Tourism advertising strategies

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Abstract:

3. Tourism advertising:
2-3-1 The concept of tourism advertising:

The simplest meaning of advertising is to introduce something, that is , publishing data that would provide the reader with a correct idea about the advertised product , service or idea , and often this is intended to induce the recipient to take steps in line with the advertiser's desire. ((93 ص ، 2003 ، حجاب محمد منير حجاب

And advertising in general is Publishing information and data about goods, services, ideas, institutions, or others, with the intent to sell it or help with selling it or receive it through the use of various media in exchange for payment.

As for tourism advertising, it is one of impersonal efforts that work to influence the conscience, emotions and perceptions of tourists and direct their tourism behavior towards contracting a specific tourism program or tourism services for a specific tourism company.

The tourism advertising is considered successful if can influence the decision-making for the tourist to travel to that country, as it highlights and focuses on the special influences that interfere with the tourist's decision to travel.

It is known that tourism advertising is very important in increasing the number of tourists, the success of tourism advertising means the success of tourism, and therefore it must be taken into account that a person's orientation to a certain area depends primarily on advertising and other means of promotion, because he has never seen the area before, that Good, honest and clear advertising plays a big role in guiding tourists to an area.

(ابو علم ، وصال محمد ابو علم 1986،ص 56-57)

The tourism advertising may be official, whether at the local or global level, carried out by countries or governmental tourism bodies, and it works to convince tourists of the importance of enjoying the state's natural gifts, historical monuments, religious sanctuaries, sanatoriums, places of entertainment and promotion, and others.

Advertising helps when carrying out advertising campaigns, as it deals with advertising objectives from an economic point of view and focuses on delivering the message to the audience and persuading them with the factors of suspense and attractiveness, and choosing appropriate designs for each tourist market in addition to the appropriate advertising medium, whether it is a daily page, magazines, deals, publications or radio and TV, For the advertisement to succeed, it must be repeated to create a reputation and fame for the country, provided that it be entrusted to specialists and prepared in the light of the integrated media plan based on a comprehensive study of market conditions exporting tourists and their desires and inclinations.

2-3-2 Basics and rules of tourism advertising

There are certain basics and rules that must be taken into account for the success of tourism advertising, which are:

1.   Taking into account the accuracy in writing the advertising text that addresses the target audience so that the advertisement can affect the desires and interests of the audience, and urge them to the desired behavior represented by the tourist taking a trip or raising the degree of tourism awareness among the public.

2.   The level of quality related to the advertised tourist service

3.   The advertisement should provide important and detailed information and answers to the public's inquiries.

4.   The extent of honesty related to the aspects of the service by including real and clear information and presenting the advertisement in an attractive way that draws the attention of viewers and urges them to follow it.

5.   That the advertisement should be presented in an appropriate artistic form, as the advertising campaigns can use more than one artistic template in order to diversify and keep away from boredom and monotony.

6.   That the advertisement should be placed within a good and well-studied marketing plan that includes the conditions of the target market and the advertising means used, and the evaluation of the public's reactions to the advertising campaigns.

7.   The advertisement must continue, i.e. non-stop, so as not to break the connection between the tourists and the advertised product. And the reason why it is necessary to re-appear advertising, because the basis of human learning is repetition.

8.   The message should be directed to the target audience of current and prospective tourists and address them in a manner consistent with their cultural and social level..

9.   The appropriate time must be taken into account, meaning that the timing of the arrival of the advertising message to the audience matches the timing of their desires to prepare for their trips in sufficient time.

10. Use the appropriate advertising medium that conveys the message and content expressing the service and its quality. Accordingly, the preparation of the tourism advertisement must be entrusted to individuals specialized in this field in order for the tourism advertisement to succeed in achieving its goals.

59 - 58 ص ص ، م 1986 علا، أبو محمد وصال علا، أبو

2-3 - 3 Objectives of tourism advertising

The tourism advertising must have specific objectives within the framework of the general objectives of tourism activation. The designer of the advertisement must develop an integrated strategy to achieve a certain impact on the recipients - current and prospective tourists - in order to encourage them to visit the tourist destination.

The objectives of the tourism advertising can be defined in several points, including:

2-3-3-1 Creating the desire to travel:

Since one of the components of the tourism advertising is creating the desire to travel and visit the advertised places, and the tourism advertisement only helps in forming the desire to travel. The person of the twenty-first century has instinctively become eager to know more about the world in which he lives ,what encourages the individual to do so is the tremendous progress in the means of transportation and the rise in the level of income for some, then the social and cultural development, in addition to the advancement of the means of communication between people, including advertising.

