

## **ANALYSIS OF ADVERTISING EFFECTIVENESS IN THE TOURISM SECTOR**

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Due to the complications of the modern stage of the economic situation, Ukraine is inherent a temporary reduction in the number of consumers of tourist services and, consequently, increased competition in the tourism sector and the intensification of the struggle for potential clients among market participants. As advertising in the tourism industry is one of the most effective elements of marketing communications and one of the main motivating factors that influence the demand for the tourism services, the analysis of its effectiveness is updated by the real market condition in this area. Advertising's means of impact on consumers are constantly changing and updating, what explains the necessity of constant analysis of advertising effectiveness and study of its impact on consumer choices in specific tourist services.

The article discloses a concept of "tourism advertising effectiveness", studies var-

ious factors that contribute to the complexity of calculating the economic effects and defining the role of the advertising's impact on the financial decisions by final consumer of travel services.

In terms of narrowing the tourist market, it is advertising that affects the consumer decisions in purchasing travel services. In most cases, it is not possible to determine the degree of advertising's effectiveness and, therefore, we can operate only with rough estimates. Nevertheless, the implementation of a qualified advertising's analysis is a necessary part of the successful business of the travel company. Advertising's efficiency must be assessed from two perspectives: on the one hand – the economic analysis of advertising's result, on the other – the psychological impact on consumers or communicative effect of a specific advertisement.