

Applying modern advertising technology in the activity of organizations operating within the sphere of social-cultural services and tourism

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Abstract. This article addresses topical issues in the use of advertising in the activity of organizations operating within the sphere of social-cultural services and tourism. The author devotes much attention to working out and conducting advertising campaigns in tourism institutions and the use of Internet advertising in tourism.

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Introduction

Currently, the world is witnessing the heady development of the sphere of tourism and hospitality. This finds reflection in the increase in the number of those employed in the tourism industry, the building of new hotel complexes and leisure centers, catering establishments, with the quality of services provided in this sphere constantly evolving and improving [1].

Russia is no exception in this respect either. Major plans on the development of tourism business and hospitality services have been worked out in most regions of the Russian Federation [2]. Thus, for instance, in the Republic of Tatarstan they have set a tough objective to provide a top-notch service to no less than 3.5 million tourists per year [3, 4].

Such ambitious plans cannot be expected to actualize without the use of the entire diverse arsenal of modern marketing tools and technology [5, 6]. One of such tools capable of substantially boosting the efficiency of tourism business is, no doubt, advertising activity [7].

Main part

Analyzing advertising activity in the tourism industry, one may note that just 10-15 years back there prevailed one-off promotional events and most advertising activities were not carried out in an integrated and systemic fashion. That is why currently tourism firms are facing the major objective of switching from one-off piecemeal promotional actions to putting together and conducting large-scale advertising campaigns [8].

Advertising campaigns are known to be a whole complex of various advertising activities linked by a single agenda oriented towards attaining specific objectives and putting strategies to be

implemented by specific tourism organizations into effect [9].

Besides, it is expedient that the following algorithm or sequence of actions be worked out in an advertising campaign:

- set the campaign's strategic goals and a list of objectives to be resolved during the course of its implementation;
- define the campaign's crucial objects (target segments of the market, authorities, public organizations, etc.);
- regulate issues related to interaction with the advertising activities of other interested parties (e.g., intermediary organizations);
- conduct in-depth research into the content of one's advertising appeal using SWOT and PEST analysis and other strategic management tools;
- fine-tune the campaign's territorial, temporal, and content aspects;
- work out original scenarios for the advertising campaign with the identification of main ideas and designs related to implementing them [10].

That said, it is crucial that one considers the major factors of the external environment, probable channels for the dissemination of advertising, and the actual times for the actualization of the campaign's major efforts in combination with other lines of tourism firms' work.

On the whole, it should be noted that currently advertising by Russian tourism firms is mainly of an informative and exhortative nature and is normally conducted at local or regional level. At the same time, in forming the brands of organizations within the sphere of tourism and hospitality, a special role is always played by reminder advertising [11].

Besides, the latest events related to Crimea becoming part of the Russian Federation have given a significant rise to talk of conducting a large-scale advertising campaign at national level. Its objective is to familiarize the mass Russian consumer of tourism services with the sights and resort areas of the Crimean peninsula. This is gaining in poignancy especially in the run-up to the new 2014 resort season, the scuttling of which can have quite negative political and social-economic consequences.

Organizations operating within the sphere of social-cultural services and tourism nowadays make a wide use of outdoor and print advertising (normally carried by specialized magazines). We come across advertising information related to the tourism and hospitality industry on TV less frequently.

Furthermore, there has been increasingly gaining momentum the use of tourism and hospitality advertising on the Internet. Most not only large but medium-sized and small tourism agencies have their websites online. It is a common belief nowadays that "if an organization operating within the sphere of social-cultural services and tourism does not have a website, it just does not exist". This adds further credence to the reasoning that Internet advertising plays a tremendous role nowadays.

In addition to using websites, tourism firms and hotel enterprises employ other means of Internet advertising as well, such as banners, electronic conferences, and email.

All of the above means of Internet advertising have their strengths and weaknesses, which, of course, should be taken into account in putting together and conducting advertising campaigns. Thus, for instance, one of the advantages of using websites is the ability to provide extensive volumes of information to customers. The major strength of banner advertising is the effective attraction of potential consumers and image advertising. Conducting electronic conferences leads to the availability of users interested in information provided, while email serves as a low-cost and simple solution in using advertising information.

That said, the above means of Internet advertising have certain drawbacks as well. With websites, owners may have trouble having a webpage properly designed, while users may have difficulty navigating it. When it comes to banner advertising, users may develop a dislike for pages abounding in banners. Electronic conferences often draw low target audience numbers, while the use of email can get most Internet users to develop a negative attitude towards advertising through email.

We should also note differences in the audience of the above means of Internet advertising. Thus, websites mainly cater to a target audience;

banner advertising is consumed by a broad audience; electronic conferences cater to a narrow-target audience; email advertising is mainly aimed at a target audience.

All this points to the need for the comprehensive and systematic use of various means of Internet advertising by organizations engaged in providing social-cultural services, which can lead to both a steady increase in the efficiency of advertising itself and a bolstering of the competitive positions of the organizations [12].

We should also note the need for constantly keeping track of a whole group of factors influencing the means of Internet advertising (e.g., websites) in organizations operating within the sphere of social-cultural services and tourism. We can rightfully include the following factors in this category:

- the popularity of the resource;
- the broadness of the audience;
- the subject matter of the resource;
- the availability of competitor websites;
- the placement spot (a section of the website)
- the cost of placement;
- the possibility of making quick changes and additions to the content of the website;
- statistics provided, etc.

Thus, the Internet enables organizations operating within the sphere of social-cultural services and tourism to constantly come up with new forms of working with their customers and maintain mutually profitable relations with their business partners; it also ensures relevant access to various sources of information [13].

In addition, Internet advertising remains quite an effective means of advertising, as it costs much less than, for instance, TV advertises.

Besides, Internet users are quite active individuals, who are capable of not only expeditiously assimilating information but influencing the behavior of other consumers who are not regular Internet users [14].

Inferences

Thus, currently tourism organizations are increasingly using various means and tools for advertising activity. The use of Internet technology in the advertising activity of tourism firms is becoming especially significant. In this regard, the major focus in the matter of boosting the efficacy of advertising activities is placed on working out and conducting large-scale advertising campaigns, which have quite a strong impact on consumers of tourism and hospitality services.

Consequently, all of the above convincingly attests to the constant development and continuous

expansion of advertising activity by organizations operating within the sphere of social-cultural services and tourism, which, eventually, can lead to the further progressive development of this area of activity in Russia.

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