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## **CURRENT TRENDS OF ADVERTISING DEVELOPMENT IN THE TOURISM SERVICES MARKET**

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**Abstract:** The trends in the development of advertising in the tourism services market are discussed in this article. The authors point out that advertising is one of the determining factors for the development of tourism, thanks to which a favorable image of tourist service is formed. The pandemic of coronavirus changed the world perception of tourist facilities and marked the beginning of a new stage in the development of the tourism market, where digitalization and advertising of tourism services have a decisive role. The purpose of the advertising message in tourism is determined, the main tasks of advertising are named, the principles of classification of advertising are shown. It is emphasized that in recent years, along with traditional advertising, innovative methods of advertising messages have become widespread. The worldwide pandemic of coronavirus has led to a change in tourist preferences. Consumers of tourism services began to focus on private tours and tours in small groups. In conditions of limited departure from Russia, demand for domestic resorts has increased. As it has been expected, the importance of travel safety has increased. Environmental tourism has increased in popularity. Such significant changes in consumer preferences entail the need to change the strategy of advertising campaigns.

**Keywords:** tourism, tourist market, tourist enterprise, tourist services, advertising, types of advertising.

## INTRODUCTION

Only yesterday tourism was called the phenomenon of the 21st century and it was believed that this century has every chance of becoming the century of tourism. According to the World Tourism Organization, in 2019, 1.5 billion international tourist trips were registered in the world. Of the 195 countries in the world, more than 150 countries are involved in tourism.

Against the backdrop of the global economic downturn expenses on tourism continued to rise [1]. But the coronavirus pandemic that suddenly began in China and soon swept the globe sent the tourism industry into a deep crisis and made digitalization of tourism services, the introduction of modern technologies, and advertising activities in tourism an urgent need. The article presented to the readers is devoted to modern trends in the development of advertising on the tourist services market.

## METHODOLOGY

The methodological basis of the article are the methods of observation, generalization, synthesis, comparative and functional analysis.

## DISCUSSION

The problem of advertising development was reflected in the works of foreign and Russian scientists. Various aspects of advertising activities were covered in the works of W. Wells and J. Burnet [2], N. Morgan and A. Prichard [3], K. Bowe and W. Arens [4], F. Kotler [5] and other Western economists. A serious contribution to the study of advertising was made by domestic specialists, including Y.N. Ababkov [6], G.Y. Tikhonova and E.V. Giniyatova [7], A.P.

Durovich [8], N.S. Morozova [9]. Certain aspects of advertising activities are covered in articles by N.E. Goryushkina and co-authors [10, 11]. Despite the fact that many theoretical and methodological aspects of advertising in the tourism services market have been reflected in modern research, a holistic idea of the modern trends in the development of advertising in the tourism services market has not been formed. This article is therefore particularly relevant.

## RESULTS

Advertising is an important type of information. The etymology of the word "advertising" helps to identify some of its genetic (origin-related) aspects. It is generally accepted that it came from the verb "*reclamare*", which denoted screaming, shouting.

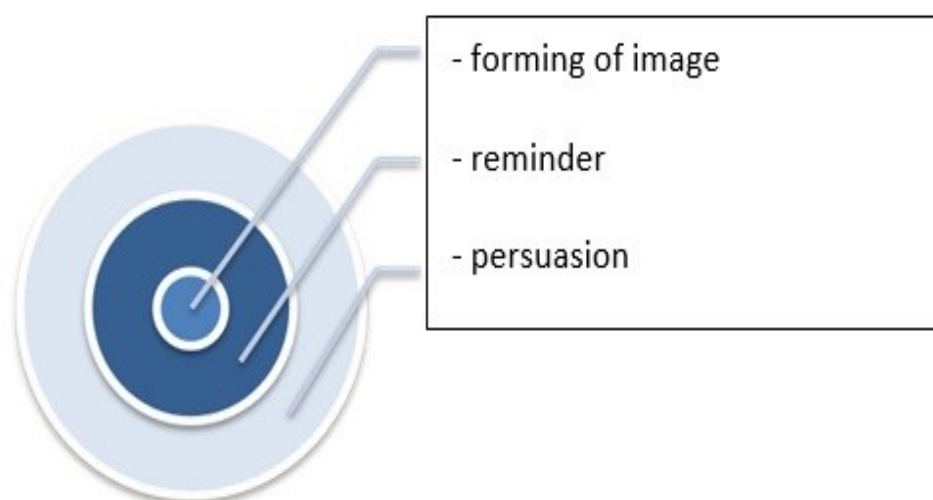
This verb reflects the stage of oral verbal advertising, when the cry attracted attention to the product, news was reported, and a call for purchase was made. Researchers have established that the appearance of the first outdoor advertisement dates to the 1st century BC. The inscription carved on the stone, found in the ruins of the ancient Egyptian city of Memphis, read: "*I, Rhino, from the island of Crete, by the will of the gods, make dreams.*"

