



A Review on Effects of Advertisements of Marketing on Tourism Industry

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ABSTRACT

Objective: This article aims to review on effects of advertisements on tourism industry. It is scientific-review. Today, all countries use modern advertising and marketing systems to indicate their power and potential attractions. Advertisement is one of the effective tools to attract tourists. Advertisement in tourism generally is one of the most important tasks of each tourism agency. **Methodology:** To prepare a marketing program and tourism advertisements and to determine purposes and approaches of marketer should be done as the first and substantial step. Advertisements and its share has been a diagram of activity limitations of organizations. **Results:** For advertisements activities in tourism industry in today's world, one should look at advertisements with belief and faith so that he would see that advertisements is not expensive but it is a kind of substantial investment to achieve organizational and national purposes and can have valuable achievements if it is performed accurately. **Conclusion:** Therefore, the present article first presents a review on the concept of advertisements and the concept of tourism. Then, advertisements in tourism industry and tools of tourism advertisements are investigated. At the rest, the role of oral advertisements and internet advertisements is expressed and finally, the article has a review on the studies which researches have performed on the effective factors in this industry.

1. Introduction

At present, tourism is a phenomenon which deals with people's everyday life and so it develops every day. Therefore, to use these conditions and to attract tourists, different tools including advertisements should be used. Advertisement is the most important tool for tourism marketing and is considered as one of main pyramids in marketing. Purposes of advertisements should be based on the present information and marketing researches on target markets, introduction type of product and mix of marketing. Advertisement is output of organization as a non-personal and paid relationship through different media to inform and persuade some part of audience as organization environment. Advertisements is exploit as one of the four pillars of supply of regional and international marketing and of course, in this way huge investments and even with high risks are not ignored because it returns much more than the investments paid in this industry and improves its economic conditions due to presence of tourists. In this way, experts of advertisements, marketing and press should be used to make a general network and in the form of internal programs. Advertisements should be performed on developable powers of a country such as geo-tourism, eco-tourism, visiting tourism and cultural heritage and all the factors effective on internal and external advertisements should be purposeful. Managers of tourism marketing divide buyers into different groups with different needs according to components of ethology, demography, psychology and culture. Then, after market researches, marketer decides that in which section of the present market there are most opportunities and marketer should present expected produces and preference of that market according to each target market. Advertisement is one of the most effective tools by which tourists can be attracted. According to International Union of Informal Tourism Agencies, National tourism agencies should allocate 3 to 5 percent of their budgets to tourism advertisements (Dibayi, 1371).

In advertisements industry, advertising should be planed so that it describes a region in a good manner to attract people. This can be done through mass media such as newspapers, magazines, mailing, television, radio, etc. Using these tools indicate that advertising is done through a certain media. Sutun

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introduces advertisements as one of the most effective ways to influence on demand. According to the framework which Katler (1937) presents, there may be eight cases for demand which in all of them advertisements has an important role. According to Katler, the following model is obtained:

Increase of demand and finally development of industry \longrightarrow advertisements

Mental power of advertisements increases by using what Lasol calls the triple attraction principle. In this principle, it is said that when a set of signs is effective that simultaneously the three factors will be favorable for a person. Max Weber believes that in normal and uncritical conditions, advertisement is like drilling rocks and of course it is valuable (Shoai, 1372).

2. Materials and methods

2.1 Concept of advertisements

Advertisements includes a set of affairs of public communications which an organization or agency uses for a specific purpose (Lomesdon, 1380). In French, in first decade it meant being cognitive for a person, event or something for persons. But in its second meaning, it refers to an action based on which introducing something is performed. The second meaning is more common. Commercial advertisement includes using various methods to introduce specific goods and products and or a specific program to show persons and persuading to buy it (Biro, 1370). Advertisement includes the methods and techniques to influence on comments, behaviors and attitudes of people by using other words or signs (Gold and Colb, 1376).

Operational definition of advertisements variable includes books and articles about Iran's tourist attractions, holding regular conferences and festivals to introduce Iran's tourist attractions, presence in domestic and international tourism exhibits, use of public media and covering Iran's tourist attractions, use of worldly communication tools such as satellite and the Internet, specialized magazines about tourism, invitation of authors and journalists to introduce Iran's attractions more and presence of catalogs and photos from Iran's tourist attractions. Advertisements can be known as an organized attempt to supervise beliefs, comments and or actions of others by using signs (words, gestures, posters, music, clothing and labels) that should be matched completely to make the maximum efficiency (Katler, 1376).

