



A Review on Effects of Advertisements of Marketing on Tourism Industry

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ABSTRACT

This article aims to review on effects of advertisements on tourism industry. It is scientific-review. Today, all countries use modern advertising and marketing systems to indicate their power and potential attractions. Advertisement is one of the effective tools to attract tourists. Advertisement in tourism generally is one of the most important tasks of each tourism agency. To prepare a marketing program and tourism advertisements and to determine purposes and approaches of marketer should be done as the first and substantial step. Advertisements and its share has been a diagram of activity limitations of organizations. For advertisements activities in tourism industry in today's world, one should look at advertisements with belief and faith so that he would see that advertisements is not expensive but it is a kind of substantial investment to achieve organizational and national purposes and can have valuable achievements if it is performed accurately. Therefore, the present article first presents a review on the concept of advertisements and the concept of tourism. Then, advertisements in tourism industry and tools of tourism advertisements are investigated. At the rest, the role of oral advertisements and internet advertisements is expressed and finally, the article has a review on the studies which researches have performed on the effective factors in this industry.

Keyword:

marketing, advertisements, tools, tourism industry

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