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The Role of Advertising in Promoting Ecotourism Products

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Abstract: Advertising is important in promoting ecotourism products, as it is one of the most effective ways to disseminate information about ecotourism products and services to potential consumers and other stakeholders. With the help of advertising, an advertising company has the opportunity to arouse interest in the offered tourist products, manage consumer behavior, obtain accurate information about the tourist product, study it, and motivate the purchase of tourist products.

Key words: Ecotourism, advertisment, ecotourism product, promotion, ecotpurism development.

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INTRODUCTION

Advertising of tourism products has its own characteristics in the tourism industry. Tourist products are a set of services that meet the specific needs of tourists and are paid for by them. The specific characteristics of tourist services significantly increase the need to use visual and illustrative means that reflect the objects of tourist offers. Therefore, in advertising tourist products, painting and photography are widely used, which provide visual and perceptual support for tourist products [1].

Effective organization of advertising allows you to solve the strategic and tactical tasks of developing the tourist services market. The main tasks of advertising can be listed as follows:

- information - the formation of awareness and knowledge about a specific event, travel company, new tourism products, etc.;
- warning - gradual, consistent formation of incentives that encourage the consumer to accept the company's reputation and offer, to purchase, change the attitude of the buyer towards the tourist product, stimulate the purchase decision, etc.;
- reminder – to retain information about the tourism product in the consumer's memory, confirm the image, maintain awareness and demand, and remind them where they can get it.

Tourist productsTelevision, press, book production, radio, print production, the Internet, signs, stands, billboards, car advertisements, etc. can be used as advertising media for. Undoubtedly, television advertising can reach a wide audience. The most common types of advertising are spot ads, short broadcasts, or interstitials. A high level of attention is achieved through the auditory perception of information, as well as through its impact on people's emotions. Television advertising is one of the most labor-intensive methods of promoting a tourist product. The quality of the advertising message, its targeting of the target audience, as well as a competent approach to advertising placement, i.e. choosing a television channel, determining the time of advertising and its distribution, television advertising, etc. The one of the most common means of promoting tourism products is advertising in the press. The main carriers of advertising information are newspapers, magazines, catalogs. Information in the press can be placed in the form of advertisements or in the form of publications with a descriptive content. With the help of advertisements, the company has the opportunity to inform potential customers about its presence on the market and the tourism products it offers. Publications of a general descriptive nature, placed in the form of articles, reports, reviews, allow you to promote tourism products, create, maintain and develop the reputation of a tourism company [2]. The advantages of newspaper advertising are rapid penetration into the regional market, wide coverage of the local audience, the ability to update information quickly and inexpensively, the ability to quickly obtain information by consumers and create the opportunity to quickly search for it due to the availability of advertising channels. At the same time, when comparing the quality of printed products, magazines are superior to newspapers.

The advantages of magazines include high prestige, the ability to reach highly specialized market segments, and the ability to circulate information.The consumer reporting tool is used in the press, along with advertising information, as well as special coupons that allow the advertiser to send information about interests, submit applications, and receive discounts on services purchased.. Advertising in the pressWhen choosing advertising media, it is important to ensure its relevance and targeting of the target market. The repeatability and distribution of advertising in the press is an important factor in the tourism industry. It is one of the most effective and efficient methods. Nowadays, advertising placed in book products is also widely used. At the same time, reaching the target audience and advertising effectiveness also depend on how close the advertising carrier is to the advertising content. If we consider geographical and tourist publications as book products, then books about the history of the country, maps of regions, books about districts, natural areas, guides, etc..

LITERATURE REVIEW

The use of radio advertising allows you to ensure the popularity of tourist products among consumers. Of course, its main audience is car drivers. The most common forms of radio advertising are video announcements read by a speaker, informational announcements, which are an important means of conveying information to consumers about any tourist events, in particular, new routes, tourist products, presentations, exhibitions, etc. As an effective advertising tool designed to influence potential consumers through sight and touch, printed materials, in particular booklets, catalogs, prospectuses, posters, calendars, can also be used. Booklets are usually advertising tools that are used to get to know the company, conclude contracts, participate in presentations of tourist products, and participate in exhibitions. With the help of catalogs, the company informs potential and actual consumers and other interested parties about the offered tourist products, travel destinations, and conditions of ecotours. Prospectuses, as a rule, are about a specific tourist product with a new route and contain a detailed description of the proposed service. Wall advertisements help to form an idea of the tourist product, reflecting its appearance and main features. Advertising of tourist products can also be in the form of large-format calendars or small-format calendars by placing photographs [3,4]. Mail advertising provides the

