

# The role of advertising tools in attracting tourists

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## ABSTRACT

The purpose of the current survey is to analyze and compare advertising tools in attracting tourists. Statistical society of this survey is all the tourists that have traveled to Marivan that have been chosen as sample through the Corcoran formula. The research method is descriptive-survey. Researcher-made questionnaire was used to collect data that its validity was verified by the experts and its reliability through Cronbach Alpha statistical method was tested. 0.797 was gained that indicates the reliability of the questionnaire. The collected data was analyzed by SPSS 17 software. T-Test method was used to test the hypotheses. The results taken from this survey indicate that T.V has more influence in comparison to radio among spoken tools and internet has the most influence in comparison to newspapers, billboard, internet and professional journals among the written tools in attracting tourists. It also indicated that respectively T.V, internet, radio, newspaper, billboard and professional journals have given the most information about the possibility of tourism to them. Tourists also believe that a combination of advertising tools is more effective in attracting tourists and gives more information to them about the touristy places.

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**Key words:** *advertising tools, Marivan, attracting tourists*



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## Introduction

The economists consider the tourism industry as an industry producing capital and employment and pay a special attention to this industry so they believe that developing tourism causes the increase of currency - creator economically. The authorities of economics believe that if one country use its potentials and move the wheels of industry, it will witness a wonderful flourish throughout the country economy (Fouladfar, Masoud, 1388). Developing the tourism industry and advertising have a close relationship in a certain process because tourism industry is part of production structure in the development process that can developing production, income and employment has an important and basic role in all countries. Advertising and its consequences in tourism industry in forms of written, visual, hearing and etc each one has its own influence in one of tourism stages. Professional advertising is the necessary element for creating cognition in the audience toward the form and the content of industry and increasing tourism attraction, investments and creating motivating behaviors based on advertising activity size professionally and using the latest advertising modern methods (Fouladfar, Masoud, 1388). Advertising has a lot of importance in contemporary era meanwhile advertising has devoted a special place to itself to attract tourists especially after the wide development in communication technology and the birth of new media (Mirzayee and Amini, 1385). It should be admitted that tourism is one of the most important industries that have been influenced by technology changes and information revolution a lot and the process of creating information and its exchange has developed more in this industry. In the current era, advertising has got new forms and faces in order to create the most influence and proportion with technology developments. Advertising can be observed in the tourism area in order to attract tourist and propagate the business more because using new communication tools in advertising along with other customary methods in addition to having various advantages, it is economical and makes profit several times more than the primary capital. The high income that some countries gain from tourism industry is the reason of the importance and value of advertising in this area.

The advertising messages should be introduced through certain canals and tools. Choosing certain canals in this area has a lot of importance to influence and gain the aims of developing tourism. In the discussion of advertising and its consequences in tourism industry in the forms of visual, hearing etc each has its own influence in one of the tourism programs. Considering the importance of advertising whether written or spoken we analyze the effect and role of advertising tools in tourism attraction and we are looking for the answer to this question: "Which position do the advertising tools have and which tool is the most effective one in attracting the tourists?"

### **Problem statement**

Today, advertising and marketing attempts are more than production and sale. So if one country has the facilities and potentials of tourism and doesn't include the advertising methods and introduction of these attractions and potentials in its macro programs, it certainly would not be successful in its growth and development of tourism industry. Basically tourists need information about the destination to choose their destination. They collect information from mass media like T.V, satellite receiver, internet and so on. Advertising as the most important device of success in individuals' life requires that this tool be studied carefully as scientific, social, cultural and communicational branches and be used with scientific, artistic and expert and professional look to be accompanied by success and purposes (Silverman, 2001). Nowadays advertising should be used in tourism industry professionally as the most important and professional tool because the success of advertising for cultural and tourism of a country is based on correct and professional understanding of advertising and its values because professional advertising can be observed as a winning tool for the development of cultural aims inside and outside and if not so is wasting time, capital and energy (Papli, Yazdi, Mohammad Hosein, 1385). Today, advertising should be considered and observed in such a manner that advertising is not costing but some kind of fundamental and basic investment for advertising activities in tourism industry to develop organizational and national purposes and in the case of correct execution can be accompanied by valuable achievements.

