



ENSURING STANDARDS OF QUALITY OF LIFE IN A TURBULENT WORLD

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Ensuring Standards of Quality of Life in a Turbulent World

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3.2. PR and advertising in marketing communications of tourism business enterprises

The success of the tourism business, like any other business, largely depends on the effectiveness of communication between the producer of tourism services and the consumer. Therefore, in modern conditions it is impossible to imagine the work of any travel agency without well-established communication: advertising and company promotion system. At the same time, modern realities make it possible to introduce innovative methods into marketing that make promotion not only more effective, but also less costly.

Today, according to the marketing company Forrester Research, customers make from 66 to 90% of the consumer choice of a tourist product on their own, using the resources of the global network. According to Google, users look at an average of 10.4 publications before making a purchase. And only after the end of this process, they turn to a travel company for clarification of the details. Thus, work on attracting a client should begin much earlier than the client calls the firm by phone or comes to the office for a meeting.

According to the Global Web Index, the average consumer has 5,8 social media accounts and actively uses 2,8 accounts. Therefore, it is necessary to offer the audience quality content on social networks in order to help potential customers make the right consumer decisions. The presence in the global network of information about the organization's tourism products, active blogging with useful information for the consumer increases the chances of the organization to choose the consumer [2].

The use of social networks is becoming more and more popular every year. To date, users of various social networks are about one hundred million people only aged 20 to 50 years. It is this age that is characterized by active purchasing power, including in the field of tourism services. In this connection, the target audience for the sale of tourism products completely coincides with the target audience for product promotion in social networks. That allows us to talk about the high

potential for the effectiveness of promotion in social networks of travel agencies and tourism products.

Advertising is information disseminated in any way, in any form and using any means, addressed to an indefinite circle of people and aimed at drawing attention to the object of advertising, generating or maintaining interest in it and promoting it on the market. First of all, advertising carries information that is usually presented in a concise, artistically expressed form, emotionally colored and brings to the consciousness and attention of potential buyers the most important facts and information about goods and services. Advertising, on the one hand, brings to consumers the information necessary for the purchase and use of goods, on the other hand, combining its information content with persuasiveness and suggestion, it has an emotional and mental impact on a person.

Promotional materials serve different purposes, depending on the point of view from which the subject is viewed [1, p. 75]. In practice, advertising rarely pursues only one goal, as a rule, goals intersect in one promotional event: to attract the attention of a potential buyer; provide the buyer with benefits for him from the acquisition of goods (services); provide the buyer with opportunities for additional study of the goods; form the consumer a certain level of knowledge about the product or service itself; create a favorable image (image) of the manufacturer or seller, as well as a trade or industrial brand among consumers and business partners; to form needs for this product, service; encourage a potential buyer to purchase this particular product from this company, and not from competitors; remind the consumer about the company and its products.

The choice of the type of advertising directly depends on the objectives of advertising: advertising new goods and services for the client; advertising of goods and services already known to the client – “supporting” advertising; advertising of a certain hero – “image” advertising; demonstration of advertising skills. Advertising has an impact on certain people and society as a whole [7, p. 24]. All the variety of its functions and factors of influence can be summarized in five groups: marketing, communication, educational, economic and social.

Marketing function of advertising. The marketing combination includes a set of elements commonly known as the four “P” (product (product), price (price), place (place), promotion (promotion)).

Advertising falls into the promotion category. The communicative function of advertising. In any form of advertising, a message is transmitted to a group of people, that is, communication is carried out.

Educational function of advertising. Through advertising, consumers learn about the products offered to them and discover new opportunities and ways to meet their needs. Advertising, in its educational aspect, accelerates the adaptation of the new and untested, thereby promoting technological progress at an accelerated pace.

The economic function of advertising. From an economic point of view, advertising is a set of means of non-price promotion of sales of products and the formation of demand for it.

The social function of advertising. With the help of advertising, public opinion is formed, non-profit organizations use advertising to disseminate information about socially significant events, receiving income from financing advertising projects, the media gain independence from state support, receiving an additional incentive for freedom of speech.

When organizing the advertising activities of the media, one should take into account the basic principles of advertising, without which the effectiveness of advertising is sharply reduced in a short time.

Truthfulness. This principle obliges the organizer of the promotional event to provide information about the goods, their quality, merits and benefits that correspond to reality. The golden rule of business – “do not promise what you cannot deliver” – is violated by many advertising services, as a result of which the company often loses the trust of its customers and, as a result, revenue [5].

Concreteness. This principle is expressed in convincing arguments and digital data used in the text of the advertising medium; in advertising graphics, the observance of this principle eliminates unjustified formalism and techniques that are incomprehensible to a wide audience.

Purposefulness. The main subjects of advertising are the advertised goods and market conditions, its object is the consumer.

Targeting. When choosing the form and constructing the content of an advertising message, it is important to know exactly who the advertisement is intended for, what habits and the most likely level of training of the addressee, what radio and television programs he watches. Advertising targeting involves choosing the exact addressee of advertising and choosing the best medium and time of circulation, which guarantees a reduction in advertising costs and an increase in its effectiveness.

