

CONCEPTUAL FOUNDATIONS OF INCREASING THE EFFECTIVENESS OF ADVERTISING ACTIVITIES IN TOURIST COMPANIES.

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Abstract. *In this article, advertising methods and ways of influencing it, the goals of the company's advertising company, determining the goal of the advertising company, ways of attracting new consumers by the tourist company, and recommendations on increasing the effectiveness of advertising activities in the tourist companies of our country have been given.*

Key words: *advertising, consumer society, horizontal specialization, sales manager, tourist enterprise, print advertising, modern advertising.*

Advertising methods, as a method of influence, have been used by man for a long time⁷. But it should be remembered that advertising in the modern sense appeared recently as a product of the culture of the 20th century. The principles of modern advertising are based on the collection of mass culture and the formation of a "consumer society". The existence of advertising, as a rule, depends on the media of which it is an integral part, that is, the main source of income. Therefore, it has become an everyday attribute of life that affects many aspects of modern society, for example: the formation of personality, lifestyle, stereotypes and interests.⁸

Businesses have been advertising for as long as there have been businesses⁹:

The oldest record of advertising is a scrap of papyrus dated to 3000 B.C. in which an ancient Egyptian named Hapu the Weaver claimed to offer "the best cloth ... woven to your desires." The pitch was added to a plea by the weaver for the return of a runaway slave.

The walls of the ancient Roman city of Pompeii were covered with thousands of "billboard" ads that promoted various gladiators, although most were in the form of graffiti.

The first recorded print ad was a handbill published in England in 1472 that announced a new prayer book.

⁷ <https://online.maryville.edu/blog/types-of-advertising/>

⁸ <https://online.maryville.edu/blog/types-of-advertising/>

⁹ <https://online.maryville.edu/blog/types-of-advertising/>

Advertising

company

goals

creating awareness among potential customers about the existence of the firm or new products (services) offered by the firm	providing necessary information about the company and its products (services).	to build goodwill towards the company
to create advantages over similar products (services) of other firms	motivation to purchase the service	to make sure that it is necessary to use the services of this company

Determining the purpose of an advertising company is a difficult, complex and not always complete task.

At the same time, the set goal should be realistic, achievable within a certain period of time and with certain means. Without clearly defined goals, it is impossible to successfully implement advertising activities and accurately predict their results.

During its existence, the organization went through several stages of the company's life cycle. The most dangerous and important periods of childhood and adolescence for any organization have passed and the enterprise has entered the stage of maturity. At the stage of early maturity, the structure of the organization is finally formed, its structural units are defined.

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As for the horizontal structure of this organization, it reflects the level of division of labor between the heads of the enterprise. Horizontal specialization is aimed at differentiation of functions. Each department has a manager who works on foreign tourism and thus realizes the status of a tourist agency of the enterprise, and a manager who specializes in domestic tourism. This activity confirms the status of the company as a tour operator.

According to foreign experts, in the near future, advertising on the Internet can significantly displace all other means of advertising. The Internet is an advertising space on an unprecedented scale. This provides ample opportunities for the tourism enterprise to direct its advertising messages to different target audiences. In addition, one of the main advantages of the Internet is the feedback of consumers of advertising information, which allows to change the strategy of the advertising company during its implementation, which leads to an increase in the effectiveness of using the advertising budget. Today, the Internet is the easiest way to get information from anywhere in the world.

Today, no tourism enterprise can work without the Internet. Weather, prices, description of hotels, conditions for concluding contracts, necessary documents for obtaining a visa - all this can be found on the websites of various tourist companies.

Unlike advertising in the press, the placement of relevant materials in such publications does not impose such restrictions on location. This allows for detailed explanations and comprehensive descriptions. In print advertising, information about the available options for providing services to tourists is presented graphically and textually. Businesses use color photos of landscapes, historic sites, hotels, and other tourist attractions to enhance the appeal of printed products.

When designing a print advertisement, it is necessary to distinguish various elements of the brand of the tourist enterprise, to indicate its postal address, telephone, fax, etc. The tourist enterprise seeks to attract new consumers, cover a larger market share. In this case, we can talk about a large-scale advertising company that focuses primarily on the audience.

The goal of such a company is to maintain a well-formed well-known image of a tourist enterprise, as well as to inform as many consumers as possible about the existence of a certain tourist product. We must not forget that advertising is the most expensive element of the marketing communications mix. The final result of the promotional activity, the profitability of the investment and the expected results of the tourist enterprise depend on how correctly the advertising goals are defined, the means of its distribution are chosen, and the advertising messages are developed taking into account the targeted goals.

Therefore, a systematic and comprehensive approach to planning advertising activities is necessary so that efforts and costs lead to the desired result. At the same time, we must

not forget that the planning system should be built taking into account both the long-term goals of the tourist enterprise and the tactical tasks set at the moment.

Thus, in order to increase the effectiveness of advertising activities in tourist companies, a number of measures should be implemented in 2022-2023:

- determining the goals of future advertising activities;
- development of a qualified advertising company;
- preparation and conduct of marketing advertising research, taking into account the dynamic nature of the market, including analysis of the results of previous advertising activities, study of consumers of tourist services, study of competitors, study of tourist products;
- implementation of long-term and short-term planning of advertising activities, their results, and drawing up an accurate schedule of advertising;
- use of all possibilities of advertising distribution, including radio and television;
- to change the method of forming the advertising budget, to replace the "opportunity" method of financing with a fixed percentage method and to ensure that the percentage of advertising discounts is not lower than the amount of allocations for advertising of competing companies;
- appoint a specific person responsible for advertising activities in the enterprise or use the services of an advertising agency;
- use of original advertising methods.

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