2.2 Tourism and a review on it

Tourism often is considered as an industry. It includes attracting attractions, events and experiences. Tourism industry is the most peaceful human family movement which directly effects on progress of knowledge, culture and economy of community and as a most effective factor plays a role in making agreement among nations. One of the most important factors of high importance in tourism development is marketing. Tourism marketing presents organizational activities, creativities and innovations, communications, and delivery and exchange of goods and services valuable for customers, partners and community. Marking can be considered a creative industry which includes information, delivery and selling systems. Marketing helps a tourism company or agency to make a stable relationship with potential tourists in intended markets. There are some definitions about tourism: tourism includes activities of people who travel to an environment out of their usual settlement place to rest, work or other reasons (Papoli Yazdi and Saghay, 1385). Tourism includes all activities and operations which is done in relation to tourists and also all activities which a tourist done while he travels to a place out of his settlement. Therefore, the main property of tourism is the fact that firstly it refers to a journey which is out of home or workplace and secondly it is a short residence which sometimes can be without overnight stop. Tourism includes all the activities which tourists done while traveling and are related to them and this can consist of planning to travel, movement between origin and destination, residence and so on (Miraftabzadeh, and Ahangar, 1391). Tourism in general means decision of a person or group to move from origin to a destination because they cannot meet some of their needs in their permanent settlement. Then, a place which can gather some part of these requirements will have the capacity to attract tourists. Therefore, the factors which should be considered in such places includes preservation of places resulting from natural, historical, cultural, religious, communicational, transportation, economic and political factors and properties which is called attraction of tourists (Hard, 1990).

Tourism industry is a part of structure of economic production in development process and therefore it can have a role as important as oil incomes in production extension, internal income and employment. In Article 114 of the fourth development plan of Iran, improvement of tourism power, production of wealth, job making and cultural exchanges are emphasized. Developed countries have understood that tourism industry is an opportunity for them to increase their share in world trade. By development of tourism, resorts and specific regulations for these places were made. Governments were interested in involvement in tourism business (Holloway, J., 2002).

2.3 Advertisements and its tools in tourism industry

Advertisements as the most important tool of success of organizations involves that this tool is studied carefully in scientific, social, cultural and communicational branches and is used with a more scientific, artificial, expert and specialized view because success of advertisements for cultural and tourist values of every country is based on accurate and professional understanding from advertisements and its values. Because professional advertisements can be considered as a winner tool to progress internal and external cultural purposes and otherwise, it is waste of time, capital and energy. This process of advertisements is the necessary element to introduce the form and content of tourist subjects to audience and increase of tourists, of investments and making motivational behaviors depend on volume of advertising activities. Discussion about advertisements and its outcomes in tourism in written, visual and audio forms have specific influence on each step. In relation to tourism, every country should consider its ability and then its planning, interest and needs and next implement planned and approved approaches. Attraction of tourists is not possible without suitable programs about marketing and advertisements. Advertisement is a tool by which tourists got informed about tourist regions and they are persuaded to travel there. Advertisements include using written, audio and representative media to send messages to different consumers of travel and tourist service which is done with purpose of receiving immediate and continuous response from consumer market (Ketabchi, 1383).

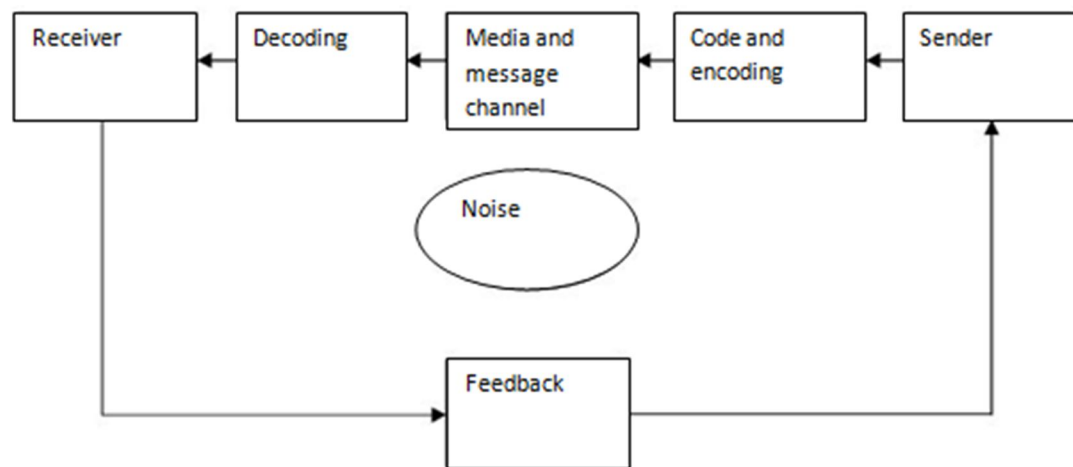


Figure 1. Role of media in communications (Source: Village, Venus and Ebrahimi, 1381)

2.3.1 Explanation of figure 1

In a communication, there are five factors including sender, coding, media, decoding and receiver and when feedback of receiver is received by sender, this communication is completed. Also, there is a troublesome factor or noise (parasite) in this arena which causes some problems in communications or inhibits communication.

