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**EFFICIENCY OF ADVERTISING CAMPAIGN
IN THE TOURISM
(on the example of RUE «SvetaTur»)**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of the thesis research work is the tourism in the Vitebsk region. The subject of the research is the effectiveness of an advertising campaign in the tourism sector in the Vitebsk region. The aim of the thesis is to study the effectiveness of advertising in tourism in a modern market. The methodological basis of the thesis was constituted by general scientific methods: the method of analysis, induction and deduction method, and methods used in sociological research (polling method).

In the process of writing this thesis, the following results were obtained: defined the role, functions, types, features of advertising in the tourism sector; considered the main stages of the development of an advertising campaign; methods for evaluating the effectiveness of an advertising campaign in the tourism sector are disclosed; revealed the main characteristics of tourism in the Vitebsk region; the organizational and economic characteristics of the travel agency of the city of Vitebsk are determined; determined the effectiveness of the advertising campaign of a travel agency of the city of Vitebsk.

The scientific novelty of the research results is due to the fact that to date, the effectiveness of advertising campaigns in the tourism business market in the city of Vitebsk has practically not been identified; it is not determined which types of advertising are most effective in this area.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical studies.

Key words: advertising, tourism, advertising in the sphere of tourism, external tourism, domestic tourism, tourism product, advertising campaign, advertising campaign development, advertising campaign structure, advertising campaign efficiency, evaluation of the effectiveness of the advertising campaign, advertising on the internet.