

THE EFFECTIVENESS OF ADVERTISING METHODS IN TOURISM USED AT MODERN ENTERPRISES

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Abstract: *Various means of advertising and promotion at modern tourism enterprises have been examined in the paper; specific methods of advertising have been analyzed, as well as advantages and disadvantages of different promotional activities.*

Key words: *advertising methods; advertising integration; corporate identity; modern advertising promotion*

Nowadays, advertising is one of the most important means that helps promoting businesses in the market. It takes a long way from the moment of its creation to its implementation (until the potential consumer of services learns from sources about advertising of this or that enterprise). Modern methods of advertising development deserve special attention, as marketers are taking desperate steps to convey information in the right sense. Time does not stand still, so it is difficult to surprise consumers with new material. It must comply with modern standards and modern format.

In previous years, advertising as a product for promotion in the market has always been relevant, but at different times the methods of promotion were various. It all depended on the aspects that marketers tried to support. This was the submission of information through radio, television, leaflets, newspapers or magazines. Advertising was placed in the source that consumers used the most to attract maximum attention to the product or enterprise. If we consider the tourist product at different enterprises, they are characterized by advertising in newspapers, magazines on tourism, posters, the Internet and social networks. Reviews of potential customers of travel companies also play an important role in this type of advertising, as most future customers learn about the product from acquaintances and friends who have already tried it on themselves. A large number of agencies are recommended by their clients in their friends.

There are studies of Ukrainian and foreign scientists who have considered the topic of advertising in tourism enterprises in their publications [1]. Since then, Professor I.M. Shkola [2, p.159], in his book, noted that there are many types of advertising that have their value. It is up to the travel company which one to choose.

Restrictions in the choice of advertising can occur only when planning the advertising budget and orientation. There is no set formula for determining an advertising budget. The indicators that determine it can be the percentage of last year's sales and the percentage of potential sales. These indicators must be taken into account, because the role of advertising is to increase demand for enterprise products. It will spend as much money as is absolutely necessary to achieve its planned sales figures. The best way to set an advertising budget is to identify the desired goal and the means of placement that help achieve that goal. [2, p.159]

In order to launch advertising integrations to be successful, the company should seek the help of professionals. Special advertising agencies will be able to make the product on a professional level, for a limited time, but for a fee. Here, you need to remember what quality the company wants to see the finished product. In addition, high-quality completed advertising is a large amount of work that must be done before its implementation

for the product to be successful. At the beginning of creation for the formed work the advertising plan in which all consecutive steps of creation of a product will be specified is required. Employees can provide their ideas, and can rely entirely on the work of advertising agencies.

In his publication, Frank Jefkins [3, p.23] identifies the main types of advertising, including: consumer, commercial, retail, financial and targeted. In general, the author assures that to get a successful product at the end of the work, the company must have its own corporate identity. This way, prospective consumers will remember advertising better if it is similar in style to the company itself that advertises its services or product.

Corporate identity - the uniformity of physical indicators - enhances the impact of advertising, promotes memory, making it more effective. Using the same color scheme, the same logo, the same font settings, plus repeating it all on packaging, on vehicles, in shop windows, etc. - all this makes corporate identity an important contribution to advertising. Therefore, they make the mistake of changing the main features of corporate identity without good reason and careful consideration. [3, p. 171]

Like other products, advertising has its advantages and disadvantages. If the finished product has any defects (incomplete appearance, incorrect content or design, advertising style, unexpected message to the consumer), it will be difficult to sell such advertising, but the responsibility for this product will be borne by the advertiser. When the benefits of ready-made advertising are maximum, a successfully formed product at a high level is expected. Disadvantages in advertising can arise from the very beginning. For example, this is an incorrectly formed advertising goal. What exactly should advertising bring to the consumer? The advertiser must in advance count on a certain reaction a consumer on the prepared product. It often happens when expectations from the product do not coincide with the real end result. In this case, it is better to rework and complete the advertising at the stage of its development. If, after viewing the advertisement, consumers have questions about the finished product or the consumer did not want to buy the product - the advertisement is of poor quality. We can say that such advertising will be "lost" among thousands of other similar products and will not benefit either marketers or consumers.

The main thing about the benefits of advertising should be understood. Advertising provides the consumer with a ready-made idea and information about the product, if after viewing there are questions, you should give preference to another product. In most cases, consumers are left with positive opinions about advertising. Because, the task of advertising is to show and tell about the best aspects of the product. Advertising is designed for a special effect on the product. It helps as many people as possible learn about the company, as a result of which, with effective advertising, companies can and develop new types of products. With a lot of competition in the market, advertising can also come to the rescue. It should make sense that the product of an individual company is the best among others. Then the consumer will want to turn when choosing a tourist product only to the best of the best professionals in their field.

Today, effective advertising is, first of all, the one with the correctly chosen placement. The greatest attention should be drawn to social networks or the websites of travel companies on the Internet. Why do consumers like this type of advertising? Nowadays, smartphones and other devices are all used to ordering or booking online. This is a much more convenient way, as you can book a tour from anywhere. All you need is the Internet and a telephone. To choose a really better agency, consumers use the feedback of people who have already tried the product. Extensive advertising is also observed on social networks. With which you can't only read, but also see real photos or videos in addition to the reviews. Learn about the latest travel companies, news, promotions and interesting facts about travel.

We can conclude that behind all this is a big and painstaking work which takes a long period from the development of advertising to its valuation by consumers. It is impossible to dispute the relevance of advertising, because for any product promotion in the market through the means of placement is a responsible step that should not be missed. The help of professional advertising agencies will greatly speed up the work for successful results. Travel companies take this opportunity and advertise their offers not only on the Internet, but also through time-tested travel portals, magazines and newspapers. For advertising not to lose its effectiveness, professionals take various steps to reach as large a segment of consumers as possible. There is no doubt that a high quality polished product will always find its audience.

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