Reasoning and originality. Convincing arguments increase the sale of goods and services by 12-50%, and originality stops attention three times more often. The choice of an idea for advertising can be made on the basis of an analysis of competitor materials, visits to exhibitions, expertise, and comparative analysis. But the rule must be observed: never copy completely someone else's ideas and design techniques. Other people's ideas can only be used to feed their own.

Competence. Advertising should be based on the latest achievements of various sciences and technical progress (art, sociology, psychology, medicine, design, etc.).

Humanity. Commercial advertising should contribute to the harmonious development of the individual, the spiritual growth of a person, the promotion of health, and the improvement of the aesthetics of everyday life and production.

Thus, an organization's use of advertising is subject to several prerequisites that contribute to a more efficient advertising process [3, p. 9]. So, an advertising campaign is relevant if: a new company appears; a product is offered that is not yet known to the buyer; the market is saturated with the same type of goods, and the purpose of advertising is to draw attention to your product; the volume of sales falls, and the purpose of advertising is to stimulate demand; the goal is to increase sales, conquer new market territories, attract new customers. In other cases, the use of advertising is not the most effective way to promote goods and services.

After determining the basic data of the promotion and taking into account the general principles of product advertising, it becomes necessary to select the type

of advertising to be used and the method of advertising. Advertising in the press is one of the most commonly used ways to convey advertising messages. According to experts, 90% of travel agencies place their advertisements in the print media: advertisements and review publications [6, p. 189].

Radio advertising. Radio is the second most used radio by various advertisers. The value of this type of communication lies in the fact that it can accompany a person constantly, without requiring his entire attention. Television advertising is the most massive and expensive form of advertising. It is one of the most spectacular and memorable advertising media. TV advertisements may show goods and services that propose to make the viewer a "participant" in a tourist trip. For a full-fledged advertising effect, advertising is usually shown simultaneously on many channels. In addition to television commercials, many travel agencies use specially prepared promotional videos or short promotional films lasting 10-15 minutes to demonstrate to office and exhibition visitors, in trading floors, through street showcases, before the start of films in cinemas.

Outdoor advertising. This type of advertising is a fairly effective tool for disseminating information about tourism enterprises and their services, since it is designed to cover the general population. Outdoor advertising includes various advertising banners, illuminated signs, electronic displays and screens, roof installations, pillars, etc. Outdoor advertising is placed in crowded places.

Transport advertising. Advertising on transport includes the placement of advertising tablets inside the passenger compartments of buses, subway trains, etc., as well as inscriptions on means of transport. The main requirement for advertising on transport is that advertising must be visible and recognizable in traffic conditions, this condition must be met both in outdoor and indoor transport advertising.

Fantasy advertisement. This is a wide range of appeals that are created by attracting non-traditional advertising media. It includes advertising on balloons, balloons during carnival processions, through game appeals, etc.

Direct mail advertising (direct mail). Among travel agencies, it is a popular and effective channel for the dissemination of advertising information. Today, direct mail

includes not only traditional mail, but also the transmission of information by fax, telephone and e-mail. When using direct mail tools, it is important to maintain a balance of distribution and not descend to the level of spam. Direct mail is often an extension of the main company.

Internet advertising. In recent years, computer advertising has significantly replaced traditional advertising media. Its main advantages are: huge coverage of the target audience, interactivity, availability at any time of the day, relatively low cost of placement, high information content.

Own Internet resource. Currently, one of the most common types of advertising is the creation of an organization's own Web-representation (pages on social networks, website, business card, corporate website, online store). At the same time, the information placed on the pages of the site becomes available to every Internet user. The content posted on the site (subject to a sufficient level of its uniqueness) contributes to the popularization of sites not only among users of the global network, but also among robots that organize the issuance of links when a user enters a search query.

Banner advertising is another way to use the Internet to promote a travel agency and its product. A banner is a graphic static or animated image that can be placed directly on any site, through banner exchange networks or specialized advertising agencies. The banner contains a click-activated link to the advertised resource.

Promotion of an Internet resource on the network. The presence of its own Internet representation in the global network allows you to expand the advertising campaign by disseminating information on the Internet not only about the tour operator, but also about its website [4, p. 128]. This technique is carried out by publishing data about the site (registration) on larger resources:

- in the tourist sections of resource directories;
- on thematic portals and sites for a wide range of users. Portals can be considered as online advertising platforms designed to promote the sales of services of advertisers – tour operators and travel agencies. On the platform of these resources, both banner advertising and paid placement of information about travel

agencies and their offers, as well as real orders from consumers from the server, are possible;

- on-line conferences (forums) of tourist sites and portals. In them, any web user can express their opinion about the work of a particular travel agency, advise others where it is better to relax, ask the audience how best to act in a given situation when choosing a tour, resort, travel agency, etc.;

- review portals. Similar to the previous point, an organization aimed at a customer-oriented business should apply for recall portals. Reviews on such resources both form feedback with the consumer and participate in the process of creating an image and advertising a travel agency, but this method must be used with caution: since according to Austrian travel agencies, positive tourist information is distributed with an efficiency coefficient of 7, and negative – with by a factor of 22. Thus, any customer complaints are distributed three times faster than positive reviews;

- on portals for travel business professionals. This type of portals is designed to increase the professional level of participants and create a kind of communication environment for tourism workers;

- posting ads on internet boards. This method is not effective, but is often used when promoting low-budget startups. Any statement about a resource in the global network has its own audience, while the possibility of paid (but at the same time quite budgetary) and free placement makes this method a democratic promotion option. When using this method, it is necessary to remove obsolete information about services in a timely manner so as not to worsen the reputation of the travel agency.