Today, tourists need information to travel to a certain place in order to identify the best place based on their taste and interest and predict a convenient and relaxed trip. So if tourists cannot get such information it causes wasting time, expense and dissatisfaction. So, advertising tools can play an effective role in giving information and attracting tourists to different places especially distant ones. Considering the tourists' different motivations indicates that tourism advertising policies can play effective roles in attracting tourists in (cultural, trade, service, economic, sports, environmental, tourism nature, research and so on).

### **Tourism and advertising tools**

Tourism has a lot of importance in world economics and is one of the important resources of currency incomes of countries in such a manner that it has devoted a large part of planning's and investments in today's world to itself. Trade and competition have increased along with its growth and development. According to world tourism organization the number of tourists all around the world was over 922 million in 2011 and the income gained was 944 billion dollars. This amount forms about 30% of all service exports of the world. Besides 9.3% world GDP has been calculated by tourism industry. This industry has created 215 million jobs around the world that includes 7.4% of all world employment (WTO, 2011). While according to the prediction of world tourism organization (WTO) this number will reach over 1.6 billion people by 2020 and tourists will spend over 2 trillion dollars and most part belong to developed countries. World tourism organization reports indicates that Middle East income from tourism industry in 2014 was estimated as 700 billion dollars (WTO, 2012) that indicates the importance of tourism.

It is evident that advertising messages in tourism industry should be introduced by certain canals or tools. Choosing a certain canal in this area to affect and access the aims of developing tourism has a lot of importance. Advertising tools are those tools that transfer messages from sender or senders to an audience or audiences including newspapers, books, radio and televisions, satellites and new technologies of communication and information and internet and so on. These tools have characteristics like unfamiliar receivers, high speed of action and message proliferation (Dadgaran, 1384:6) we introduce each of advertising tools that are used to attract foreign tourists below.

Television: businesses can have different forms of advertising for example we can refer to common advertisements, advertisement report, participation and sponsoring in making programs and advertising in provincial networks (a cheaper way and of course more limited effect). Television is engaged more than any other industry in satellite communications. With the creation of world televisions, the role of T.V as an inevitable companion and a member of modern society families has expanded and deepened more.

Radio: it is the commonest tool among the advertising media. It creates a situation for close and high speed relationship among the participants and the audience with its unique features like be portable, adoption with individual's mood and more important the active engagement of the audience with it in different programs in comparison to T.V that is a passive media. Businesses that have TV advertisements can use this possibility by changing the music within their advertisement into a radio advertisement because the audience can visualize the image by listening to it.

Written media: Press and news journals and newspapers form the largest volume of advertisements. That the small businesses can easily use this kind of advertising by limited budget is of the advantages of advertising in written media. We can refer to the following as the other advantages: 1) regarding visualization, color is enjoyable and pleasant for the readers so color print is the best choice. 2) High useful life span give the readers time to evaluate advertising and allow the messages to be transferred fully. 3) prestige: advertising the products in certain magazines can improve its image to the audience (Moun. Janci and Michael Esmanber, 1372).

Internet: It has the fastest growth of marketing communications and it is becoming the dominant marketing media in the near future. We can refer to low cost, purposefulness, being worldwide, being interactive, high effectiveness as the advantages of on line media (due to the possibility of careful aiming of the costumers on the basis of behaviors, history, interests and geography). It also made it possible for the smallest companies to access a world wide market.

Environmental advertising: one of the common ways in advertising is the use of environmental advertising. Billboards, stands, advertising in subway, buses, distributing leaflets and so on are different kinds of environmental advertising. We can refer to careful measurability by the audience, being cheap in comparison to access and so on as the advantages of billboards.

