

## **The effects of advertising on tourism and study the effective advertising tool to attract tourists**

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**ABSTRACT:** Tourism as a modern service industry is considered as a tool for communicating with various nations and also for world's people acquaintance with each other. So In Iran due to its rich historical and cultural assets and numerous natural attractions, it should be noted more than the past and also should consider it as an appropriate lever for the beauty transmission of Iran's valuable historical and spiritual heritage. Therefore advertising has been considered as a useful mean of tourism development because successful promotion of cultural and tourism values would be very effective for today's world which is thirsty more than any other period for familiarity with our society's historical, natural, cultural and spiritual attractions. Since tourism counted as a part of economic production's structure and tourism development and advertising are closely tied together, advertising can have a major role in developing production, income and employment, so pay special attention to those can be led to success in international competition of tourism and marketing. This article was done in order to examine and identify the impact of media and appropriate promotional tools used in the tourism industry. Results of the study show that promotional tool was an influenced tool to attract international tourists so that the most influenced tools were the tools of guide books, online advertising, television, brochures and newspaper.

**Keywords:** Tourism, tourism advertisement, tourism advertisement tool.

### **INTRODUCTION**

Tourism is a major industry globally and a major sector in many economies. Tourism has impacts on its immediate surroundings. If well managed, tourism can facilitate the restoration, conservation and protection of physical environments; examples and best practice cases have shown how tourism provided the incentives and the income necessary to restore and rejuvenate historic buildings and to create and maintain national parks (WTO, 2000).

According to the United Nations World Tourism Organization (UNWTO), over the past six decades, tourism has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world. An increasing number of destinations have opened up and invested in tourism development, turning tourism into a key driver for socioeconomic progress and a source of growth, employment and revenue. The export income generated by tourism globally ranks fourth after fuels, chemicals and automotive products and tourism thus represents one of the major international trade categories. (UNWTO, 2008). Since the beginning of civilization, travel has been a feature of all human society. According to the World Tourism Organization (2002) it has been estimated that there were 25 million tourist arrivals globally in 1950 and this has

risen to 763.9 million by 2004. It states that tourism is the world's largest growth industry with no signs of slowing down in the twenty-first century.

The study of tourism 2020 vision, forecasts that international arrivals will reach one billion by 2010, and 1.6 billion by 2020. Moreover, by 2010, the tourism economy contribution is estimated to grow to 12 per cent of global GDP (Gross Domestic Product), and it will support 250 million jobs (9 per cent of total employment) (WTTC, 2002). Many advanced countries consider this dynamic industry as the main source of income, employment, growth in private sector and infrastructure development. Our country is not exempted from that so that in the discussion of determining the cities identity, especially in countries with a history and civilization of over thousand years like most Iranian cities, cultural heritage, local, national and international events are the best resources to clear the country's culture and identity; because culture is the foundation of any country's civilization that human generations during their life time take advantage from it and relying on it form their lives and daily activities together. Iran with its ancient civilization considered as one of the experienced countries in tourism, so that according to the released statistics by the World Trade Organization in 2000, after India, Iran has the highest Tourism rating in South Asia (Tayebi et al, 2007).

Given the significant contribution of this industry, and the key role of advertising in organizations' success, increasing in tourism, investment and creating motivates behavior, this industry was chosen as our statistical universe.

## MATERIALS AND METHODS

### **Materials**

Traditionally, advertising has been defined as a form of controlled communication that attempts to persuade consumers, using strategies and appeals, to buy or use a particular product or service (Defleur and Dennis, 1996). It is becoming abundantly clear that the media environment into which advertising is placed is changing, and because of this trend, the nature of advertising is changing as well. Many new channels of mass communication were developed during the latter part of the 20th century that exposed the public to an ever-increasing number of mediated messages (Fitzgerald, 1999; Lombard et al., 1997).

Promotional techniques are used to make prospective customers aware of products, to whet their appetites, and stimulate demand; they also provide information to help customers decide. In the promotional process the selection and the use of the tools is crucial. Nowadays the tourism industry is extremely challenging. Tourism has evolved during the latter half of the 20th century from a marginal and locally significant activity to a widely dispersed economic giant. Many aspects of tourism promotion have been developed these last years to attract new customers (Suisse and Timothe, 2009).