opportunity to reach target consumers, targeting a specific group of people, in particular, regular or potential customers, business partners, and other interested parties who are ready to communicate. The most common forms of mail advertising include letters, booklets, catalogs, brochures, invitations, and programs. Direct distribution of advertising information is based on the formation and constant updating of databases of relevant customers. The advantages of advertising by mail are the relatively low cost of mailings and the possibility of using printed materials that ensure the promotion of tourist products. One of the effective means of advertising tourism products is outdoor advertising, which allows you to widely reach all interested parties, all the population living in a certain area. Outdoor advertising is expressed in various ways. They can be in the form of advertisements (billboards, posters, illuminated signs, electronic tables, banners), advertisements in retail outlets (signs, screens, company signs, interior decoration of offices, receptions, meeting rooms, branded personnel clothing, etc.), advertisements in transport (advertising messages in vehicles and exhibition halls). An important factor in the use of outdoor advertising media is its territorial location and the formation of the content of the information message [5,6].

Promotion of tourism products, creation of a positive image of a tourism company, public opinion are associated with the activities of exhibitions and fairs. Tourism exhibitions and fairs allow us to familiarize potential customers, other interested parties with tourism companies operating in the market, to provide information about the specifics of the provision of tourism services, to obtain information about new tourism products being introduced to the market. On the one hand, exhibitions allow consumers and business partners to find their way around a large part of the tourism offer, on the other hand, tour operators can find partners for the sale of tourism products. Exhibitions can be held at various levels, in particular, at the international, national, regional levels. Today, exhibitions should also be organized in domestic markets, which provide ample opportunities for travel companies and their products to be presented to the public, business partners, to conclude contracts, to disseminate information and share work experience among a wide range of visitors and journalists. Participation in exhibitions allows tourism companies to use various advertising tools [7.8].

METHODOLGY

One of the most common and effective means of promoting a tourist product and attracting customers to a travel company is online advertising. Internet advertising is the initial stage of creating a tourist company's website. The quality of the site is determined by its structure, information content, the presence of text messages that attract buyers, and an easily remembered name. An important feature is the creation of special counters that track visitors to the travel company's website. The main forms of online advertising include contextual advertising, search engine promotion of tourist products, contextual banner advertising, and advertising on social networks. The effectiveness of online advertising increases when using the above tools in a comprehensive manner. Contextual advertising involves placing text ads of advertisers on the page where search results are displayed, such as Yandex, Google, Rambler, etc. Contextual advertising is ideal for advertising tourist products, advertising a travel agency or advertising operator.Contextual advertising of a travel company in the most widely used search engines - Yandex, Google, Rambler - has a strong and quick effect.

RESULT AND DISCUSSION

Search engine optimization is aimed at increasing traffic to sites from customers' search engines. A link to the travel company's site is displayed in natural search results. The results of the relevant claim system for specific keywords in the search results of the travel company's site allow you to increase site traffic and increase the number of customers. However, achieving such results takes a lot of time and is therefore not suitable for immediately informing potential customers. Contextual banner advertising involves placing graphic animated blocks in search results and

search partner sites. This type of online advertising is characterized by its dynamism and brightness. A very effective tool for online advertising is advertising a travel company and its tourist products on social networks, which involves the creation of a special group of the travel company. In terms of its functional orientation, such a group can replace its own website, as it allows you to provide information about new tourist offers and immediately accept applications. The effectiveness of this tool is determined by the popularity of the group. Another effective way to advertise a travel company is to advertise on forums. This type of advertising for tourism products allows you to provide detailed information about all the advantages of a particular trip, however, the level of reliability of such information can be provided in the form of stories or advice from experienced tourists. The choice in favor of a particular advertising medium is determined by the goals set by the advertising activity, the infrastructure of the advertising market, the availability of advertising media and the available budget of the tourism company. Monitoring the placement of advertising, comparing the costs incurred as a result of the implementation of the tourist product allows you to assess the effectiveness of advertising, create the most effective and efficient advertising media in promoting the tourist product. Increased impact on consumer groups is ensured by the combined use of advertising and non-public advertising methods (personal selling, sales promotion, propaganda), which serves as a powerful tool for managing the competitiveness of a tourist product and a tourist company. The interaction of these methods allows us to arouse interest in certain tourist products (carried out in the advertising process) in consumers of interest, and to create a desire to purchase the product (in the process of personal selling).