### Survey history

Rasoulzadeh and Hasanzadeh(1391) came to this conclusion that advertising ways in TV and satellite networks ,presenting introduction program of tourism attractions of the provinces, introducing slightly points of the province through advertising tizers and billboards at the level of the cities of the province and introducing tourism attracts in the entrance of the city and the holy shrine has got the highest degree of importance in attracting tourists.Ebrahimi et al (1388) found out that five tools including guide books, internet advertising, T.V, brochures and newspapers have the most effect in attracting tourists. NasrollahiVasati et al (1388) in a survey showed that verbal advertising affects the of tourists' decision to travel to foreign countries. Gender, age, education and the experience of travel affected meaningfully on using verbal advertizing meanwhile the purpose of travel didn't have a meaningful effect on using verbal advertising.Nouri and et l(1391)results showed that the tourists of the survey statistical society have used verbal advertising as a main source of travel information to a large extent. Moursan(2008) have analyzed and studied the effect of advertising in websites as a complementary tool along with other advertising tools. His survey result shows that users of these sites have been affected more than those that have not visited them. Douhan's studied al (1997) showed that though verbal advertising creators can be close friends, family or acquaintances, these individuals can be aliens or acquaintances with weak relationships. Morgan et al (2003) did a study and found out that negative verbal advertising defaces the mind image of the tourism destination as tourists share their real opinions about past travels experiences with each other. Kreek(2003) in a similar study in Caribbean also showed that when local inhabitants of the is region behave violently toward tourists, the negative verbal advertising of tourist after their return to their hometown leads to a serious stagnation in this industry in this country. Ranjbariayan et al (1390)showed that verbal advertising has influenced on the risks relating the travel ans devoting foreign tourists' information sources on their travel to Iran.

Saadat and Mozaffari(1388) in a study, analyzed the degree of familiarity of Kish free zone experts with three new communication tools including internet, SMS and digital billboard and the use of these tools in this region from 1382 to 1387.The results shows that the degree of Kish free zone experts use of new communication tools in tourism advertizing depends on the variable of degree of familiarity of these individuals with these tools.

### Conceptual model

Considering the history and the theoretical basics of the survey, conceptual model of this survey shows the effect of advertising tools including two parts of spoken (T.V and radio) and written tools (newspapers, billboard, magazines and internet) on attracting tourists that forms the theoretical framework and survey hypothesis. Figure 1 shows the conceptual model of the survey.

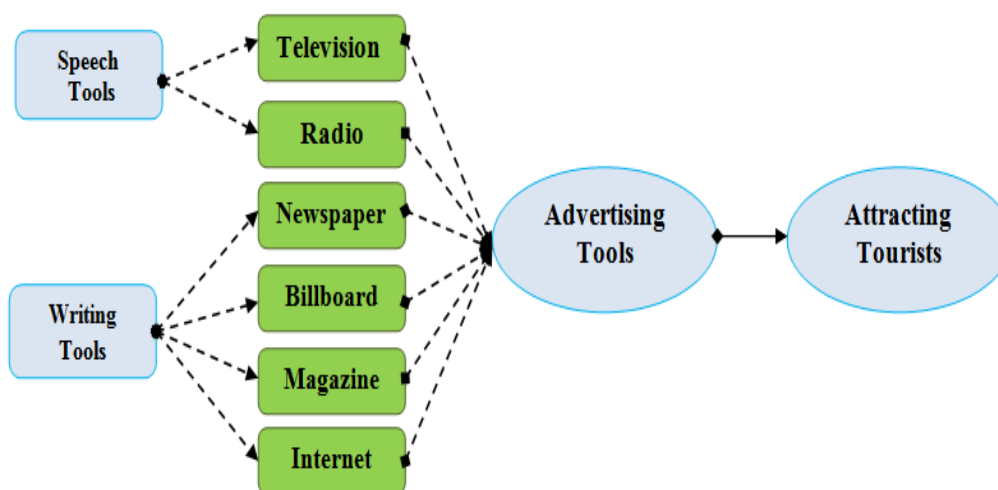


Figure 1: Conceptual model of the survey

### Survey hypotheses

The effect of advertising tools on attracting tourists is different.