Advertisements strategy has two principles: creation of advertisements message and selection of media for advertising. Traditionally, most companies performed programs of preparing message and selecting media independently. Often, planning for selection (compared to the process of message creation) was in second order. But today, variety of media, high costs and media and strategies of marketing focused on the intended purpose have caused the task of planning related to selection of media be of high importance (Katler and Armestrang, 1383). A media program is a way to carry message to market. Main purpose of the program is to access to a media for making contact with customer and this communication should have low cost and the highest effectiveness. In fact, advertisements is a communication between customer (or persons of a community) and the advertisements which are representatives to introduce goods, services and ideas (Belch and Belch, 2002).

Tools of tourism advertisements include book of information about a specific country, city or region, video of a country's attractions, informative brochures to guide travelling in Iran or in a specific province, informative tourism sites and emails, radio, poster, television, the press, direct post, information and informing tourism banks and exhibits (Mottale Masule, 1381).

2.4 Oral advertisements

Oral advertisements are speaking about products and services among them which are independent from companies which deliver products and services. These speaking can be mutual conversations or just one-way recommendations and advices. But the main point is that these conversations are taken place among the people who are imagined that have few interests in persuading other to use products (Suini et al., 2007). Possibility of reaction of a consumer to recommendation of a reliable friend, coworker or consuler is much more than of his reaction to an advertisements and this reaction is not exclusively for collecting data but often leads to buy a product (Silverman, 2001). Effectiveness power of others' recommendation origins from three factors: first, communications' manner is an important factor in oral advertisements. Many of the debates which occurred among family members or friends lead their making support to do special behaviors. Second, against the trend of one-way communication trend such as commercial advertisements, oral advertisements of customers utilize a mutual trend. Mutual communicative power origins the fact that a person can ask questions, receive explanations and trace useful results. Third, oral advertisements of customers have the property of a representative experience, i.e. those who talk about products and services with each other they themselves have experienced that product or service (Vilcly, 1990). Oral advertisements are of high importance in final steps of the process because it leads to confidence of the consumer. It is interesting that even in the era of computer and the Internet; still people like to speak with each other face-to-face; 80 percent of oral advertisement conversations occur as live conversations and 20 percent of these conversations are as on-line (Balter, D. &Butman, J, 2005).

2.5 The Internet advertisements

Today, the Internet is used as a tool of marketing and mass communications in tourism industry. Therefore, it is not surprising that there are discussions about structural relationship between tourism and advertisements based on the Internet. Based on structural equation models, it is understood that there is a direct relation between association and attention of consumers and attitudes of consumers about advertisements. They only affect on respondent indirectly. Importance level attributed to contents of the Internet advertisements makes two different responses. It is clear that involvement degree of consumer in product is different considerably in determining success in the Internet advertisements (Shwu-IngWua et al., 2008).

2.5.1 RSS system

This system allows people to be informed from news, weblogs or other required information. Therefore, it is not necessary for one to study a specific website and achieve new information because RSS creates these conditions. Readers of RSS will be able to obtain necessary information from the Internet

users and achieve required message. There are many free RSSs on the net. For example, Newsgitro rojo on Google and My Yahoo can be named. RSS system, by keeping the required time for users, stores information on them and this information is delivered on the Internet so that all users can use it. Most of tourism actions and authors in this industry prepare themselves to cooperate with RSS system in order to use these cases: preserving relationships with their customers such as sending informative letters to them. Although RSS system is an information delivery technology, it is introduced as needs which require patterns. RSS system helps to improvement of companies for more happiness than their investigations, because this system causes emergence of many links with websites of companies such as RSS. Websites cause users enter their biography in this space and participate in the Internet affairs. The most popular websites such as myspace.com and bebo.com indicate tendency of users to change shape of websites as a collecting place and aggregation of people with similar past. Social network websites have many influences on the manner of making, organizing and using of tourists of their tourists experiences. Today, many tourists prefer to achieve necessary information from other travelers to provide the best travelling program for themselves. Also, some travelers obtain the required experience through the Internet and provide a journey with their friends through the Internet. Such travelers use electronic commercial patterns to deliver and produce tourism packages. While experiences are delivered in social websites, new kinds of the Internet mediators adapt themselves with patterns of electronic commerce and network tools and their users with others, as well. Simultaneously they travel with their friends. For example, sites such as travelpost.com, traveltogether.com and realtravel.com are of new net mediator kinds which users enjoy them and easily can provide net travel conditions, sending emails to friends and communication with them. Presence of the Internet mediators such as table designers of Yahoo causes development of tourism sector because they reserve the places required for tourists by known tools. The Internet is a good online guide for tourists. The Internet tourism not only provides merits such as informing tourism capacities for users but also provides good administrative facilities such as the Internet reservation of hotels and resorts and reservation of tickets of airplanes and trains. Therefore, customers are allowed to provide their tickets directly by eliminating mediator (Zare, 1390).