In the Middle Ages, most street advertising was built on visual images. Often the sign above the entrance to any institution reflected its character and purpose. By the middle of the XIX century advertising appeared on all the streets of major cities around

the world. In the USSR, advertising developed differently from European countries and the USA. In fact, it was represented by only one type of advertising - political advertising. Commercial advertising was retained only for a short period of NEP.

The main carrier of advertising information in the Soviet Union was radio and posters on the streets. In the post-Soviet era advertising, including advertising of tourist services, was going through the period of its new birth. It is accepted to call advertising any form of non-personal presentation and promotion of ideas, goods or services, paid for by the established customer. A more complete definition is the following: advertising is a paid, non-personal communication carried out by an identified sponsor and using the media to persuade (to do something) or influence (somehow) the audience.

The Federal Law of the Russian Federation No 38 dated 13.03.2006 "On Advertising" gives the following definition to the concept: "Advertising is information distributed in any way, in any form and using any means, addressed to an indefinite group of persons and aimed at attracting attention to the object of advertising, forming or maintaining interest in it and its promotion on the market" [2]. The main purpose of any advertising message is to draw the attention of consumers to a specific product and form a positive attitude towards it. Its elements are persuasion, reminder and forming of the image of the service and (or) enterprise (Figure 1).



**Fig. 1.** - Purpose of advertising message.

Tourism business is a kind of entrepreneurial activity, the development of which, in principle, is impossible to imagine without advertising. Advertising in tourism is aimed either at promoting tourist areas (countries, regions, centers of tourist interest), or at finding providers of tourism services or intermediaries, or at finding consumers of tourism services.

The main tasks of advertising are derived from the above goals and are related to the fact, that by the consumer the tourism services of a certain level of knowledge about the tourist product or tourist service are formed; creating a positive image of a tourist enterprise; motivation to choose a tourism service provider for this particular travel company.

Advertising in tourism can be classified according to the following characteristics. *According to the object of advertising*, we can distinguish merchandise

advertising, image advertising and destinations advertising. The first is aimed at stimulating demand for certain types of goods and services. Image advertising is aimed at creating an attractive image of a travel company. Advertising of destinations represents advertising of a single country or advertising of certain areas, regions, areas, etc.

*According to the functionality*, tourist advertising can be classified into informative, stimulating, reminiscent. Informative advertising informs about new tours in order to create initial demand; stimulating type affects the subconscious, calling for the purchase of a certain tourist service. Reminiscent advertising is designed to remind of the existence of a well-known tour.

*Depending on the content* of the advertising message, tourist advertising is divided into rational and emotional. In rational advertising the appeal focuses on describing the benefit that a consumer will receive from purchasing this product or service. Emotional advertising operates through associations and feelings of people and is designed to arouse desires and emotions that motivate a purchase.

*By type of communication subject*, advertising is divided into advertising on behalf of the manufacturer, on behalf of trade intermediaries, on behalf of individuals, on behalf of the government and other public institutions.

*Depending on the addressee*, tourist advertising is an end-user ad, a specialist ad and an ad to work with intermediaries.

*Depending on the territory covered*, local, regional, national and international types of advertising are distinguished. Local advertising is limited to the scale of a specific place of sale or the territory of a particular settlement. Regional advertising covers part of the country. Nationwide advertising is conducted within the state. International advertising is spread to other countries of the world.

*Depending on the means of distribution*, advertising is usually divided into advertising in the press, radio and television advertising, advertising souvenirs; direct mailing; outdoor advertising; computer advertising, online advertising, banner advertising, cell advertising).

Advertising can also be classified *by the method of influencing* into visual, auditory, visual-olfactory, visual-auditory, etc. Any advertisement will become useless if it violates the following principles.

