

Hotel business advertising specificity and its psychological examination procedure

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Abstract

© 2015, Econjournals. All rights reserved. The article substantiates the need of the preliminary psychological examination of advertising. An overview and analysis of contemporary conceptual lines of the hotel advertising are given in the article. Features of advertising messages are shown on the example of some hotels. The effects arising from the improper construction of the advertising composition are given. Conclusions, revealing features of advertising strategies in the hotel business, in contrast to advertising in the commodity market are made.

Keywords

Advertising, Advertising composition, Advertising features, Hotel advertising, Hotel business