Thus, each of the presented methods of advertising goods and services of a travel agency has its own target audience with a certain age, social status and earnings. All this affects the individual choice of the type of advertising for each travel agency.

Advertising in tourism is one of the most important means of communication between the producer and consumer of travel services. The optimal features

of advertising in the tourism industry are determined by the specifics of the industry and its product – tourism services.

The main features of tourism services are:

- intangible nature: a service, unlike a product, cannot be touched, its properties cannot be fully studied before the end of receipt. The intangible nature of tourism services determines the mandatory formation of a trusting relationship between the buyer and the seller. Therefore, advertising in the tourism business bears a great responsibility for the truth and accuracy of the promoted information. There is a need to use visual, visual means, as a result – cinema and photographic materials are often used in advertising;

- complexity: the impression of the consumer formed after receiving the service depends on many factors. It is important to make as many transitions as possible between advertising and the direct provision of services (the ability to switch from advertising text to an order, branded maps, memos and guides included in the package of tour documents, distribution of travel agency souvenirs as part of the ordered tour, corporate style of company representatives, premises and transport);

- inconsistency and inconsistency. Tourism services, which, unlike traditional goods, do not have a constant quality, taste and usefulness, need the priority development of such advertising functions as information and propaganda.

Thus, the tourist product is a pronounced combination of all tangible and intangible elements. It cannot be pre-prepared for the client, perceived and evaluated for him [8, p. 305]. Consequently, tourism enterprises have the informal task of selling “hospitality”. This makes it difficult to sell his services to potential clients and at the same time increases the role of advertising.

Many firms with sufficient funds prefer complex advertising, believing that it is most effective on the eve of the tourist seasons [9]. The sphere of Internet advertising of tourist services is a new and not yet fully mastered way of PR and promotion. Despite the possible benefits, not many travel agencies are willing to abandon traditional advertising methods in favor of innovative ones. In this

connection, it is necessary to make the transition as less painful as possible and as efficient as possible.

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Part 3. The influence of means and channels of communication on the life quality in turbulent conditions

3.1. *Olha Boiko, Larysa Otroshchenko, Olena Zhylenko. Peculiarities of intercultural communication: value-cognitive basics.* This work is devoted to studying the peculiarities of intercultural communication in terms of such world trends as globalization and migration, as well as in people's cognitive and labor activity. The essence of the communication concept, its types, and approaches to it have been thoroughly analyzed. Attention has been paid to the characteristics of the intercultural interaction between representatives of different ethnic societies and to the consideration of the socio-cultural behavior patterns of representatives of foreign-speaking ethnic groups. Different communicative levels representing the context of communication between speakers of different cultures have been analyzed.

3.2. *Iryna Romaniuk, Kostyantyn Deyko, Oleh Koloskov. PR and advertising in marketing communications of tourism business enterprises.* Marketing communications play an important role in the formation and promotion of tourist goods and services in the national and international tourist markets. It was determined that the main elements of marketing communications are advertising, public relations, sales promotion and direct sales. Advertising is the most effective and most expensive means of the complex of marketing communications of tourism business enterprises. PR deserves special attention, because it affects the tourist (consumer) unobtrusively and inspires more trust than advertising. It was found that sales promotion is used to stimulate demand, increase the client's awareness of the tourist product and service.

3.3. *Wladyslaw Wornalkiewicz. Projects in the field of 5G network construction.* Times of restrictions caused by the ongoing COVID-19 pandemic, showed in many situations the failure of the existing teleinformation net. Suddenly, there was need for switching to remote learning, domestic work at the computer and performing many of the services online. Abrupt, strong load on the older generation' teleinformation networks and significant modernization of many operations through Internet, have come to the attention of the government in different countries to a need for an implementation of 5G broadband network. In anticipation of future potential customers, many of the commercial companies put as swiftly as possible an effort to change the transmission equipment for much efficient, when it comes to a capacity of information. In the framework of the European Union, directives to enter a codified 5G network were drawn up. This study shows the situation within the scope of progress of installation works of such a network in Poland among leading countries in this respect. It was presented how China comprehensively treat the introduction of new telecommunications solutions, in relation to individual service consumers, as well as through a wide absorption of a business for this undertaking. Either the EU or China believe the successful implementation of 5G network, is a good boost to modernize the economy.