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PRACTICAL ASPECTS OF USING ADVERTISMENT IN TOURISM INDUSTRY

Scientists define advertisement as one of the elements of communication, which provides the adjustment in communication with the consumer in the tourism business. Advertisement should maintain customers' loyalty, help attract new and at the same time provide the company a competitive advantage on the market.

At the present stage of social development, advertisement in the tourism industry is not only information about the service, but also a serious responsibility to the audience, as the difference between the expectation and the result will otherwise assist or accelerate the collapse of all the efforts. The specificity of travel services in comparison to others is that it requires the use of visual tools that will help to display the tourist object best. An example can be the use of film - photographs, audio support, illustrations. One of the latest introductions is the use of 3D technology and QR - codes. The first allows the most accurate display of the available product, and QR - codes provide the fastest access to the necessary information for potential clients. 3D technology is the most spread in hotel and restaurant business. In advertising cities it is also an interesting approach, because sitting at home and only using a PC and the Internet, you can walk around the city.

The basic principles of advertising in the tourism business are honesty, reliability and ethics. The most effective advertising here is on television and in the Internet. Obviously, their advantage is the availability and economy of the spent time. The frequency of appeals through television enshrines a stable image of the company, and the Internet is used to capture a new audience as people who are busy or are limited in time and youth.

Companies that work in the field of tourism should also give illustrated brochures, booklets, catalogs, leaflets, that visually and textually advertise the available opportunities for tourist service. During the holidays outdoor advertising should be used, such as billboards and vehicle advertising that will provide high frequency applications in the period of active growth in demand for travel services.