2-3-3-2 Increased interest in visiting a specific area

The tourism advertising increases the demand for the tourist destination, and this is achieved by highlighting the features of the announced area, mentioning how to reach it, and focusing on the advantages, facilities and fun that the tourist will gain from this visit.

Tourism advertising increases the demand for tourism by raising its preference over other competing products, but this depends on the extent of the tourists' welfare and their economic, social and cultural status.

2-3-3-3 Identification and publishing of travel information

Such as the names of tourist areas, hotels, costs and events such as festivals, exhibitions, sports competitions and others. Thus, tourist demand is generated, so the tourist bases his decision on the comparison between the announced area and other tourist places.

(61 - 60 ص ، م 1986 علا، أبو محمد وصال علا، أبو

D- Mitigating the impact of political unrest and rumors:

It is known that the volume of travel and international tourism movement is very sensitive to political events, rumors, and any news or counter-propaganda that may lead to a feeling of insecurity and make or prevent the tourist from visiting a certain area.

2-3-3-4 Facing tourism competition with other countries

Competition in the field of tourism is multiple and difficult, and it must be confronted and steadfast in order for the target audience does not go out to the competing markets.

Focusing on tourism advertising before and during periods of tourist boom can achieve the greatest benefit. It is also possible to take advantage of advertising before and during periods of recession by focusing on new incentives, which helps to deal with the decrease in the percentage of tourism at that time, such as reducing prices or providing additional services...etc.

Therefore, you should pay attention to some considerations for tourism advertising

1. The advertising policy should be based on the actual capabilities available in the country.
2. It is necessary to take the problems of the region into account when setting the advertising policy.
3. The selection of advertising media is subject to the objectives and requirements of the advertising plan, and this is done based on a fixed method.
4. Advertising results are not quick, but in most cases need some awareness.

Tourism movement does not automatically increase the desired increase, but it is achieved by thoughtful advertising programs.

2-3-4 Tourism Advertising Directions:

The first trend : It depends on psychological appeal and then addresses tendencies and motives to influence them and excludes rational elements in knowledge and human behavior. This trend does not focus on the ideas and their value, but rather focuses on the efforts that are made to push the addressee to act according to what the advertisement wants. The important thing is for the person to receive directed images and methods that provoke the appropriate reaction. Thus, advertising does not discuss ideas, but rather activates the required instincts and emotions.

The second trend : The current advertising theory, depends on the discussion of the mind, where man is treated as a thinking creature, but he needs the intervention of other specialists in forming his opinions. Thus, specialists provide reasons and points of view to convince him through logic, this concept requires a different behavior as well, as it takes into account the human ability to act in the face of complex social situations, his culture and objective experiences, and the difficulty of influencing him through psychological appeal.

(20 ،ص 2014 العزيز، عبد محمود ،رشا فيالة

2-3-4-1 emotional trend :

This trend is based on the motives that drive the emotions of the individual and aims to influence his imagination, and this trend is widely used in advertising for fun and culture tourism and visiting religious and historical places.

It aims to create a belief that a special type of tourist offer can satisfy the desire of the tourist, and it is obvious that this offer enters into competition with similar types of offers that may be outside the scope of tourism.

(21 ،ص 2014 العزيز، عبد محمود ،رشا فيالة)

When using this trend , it is important that we have sufficient information on tourist demand, such as:

1. The extent of the desire to travel among individuals in the tourist market.

2. National customs or preferences prevailing in this market.

3. Ideas that the average traveler associates with the word "vacation travel"

4. The most important areas that a tourist wants to visit and the reasons behind it.

5. Income level of the population in different demand areas.

In general, the emotional trend gives a great deal of attention to praising nature and its landscapes, but there should be no exaggeration in highlighting this nature, in addition to the fact that the beauty of the region increases its impact on the prospective tourist when its nature differs from the nature of the place in which he lives. It follows that each region It derives its charm from being different in its terrain from the area from which the tourist comes. It is worth noting that the pressure resulting from civil life, whether it is physical or psychological pressure, has added new horizons to the basic motives for traveling vacations, such as the individual's longing to visit remote areas, return to spirituality, evasion of the daily routine of life and love of adventure.

2-3-4-2 Logical trend :

It is also known as the causative trend, as it provides reasons to convince the prospective customer to buy the advertised product or service.

