

# Advertisements and tourism websites

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Marketing primarily deals into products and services that benefit people in some way or the other, people become the most important factor in the market strategies. A good marketer always tries to exploit the personal preferences of the persons to influence his behavior as a consumer of goods and services that he wishes to sell. Marketers excel in influencing the self concept and personality traits and behavior by developing market strategies of the products, keeping in mind the prevailing lifestyles of the people. Hence, different market strategy is adopted for different group of people. Advertisements and websites are the most prolific example of segmented marketing where the contents of advertisements are decided by the target group. In the rapid globalization and advancing technology, websites of tourism are the most popular form of advertisements for the tourism industry who se.

Tourism websites have become popular primarily because they are able to provide the customers with the necessary information and services that facilitates their desire of relaxation and at the same time whet their appetite for adventure. People have inherent urge for adventure and tourist industry, the world over, has left no stone unturned in order to provide exciting adventure in the remotest part of the world. The information explosion and ecommerce activities in the tourism industry have further added to the attraction. The websites have made even a middle class person, with limited resources, to crave for the attractions and exciting new packages that are on offers by the travel agencies. ' [http://www. guardian. co. uk/travel](http://www.guardian.co.uk/travel)' is one such website that is designed to seduce the customers with a vast choice of

places offering attractive schemes.

Rest and relaxation are integral part of human nature where different people have different notion of rejuvenating themselves. The advertising firm has introduced creative format of feedback from seasoned travellers and their experiences that further serve to inspire the common man to buy that package and experience it first hand. The photos give the glimpse of picturesque nature with enchanting details that are sure to fascinate the nature lovers. The captions highlight the attractions of the season with travellers giving enticing account of their experiences. The tips given by the travellers are designed to inspire and boost the confidence of the future customers. Publishing interesting photographs, taken by the traveller is yet another way of adding a personal touch that is very alluring.

The website is extremely efficient in meeting the needs of the wide variety of travellers, offering each of them with something special. The right side of the screen has a user friendly menu that can be used even by novice. It offers the choice from the readymade travel packages that take into account all the travelling details including the transport, accommodation, meals and entertainment regalia to the individuals who may just want to know the transportation details or accommodation or merely require information about the special attractions of the places. The website is a successful advertisement of the travel destinations across the globe that inculcates a sense of belonging in the diversity of the region, race and culture.

Reference

Available from: [Accessed 22 April, 2009].

<https://assignbuster.com/advertisements-and-tourism-websites/>