Promotion of tourism products helps to promote tourism products, which forms a positive public opinion, influences the opinions and views of individual consumers and determines their behavior in relation to tourism products. Promotion can be carried out through various events (in various publications, in the media), organizing or participating in public events (exhibitions, seminars, presentation days, etc.), participating in charity events. Promotion allows you to increase public awareness, build mutual understanding and trust in the relationship between the tourist enterprise, create a positive image of the tourist company, support market repositioning, shape public opinion about the activity, promote recommended tourism products, increase the reputation of the travel company, and develop tourism in a particular area. The main tool of promotion is the establishment and maintenance of business relations with representatives of information agencies, tourism administrative-territorial units, tourism organizations, associations, trade unions, and agencies that unite and promote the interests of tourism companies. Inviting journalists to presentation ceremonies dedicated to the launch of a new tourism product on the market, the anniversary of the travel company, various events, press conferences, seminars, and showcasing key achievements and new promising directions provides an opportunity to establish and develop close relations with the press. The collected information materials, which are subsequently published in various media outlets, are considered an effective tool for managing consumer behavior as they reflect public opinion. Personal communication, when properly implemented, also ensures great success in promoting tourism products. If advertising creates the attractiveness of the tourism product and the tourism company, it stimulates consumer interest, and advertising campaigns contribute to the positive perception of advertising information, it is a personal selling method that works in direct contact with the consumer. Personal contacts, on the one hand, allow you to establish contacts with consumers and other interested parties, and on the other hand, perform marketing functions. Personal selling techniques combine a number of methods of establishing contact, forming consumer preferences, making a purchase decision, and conducting operations that ensure the direct implementation of a tourist product. Personal selling techniques are a very flexible tool for managing perceptions, attitudes, opinions, and behavior of consumers, due to the possibility of quick analysis during communication with the consumer and the ability to change the impact on him by the sales staff of the travel company.

The main tasks performed during the personal selling process are:

- establishing personal contact with potential consumers and other interested parties;
- establishing and maintaining reliable long-term relationships with consumers and clients;
- identifying the needs of consumers and customers;
- advising consumers and clients in the process of making a decision to purchase a tourism product;
- to help consumers choose, shape their preferences, beliefs, and reactions, and encourage the purchase of a tourism product;
- monitoring consumer and customer behavior
- collect the necessary information to adapt tourism products, service systems, and personal sales equipment to consumer needs;
- search for effective approaches in working with clients;
- selling tourist products;
- forming and maintaining the image of the tourism product and the entire tourism company.

A distinctive feature of personal selling effectiveness is that it depends on the ability to increase the level of responsibility for the customer to make choices in response to the incentives of travel agents to purchase tourist products.This combines the process of conducting rational negotiations in the personal sales process, establishing trusting relationships, and meeting the needs of the consumer in the process of selling a tourist product. The negotiation process requires the use of information delivery techniques, the ability to discuss the opinions of those interviewed, and the selection of the most appropriate time for making a purchase decision. Establishing relationships is based on many components, such as directly welcoming the guest, greeting, establishing relationships, searching for reasons, identifying consumer needs, presenting the tourism product, providing reliable information, developing relationships, listening, and ending the relationship. To ensure that needs are met for previously promoted tourism products, relationships are builtincludes documentation.

Thus, the tourism product is consumed by individualsThe following stages can be distinguished in the process of selling by:

1. Reception of clients. At this stage, it is important to create a warm atmosphere for communication, attract attention, arouse the client's interest, create conditions for openness, sociability and building relationships. The mandatory quality of expressing interest is the organization of the office of the travel company or special meeting rooms, the appearance of the staff, their facial expressions, confidence, and courtesy. This is the first step that has a decisive impact on the client, which is the most important for further strengthening relations and making decisions. At this stage, it is important to be attentive to the client's opinions and interests, break the initial hesitation (a few warm words, additions, humor, creating a friendly atmosphere, etc.), and approach the client.