For example, in the case of announcing an area for physiotherapy or hospitalization, we rely on confirmed facts by experts specialized in this field, where it is necessary to highlight the temperature, humidity, type of water used, its impact on diseases and the degree of success, and display pictures showing that, such as announcing the drug where it is always provided With data and information that prove the effectiveness of the treatment, the advertisement is often directed to doctors and specialists who, in turn, guide their clients to the treatment areas suitable for them.

Similarly, if we announce archaeological areas and new discoveries or excavations in a particular area, we may try to draw the attention of those interested in archeology or historical studies to the area of discovery

In this case, the information that will be conveyed to them is not added to the factor of imagination or emotion rather, it will be realistic and have a scientific nature, as we are addressing people on a certain scientific level.

Accordingly, we send the message to a person who will analyze the points contained in this message and decide their validity and then the extent of the benefit that will accrue to him if he buys the advertised tourist product or service.

But it is always preferable to combine emotion and logic in one message:

There is no doubt that the tourism product is subject to the laws of supply and demand like other products (goods, services and ideas), and it is also subject to all psychological factors that have become an effective factor in the modern economy and the economy is based on the philosophy of increasing consumption by creating new desires and generating motives for purchase, this can only be achieved through a focused advertising based on a deep study of the psychology and desires of the masses.

What increases the importance of advertising in the field of tourism is the intensity of competition between the countries of the world, as each country tries to attract the largest number of tourists to it after the great economic effects of the tourism industry appeared.
This is in addition to the fact that the same tourism products or services compete with other products that are similar in price
(البكري،فؤادة،2004، 1875).

The tourism advertisement must adhere to the actual advantages of the area to be promoted, as it is not reasonable to enumerate qualities that are not available in the first place or exaggerate in presenting them to the recipient, because this may attract some of the customers at first, but soon they will realize the truth and stop buying , they even convey to their friends the realistic image, and this type of word (word-of-mouth) is the most powerful way to influence sales or service.

The importance that advertising gives to travel is a purely personal matter. The individual's decision here depends on several factors, including tradition, social status, income level and other motives, all of which vary in strength from one person to another, and there is no doubt that the tourism advertisement can affect some of these factors. Moreover, in the absence of advertising, the sums that the individual may allocate for travel will be directed to other competing products or services.

Therefore, the tourism advertising policy must be drawn up and implemented on a scale and in such a way that travel competes with other consumer products that are at almost the same price level. This means that the advertisement should aim to increase the demand for travel by raising its priority in the table of consumer needs.

The world today is subjected to a fundamental economic and psychological change, as the personal and psychological conditions of the tourist are not stable, as traveling to one place is almost impossible as a result of traveling to another region due to the great expansion of markets and progress in the means of transportation.

Hence the importance of the tourism advertisement in introducing the new areas, highlighting their tourist attractions and advantages, and arousing the desire to visit them.

Advertising, in general, has become of great importance in the current era, in which human needs have multiplied and there are many competing products, services and ideas. Advertising has gained great importance in the field of tourism for several factors, including:

(البكري ،فؤاده ، 2004، ص76)

1-Increasing the intensity of global competition among many countries of the world to attract the largest number of tourists, in addition to the fact that the tourism products themselves compete with other products that are similar in price.

2- The tremendous development in the media and its influence on public opinion.

3- Tourism is a major industry like other basic industries in the world, and its revenues are an essential part of countries' budgets. Like every industry, it is transformed and renewed, and its methods of application vary, and this requires countries to have sufficient flexibility, intelligence and speed of action so that they can keep track of all innovations in the affairs of Tourism, especially those related to advertising.

4- Although tourism is a dangerous and important industry, for the individual it is an abstract idea that needs many efforts from those working in the field of tourism advertising to embody this idea and make it pulsate with vitality and attractiveness, because it does not relate to the basic needs of the individual.

5- Tourism is subject to economic laws and requires basic studies in the fields of planning, economics and statistics in order to identify the unseen forces that work behind the various tourism phenomena and decide on advertising methods which should be followed in respect of each phenomenon.

(فيالة ،رشا محمود عبد العزيز، 2014،ص22)

6- The growing sense of the importance of tourism culturally, socially and politically.

And advertising - if it is well planned and implemented - can generate quick sales or achieve long-term goals, and these long-term goals, if achieved, create a layer of loyal customers who are associated with the tourist area, but achieving this is not easy, because:

• Continuous change in the direction of competitive tourism.
• The individual's desire to move and instability in one place.
• The development of means of transportation, which brought the distant areas closer and facilitated the travel process.

