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ADVERTISING OF TOURIST DIRECTIONS OF THE TERNOPIL REGION

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РЕКЛАМУВАННЯ ТУРИСТИЧНИХ НАПРЯМІВ ТЕРНОПІЛЬСЬКОЇ ОБЛАСТІ

Target setting. A successful tourism business today is directly dependent on how effective the relationship between the tourist service provider and its end consumer is. This is facilitated by well-established marketing communications, the main tool of which is advertising. Today's market for tourist services is hard to imagine without an advertising presence. Worldwide experience shows that advertising is the most effective tool to bring consumer information about this market. Today, the process of selling a tourist product has become much more complicated, as a result of which advertising has become an important factor in competition.

Actual scientific researches and issues analysis. The analysis of tendencies that take place in modern advertising is devoted to the work of such domestic and foreign scientists as Jeffkins F., Romat Ye., Durovich A., Sirtsova I., Kifyak V., Ivanova L., Shikuta N. In particular, Durovich A. studied the features of modern advertising in the field of tourism, Ivanova L. studied principles of organization of advertising activity at the enterprises of the tourist industry. However, their researches are related mainly to the global tendencies. At the same time, the analysis of ways of promoting the tourist product of the Ternopil region, remains unaddressed.

The research objective. The purpose of this article is analysis of changes that have occurred in modern advertising and finding the best ways to advertise the tourism product of Ternopil region.

The statement of basic materials. The modern travel company has various communication tools: advertising, sales promotion, holding mass events (exhibitions, conferences, presentations, etc.), personal sale, direct marketing, public relations.

According to the approach proposed by F. Webster process of formation of marketing communications of tourism company consists of the following stages:

1. Formulation of communication tasks.
2. Identify the target audience.
3. Determination of the communication budget.
4. Develop a message.
5. Choice of communication channels
6. Evaluating the effectiveness of a marketing campaign [7, p. 80].

It is worth noting that today the advertising itself has undergone significant changes. Changes that occur in advertising begin with changes in the consumer of advertising. Today's consumer of advertising is much different from what it was ten years ago. First, he became more informed, educated and demanding. However, not only does the consumer have access to information, they are now offered a wealth of products and services that are increasingly difficult to make. Previously, the main source of information about all these products was advertising. From it he learned what the goods were, how to use them, how they differed from each other. Today the consumer turns to this purpose for other sources of information: advice of friends, acquaintances, colleagues; advice from experts and organizations that control the quality of goods; information published in independent newsletters. As the number of offers on the market increases, so does the amount of advertising, but its recipients are increasingly trying to evade advertising contacts. Most potential recipients try to keep their advertising contacts to a minimum. Viewers switch TV channels for the broadcast period of ad units; flip through promotional material in newspapers and magazines; discard, without even viewing, promotional printing products; remove advertising messages from e-mail boxes without reading them [8, p. 24].

Due to the large amount of new information, the visibility of advertising in the overall information flow is becoming smaller. Advertising can be considered effective if it is noticed and positively received. Therefore, in our opinion, nowadays, the role of advertising is transformed from imposing a product to offering it, from convincing the necessity of the product to informing about its benefits (see Fig. 1).

One of the disadvantages of advertising today is its mass [6, p. 41]. Advertising that encompasses a huge mass of the population inevitably covers even the unnecessary advertiser's audience. Therefore, by spending money on advertising, the advertiser spends extra money on building awareness and positive attitude of "extra" consumers. Therefore, modern advertising is increasingly directed by its creators not to a mass audience, but to a specific consumer. The reorientation of advertisers from a mass audience to a consumer has facilitated the introduction of targeting (target) - a mechanism that allows to isolate from the whole population of potential consumers exactly the audience that needs (target) and target audience, only to her.

