction of tourists.

An important task of advertising and marketing is to constantly stimulate this desire. According to G. Cook 'an ad is the dynamic synthesis of many components, and comes into being through them'. So which are the components of a good ad? First of all each ad is based on a story, it has some characters who interpret the story or a narrator and of course there is the slogan which is meant to have a great impact on the audience. But what is the ad's purpose? And Cook is the one who gives us the answer: 'What the ad seeks to achieve is enough contact between reality and fiction, sending and receiving, characters and consumers, fantasy and fact, for the passage of the product to be feasible.'. Therefore, this is what a good piece of advertising is: a form of commercial mass communication designed to promote the sale of a certain product or service, delivering a message conveyed through both images and words, meant to have a high impact on the viewer, on the potential tourist. To reach the consumer, advertisers employ a wide variety of methods. First of all the advertisers have to determine their target audience to know exactly who they are addressing to, then they have to build or establish a consistent image which has to be catchy. It is often said that an image is worth a thousand words and the power of the image is the one that eventually stays with the viewer.

Conclusions. Nowadays advertisements have the power to influence, to impose a lifestyle and even to manipulate. Advertising has become increasingly international. More than ever before, tour operators are looking beyond their own country's borders for new customers. The growth of multinational corporations, rising personal income levels worldwide, and falling trade barriers have all encouraged commerce, trade and tourism between countries. No one can predict what new forms advertising may take in the future. But the rapidly increasing cost of acquiring new customers makes one thing certain: advertisers will seek to keep their current customers by forming closer relationships with them and by promoting products, services, and advertising messages to meet their individual needs. So advertising will always continue to encourage people to buy goods and survives no matter if they are useful or not. In a nutshell, their message is: 'Shop till you drop!'