2-4 Tourism advertising Strategy:

The message and advertising means strategies are the basis for campaign planning and the actual aspect of the implementation of the message through advertising means, and all research inputs, market identification, setting goals and setting budget are the cornerstones of the stage of creativity and publication of the advertising message. Message development and advertising media planning are usually two correlative events. Both message planners and advertising media planners work in unison and harmony to create the advertising message and carry it to the target recipient of the campaign

(فيالة ، رشا محمود عبد العزيز، 2014،ص23).

The tourism advertising strategy consists of two main components:

- Determine the advertising media.
- Creating advertising messages.

The tourism advertising campaign needs to determine the advertising media that will be used in the best way to serve the desired campaign goal, taking into account the development of the advertising media strategy that has been chosen. i.e. specifying the advertising medium to publish the advertisement and how and for how long it will be shown...etc

At the time when the campaign planner chooses the medium, he begins to create the advertising message that fits with this medium. Each advertising message contains a set of ingredients, elements and foundations that make it innovative and with a specific identity. However, the elements and foundations used in advertising differ according to the advertising medium, some of which are readable and others Audio, including visual...etc.

The innovative enterprise creates advertisements and arouses the interest of the target audience or determines the appropriate medium and then creates the advertisement, and this often causes a kind of difference between the innovators and the planners of the means of advertisements and advertising campaigns. The important thing is to deliver the advertisement through the advertising means to the recipient in a way that he understands, perceives and pushes him to respond to the advertising message, taking into account the specified budget.

2-5 Advertising Strategy:
2.5-1 Visual Elements:
- Photographs.
- Planning.
- Writing style.
- trade mark.
- Void.
- the color.

2-5-2 - Verbal elements:
- Title.
- Text.
- Wholesale advertising
- (البكري ،فؤاده ، 2004، ص60)

2-6 The role of the means of communication in advertising tourism:

The means of communication are responsible for shaping public opinion and influencing ideas and trends. They also control public taste and directly influence purchasing choices , and that is what it contains in messages that focus on the advantages in the various products offered in the market, which means intense competition between products and producers to gain consumer demand and achieve profits that in turn help increase and develop production, and this development or increase is accompanied by a continuous quest to increase the number of consumers or increase the volume of sales.

And all these are achieved only if there are strong and continuous advertising campaigns.

Advertising means vary and change among themselves to achieve one goal, which is to deliver the message to the receiving audience and convince them of the message's content. These media are divided according to the way the advertising message is conveyed into:
- Electronic advertising media (electronic message)
- Print advertising media (printed message).
☐- Augmented reality media

-2-6-1 Electronic advertising media :

The communications revolution in our days and the different variety of tools used enabled the advertising message to reach millions of people in a single moment and these tools became able to transmit the advertising message to the recipient anywhere on the globe.

(البكري ،فؤاده ، 2004، ص61).

2-6-1-1 Satellite TV as an audio-visual medium:

The means of communication gained a very effective means with the entry of television into its field in the second half of the twentieth century due to its advantages of transmitting image, sound and movements, which makes the viewer tight to the screen and persevere in following most of the programs.

Advertising producers have realized this media medium and subjected it to serve their goals in marketing goods and services, taking advantage of the set of distinctive characteristics of television that made it a successful and influential advertising medium that strongly competed with the previous media, especially with the spread and diversity of television channels and the extension of transmission in most channels over the course of the twenty-four hours And television entered the space age and specialized channels, which abolished barriers, distances, and even different languages. These characteristics indicate the increasing demand for television as an advertising medium. . Modern technology allows capturing the transmission in the both languages that the viewer knows and does not know, which helps to attract advertisers with a high density to this advertising medium.

Therefore, we are witnessing the growing importance of television advertising day by day, as it has become an important part of contemporary television life compared to the frozen capital in favor of television advertising in advertising production companies.

This reality has led to making television an advertising medium characterized by great acceptance by the advertiser due to the advertisement benefiting from the capabilities of television in displaying the advertised good or service in a realistic and clear image in front of the viewer and drawing his attention to it while arousing his interest and conviction in the commodity and creating his desire to obtain it.

Radio is characterized by long broadcast periods that reach up to 24 hours of radio broadcasting, which allows flexibility and speed in delivering the desired message from advertisers to the audience. Advertisers can choose, for example, to make an advertisement in the early morning targeting an audience and a specific category of recipients.

The cost of radio advertising is relatively low compared to the number of audience receiving these advertising messages when compared to television.