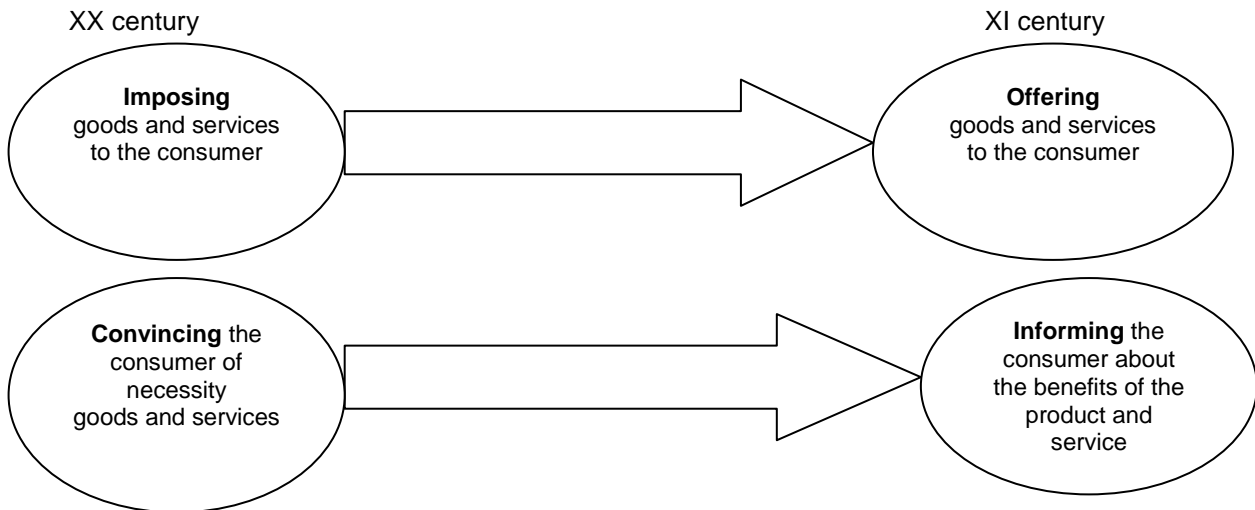


Fig. 1. Changing the role of advertising in the XXI century

Source: developed by the author

If traditional advertising is in the form of a monologue dedicated to a particular product or service, then with the development of the information economy advertising becomes a form of dialogue with the consumer, where the subject of dialogue is the ability to buy. In this dialogue, it is no use for the advertiser to persuade the consumer to pay attention to their offer; its main task is to respond to the consumer's request as soon as possible.

In new conditions, the consumer himself orders the advertisement in the form that he needs. The advertiser must first get acquainted with the consumer, learn about him as much as possible, understand him, create a certain "portrait" of "his" client, and only then to advertise (offer) him the goods that he really needs. The consumer will receive such advertising with gratitude, not as advertising, but as help, and it will be effective accordingly.

When researching the consumer of advertising and creating his / her portrait, it is increasingly not the use of psychological tests and sociological surveys, but ways and means that can capture the real behavior, reaction and tastes of the consumer, which he often does not even follow. Advertising that focuses on consumers, not products, is also effective. Today, the consumer, independently seeking information from the advertiser, becomes an active participant in the advertising process, its initiator. Therefore, the traditional scheme of the advertising process is undergoing fundamental changes (see fig. 2).

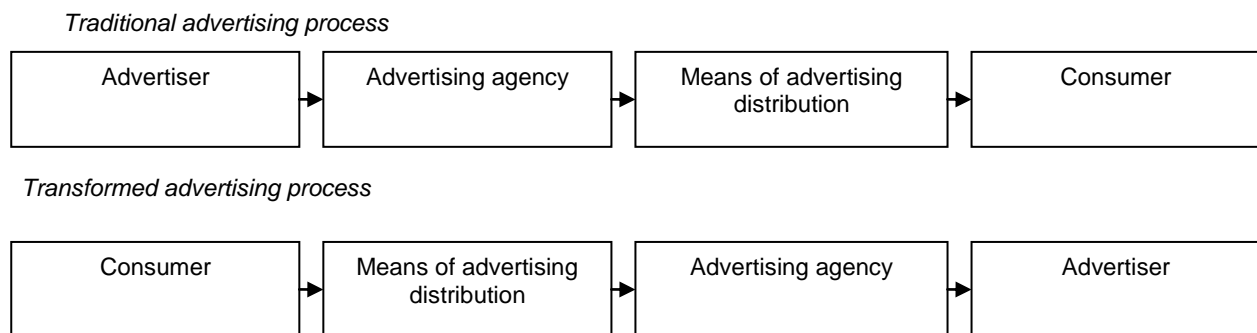


Fig. 2. Transformation of advertising process in modern conditions

Source: developed by the author

New is the approach to advertising, as part of a communication process that affects sales volume not directly but indirectly. There is a growing awareness among advertisers that the role of advertising is not in the rapid growth of sales, but in the formation of long-term loyalty and trust in certain products.