In another article Kang and Mastin (2008) employ Hofstede's cultural dimensions as a frame to identify valid explanatory factors that account for differences in countries' tourism websites. And resulted that Hofstede's cultural dimensions can be a valuable tool for developing public relations strategies conducive to building and maintaining relationships with multicultural audiences.

Given the significant contribution of this industry and the highly competitive market of global tourism, many countries invest large amounts of resources into advertising activities to promote their resources in order to increase their market shares (Song and Lee, 2008). Some of these advertising tools are as follows:

### **Online Advertising:**

Advertising content is a key success factor in Internet advertising (Cho, 1999); if the content is congruent with customers attitudes, beliefs, and values, the effect of advertising is enhanced (Braun-Latour & Zaltman, 2006). Online advertisements' content includes variables such as: web interface, background colors, pictures, and sound effects, textual content and dynamic techniques (Dreze & Zufryden, 1997).

The most important part of an E-business, according to Chaffey and Smith (2008) is electronic marketing. Search Marketing is a term applied to marketing techniques implemented at Search Engines such as Google, Yahoo! or Ask.com in order to drive and increase website traffic (Moran and Hunt 2005).

Using of these tools give competitive advantage in terms of understanding customers better, adding value to products, broadening distribution channels and increasing sales through marketing campaigns. As Schlosser et al. 1999 described electronic advertisement as "any form of commercial content available on the Internet that is designed by businesses to inform consumers about a product or service."

Briggs and Hollis (1997) believe that viewing a banner on a website can convey a message; therefore, regardless of whether the consumer clicks or not, simply viewing a banner increases the chance of a purchase.

### **Guidebooks:**

According to Cohen (1985), guidebooks are similar to travel guides, as they both lead and direct tourists to and through various tourist destinations. Guidebooks contain important sources of information for travelers. It can be assumed that they influence the reader's choice of tourist sites, as a selection of tourist attractions is presented in the books (Zillinger, 2006).

The importance of guidebooks can be supposed to have increased in recent years, as tourist experience has constantly become more individualistic. Guidebooks inform the reader about landscape, culture and society of the destination, as well as about practical questions like lodging possibilities, restaurants and transfers (Zillinger, 2004). Guidebooks come in various types and typically focus on a single country, group of countries in close proximity, cities, regions, phrase books and cultures, as well as guides for specific activities such as cycling, trekking, and diving. Some guidebooks are designed to inform tourists on what sites to visit, transport and accommodation in a particular country, region or city, while others seek to inform the traveler about culture, customs, natural features/landscapes, and behavioral expectations. There are a number of features that combine to produce an effective guidebook including the provision of accurate information, knowledge and education about cultural differences, environmental features and language (Wearing and Whelan, 2009).

### **Television Advertisement:**

Television ads and specials are also extremely important to the travel industry. Vision media via television broadcast comes in many forms, including travel pieces focusing on food, hotels, resorts or historical sites. The Food Network, home to travel shows such as "Diners, Drive-Ins and Dives" and "Ham on the Street" gives plenty of visual opportunities for viewers to experience first-hand the cuisine of local favorites and international food dining destinations.

The Travel Channel also profiles tourism sites, such as those featured on the show "Best Places I've Ever Been". The visual combination of vacation locale shots combined with recognizable celebrities serving as tour guide provides the ultimate in tourism promotion via home television. Travel commercials are also greatly important to the promotion of tourism on every TV channel. Capturing the essence of a destination in less than a minute means packing in a lot of pictures and stunning video shots that will stick to the hearts and minds of viewers (Warta, 2011).

### **Brochures:**

Among the various kind of tourist promotional tools, brochures are one of the most important and widely utilized means of advertisement (Holloway and Plant, 1988). Traditionally, most tourism-oriented industries used brochures to promote travel-related products (Holloway & Plant, 1992; Yamamoto & Gill, 1999),

Travel brochures typically include information on prices, itineraries, company information and even testimonials. The objective of the travel brochure is to create attention, interest, desire and action. Potential tourists are influenced by promotional brochures in their travel decision (Moeran, 1983).

Brochure performs a 'product substitute' role and establishes the expectations of quality, value for money, product image and status. If related information regarding tour leaders is included in the travel brochure, the tourists will be able to formulate more complete, clearer, and more effective expectations (Middleton, 1995).