Radio advertising is characterized by stimulating the receiving audience to imagine and paint an imaginary mental picture of what is being advertised or to retrieve shapes and images from advertisements presented in other media such as television advertisements or print advertisements.

2-6-1-2 Disadvantages of using radio as an advertising medium::
- For many of the receiving audience, radio is a way to fill the void and stillness, as if it were an audio background without any interest or focus on the part of the recipient, and therefore many advertisements could lose their function and do not achieve their goal as a result of not listening well.
- - Radio advertising is not suitable for presenting the products that the audience should receive in the unique mental image when they see them inside outlets or points of sale.

- - The radio is defective in the large volume of advertising interference as a result of the large number of advertisers and also as a result of the relative lack of focus of the receiving audience while listening to radio channels.

2-6-2 The Internet (Visual Media)

The idea of the Internet dates back to 1969, when a complex computer designed an information network in the United States of America. The aim of this new tradition was to link military institutions and then universities to each other electronically.

And its use remained in this way until 1989, when the use of the Internet moved from civil and commercial military institutions, then this electronic network began to provide e-mail services, transfer documents, and provide electronic information items to institutions and individuals in many countries of the world. After the nineties of the twentieth century, the Internet turned into a commercial, scientific and cultural field, and one of the things in which it excelled greatly is publishing and communication, as these two functions qualified it to be used in marketing activity and thus in advertising activity within the actual and functional embodiment of its application and use in e-commerce activity. Advertising investments spread widely on the Internet after launching from scratch in 1995. This fact prompted investors to think seriously to establish an industry in its own right that specializes only in Internet advertising, whose rules differ greatly from the rules of advertising in other media. Due to the possibility of interaction with advertisements on the electronic network, and counting the number of visitors to advertisement sites on them is more accurate because it automatically records the number of visitors to it, and this matter is not available in other means of communication and advertising.

Online advertising consists of an electronic poster bearing the name of the advertising company and can include pictures or short sentences under the Internet browser or make an instant purchase via the electronic network. Since most advertising companies have special websites on the Internet, including an electronic sticker on the most popular pages on the network increases the opportunity for the Internet browser to increase its site. One of the advantages of online advertising is that it consists of an electronic sticker bearing the name of the advertised company and it can include pictures or short sentences under the Internet browser. It provides the advertiser with the possibility of accurately calculating his return on advertising spending so that he can know at any moment the number of visitors to his site, and thus this means of communication has enabled advertisers to reach millions of audience users of the international network and reach the advertising through it to markets that other media do not allow access to easily. Also, the electronic advertisement can communicate directly with a limited sample that may consist of one individual or a group of well-defined users, at a low cost.

(البكري ،فؤاده ، 2004 ، ص63)

The services provided by the Internet are not able to be secured by any other means of communication due to their interactive privacy, firstly as a place for publication and then as they provide most of the marketing functions and in some cases all of them introduce the good or service and enhance its image and brand image to make the desire to buy it

  Then it goes further by providing an interactive medium in which sales, purchases, payments and receipts are carried out without any third mediation between the seller and the buyer. In most cases, these operations are carried out by handing over the commodity to the advertiser with ease, for example, the most famous OLX application in the sale of all commodities.

Figure (2-5) OLX Application
https://olx.com.eg/ accessed at 6/8/2019 at 5.25 pm

Tour companies have begun to use advertisements that provide images and information with video clips of the city or coast, temperature control, meal prices, and the quality of wearable clothing.

Also, some companies have shown tourist films showing scenes of different sites of hotels and the coasts overlooking them, where the tourist chooses the important sites he wants to see and enjoy their waters, for example the Trivago application.

Figure (2-6) Trivago . Application
https://ar.trivago.com/en?sLanguageLocale=UK accessed at

6/8/2019at 5.24pm

There is no doubt that the role of the Internet as a means of communication is expanding day by day due to the increase in the number of subscribers in the international network, and this was shown by an opinion poll conducted by the Canadian company "Angus Red" and bought by the French company "Ipsos", where the number of Internet users in the world exceeded 300 million people.

(In 2000 AD, knowing that the same company stated that in 1996 there were forty million Internet users, and by 2020 the number of Internet users will reach 2 billion people.

. (عبد المقصود ،محمد عبد الله طه ، 2000،ص276)

2-6-2-1 Advantages of using the international information network as an advertising medium:

- The possibility of controlling the directing of the message to a specific audience (such as choosing businessmen, for example, who work in a particular business, so advertisers can describe their ads on important sites that this group of audience is supposed to browse)

- It is easy to control the form of the message quality in terms of space, design and interactive construction with the recipient or the browser.