Under the new conditions, the role of the media as advertising media is changing. Traditional media may not always offer the advertiser a differentiated approach and feedback to the consumer. They are more focused on mass advertising, so today the role of a new unconventional media environment is growing. Advertisers are increasingly turning to such non-traditional advertising media (Ambient Media) as advertising on benches, travel tickets, clothing, match boxes [4]. Consumer feedback provides advertising in interactive media such as the Internet, mobile communications, and computer games.

The shape of the advertisement changes as well - it becomes more integrated in the information structure, interactive (the consumer in some way joins in the process), entertaining with elements of humor [5, p. 14].

A feature of modern advertising is its integration with other marketing tools. Advertising is increasingly used in marketing technologies - branding, positioning. They are less commonly used as a separate tool for influencing the consumer and, more often, in conjunction with other marketing communications. This complex is called "integrated marketing communications" (IMC). This systematic approach to the use of marketing communications helps to achieve a synergistic effect.

Speaking about the specificity of advertising in the field of tourism, it is worth noting that in the modern market of tourist services wins in the competition one who fully considers the features of advertising in this market. These features are determined first by the specific properties of the services themselves, and secondly by the features of the tourism sector. First, the specific features of the services include insensitivity, insecurity, inseparability from the source of the provision, quality instability. The insensitivity of the tourist service implies that its advertising must be informative, objective and convincing [2, p. 18].

Since the consumer cannot evaluate the quality of the service until it is received, he is forced to trust the advertising of the service. Such advertising should provide the tourist with as much information as possible, and, if possible, demonstrate this service: the process of its provision, the result obtained or the satisfaction with its receipt. That is why visibility is a characteristic feature of advertising of tourist services, which implies widespread use of visualization elements [3].

Advertising of tourist services has a number of features, which are determined by the specifics of their activities.

The main features of advertising for tourist services are:

- the services of tourist enterprises do not have a constant quality, taste, usefulness, therefore it is best to use such types (functions) of advertising as prestigious and informative for their advertisement;
- since travel services are quite expensive, advertising should be used indirectly, that is, to the one that does not foresee an immediate reaction of the addressee, but aimed at creating a certain "image" of the travel agency and encourages the consolidation of its name and services in the memory of the consumer;
- to advertise the services of tourist enterprises, it is best to use those forms of advertising that involve the use of images and video (television, external, Internet advertising, advertising in glossy editions with high quality printing industry, etc.) that better reflect objects of tourist interest [1, p. 144].

The Ternopil region is one of the important regions of Ukraine in which the tourism industry has all the conditions for development. The development of tourism is made possible by the combination of the natural, historical, cultural and socio-economic resources of the region, which are complemented by its favorable geographical location, the unique culture of the region. It is important for the development of the tourism industry that local tourism does not require large financial costs.

There are several goals in promoting the tourism product of Ternopil region. Its key purpose is to develop and maintain a favorable positive image of the region as a whole and its individual tourist centers. Ternopil region is an interesting and diverse region, one of the cleanest regions of Ukraine. There are opportunities for the development of many types of tourism: resort medical (Medobory, Mykulyntsi), castle (Zbarazh, Kremenets, Vyshnivets), speleo (Mlynky), water, extreme, green and many others. However, one of the problems of the tourist Ternopil region is that all the above opportunities of the region are not used enough. For example, neighboring Lviv region is traditionally popular among the connoisseurs of castle tourism, spa tourism is more developed on the coasts of Ukraine. This disadvantage can correct the proper use of advertising.

The main types of tourism in the Ternopil region are:

1. Castle tourism.
2. Religious-pilgrim tourism in Ternopil region.
3. Speleotourism.
4. Health resort tourism.

There are several ways to promote the tourist opportunities of the region:

1. *Promotion of castle tourism.*

More than 30 castles and their ruins have been preserved in the Ternopil region. Some make excursions, while others can admire nature. Eleven castles and castle-palace complexes belong to the National Reserve of the Ternopil Castle, one to the Berezhany and Kremenetsky-Pochaiv State Historical and Architectural Reserves. The castles of the Ternopil castles include Zbarazh, Vyshnevetsky, Skalatsky, Terebovlyansky, Mykulynetsky, Pidzamotsky, Zolotopotok, Yazlovetsky, Skala-Podilsky, Kryvchansky and Chortkivsky [4].

