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FEATURES OF ADVERTISING CAMPAIGNS DEVELOPMENT IN TOURISM

Today, the tourism business is highly dependent on the effectiveness of marketing tools, among which advertising plays an important role. It is advertising that opens up broad prospects for the growth and development of the tourism industry, being an important factor in promoting a tourism product or individual services in cities, countries and globally.

The effectiveness of an advertising campaign is primarily determined by the quality of the tourism product, its uniqueness, compliance with the needs of the target audience and the effectiveness of communication impact on the consumer.

In the process of developing a new tourism product, it is important to clearly define the final and intermediate goals, tactical actions to achieve the goals, necessary resources and economic efficiency of the project. The development and introduction of new tourism products is a key aspect of tourism companies' operations. The success of this process depends on several important factors, such as staff qualifications and experience, analysis of the tourism market, and the availability of tourism and recreational resources.

On the basis of the created tourism product, which is based on the marketing strategy, an advertising campaign is planned. The development of an advertising campaign is also a component of the overall process of promotion in the marketing activities of the enterprise, which involves the constant application of a system of measures [1, p. 98].

Algorithm for developing an advertising campaign for tourism enterprises is shown in Figure 1.

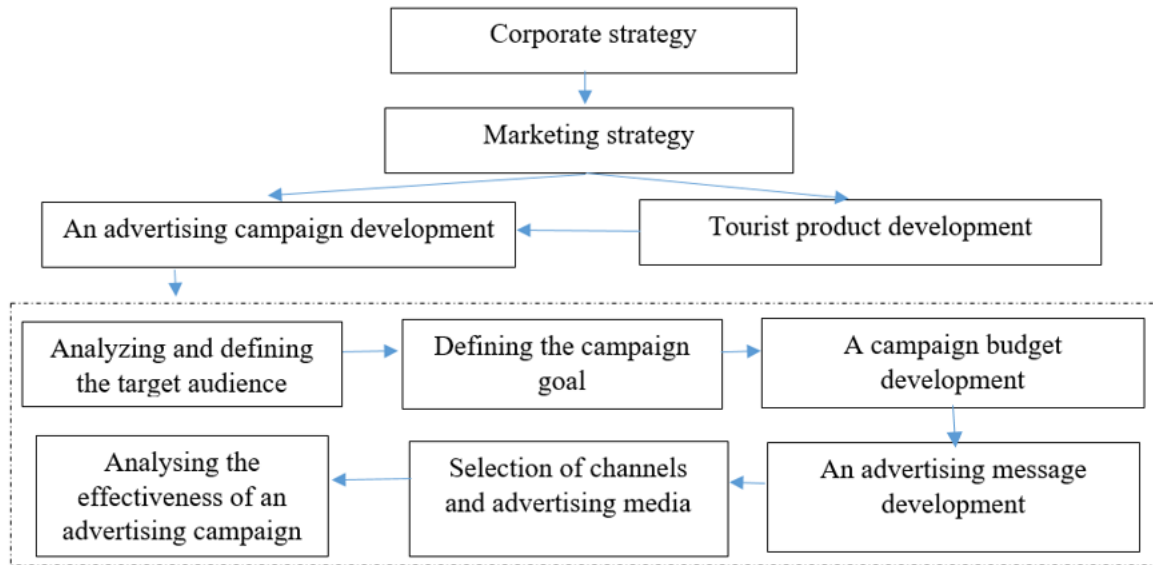


Figure 1. The advertising campaign development algorithm

Source: author's development

The stages of planning an advertising campaign may include the following steps:

1) Analyzing and defining the target audience. The decision-making process regarding advertising, including the choice of an advertising message and advertising media, is based on the definition of the target audience. This takes into account various socio-demographic characteristics of consumers, factors of consumer behavior, psychographic aspects and other factors. For example, the target audience may include young people who are committed to an active lifestyle (sports tourism advertising); people who use airline services for business trips (elite airline advertising).

2) Defining the campaign goal. Advertising, which is a component of marketing and an important element of promoting goods and services, is aimed at achieving marketing goals. For example, if the marketing objective is defined as «increasing sales of a tourism product», one of the measures may be to reduce prices. In this case, the purpose of the advertising campaign would be to inform potential consumers about

where and when the sale will take place and what discounts will be provided.

3) A campaign budget development – determination of financial resources that will be allocated for the advertising campaign and their distribution among different stages and channels. Usually, the method of determining the budget as a percentage of sales (about 2%) is chosen [2, p. 137].

4) An advertising message development. An advertising message is a message from a communicator (seller) to an addressee (consumers, intermediaries) that has a specific form (visual, textual, symbolic) and reaches the addressee through a specific communication channel for the purpose of informational or emotional impact.

Range Reeves, a recognized advertising researcher, believes that an advertising message should include an offer to the buyer that is interesting and unique. He believes that the most effective advertising campaigns will be those that offer a clear and easily perceived idea that is easy to remember. In particular, he emphasizes the importance of the offer being distinguished by its quality and uniqueness compared to competitors' advertising [3, p. 253].

5) The selection of channels and advertising media. The most common advertising media in the tourism sector are television, outdoor advertising, and the Internet.

6) Analyzing the effectiveness of an advertising campaign. In evaluating the effectiveness of specific advertising media, a communication approach is used that takes into account the impact of advertising on the target audience. The main aspects of this approach include perception, sensation, attention, emotions, memory and consumer motivation. The evaluation is based on how the advertisement is perceived by the target audience, how effectively it is remembered and how it affects consumers in terms of their feelings, emotional response and motivation for further action.

In analyzing tourism advertising, it is used the main methods of assessing its impact on the level of consumer demand for tourism services. Here are some methods that can be used:

– The method of comparing sources of awareness. This method involves obtaining information from consumers through an oral survey, questionnaire or other forms of feedback. Consumers can tell about their impressions of advertising and indicate whether it has influenced their decisions about choosing travel services;

– the method of modelling experiments based on the assessment of the economic efficiency of advertising and the use of control groups. An advertising campaign can be targeted at a specific group, and its impact is compared to a control group that was not affected by the advertising;

– the method of targeted calculations, which involves comparing the actual costs of an advertising campaign with the financial result obtained from the funds spent. This allows you to assess the effectiveness of your advertising strategy from a financial point of view.

These methods can help to carry out a comprehensive assessment of the impact of advertising on consumers and the effectiveness of the advertising campaign as a whole [4, p. 228].

Consequently, the active use of advertising can lead to positive results, as it bears great responsibility for the truthfulness and accuracy of information. Also, in the tourism services sector, the use of various visual aids is becoming a necessity for the visual representation of tourist attractions. It is important to note that an advertising campaign affects the prestige of a tourism company, which in the future may determine the effect of psychological perception, separation and recognition of the company and its product in the long term. In addition, this campaign helps to establish trust and stimulates the need to use the services of the selected tourism enterprise on a regular basis.

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