- Advertising on the pages and websites of the International Information Network is an interactive advertisement through which the recipient can learn more data if he wants about the product or service, for example, or he can buy it directly, or even the browser can send the advertisement directly to a friend or person who is interested in the advertisement directly.

- The information network is characterized by the ability to quickly measure the effectiveness of the advertisement, which facilitates the measurement of the effectiveness of the advertisement and the reaction of the receiving audience immediately, and thus the speed of controlling the modification or change of the advertisement to achieve the desired goal without high cost.

- (عبد المقصود ،محمد عبد الله طه ، 2000،ص277)
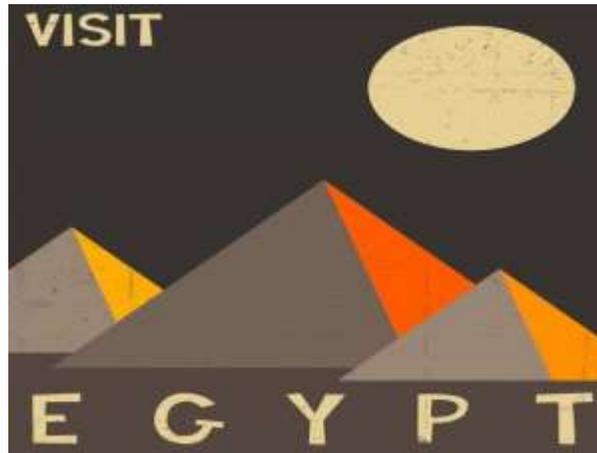
Figure (2-7) is a picture of the" visit Egypt "advertisement
https://www.pinterest.visitegypt.com accessed at 6/8/2019   5.17 pm

- The design creativity in the websites of the international information network has a high ability to attract attention through the ability to use many design elements such as still or moving images, sound and other attractive elements that mix between the features of different media such as print, radio and television.

- Advertisement on the International Information Network is distinguished by the fact that it is directed to an unlimited number of the receiving audience, whether locally or globally. The advertisement also distinguishes its continuity over the twenty-four hours a day, which speeds up the process of spreading the advertising message.

- Advertising through the information network is characterized by rapid spread among the receiving audience.

-    The information network is in itself an integrated means of communication and information that contains several communication methods, including the total means of presentation that have already been exposed. The information network can be used as an advertising medium, as a means of personal selling, as a means of direct marketing, or through it Making special offers to the public, and thus it is an integrated means of communication and information.

2-6-2-2 Disadvantages of using the international information network as an advertising medium:

- The length of time during which it is necessary to download some websites from the international internet, which sometimes afflicts the user with boredom, and thus becomes an important element of confusion for the user in his ability to receive the advertisement or the information provided.

There is great confusion due to the presence of the advertisement within a large framework between information and advertisements, which may not achieve the desired goal of the advertisement, as well as some advertisements that are sent directly to the public and cause great boredom to the recipient, which is the so-called E-mail spam.

Figure (2-8) E-mail spam.
https://www.easyspace.com/blog/2019/03/08/threatening-spam-

emails/accessed at 6/8/2019 , 5.25 pm

- Some advertisements that appear directly to the user of the Pop-up's international information network provoke the recipient who is using the information network, as the recipient here may not be willing to receive any advertising messages such as being at work or not psychologically prepared for such messages, as the advertisement here is mandatory and not Optional unlike the rest of the means, which are optional by the recipient.

Figure (2-9) Pop-up's windows

https://www.engadget.com/2014/08/14/the-creator-of-the-pop-up-ad-

says-sorry accessed at 6/8/2019 , 5.31 pm

The role of the information network in the field of advertising communication is not limited to the various forms of advertising, but also the information network provides to production or service bodies or institutions different areas of means of communication ,as a method of direct mail messages that are sent directly to the receiving public through a database that some companies collect for the names and electronic addresses of the public used for the international information network

(حجاب، محمد منير ، 2003، ص94).

2-6-3 Printed Advertising Media:
There are many forms of printed tourism advertising, depending on the desired goal, the place of its presentation and the time period allotted for its presentation. These forms are the same forms used in commercial advertising. The main purpose of them is the same, which is to convey information to attract attention and arouse desire, and then urge the recipient to take positive steps consistent with the wishes of the advertiser.

The advantage of the printed media material from other media is that it allows the reader to control the conditions of presentation, and it also allows greater freedom in analysis and interpretation.