One of the possible ways of disseminating information about these tourist sites could be placement of advertising booklets, brochures on the castle and palace complexes of other regions. Thus, tourists interested in this destination will learn about the possibilities of castle tourism in Ternopil. For example, in Kamyanets-Podilsky, Lutsk, Dubno, etc., it is possible to place advertising and information materials about the castles of the neighboring Ternopil region and vice versa.

2. Promotion of religious-pilgrim tourism in Ternopil region.

The thorns of the Opilas are rich in great Christian shrines. In particular, there are such famous pilgrimage centers as one of the largest Orthodox shrines in the world – the Holy Dormition Lavra in Pochaiv, the Greek Catholic Mariinsky Spiritual Complex in the village of Zarvanytsya; the site of the Order of the Sisters of the Immaculate Conception – the Nuns' Mausoleum in Yazlivets of Buchach district.

Pilgrimage tourism in Ternopil can be promoted with the help of numerous Orthodox and Catholic organizations such as the Pilgrimage Center IHTIS, Ukrainian Youth – Christ (UMH) and others. You can also place information brochures and booklets on religious pilgrimage sites in other regions. For example, in the Kiev-Pechersk Lavra it is possible to place information about Pochayiv Lavra, etc.

3. Speleotourism promotion.

Ternopil region is rich in speleological resources. Today there are over a hundred explored caves, caves and canopies. The vast majority of them are concentrated in Transnistria, within the Borshchiv, Chortkiv and Zalishchy districts. The only one equipped for the excursion visit is the Kryshtaleva Cave (Borshchivsky District). In Ternopil territory there are the largest gypsum caves Optimistichna and Ozernaya in the world. As speleotourism is a very specialized type of tourism, traditional means of advertising are not suitable for its promotion. Therefore, it is possible to advertise the tourist opportunities of the Ternopil region in this direction through special Internet forums, which connoisseurs of this tourist destination communicate. Such advertising is rather unusual and would look like this: a special person, after registering in the forum, in the process of communicating with the visitors of the forum anonymously and unobtrusively tells about the peculiarities of the caves of Ternopil region.

4. Promotion of health resort tourism.

Numerous balneological resources form the basis of health tourism and development of the sanatorium and resort complex of the region. There are sanatoriums on the territory of the region: "Medobory", "Barvinok" (Zboriv district), "Chervona Kalyna" (Terebovlyanskiy district), "Veselka" (Ternopil district), etc. To promote this tourism destination, you can use the opportunities of the medical industry, disseminate information about local sanatoriums through information booths of clinics, hospitals, and other sanatoriums, as well as on medical portals on the Internet.

An important feature of today is that when planning tourist routes, when choosing places that they want to visit, tourists often use the opportunities given them by the Internet. These can be search or social networks, specialized travel forums, etc. This fact must be considered when deciding on advertising methods. Yes, viral advertising can be effective (especially among young people) in promoting the tourism product of Ternopil. Viral advertising is a funny or shocking video, cartoon, game, photo that has a specific link to a specific site. With its help it is possible to advertise, for example, the site "Ternopil region tourist". In addition to viral advertising, travel company should take advantage of social networking opportunities. It can easily share information about various tourist sites, tourist-friendly events and activities through Facebook, viber, Instagram, and more.

Another goal of Ternopil advertising is to influence the perception and attitude of potential consumers to the tourist product of the region, thereby encouraging them to purchase this product. To achieve this goal, it is best to produce an information video about the main tourist "raisins" of Ternopil ("Ternopil invites guests"). Such a video can be distributed through various means of advertising - street television of different cities, local and all-Ukrainian TV channels, Internet (including social networks).

The main disadvantage of this method of promoting tourist Ternopil is, of course, the high cost. Therefore, sponsors should be involved in the production and distribution of such a commercial. They can be travel companies, transport companies, hotels, catering establishments, etc., that is, all those businesses that are interested in increasing the number of tourists.

Conclusions and further researches. Thus, according to the results of the study, we can draw the following conclusions:

1. It has been proven that modern advertising has undergone a major transformation, namely the transition from marketing the advertised product to providing information about it.

2. It has been established that the consumer of advertising himself has undergone the change. He initiates the advertising process, actively seeking the information he needs.

3. The methods of advertising the tourist product of Ternopil region by its types are offered.

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