2. Identifying customer needs. It is important to identify the problems, desires, and preferences of customers who are most likely to demonstrate the usefulness and usefulness of the proposed tourism product to the customer. This stage allows you to identify the customer's goals, prepare for the presentation of the tourism product, and formulate the main positions of the argument.

3. Presenting the product through information transfer. In this case, it is of great importance to ensure the reliability and completeness of the transmitted information. It is recommended to present this stage with advertisements, catalogs, brochures and other promotional materials that

reflect the main features of the tourist product, increase the level of information perception, affect the emotions of different people, inspire emotions and a desire to belong. Informing the client, collecting additional information, asking questions that determine the client's attitude can be done. An important aspect of information exchange is listening to the client, which means paying more attention to the sales process, creating the image of a good listener, studying the client's reactions, and choosing effective arguments.

4. These arguments allow, in principle, to change the client's attitude and opinion, to consolidate a new opinion, to smooth out the conflicts that have arisen, to create a basis for making a decision to purchase a tourist product. According to the question, sales agents are required to have a lot of information about the tourist product, its competitive advantage, the activity of travelers, the behavior of competitors, changes in the tourism market, as well as the correctness of the statements, the correctness of the statements. The ability to object, which is important for this stage, allows them to skillfully use the ability to give a reasoned response to objections expressed in oral speech. It is recommended to choose methods of persuasion, taking into account the psychological characteristics of customers. Neutralizing thoughts or eliminating possible objections, on the one hand, can be defended in the form of objections, questions, in order to try to influence the client's choice, to put pressure on him. On the other hand, the client's desire to make the right choice is usually supported by clarifying questions designed to clarify doubts that can lead to a clearer understanding of the issue of interest. Objections, comments facilitate the conversation, as they indicate the client's interest, suggest where to strengthen the arguments. When using neutralizing words, it is important to have several pre-prepared counterarguments, maintain a calm tone, be respectful of the client's worldview, recognize his legitimacy, and limit personal judgments.

5. Promotion and sale of tourism products. This stage determines the effectiveness of personal sales, as it allows you to attract new customers, conclude contracts, generate additional income and increase sales revenue. The main goal of this stage is to encourage the client to purchase tourism products and implement activities aimed at establishing project-constructive relationships. At the same time, various incentive tools can be used (discounts, additional free services, promotional gifts, various offers, etc.). The results of this stage can be different. The buyer immediately decides to purchase a tourism product or postpones this decision for a while, in rare cases, a decision has to be made after a one-time discussion. In conditions where the buyer immediately decides to purchase a tourism product, it is important to create a favorable atmosphere at the end of the sale. You can thank the client for such a decision, congratulate the client on a wise decision, emphasize the correctness of the choice and dispel any remaining doubts. If the buyer does not decide to buy immediately, you should offer information and promotional materials, participate in further discussions, and, if possible, arrange a follow-up meeting.

6. Documentation is one of the important elements of the relationship between the company and the client. The list of documents related to a particular tourist product depends on a number of factors, such as the type of service, type of ecotour, individual or group trip, and the presence of minor children.

7. Organization of settlements with customers. Payment for a tourist product can be made in full or in installments. After full payment, the client is issued a document confirming the right to use travel services.

8. Establishing feedback with customers. The most common method is direct marketing. Feedback involves establishing contact with the customer after providing the service, which is provided to the customer in order to obtain complete information about the level of customer satisfaction with the tourist product, which determines the wishes and desires of the customer in order to further improve the quality of services. The most important factor determining the sales performance is

the quality of the relationship between the tourist company and its clients, which depends on the quality of the sales agents. The main criteria for selecting sales staff are their sales performance, reliability and enthusiasm, determination, initiative, self-esteem, discipline, dedication to their work, independence, internal motivation, attentiveness, honesty, and listening skills. To build a quality workforce, travel companies are transitioning to a system where they choose to provide training, including relevant curricula, on effective presentations of their tourism products. The entire range of information about the tourism business in training programs is aimed at developing employees:

- legislation and regulation in the field of tourism;
- rules for drawing up relevant documents;
- information about travel companies, their history of creation, strategic areas of activity, and major ongoing projects;
- specific characteristics of tourism products, their competitive advantages;
- organization of events to promote tourism products;
- practical methods of trade development, etc.