The success of publications depends on three important elements:
(1) Content: It is the subject covered.
(2) The method of processing: It is the direct form in which these publications appear.
(3) Distribution: Publications are distributed in light of the knowledge of the target audience to be directed to.

On the other hand, it can be said that the ultimate goal of tourism advertising is to increase sales, and at the same time, the current goal of advertising is to achieve effective communication with a specific audience, and to achieve multiple important goals.
(عبد المقصود ،محمد عبد الله طه ، 2000،ص78)

Figure (2-10) of an old tourist advertisment image
https://www.pinterest.com/pin/130182245448158702/ accessed at
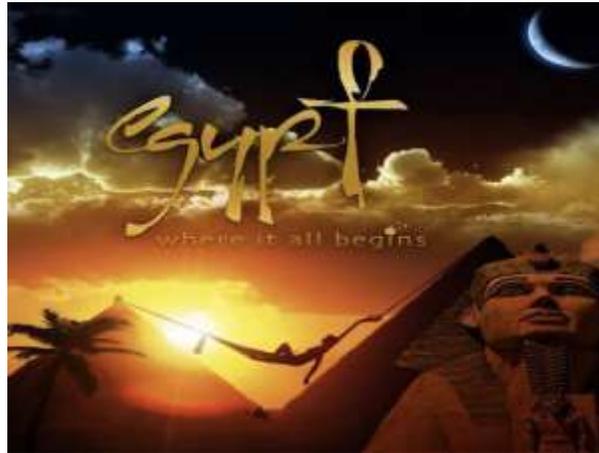
6/8/2019, 5.33 pm

Figure (2-11) a picture of a recent tourist advertisement
https://vimeo.com/11894676 accesed at 6/8/2019,5.37pm

Within the framework of four basic stages or steps:

- Creating a general awareness of the advertised product, service, or tourist facility.

- Establishing a large degree of general understanding of its various characteristics and aspects.

- - Creating a conviction among consumers of the necessity of the tourism product or service and the importance of purchasing or requesting it.

- Purchasing response to ad invitation

- (عبد المقصود ،محمد عبد الله طه ، 2000،ص79)

- These four steps represent specific goals for commercial tourism communication that differ from other types of communication, and it is also possible to measure the extent to which these goals are achieved before and after the advertisement.

By applying this model to tourism advertising, we find that the advertiser uses in his advertising campaign a set of verbal and non-verbal elements to encode the advertising message in a convincing manner, but the communication process will not necessarily be achieved except in one case only, which is that the tourists to whom the advertising message is directed understand these words, images and sounds with the same meaning that declared intent, This is because this language, whether verbal, visual or audible, which seems clear to the advertiser, may not fall within the circle of tourists' experience.

(عبد المقصود ،محمد عبد الله طه ، 2000،ص80)

2-7 types of modern interactive advertisements, some of which are based on the use of augmented reality technology:

The development of road advertisements has extended even further, by relying on the interactive in the advertisement, where the designer relies on the change in the lighting condition on the interaction between the advertisement and the participant in the communication, so the lighting unit remains closed until a person passes under it and its condition changes to the lighting mode.

2-7-1 Interactive mobile ads

Mobile services have been implemented globally enabling clients and agencies to interact directly with consumers through road advertising. Mobile services are new services that also allow consumers to interact with the road advertisement to learn more information about the nature of the product, or to get some information such as finding the nearest store to get the product.

We find that the application of this technology through road advertising will now enable advertisers to be able to update the content of the advertising message based on the variables and measure the degree of audience interaction with the content of the advertising message.

Features of Interactive mobile ads:

- A picture and a civilized advertising landscape that draws the attention of tourists to Egypt's use of modern methods of advertising.
(William F Arens, David H. Schaefer, 2009-p.377)

Disadvantages of interactive mobile ads:

- May not be suitable for some elderly people.
- Pause when the power is off

- (عبد المجيد ، إبراهيم رجب محمود ،2014، ص 56)

Figure (2-12) Interactive road advertisement via mobile phone
(www. Clearchanneloutdoor.com. accessed at 6/8/2019, 5.38 pm)

2-7-2 Giant Television Advertising Screen:

The brand and product of this type of road advertisement enjoy high visibility in high traffic areas and these giant screens are surrounded by large, high quality and design frames.

It is similar to a television screen, but it is large in size and contains an electronic memory that carries a number of advertisements that are displayed in succession according to the program prepared for them, and are placed on an iron support in a suitable place that allows passersby to see it. (William F Arens, David H. Schaefer, 2009, p.378).