**Truthfulness** - advertising must necessarily be true. Truthfulness is a principle that obliges the organizer of a promotion to provide information about the goods, their quality, merits and advantages, corresponding to reality. Even if the client once believed the advertising of tourist services that is not true, he will not make a re-purchase.

**Specificity** - this principle is expressed in convincing arguments and digital data used in the text of the advertising medium; in the advertising graphics compliance with this principle excludes unjustified formalism and techniques incomprehensible to the general audience.

**Focus** - This principle requires a clear understanding of the purpose of advertising.

**Targeting** - this principle provides that when choosing a form and designing the content of an advertising message, it is important to know exactly who the advertising is intended for, what habits and the most likely level of training the addressee has.

**Reasonableness and originality** - convincing, vivid reasoning increases the sale of goods and services, and originality stops the attention of consumers.

**Competence** - advertising should be based on the latest achievements of various

sciences and technological progress (art, sociology, psychology, medicine, design, etc.).

Humanity - advertising should contribute to the harmonious and spiritual development of the person, the expansion of his horizons, the improvement of health, the improvement of the aesthetics of life and production [13].

The advertising market has four main groups of subjects: an advertiser, an advertising intermediary, a means of distributing advertising and consumers of advertising. The pyramid of states (Figure 3) represents the expected sequence of consumer steps under the influence of advertising from ignorance to constant purchases. If the interest of the consumer of tourist services has not been manifested, then the goal of advertising has not been achieved [7, p. 34].



**Fig. 2.** - Direction of consumer behavior under the influence of advertising.

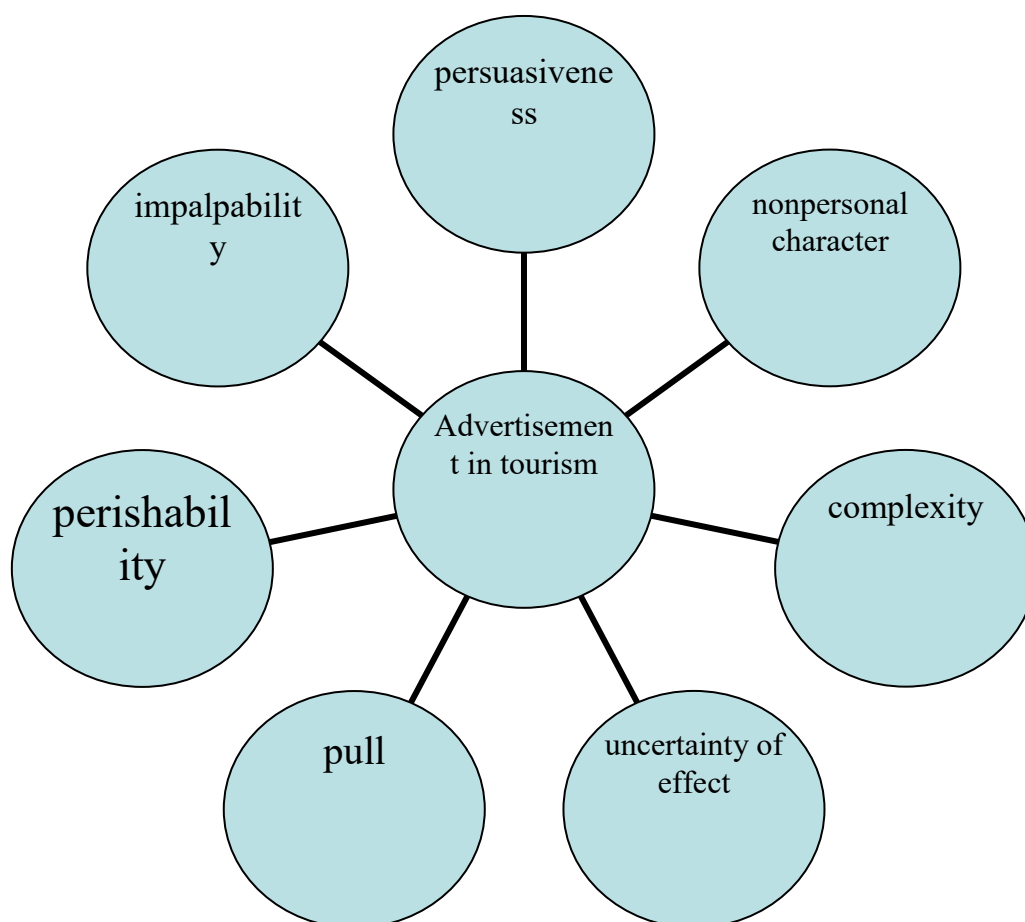
Given the growing competition in the tourist services market every year, the role of advertising is difficult to overestimate. The advertising campaign of tour companies is carried out through advertising departments.