T.V presents the most information about tourism places.

Advertising tools don't present complete information about tourism places to them from the viewpoint of tourists.

A combination of advertizing tools has the most effect on attracting tourists.

**Survey methodology**

This survey is applied from the viewpoint of aims and is descriptive from the view point of identity and is survey from the viewpoint of method and is sectional from the view pint of survey kind. The time span of the research is The spring of 2016 and space span is Marivan in Kurdistan. The statistical society of this survey is all the tourists having traveled to Marivan that 150 people were chosen as sample by Corcoran formula(formula 1).The needed information to do this research has been collected in two ways: 1) library method: in this method the subject literature and survey history from books, thesis, articles and websites have been used to collect data.2)field method: in this method the data was collected through designing and distributing questionnaire among statistical samples. The survey questionnaire has 14 questions and is in the form of likret spectrum (1=very little,2=average,3= much,4= very much).The questionnaire was distributed after several times of correction and final verification as questionnaire. In order to specify its validity the expert group’s opinion was used and Kronbakgh alpha was used to specify the reliability of it which 0.797 was gained(as this amount is as over 0.70,the reliability of the measuring tool is considered acceptable(Kalntari,1387).Using SPSS 17 software the collected data was analyzed. Sample T-Test method was used to test the hypothesis.

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$$n \geq \frac{Z^2 \frac{\alpha}{2} \times P \times q}{d^2} = \frac{1.96^2 \times .05 \times 0.5}{0.08^2} = 150$$

In the above formula, taking samples at the level of 95% and considering 5% error has been done  $\alpha = 0.05$ ,  $\frac{\alpha}{2} = 0.025$  and  $Z(0.025) = \pm 1.96$  the amount of q and p have been considered as 50% using cautionary method.

The measuring tool error was considered 8% as well.

**Research foundlings**

- First hypothesis: the effect of advertising tools on attracting tourists is different. The data of the table 1 showed the frequency distribution of respondents on the basis of advertising tools effect on tourists. The results show that most effects respectively equal with: internet, television, radio, newspaper, billboard and professional magazines.

Table 1.the effect of advertising tools on attracting tourists

Frequency of the effect of advertising tools on attracting tourists	Very little		Little		Average		Much		Very much	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
television	14	9.3	32	21.3	18	12.0	40	26.7	46	30.7
radio	54	36.0	30	20.0	29	19.3	17	11.3	20	13.3
newspaper	44	29.3	33	22.0	30	20.0	28	11.3	15	10.0
billboard	75	50.0	30	20.0	22	14.7	12	8.0	11	7.3
Professional magazines	79	52.7	32	21.3	20	13.3	14	9.3	5	3.3
internet	9	6.0	14	9.3	26	17.3	43	28.7	58	38.7
Sample T. test of first hypothesis	average		Criterion deviance		t		Df		sig	
	15.00		4.081		60.693		149		0.000	

Table 2.offeringmg information about tourism places by advertising tools

Frequency of the effect of advertising tools on attracting tourists	Very little		Little		Average		Much		Very much	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
television	7	4.7	16	10.7	27	18.0	39	26.0	61	40.7
radio	58	38.7	28	18.7	26	17.3	21	14	17	11.3
newspaper	56	37.3	36	24.0	34	22.7	17	11.3	7	4.7
billboard	52	34.7	49	32.7	25	16.7	18	12	6	4.0
Professional magazines	79	52.7	32	32	21	14.0	14	9.3	4	2.7
internet	6	4.0	7	4.7	28	18.7	49	32.7	60	40.0
Sample T. test of first hypothesis	average		Criterion deviance		t		Df		sig	
	19.36		3.336		71.087		149		0.000	

Sample independent T.tek is used to test the effect of advertising tools on tourists. According to table 1 and considering the degree of gained meaningfulness (0.000) that is less than 0.005 we can say that the effect of advertising tools on attracting tourists is different. So the survey hypothesis is verified.