### **Newspaper:**

One form of advertising that can be cost-effective for tourism operators is newspaper. Print and visual media are extremely important when it comes to promoting tourism opportunities around the world. No stranger to magazine and newspaper ads, the tourism industry spends large amounts of money each year on strategically placed advertising. However, the method has become more refined and prolific. Magazines devoted solely to travel are in stronger abundance than ever before. National Geographic, for example, profiled the history and ways of life for various cultures and animal species all over the world. Now, with National Geographic Traveler magazine, they now have a much stronger platform to promote tourism through vibrant photographs and more lengthy articles. Outdoor Photographer magazine and Photo & Travel magazine both fill their issues to the brim with pictures and print media that capture the interest of individuals looking for a new place to explore (Warta, 2011).

### **Methods**

This research is library-descriptive research which has been done with the aims of analyzing the Tourism Industry and evaluating its effective tools in attracting tourists.

## Analysis

Comparing the studies which are presented in this article, it has been observed that: For many countries, tourism represents significant potential for future development, while for others it offers a diversification of the national economy. In addition, people at all levels and occupations in society are affected in one way or another by this fast growing and important industry.

Moreover, diversification of tourism products becomes a necessity as modern tourism activity has shown a growing tendency towards it. Keeping pace with the rapidly changing and complex requirements of tourists in a highly competitive international tourist market and allowing the emergence of new tourist destinations cannot be achieved without tourism product diversification combined with a high standard of tourist services and facilities for the presentation of those tourism products (Bonamie, 2007). Some of the used studied and their results are as follows:

Wang et al, (2007), from the empirical evidence concerning how group package tourists react to the different combinations of advertising components have found that different degrees of advertising effectiveness will reflect more impacts in response to different combinations of advertising components; and more components will induce a better attitude towards-the-ad and greater inclination topurchase. In addition, when the number of advertising components is increased, an inverted "U" curve of advertising effectiveness won't be observed, but the hypothesis of a partially curvilinear response can be accepted.

Wu et al, (2008) stated that today, The Internet serves as a major marketing and communication tool in the tourism industry; it is, therefore, surprising that there have been few discussions of the structural relationship between tourism and Internet-based advertising. Using structural equation modeling (SEM), it was found that while both consumer contact and attention paid have a direct relationship to a consumer's attitude of an advertisement, they only indirectly affect the consumer's response. The level of importance ascribed to the content of Internet advertisements creates two distinct responses, indicating that the consumer's degree of product involvement is a significant variable in determining the success of Internet advertisements.

Chiou et al, (2008), stated that virtual experience has begun to play a significant role in the marketing and promotion for the tourism industry. Virtual experience would be contingent on consumers' cognitive preferences. The traditional use of brochures in advertising would be more effective for verbalizers, whereas the virtual experience mode would be more effective for visualizers.

Under a hybrid of the two advertising modes, a recency effect was found indicating that the subsequent or more recently experienced advertising mode would generate a greater impact. Moreover, the recency effect of traditional brochures was more apparent for verbalizers, whereas the recency effect of virtual experience was more pronounced for visualizers. The findings provide insights into the contingent use of traditional brochures, the use of virtual experience, and the use of hybrid advertising.

## CONCULSION

Advertising as the key mean in organizations' success, requires to study and use carefully in the branches of science, social, cultural and communication. Because increasing in tourism, investment and creating motivates behavior depends on the volume of promotional activities.

Advertising is a tool that gives the necessary knowledge about tourism places to tourists and convinces them to travel. As the research showed today, in the world, the Internet serves as a major marketing and communication tool in the tourism industry; and tools such as guidebooks and TV are in the second place.

Since our country after India, has the highest Tourism rating in South Asia, but is not sufficient for a country with a history and civilization of over thousand years. So trying to move in this direction is an undisputed fact.

One of the strengths in each country for tourism is introducing its tourism attractions and this work should be done in a specialized way by having comprehensive programs to promote this Industry. Such as having proper and cheap residence, providing excellent services for domestic and international travelers, introducing the attractiveness and abilities of a nation and a country, and how to behave with tourists and giving correct information to them needs special education, are some of the cores of city or a country's readiness for the reception of the tourists. And as all these programs should be promoted by a tool which is able to quickly make them available to the world, we should consider more to online tools. So the official tourist website of each country can be one of its most significant public relations channels, given a wide range of audiences.

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