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INCREASING THE EFFICIENCY OF ADVERTISING OF OBJECTS OF TOURIST AND RECREATIONAL INFRASTRUCTURE OF THE CRIMEA USING NEW INFORMATION TECHNOLOGIES

The paper considers a tool for increasing the effectiveness of advertising objects of the tourist and recreational infrastructure of the Republic of Crimea through the use of information technology. The analysis of trends in the development of objects of tourist and recreational infrastructure of the Republic of Crimea was carried out. The characteristic of the economic essence of advertising in modern conditions is given. The types of modern information technologies and their role in achieving a competitive advantage are considered. The trends in the development of objects of tourist and recreational infrastructure of the Republic of Crimea are revealed. The specificity of the development of advertising and information technologies in the tourist and recreational business of the Republic of Crimea is determined. The analysis of relevant promotional tools applicable in the field of tourist services of the Republic of Crimea has been carried out. A project is proposed to promote the object of the tourist and recreational infrastructure of the Crimea using new information technologies on the example of the Saki cluster.

Keywords: information technologies, tourist and recreational infrastructure, promotion of services, advertising, Republic of Crimea.

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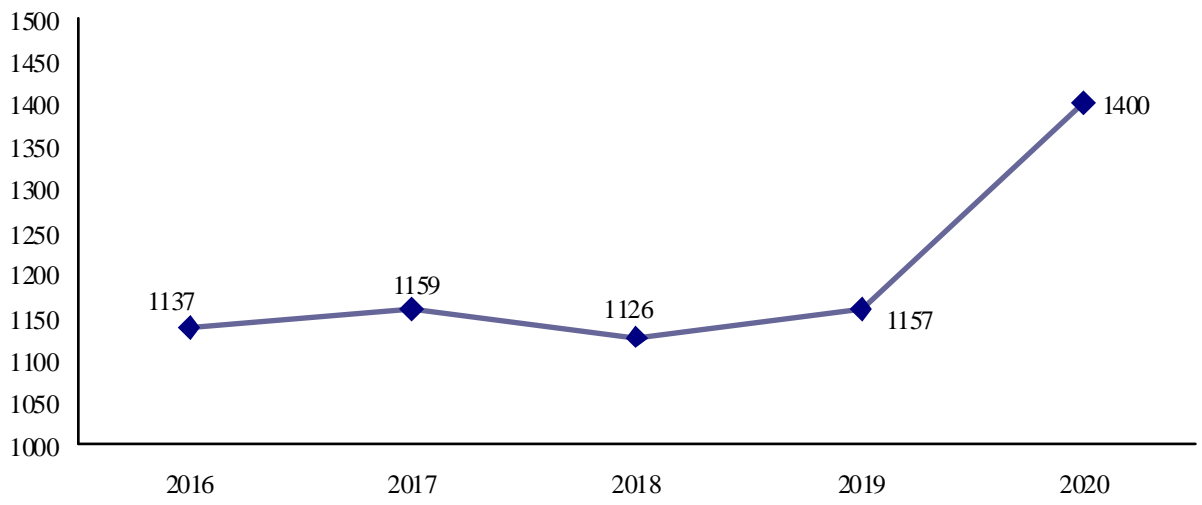
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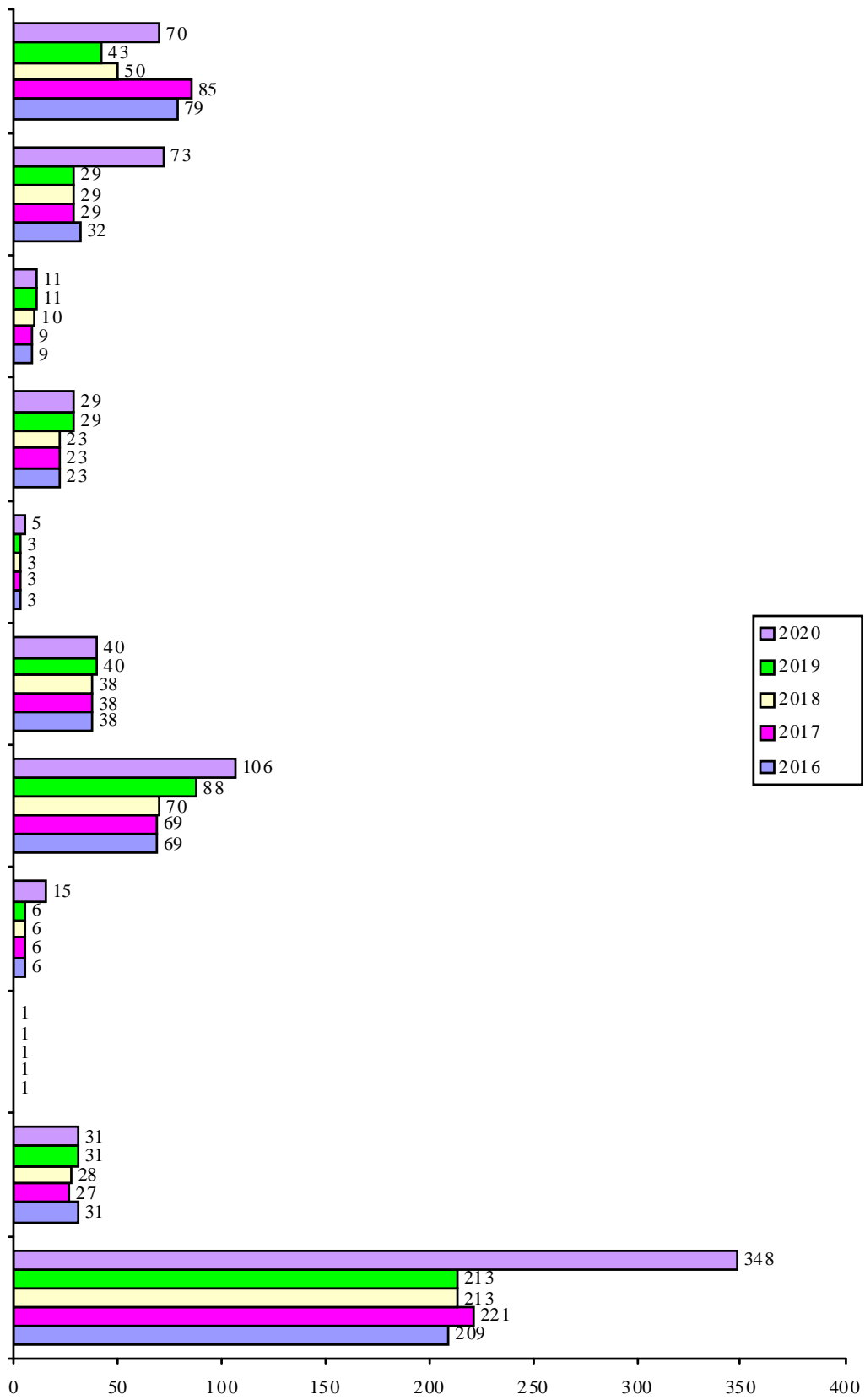
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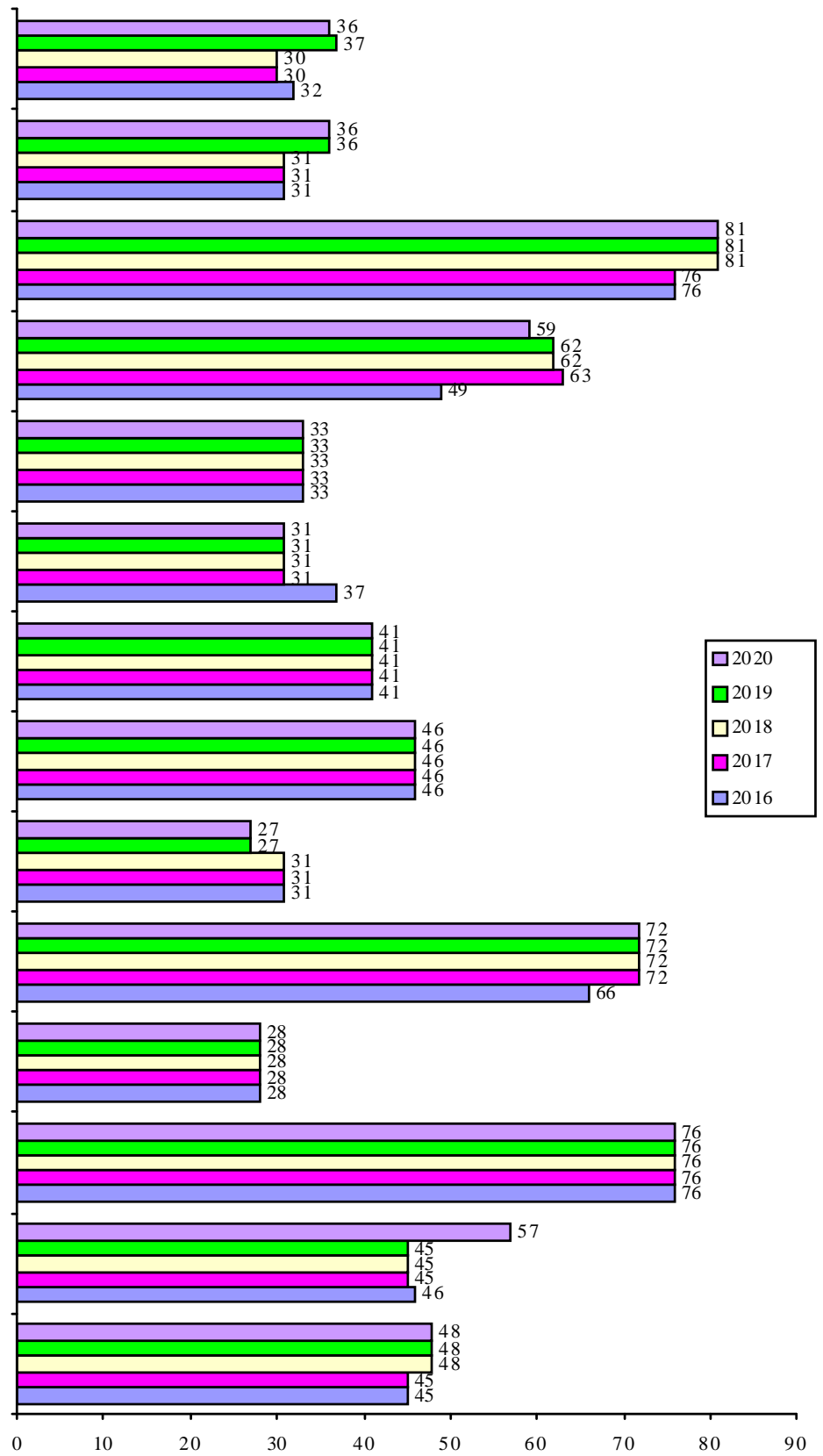
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САКИ

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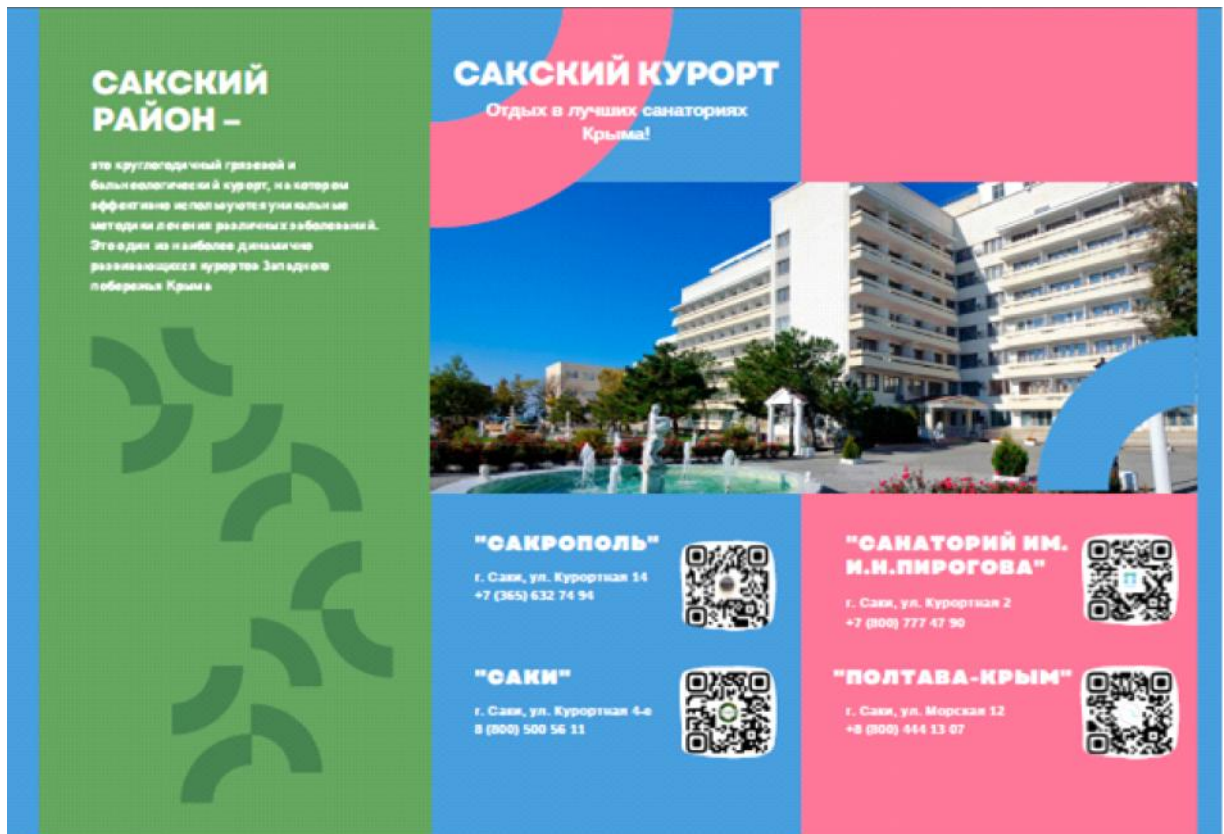
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