The most important thing is to develop technology for business negotiations and conversations. Increasing the effectiveness of personal sales helps to use various incentive measures to accelerate or strengthen the client's response to the persuasion of employees of a travel company to purchase tourist products. Sales promotion of services involves the implementation of short-term advertising events that accelerate sales. These events should be held at certain periods of high motivation, in particular during periods of active or seasonal decline in sales of tourist products, and in conjunction with various tourism-related events (exhibitions, fairs, presentations, anniversary events, etc.). The incentive is designed to ensure the implementation of the following tasks:

- attracting consumer attention to the tourism product and travel company;
- encourage more intensive consumption of tourism services;
- accelerate the process of selling tourism products;
- elimination of seasonal fluctuations in sales in the tourist market;
- increase in sales of tourism products;
- creating and maintaining the reputation of a tourism company.

The implementation of the Services Trade Development Program includes:

- setting incentive goals;
- organization of the main objects of promotion (consumers, intermediaries, business partners, travel company employees);
- determine the stimulation and intensity of activity;
- time to market for the incentive program and its duration;
- drawing up a program of activities to inform interested parties about the planned incentive measures;
- implementation of an incentive program;
- monitoring results;
- assessing the effectiveness of the incentive program;

- develop measures to improve the trade development program.

Marketing of tourist products can be carried out in the following areas:

1. Consumer and media incentives, the purpose of which is to encourage tourists to purchase previously unused tourism products, accelerate consumer purchase decisions, encourage regular customers, reduce temporary fluctuations in demand, and attract new customers.

2. Incentivize sellers (travel agents) to encourage the activities of business partners aimed at increasing sales of tourism products.

3. Motivate travel company employees to improve the quality of service, enhance their professional skills and interest in personal development, and increase employee responsibility and efficiency.

CONCLUSION

The main tools for motivating consumers and clients in the tourism sector are:

- the most common way to promote sales is to provide discounts. At the same time, discounts are distinguished as follows: discounts from the declared prices (for pre-ordering a tourist product), discounts provided for seasonal sales, discounts for certain categories of buyers (pensioners, students, children, etc.), discounts for groups of regular customers, discounts;
- issuing coupons that give the right to discounts when purchasing a tourist product. The most common coupons in the form of real complaints are placed in newspapers and magazines. Sending coupons to regular and potential customers, presenting them to business partners, bank employees, and handing them over to people supported by travel companies at public events in the tourism sector;
- providing additional services, which can be several days free (1-3 days) or free services (use of tennis courts, fishing, hunters, excursions, etc.) when customers purchase this ecotour for as long as possible;
- providing coupons for the purchase of other goods and services at a discount (sports equipment, car rental, etc.);
- providing promotional souvenirs to customers during a tourist trip organized by the company;
- congratulations with gifts (flowers, fruits, souvenirs, etc.) on birthdays celebrated during the trip;
- pay special attention to serving regular tourism customers (more prestigious hotel rooms, more comfortable seating in restaurants), present valuable gifts, and send congratulations on holidays and special dates;
- solemnly celebrating anniversary (1st, 10th, 100th, 1,000th) customers, giving them benefits, delivering valuable gifts, and posting about it in various media;
- holding quizzes, games, lotteries with presentations, presenting valuable prizes and free travel products to the winners.

Support for intermediaries in the sale of ecotourism services can be divided into the following areas:

- establishment of a progressive commission based on a fixed amount of sales of tourist products;
- when group travel increases sales volume, especially during off-season periods, offer discounts from published prices;

- providing souvenirs to representatives of travel agencies;
- conducting trade competitions;
- distribution of catalogs among potential partners;
- providing free services to travel agency employees and tourist groups during trips;
- holding tourist exchanges where ecotours can be traded on favorable terms;
- organizing joint advertising;
- providing bonuses for the sale of certain tourism products that are in low demand;
- organizing free information and advertising trips for employees of travel companies or providing large discounts on advertised prices (up to 50%).

Incentives for travel company employees can be implemented in the following areas:

- providing discounts for the purchase of the company's tourism product;
- sending the best employees to participate in training sessions, internships, semi-seminars, and trainings;
- providing cash rewards and valuable gifts for achieved results;
- encourage the best employees at the end of the year, place their photos on the honor board, and give them valuable gifts;
- granting additional days off;
- holding professional skills competitions.

Promotion of a tourist product includes various methods and tools, the implementation of which depends on the specific nature of the travel company, its marketing orientation towards end users, the existing management system,determined by the professional qualifications of employees and the final results of their work activities.

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