Their responsibility is to determine the purpose of the advertising company, the target audience, the means of distribution, advertising arguments, coordination of advertising with other types of sales promotion, budgeting of advertising costs and control of its use, evaluation of the effectiveness of advertising. Small travel agencies make marketing employee responsible for these tasks. Large tour operators conduct advertising campaigns with the help of specialized advertising agencies.

It is thanks to advertising that the consumer, before using the tourist service, learns about it. Therefore, the advertisement must provide such initial information based on which the decision on the possibility and expediency of the purchase is ripened. It is necessary to develop a certain artistic image that embodies the sold tourist

product. It must instill confidence in his quality.

A beautiful photo (in the press) or a commercial (on television), an advertising booklet (put into the hands of a potential client) or an advertisement in a newspaper should be bright, colorful, striking. The question of the effectiveness of advertising is the question of the degree of compliance of the image to the reality presented by advertising. In this case, it is important to pay attention to the features of advertising tourist objects. The distinctive features of advertising in tourism are presented in the figure (Figure 3).

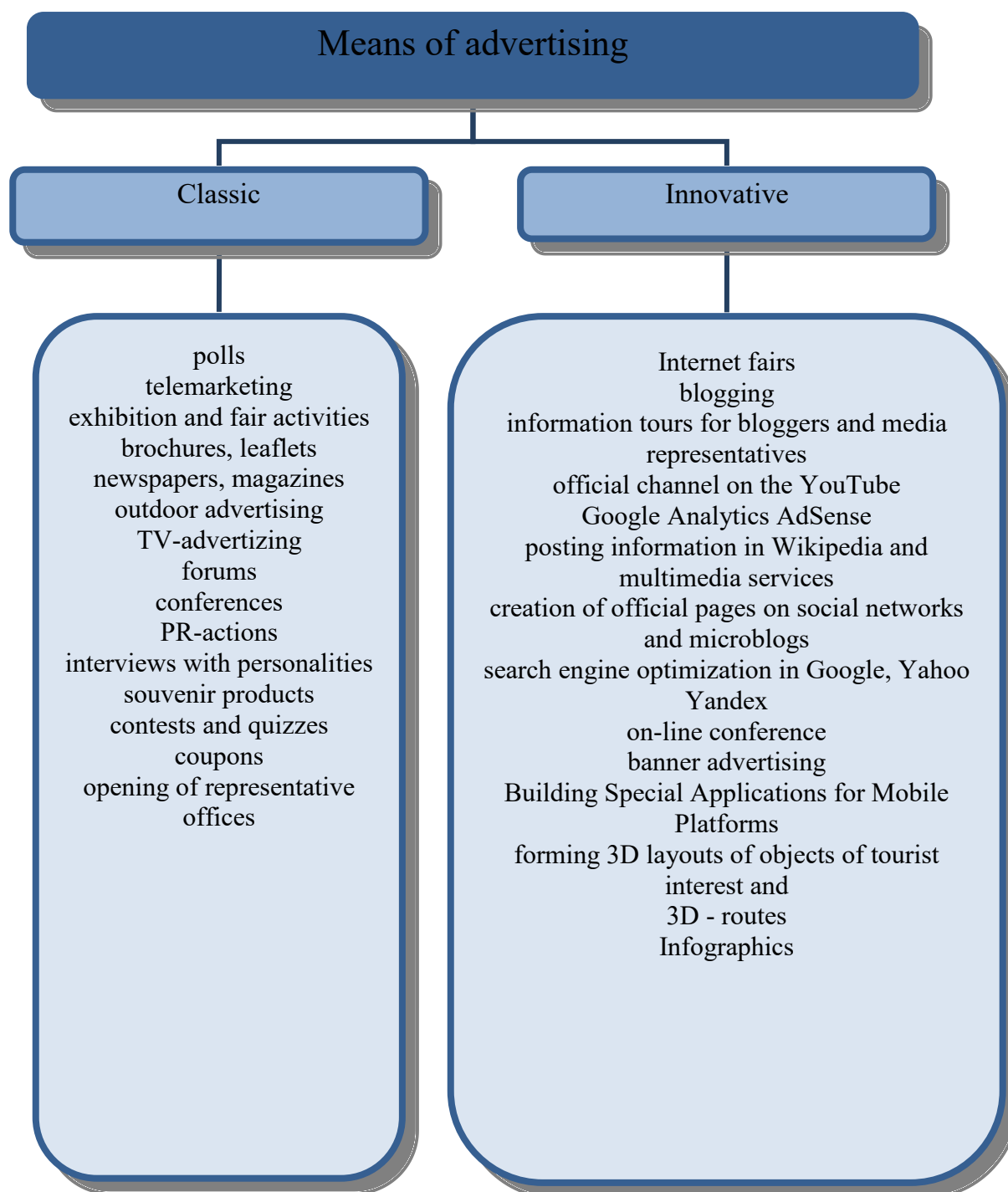


**Fig. 3.** - Distinctive features of advertising in tourism.

The worldwide pandemic of coronavirus has become a serious test for the tourism market, leading to new tourist preferences. Consumers began to prefer private tours and tours in small groups. In conditions of closed borders demand for domestic resorts has increased.

As expected, the importance of travel safety has increased. Environmental tourism has increased in popularity. Such significant changes in consumer preferences entail the need to change the strategy of advertising campaigns.

In the new conditions leading travel companies have resorted to expanding advertising channels. Classic advertising tools have been supplemented by innovative ones. The arsenal of advertising tools used to advertise a tourist product is wide and diverse. The most common advertising tools are shown in Figure 4.



