
THE ROLE OF ADVERTISING IN TRAVEL TRADE

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Abstract

Advertisement plays an important role in attracting tourists towards tourist's resorts through, different media like newspapers, magazines, radio, television, posters, brochures etc. Customs, traditions, pieces of heaven, tourist destinations or any other things, material or not, can be magnified, made better known and never the less 'sold' through there right media and the right advertising. Advertisement have also the opportunity of counteracting and reducing the effects rumours political, economic or social-which may be influencing the demand for travel, international travel is sensitive to instability and political in rest and economic crisis. Successful and sustained travel advertising and promoting, however, help to minimise unfavourable and unsavoury publicity and to retain a sense of perspective Thus, the advertisements can have an economic, social and cultural impact. From an economic point of view, it is widely believed that the ads have a positive impact on the economy stimulating the demand for products and services, strengthening the economy by promoting the sale of goods and services, whereas from a social and cultural point of view it creates and strengthens there Latino ships between leisure, tourist environment and never the less humans. Therefore, tour operators know that publicity can help to sell a new package quickly, enabling them to get back the costs needed in developing new ones. The development of suitable advertising and marketing campaigns is vital in creating this consciousness within a target audience. Moreover, tourism is an industry where the customer must travel to the "product" instead of the other way around. Consequently, tourism-related businesses, agencies and organizations need to work together to promote tourism opportunities of a particular location and align their efforts so that the use of appropriate promotional campaigns lead to an increase of the tourism industry.

Keywords: advertising, tourism, target audience, campaigns.

Introduction

Advertising is an important, sometimes maligned, sometimes over praised and often misunderstood function in business and society. The role of advertising continues to increase in significance year. It stimulates people to meet new people, to visit new places and to go too far off lands. It also motivates people to want new and pleasant things. The desire to own automobiles, air conditioners, refrigerators, television sets has been generated in the minds of consumers through advertisements. Advertising has

brought to a vast majority of people the modern standard of living. Advertising can thus be justifiably considered as accelerator of civilisation.

Origin and Development of Advertising

It has been wrongly assumed that the advertising function is of recent origin. Evidences suggest that the Romans practiced advertising; but the earliest indication of its use in this country dates back to the middle Ages, when the use of the surname indicated a man's occupation. The next stage in the evolution of advertising was the use of signs as a visual expression of the trade's man's function and a means of locating the source of goods. This method is still in common use. The seller in primitive times relied upon his loud voice to attract attention and inform consumers of the availability of his services. If there were many competitors, he relied upon his own personal magnetism to attract attention to his merchandise. Often it became necessary for him to resort to persuasion to pinpoint the advantages of his products. Thus, the seller was doing the complete promotion job himself. Informing customers of the availability of supplies was highly important. Some types of outside promotion were necessary. Signs on stores and in prominent places around the city and notices in printed matters were sometimes used. Development of retail stores, made the traders to be more concerned about when customers were finally attracted to the store and satisfied with the service at least once, they were still subjected to competitive influences; therefore, the merchant's signs and advertisements reminded customers of the continuing availability of his services. Sometimes traders would talk to present and former customers in the streets, or join social organizations in order to have continuing contacts with present and potential customers.

As the markets grew larger and the number of customers increased, the importance of attracting them also grew. Increasing reliance was placed on advertising methods of informing about the availability of the products. These advertising methods were more economical in reaching large numbers of consumers. While these advertising methods were useful for informing and reminding and reminding, they could not do the whole promotional job. They were used only to reach each consumer personally. The merchant still used personal persuasion once the customers were attracted to his store. The invention of hand press increased the potentialities of advertising. By Shakespeare times, posters had made their appearance, and assumed the function of fostering demand for existing products. Another important event was the emergence of the pamphlet as an advertising medium. The early examples of these pamphlets disclose their sponsorship by companies want to generate goodwill for their activities. The low cost of posters and handbills encouraged a number of publishers to experiment with other methods.

Objective of the Study

- The advertising in the travel trade and how an advertising campaign is planned and implemented successfully.
- It discuss about the definition of advertising, approach to advertising, function of advertising, selection of resorts and advertising media.
- The department of Tourism and Culture to help the showcase of the advertisement to approach the travel trade on their police Note 2010-2011.

Review of Literature

Krishan K. Kamra, in his work *Managing Tourist Destination* (New Delhi:2001).places India in the category of those countries which have abundant tourist potential and are also aware of the benefits of this industry but lack the advertising and known-how which are essential to market tourism in the international area. He emphasizes the urgent need to manage tourism destinations efficaciously so that tourist arrive in larger numbers and are induced to stay longer. He calls for a strategy where in there is provision for "an optimal set of inter-related facilities which can the advertisement to attract visitors." Describing environment as "a tourist asset", the author stresses the need for conservation so as to protect to our culture and plant and animal species from extinction.