Figure (2-13) Road advertisements on giant television screens
https://aqualiteoutdoor.com/big-screen-led-signs-billboards/accessed

at 6/8/2019, 6.05 pm.

2-7-3 Road Advertisement on Giant LED Outdoor LED Screen:

A new type of road advertisement this type of road advertisement is on TV screens and is of high quality to meet all the visual needs of outdoor display.

(William F Arens, David H. Schaefer, 2009,p.379)
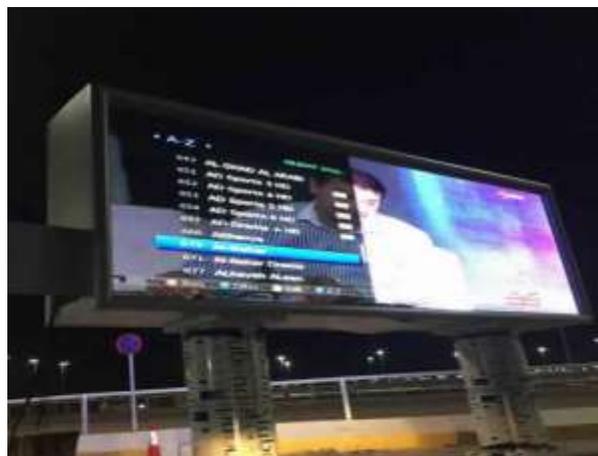
Figure (2-14) Road advertisement on giant LED screens
https://www.indiamart.com/proddetail/outdoor-led-display-screen-

14586318048.html accessed at 6/8/2019, 6.10 pm

It is characterized by operating under bright direct sunlight. They also consume less energy and are weatherproof, and these screens can provide all kinds of images with high quality and are distinguished from TV screens in that they allow us to use so-called curved screens.

The following are examples of some streets and tourist buildings in different regions of the world that rely on augmented reality technology for tourism advertising.

Figure (2-15) shows the use of augmented reality technology in the Arc de Triomphe in France
https://www.zumoko.com/travel-and-tourism-with-augmented-

reality/accessed at,6/8/2019, 5.56 pm

Figure (2-16) shows the use of augmented reality technology in Milan Cathedral, Italy

https://thinkmobiles.com/blog/augmented-reality-tourism/accessed at

6/8/2019, 5.57 pm

Figure (2-17) shows the use of augmented reality technology in front of the River Thames in England

https://mashable.com/2011/06/06/virtual-air-rights-augmented-

realityaccessde at 6/8/2019 6.00 pm

Figure (2-18) illustrates the use of augmented reality technology 10 Downing Street in England
http://www.tourismupdate.co.za/article/187273/Augmented-reality-gaming-fuels-innovative-tourism-experiences accessed at 6/8/2019,

6.12 pm

Figure (2-19) shows the use of augmented reality technology in front of Buckingham Palace in England
http://www.tourismupdate.co.za/article/187273/Augmented-reality-gaming-fuels-innovative-tourism-experiences accessed at 6/8/2019,

6.13 pm

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As a result, there are differences and disparities between the inputs of countries and the number of visitors from tourism, according to the use of modern methods and technologies in advertising and propaganda.

Table (2-1) Statistics of world tourism (number of visitors)

Sequence	Country	Market area UNWTO	Numbers of tourist arrival in million (2009)	Numbers of tourist arrival in million (2017)
1	France	Europe	58.5	99.5
2	United states	North America	51	80
3	Asia	Asia	49.6	71
4	China	Europe	41.1	72
5	Italy	Europe	30.1	85
6	United kingdom	Europe	23.6	93
7	Ukraine	Europe	18.9	43

UNWTO forecasts a growth in international tourist arrivals of between 4% ad 4.5% in 2017

We also note the noticeable increase in the number of tourists in the last ten years, which is the period during which the great technological boom occurred in the use of augmented reality technology, and it is the same countries that use augmented reality technology the most.

Table (2-2) statistics of international tourism inputs

Sequence	Country	Market area	The income of global tourism in billion Dollar (2009)	The income of global tourism in billion Dollar (2017)
1	United states	North America	85.7	105
2	Spain	Europe	51.1	80
3	France	Europe	46.3	102
4	Italy	Europe	38.1	78
5	China	Asia	41.9	82
6	United kingdom	Europe	37.6	62
7	Germany	Europe	36	73

UNWTO forecasts a growth in international tourist arrivals of between 4% and 4.5% in 2017 .