2.6 A review on researches

Thomas (2006), Mehrani (1374) and Rahchamani (1383) in their researches concluded that by accurately planning and implementing management of marketing and advertisement, tourism incomes can be increased very much, external incomes can be made various and the country can be preserved from the vulnerabilities resulting from fluctuations of oil price. Also, paying attention to attitude of marketing and advertisement can be a solution to increase attraction of tourists. Naseri (1375) and Malek Akhlagh (1382) in their researches indicated that there is a meaningful relationship between dimensions of policies and dimensions of marketing and also main problems and obstacles of Iran's tourism industry are formational and organizational obstacles, presence of parallel organizations and mismatch among agencies involved in tourism in the country. Tosam and Jenkins (1996) and Zahedi (1377) in their researches expressed that by obtaining policies of delivery of tourism facilities in country level and by making various attractions for tourists, we can prevent from irregular density and swarm to certain tourist lots. Williams (2006) and Sardi Mahakan (1380) in their study concluded that state of historical places and heritages, accommodations and making marketing offices and informing are of effective factors in development of tourism industry. Madhushi and Naserpur (1382) indicated that there is a direct and meaningful relationship between number of decision-making centers and underdevelopment of tourism industry, poorness of marketing and underdevelopment, poorness of infrastructural facilities and tourism services and underdevelopment and finally lack of culture of accepting tourism and underdevelopment of tourism industry. Gilmore (2002) concluded that preservation and reconstruction of tourist attractions and paying attention to them led emphasis on using traditional architecture and development of tourism industry. Yuzama (2008) showed that tourist development includes paying attention to dimensions of development in all personal levels, conducting capitals, orientation of technology improvements and structural and substantial revolution and marketing. There are some people all over the world who do not know where Iran is. Therefore, a robust advertising industry is required so that it can rapidly make an accurate picture about Iran in minds of people all over the world (Saeed et al., 1389).

3. Conclusion

Marketing in tourism industry is predicting varying requirements and preferences of tourists in which satisfactory of costumers should be considered as the most important principle for marketers. Marketing and its related researches are considered very important and necessary in development of tourism. Advertisement through signs and other information is a valuable tool to attract visitors to a place. In this regard, role of advertisements for industries such as tourism has a double importance because this industry enjoys socioeconomic, cultural and political safety triangular and collection of these three indexes in every country is able to draw a beautiful picture of that country in international minds. And in this case, it should be noted that any kind of advertisements in tourism industry is performed by considering facilities of accommodation for tourists and if advertisements are performed but necessary devices and facilities are not provided for tourists, this can cause negative effects. In general, in advertisements, some points should be taken into consideration including issues related general thoughts, social, political and economic issues. Main key to open tourism locks in Iran is marketing and advertisement and by using this tool we can take some steps to achieve aims of 20-year landscape document for development of tourism industry and replacing it with oil industry.

Advertisements as the most important success tools in lives of people involves that these tools will be carefully studied as scientific, social, cultural and communicational branches and with a scientific, artistic, expert and specialized view, it is used to achieve aims and success. Today, advertisements and marketing attempts are more important than production and selling. Therefore, if a country has potential and facilities in tourism, but it has not advertising method and methods to introduce these attractions and potentials in its major program, certainly it will not be successful in development of tourism industry. Today, in tourism industry, advertisement should be used professionally as the most important tool because success of advertisement for cultural and tourism values of the country is based on accurate and professional understanding from advertisement and its values. Because professional advertisements can be considered as a winner toll to progress cultural aims in Iran and abroad. In this regard, aim and task of advertisements is increase of

marketing and any kind of not paying attention and lack of accurate exploitation from this tool not only lead success but also cause hindering from competitions in tourism marketing and finally lead failure and bankruptcy in the world of accurate world.

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