R.K. Sinha, in his work *Growth and Development of Modern Tourism* (Delhi: 1999), while highlighting the significance of information revolution in the present day, has brought out its widespread impact on tourism. He stresses how the advertisement in Modern Information techniques offers great facilities for collecting, processing, and transmission of information related to tourism. The author has brought out the usefulness of computer technology, which has made its entry in the field of tourism in a big way providing travel services instantaneously. Nsfees A. Khan in his work, *Development of Tourism in India* (New Delhi: 2001), has made a detailed study of the tourism phenomenon in its numerous aspects. The author has traced the process of tourism planning in India right from the first five year plan to the eight five year plan has also given details of the committees set up by the Government to promote tourism. The author has provided valuable information of international and national tourist organizations along with details about travel agencies, hotel establishments, transport, et cetera.

Definition of Advertising

- The word advertising originates from a Latin word advertise, which means to turn to. The dictionary meaning of the term is "to give public notice or to announce publicly".
- Advertising may be defined as the process of buying sponsor-identified media space or time in order to promote a product or an idea.

- The American Marketing Association, Chicago, has defined advertising as “any form of non-personal presentation or promotion of ideas, goods or services, by an identified sponsor.”
- The simplest definition of advertising is that it is salesmanship in point. It is a paid mass communication of information intended to persuade buyers to use the advertised product and is sponsored by an identifiable person. A few years ago 1932 advertising age organised a contest for the definition of advertising and the following definition was adjudged the best:
- “The dissemination of information concerning an idea, product or service to compel action in accordance with the interest of the advertiser”
- One of the judges in this context combined several definitions to make the following definition: - “Advertising is the printed, written, spoken and pictured representation of a person product, service, or idea openly sponsored by the advertiser and at his expense for the purpose of influencing sales, use or endorsement.” Advertising is thus neither a game, nor a racket. It is one of the important tools in scientific marketing though not a exact science.

Approach to Advertising

Advertising does not mean to run a few advertising as they run off into different directions, with each one telling a story of its own without much regard for the message appearing in others. Sometimes managers think that all that they have to do is to engage an advertising agency who will do the rest. A tourist will decide to go to a place towards which he has a positive attitude and a place that fits into his beliefs and hopes. Resort analysis is also essential to enable the tourist organisation to much it with the needs of the tourist. This analysis is also essential to enable the tourist organisation to match it with the needs of the tourist. This analysis should include the special features of the resorts, the desire and hopes that it can satisfy, the hotels, transport and entertainments available. A good history of the resorts, any legends connected with it and its importance are also necessary in this analysis. The cost of various services will be most welcome. In analysing the market the purpose is to find out where the real demand lies and to estimate the tourist potential of the resort. This analysis will also give guidelines as to the advertising message to be adopted. The analyses of the tourist the resort and the market will provide the basis for an advertising campaign. Below are given some basic steps required in planning an advertising campaign.

Resorts Selected

When asked what sources assisted in making the choice of the holiday resort or what was the reason for selection, tourists usually list personal connection, friend's recommendations, previous personal visits, long before mentioning advertisements, articles, guide books etc. Travel agents and other organisers are consulted for information as a rule only after decision has been formulated. It is important to

remember that tourists make their choice in a fairly rational manner. The tendency is to settle first of all what kind of holiday they are looking for, and in what price range. Mountains or sea, motoring or public transport home or abroad, hotel or rented cottage. From this follows the process of narrowing the choice to an area and ultimately to a specific resort and specific establishment. Therefore it is vital that resort and hotel advertising should not operate in a vacuum but should be directed as closely as possible to those groups who have already made a decision about the type of the holiday otherwise the waste in the publicity effort will be tremendous. In fact resort or establishment publicity should be linked with the advertising efforts of the area country or great tourists region. Publicity is more effective when it can be directed at potential customers, when all the publicity shot hits the targets of tourists and only a few go wide off the mark. For motoring public which are not easy to reach, guide book of the kind published by automobile associations, are an excellent means of communication.

Advertising

The possibilities for promotion are practically unlimited. Press announcements, magazine advertisement, radio time, television commercials, file advertising, poster advertising exhibitions and fairs are the common ways of purchasing publicity. There are other means of publicity in which the main cost is the preparation or making of the publicity product, which is distributed not against payment, but is promoted, shown or obtained because of the news value, artistic merit or entertainment value of the product. Editorial feature articles for newspapers or magazines. Photographs, radio talks, large screen or television films, descriptive literature in brochure or book form, all these forms of publicity can expect the same kind of effort as directly paid for publicity. The third type is of merchandising publicity media such as poster, folders, booklets, guide books, window displays, film strips and all similar forms of sales aids used by travel agents and transport companies in selling travel and holidays. The skill of merchandising efforts usually ensures that the trade is able to display the product to the best advantage. Without merchandising publicity, general publicity cannot be converted into sales and the interest created among prospects cannot be sustained. Where a market is of a sufficient size, the merchandising and travel trade contact work must be carried out by a branch office in the spot.

News paper

The message penetrates to readers of all income groups thus sometimes involving considerable waste circulation. Announcements, although short lived, bring quick responses. It must be remembered that local newspapers are read mainly tourist advertisement would find readers in a better than average mood.