**Fig. 4.** - Placement facilities and technologies for the promotion of tourism services.

Tourism companies, using classical and innovative means, strive to demonstrate exactly what a tourist is looking for, starting from new tourist products and ending with a shift in attention in time-tested tours to the sanitary and epidemiological situation, the quality of the insurance product, etc. The advantages and disadvantages of the main means of spreading advertising information were presented in a special article by V. Burgat. He studied the advantages and disadvantages of the main means of spreading

advertising information, which we present in the table (Table 1).

**Table 1.** - Advantages and disadvantages of the main means of advertising information spreading [13, p. 74-75].

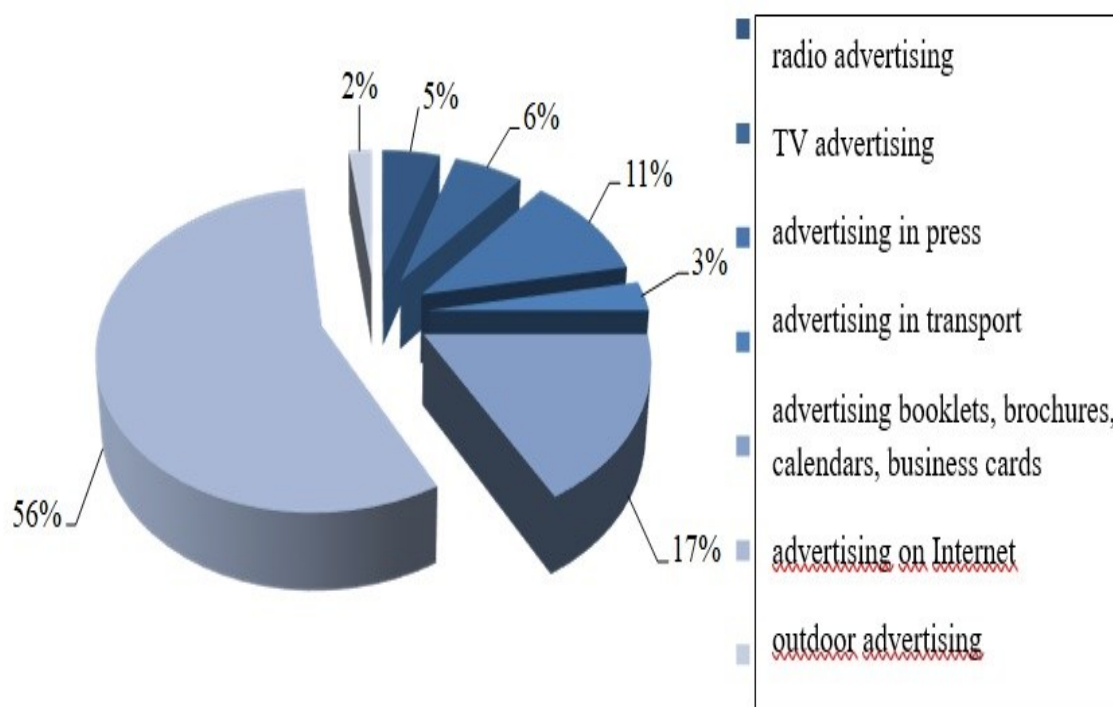
Information medium	Advantages	Disadvantages
Newspapers	Speed, large audience, high reliability, low costs per contact	Short-term existence, poor quality of playback, proximity to advertising competitors
Magazines	High quality of presentation, duration of existence, number of secondary readers, prestige	The time gap between the purchase of a place and the appearance of advertising, neighborhood advertising competitors
Television	Wide reach, high degree of attention attraction, combination of image, sound and movement, high emotional impact	High cost, overloaded advertising products, fleeting advertising contact, poor audience selectivity
Radio	Mass audience, relatively low cost of advertising contact.	Limited sound performance, low level of attention attraction, fleeting advertising contact
Print advertising	High quality presentation, long contact time, no competitor ads on a specific media	Relatively high cost, paper image
External Advertising	Design in bright colors, using light effects, 3D animation and other modern technologies, orientation to a specific audience	Short contact time, low memory of the advertising message, many restrictions imposed by the Federal Law "On Advertising" dated 13.03.20 06 N 38-FZ
Transport Advertising	Large audience, ability to keep the recipient's attention, flexibility, wide reach	Short-term contact, large number of advertisements
Souvenir advertising	Long-term use, high probability of benefiting the recipient, availability of a secondary audience.	Too limited space to place, high single contact costs, limited circulation
Online advertising	Communication space, interactivity, reduced commercial barrier, large audience, speed	Does not ensure privacy of information
Direct Mail Advertisement	Selectivity, maximum contact with the recipient	Large volume of correspondence from the recipients, so the message can be lost or ignored, it is possible to change the addresses of the recipients