Second hypothesis: television presents most information about tourism places.

Table 2 data shows the frequency of distribution of respondents on the basis of advertising tools in offering the information. The results show that most tools respectively equal with: television, internet, radio, newspaper, billboard and professional magazines.

Sample independent T-test is used to test second hypothesis. According to table 1 and considering the degree of gained meaningfulness (0.000) that is less than 0.005 we can say that television has most effect in offering tourism information. So the survey hypothesis is verified.

Third hypothesis: according to tourists, advertising tools doesn't offer complete information about tourism places.

Table 3: Sample independent T. test of third hypothesis

Third hypothesis	average	Criterion deviance	t	Df	sig
Offering information about tourism places by advertising tools	3.54	1.173	37.017	149	0.000

Results taken from sample independent T-test shows that in respondents' opinion advertising tools doesn't offer complete information to tourists. As the level of meaningfulness is less than 5% so the survey hypothesis is verified at the reliability level of 95% so this justification that advertising tools doesn't offer complete information to tourists is verified and the survey hypothesis is verified.

Fourth hypothesis: a combination of advertising tools has more effectiveness on attracting tourists.

Table 4. Sample independent T. test of fourth hypothesis

Fourth hypothesis	average	Criterion deviance	t	Df	sig
advertising tools has more effectiveness on attracting tourists.	3.40	1.336	31.215	149	0.000

Sample independent T-test is used to test the effect of a combination of advertising tools on attracting tourists. According to table 4 and considering the degree of gained meaningfulness (0.000) that is less than 0.005, the survey hypothesis is verified at the level of 95% so we can say that the effect of a combination of advertising tools on attracting tourists is verified so the survey hypothesis is verified.

## Conclusion

Tourism industry is considered as one the most important and the highest income industries and meanwhile healthy and clean for the economy of each country and considering the importance of information as a critical element in attracting tourists in this survey we analyzed whether advertising tools (T.V, radio, newspapers, billboard, professional magazines and internet) are effective in attracting tourists or not? The results taken showed that on the basis of effectiveness the most effect from the viewpoint of tourist are as follows respectively: internet, T.V, radio, newspapers, billboard and professional magazines. In other words among spoken tools (T.V, radio) T.V has the most effect and among written tools (newspaper, billboard, internet and professional magazine) internet has the most effect on attracting tourists. On the basis of the effect of advertising tools in presenting information the results showed that most information about the possibility of tourism from the viewpoint of tourists are done respectively by: T.V, internet, radio, newspapers, billboard and professional magazines. Besides from the viewpoint of tourists, advertising tools doesn't offer complete information about tourism places. They also believe that a combination of advertising tools is more effective on attracting tourists and offer complete information about tourism places. Considering the survey content and results some suggestions are made below: 1) Developing and reinforcing communication infrastructures is one of the necessary steps in the case of advertising for tourists and will increase attraction of tourists to the destinations. 2) All advertising tools should be tried about the possibility of tourism in different regions. 3) using capacious advertising tools like T.V, radio, internet, is effective in attracting tourists. It should be mentioned that advertising through T.V has a lot of cost and companies should evaluate their profit-cost and then try to advertise in this way. Radio is an advertising tool that has a lot of importance in attracting the audience. Although this tool doesn't have high level of cover, its low costs is one of the advantages of this tool so it is recommended that if it is possible for the companies to provide advertising cost through T.V, they use this tool. 4) The more attention or tourism ministry and national organizations to the importance of advertising media in attracting tourists and creating a website to introduce the region under study to provide the capacity of developing electronically advertising. 5) Broadcasting programs relating to tourists attraction in the national T.V and around the country with suitable planning and introduce slightly places of each province. On the other hand to attract foreign tourists, broadcasting advertisements from satellite T.Vs and in different languages can be effective. Making programs to attract more tourists can be directed in the form of T.V serials relating to historical events about every tourism work and attraction.

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