Magazines

Whilst the readers of newspapers have relatively few common characteristics, magazines readers can often be more defined according to tastes, interests, incomes

etc. The magazine is usually national; the length of life of the issue is fairly long read by more than one person. If the right magazines are chosen, the reader may be in a highly receptive mood for contemplating travel. Moreover magazines offer technical reproduction of photographs and enable advertisers to use colour.

Radio and Television

In radio the message can be put over only in sound which is a very poor way of exploiting the excitement and attraction of international travel. Visual impression and colour are important. Television, therefore, may be a useful medium. It does not however, enable a careful selection of the market to be made and is bound to involve much waste circulation. Moreover the sales message has a very short life; once the announcement is made, it has ceased to be of further effectiveness.

Looking to the future, television advertising must be regarded as the most potent form of advertising for creating a demand for travel. The visual image of faraway places can be conjured up in far greater variety than in magazine and photographs. Not only words, but also music can be used to create atmosphere, and to provoke the excitement and the medium for travel promotion will increase further. Travel films, interviews with travellers, travel quiz programmes, travel adventure series all this is good programming material. Without a doubt this will be the most powerful travel promotion medium of the future.

Poster Advertising

This form of advertising can only be successful in putting over a very simple, uncomplicated message. It is good reminder publicity, provided that it is sighted away from the many distractions usually found on roads. It is at its most effective when displayed in connection with travel and holidays, in travel agents office, or in a display of travel goods, or at a railway station or an aerodrome. These comments make it obvious that the choice of publicity media is a very difficult operation. The basic requirement for the institutional travel advertiser is a detailed knowledge of the market potential. The creation of advertisements, the planning and execution of advertising campaigns and the selection of media is a job for the specialist. But the effectiveness and efficiency of the advertising should be tested all the time.

Editorial Publicity

It is not regarded as advertising and therefore likely to be thought more truthful. It is likely to have a readership or an audience which is more interested in the subject, and hence more likely to be persuaded. There is more space, scope and freedom to put over an appeal which is essentially composed of a large variety of different attractions and advantages. It is cheaper to obtain than buying space or time. No control over media; therefore, no control over the market. No control over timing, presentation, lie out and copy; therefore no control over readership or audience.

Direct Mail

Direct mail advertising has the advantage of presentation of prospects. The advertising message gets directly to the right person. Its value depends on the following factors:

- Quality of the mailing price
- The prospects interest in what is offered
- Frequency of mailing
- News worthiness of the message
- Use of language familiar to the recipient.

Direct mailing piece should contain complete information so that the prospect's questions are fully answered. He should not have to write often for more information. Also literature should understate rather than overstate the facts so that guests may say on arrival "oh this is lovelier than I thought". An article by a travel authority creates a much better impact because it is from an independent and well known service. It helps to increase believability.

Folders and Brochures

Folders and brochures are some of the most effective forms of printed advertising. Nothing can so completely tell the story. A professionally designed holder at permitted prices is money well spent. Better to have no printed literature than a poor one. Previous visitors comprise the most important mailing list. Be sure names and addresses are correct. No control over the sales message (i.e. which essential points are actually made by the article, talk file).

Advertisement in Tourism Department

Tamil Nadu Tourism launched publicity campaigns in various Domestic and international in-flight magazines and leading travel magazines. Advertisements were also released in international magazines and international in-flight magazines viz. FVW international, condensate Traveller, Asian Voice, Gujarat Samachar (UK), Desin Asian, Telegraph (UK) High Life (British Airways), Budget Traveller (USA). Advertisements were also released in various Domestic in-flight magazines and travel magazines like Swagat (Air India-Domestic), Window Aisles (Paramount Airways)Jet Wings (Jet Airways)Spice Route (Spice Jet). Outlook Traveller, Hospitality India, Express Travel, Asian Traveller, Today, s Traveller. The Sunday Indian, Business& Economy, Incredible India, Geo, India Today Travel Plus etc. Advertisement on event specific campaigns like summer vacation, Indian Dance Festival and Sarral Festival were released in leading national newspapers and magazines. Periodically advertisements on local events and festivals related to domestic tourism are being publicized in vernacular dailies and magazines. News items regularly appear in them highlighting the attractions.

Conclusion

Nowadays advertisements have the power to influence, to impose a lifestyle and even to manipulate. More and more people let themselves driven by this urge of buying everything that is advertised. Advertising has become increasingly international. More than ever before, tour operators are looking beyond their own country's borders for new customers. The growth of multinational corporations, rising personal income levels worldwide, and falling trade barriers have all encouraged commerce, trade and tourism between countries. No one can predict what new forms advertising may take in the future. But the rapidly increasing cost of acquiring new customers makes one thing certain: advertisers will seek to keep their current customers by forming closer relationships with them and by promoting products, services, and advertising messages to meet their individual travel needs. When people plan their holiday, they expect to have a good time in a beautiful location, so if the advertisements combines both needs, so much the better. Advertisement tendencies will always follow people's needs, whatever they are, as long as they sell, as long as they fulfill their needs and desires and nevertheless make them happy and satisfied with what they have been provided. Tamil Nadu Tourism will work hard to achieve the objective of "**Each Family: one tour a year**" by embarking on novel projects at affordable costs.

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