There is no denying that all types of advertising are important for a tourist enterprise. But only the positive dynamics of the indicators sought by the tourist enterprise can indicate the success of the advertising campaign, the fidelity of the selected channels [14-20].

There are no universal tools for assessing the effectiveness of advertising. Travel companies act absolutely correctly, interviewing customers and visitors to the office



about where they have found the information about the company and its tourism product. Based on the survey, the most effective advertising tools are identified. This data is needed to develop a further advertising strategy. Based on a survey conducted among tour operators and travel agencies in Kursk (a total of 25 companies participated in the survey), a sample of commonly used types of advertising was made (Figure 5).



**Figure 5.** - Types of advertising used by tourist enterprises.

As can be seen from the figure, the most common (56%) type of advertising this year was online advertising. This type of advertising has become widespread among travel agencies because of its simplicity and cheapness, as well as its focus on many users of virtual space.

The second place (17%) among the advertising media chosen by travel agencies is occupied by print advertising (tourist catalogs, booklets, calendars, brochures, business cards), the third place (11%) – is taken by advertising in the press. The remaining types of advertising are used much less.

As recent events show, anti-epidemiological activities that lasted several months only increased the demand for tourism services. The tourist focuses on the tour operator brand, its recognition and authority when choosing a vacation. The role of advertising in the selection process cannot be overestimated [21-27].

In conditions when the borders are closed, the number of trips within the country is growing and the problem of advertising an internal tourist product becomes the agenda. To reorient Russian tourists to domestic destinations it is necessary to actively launch advertising of Russian regions, about which a potential tourist knows very little.

## CONCLUSIONS

It is impossible to imagine modern tourism without advertising. The arsenal of advertising tools today is very wide and diverse. Advertising in tourism in classical and innovative forms effectively solves the tasks of informing, exhorting and reminding about a tourist service or a travel company. With knowledge of the main features of advertising in tourism and the fundamental principles of advertising planning, tourist enterprises conduct an effective advertising policy independently or through advertising campaigns independently or with the help of specialized advertising agencies.

The worldwide pandemic of coronavirus has led to a change in tourist preferences. Consumers of tourism services began to focus on private tours and tours in small groups. In conditions of limited departure from Russia, demand for domestic resorts has increased. As expected, the importance of travel safety has increased. Environmental tourism has increased in popularity. Such significant changes in consumer preferences entail the need to change the strategy of advertising campaigns.

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