

MAIN FEATURES OF ADVERTISING IN TOURISM

Nowadays, tourism is a powerful global industry. Due to its rapid growth rate, it is recognized as the economic phenomenon of the century. In this article, we will try to draw attention to the fact that well advertising creates good assistance for tourism in our country.

In many countries, tourism plays a significant role in generating GDP, creating additional jobs, and providing employment. Tourism has a huge impact on such key sectors of the economy as transport, communications, construction, agriculture, that is, it acts as a catalyst for socio-economic development. Therefore, for each country the level of tourism development is important.

With the increase in income of the population, psychological factors play an increasingly important role in choosing a tourist destination to visit. The value of information in this case is quite high due to the consumer building certain expectations from the planned vacation and, provided that the expectations coincide with reality, one can hope for a positive feedback from the consumer and a possible repeat trip to the place of rest he likes.

In Belarus, the lack of complete information about tourist sites is the main problem of tourism. Only the most popular attractions in our country have clear websites, 3d tours, enticing advertisements and social media accounts. Although in Belarus there is something to see in small towns: beautiful parks, ecological trails, sanatoriums, museums, unusual cafes and restaurants.

In order to attract the attention of tourists to these little-known attractions, it is necessary to hold a number of promotional events. It will be effective to create a developed system of websites dedicated to all types of tourism in Belarus, thanks to which everyone will be able to find out information about their favorite type of tourism. Interactive virtual tours of tourist sites that users can view online, high-quality videos demonstrating the beauty and unique capabilities of the facility will help attract the attention of potential visitors. It is effective to create a loyalty program for regular visitors, offering discounts and bonuses for those who come at certain periods or with certain coupons. Inviting popular bloggers and influencers to explore the attraction, organizing joint events or prize draws for bloggers' subscribers will also help attract new tourists.

Tourism, supported by an effective advertising strategy, can become a strong engine for the diverse development of regions, including improving the living conditions of the local population, developing transport and social infrastructure, as well as preserving and protecting natural resources. The economic benefits derived from tourism can extend to vari-

ous industries such as hospitality, restaurants, retail and the arts, contributing to the overall well-being of society.

Thus, tourism advertising is an essential tool in promoting the development of local economies, as it helps to attract attention and investment, forms a positive image of the region and ensures the sustainable and long-term development of the tourism industry.