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US TRAVEL INDUSTRY ASSOCIATION: INFORMATION AND ADVERTISING

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Analysis of recent research and publications. The works of foreign scholars D. Ioannides, D. Simoti, K. Simma, R. Patterson, D. Walker, and others are devoted to the study of the US tourism industry. Among domestic scientists it is necessary to note researches of such experts, as O. Lyubitseva, I. Smirnov, M. Klyap, V. Kifyak, A. Ransky, J. Ruzhkovsky, I. Smal, I. Sukhodub and others.

According to UNWTO, tourist arrivals in North America account for 10.5% in the Americas, 2% in the Caribbean, 2.6% in South America, and only 0.9% in Central America [1].

The United States provides 60% of revenue for the entire American region. The country is a world leader in the number of revenues from international tourism. Revenues from international tourism amounted to 126.2 billion dollars. USA. The second position was occupied by Spain - 55.9 billion dollars. USA. At the same time, the contribution from international tourism of South America and the Caribbean to the budget amounted to about 24 billion dollars. USA. Central America - only 3.8% of total revenues in the entire American region It should be noted that revenues from foreign tourists, which consist of their expenses for accommodation, meals, local transport, entertainment and personal purchases, make a significant contribution to the economy as a whole , and not only in the field of tourism. Tourism stimulates the development of infrastructure elements (hotels, restaurants, trade enterprises, etc.),

has ample opportunities to attract investment, provides diversification of the economy by creating industries that serve the tourism industry. The United States attracts foreign tourists from around the world. Most of the revenue came from visiting tourists from Canada, reaching 26.7 billion dollars. USA. In second place are tourists from Japan, the corresponding figure was 16.9 billion dollars. USA [2].

Analyzing the income of the tourism industry of the United States of America, it is necessary to pay attention to the main industries that provide them: tourist accommodation establishments (hotel industry), catering establishments, transport network. According to STR Global, the total annual revenue of the country's hotel industry was \$ 157 billion. USA [3].

According to the American Travel Association, each international visitor to the United States spends approximately \$ 4,455. USA and remains for an average of 18 days [4]. The mechanism for supporting the development of tourism in the United States includes such components as the legal framework, financial support, tourism infrastructure, administrative and visa support, staff support and information support.

The National Tourism and Travel Strategy provides for an increase in the number of international tourists to 100 million, who will spend a total of about \$ 250 billion in the United States. USA by 2021 [5].

You arrived in a foreign country and stayed at a hotel. When you enter your room, you will usually turn on the TV first. Switching channels, you inevitably come across advertising. It has a different pace of sound and color compared to the advertising to which you are accustomed. There is something elusive in it that distinguishes it from what has been seen before. This originality is explained simply. Nothing reflects the country and the era better than advertising. It is part of the collective unconscious of this country. The creators of advertising find inspiration in everyday life.

In a mentality that reflects national characteristics. "The ideals of the nation are spoken of by its advertisements," said another well-known advertiser, Drew, in the early twentieth century. In advertising you see the country itself

Topicality. The United States has the largest GDP in the world, exceeding 17.5 trillion dollars. There are almost 55 thousand dollars per capita. According to this indicator, the United States is also one of the richest countries in the world and surpasses most of its main economic competitors. At the same time, the service sector in the country has long been more than 75% of the US economy. Due to US tourism policy, as well as intensive intra-regional exchanges between the United States, Canada and Mexico, the United States as a whole has consistently high revenues from international tourism. According to the American Tourism Industry Association, the U.S. tourism industry serves domestic and foreign tourists an average of more than \$ 100 billion in taxes a year to federal agencies, states, and municipalities.

Modern research of advertising is dominated by economic, psychological, linguistic perspectives of its study, and today the phenomenon of advertising should be the object of tourism interest, recognizing primarily as one of the areas of mass communication. The effectiveness of advertising largely depends on the proper use of appropriate forms and means of influencing the consumer, which in turn requires

managers and employees of the tourism enterprise thorough knowledge of the modern advertising process, features of advertising in tourism, advertising planning, choice of means of distribution. Of all the countries in the world, the tourism industry has reached the highest level of development in the United States, largely due to a number of factors such as a variety of recreational resources, strong material and technical base and developed tourism infrastructure and more. If foreign visitors are more attracted to American cities through advertising, embodying the unique cultural and historical features, unique atmosphere and color of the country, the basis of domestic tourism is the interest of local residents in all sorts of natural attractions million km², and the diversity of natural areas covers the spectrum from tundra to deserts).

According to the US Travel Industry Association, for Americans traveling within the United States, a favorite mode of transportation is a car (own or rented). During the year, on average, this type of transport is preferred by 91% of tourists. In second place - a plane (9%), in third place - a train or ship (4%). For 82% the main motive for travel is leisure, for 12% - business. Favorite pastime for travelers - shopping (30% are engaged in shopping), the second - attending family events (27%), the third - outdoor recreation (11%).

The large profits of the US tourism industry are also based on the hard work of the newcomers employed in it. However, this also applies to other industries. Quite unusual for us is the fact that the United States is the only industrialized country in the world, whose federal law does not enshrine the right to annual leave.

A study by Expedia.com found that Americans received 13-14 days off during the year (14.3 days for men and 11.7 days for women). Every year, about one in three working Americans does not use all the days of their vacation. The main reasons for refusing leave: the desire to receive compensation from the employer, the inability to plan a vacation and the inability to go on vacation with family. To some extent, this attitude not only to work but also to leisure also affects the state of tourism, especially domestic.

By the way, according to, the two largest online travel portals Expedia and Travelocity have announced plans to work together. Expedia is beginning to work with its competitor, providing a technology base for its sites currently operating in the United States and Canada, and allowing Travelocity to use Expedia's database of hotels and flights. Some industry observers have called the idea an "unofficial merger" of the two companies, the acquisition of Travelocity. However, the company, which remains owned by Sabre, insists it will continue to "keep pace with Expedia, despite their shared resources." According to the company, the Travelocity brand, its search algorithms and its range of travel offers will be preserved.

From the advertisement: "The travelocity.com booking service offers you to use a promo code for a discount. Until December 31 inclusive, use the HTL10 code and receive a 10% discount. This booking service offers you hotels around the world and great deals on accommodation, but in any case we advise you to first look at offers from other resources on the comparison services. In this way you will be able to find a real option for savings ".

Tourism as a way of leisure became widespread in the United States in the early twentieth century. In 1950, the Federal Commission for the Study of Tourism and Recreation Resources was established, as well as the Federal Bureau of Tourism and Recreation, which were to promote the development of tourism in the country. The first US National Tourism Act was passed in 1961. It provided for the establishment of the Travel and Tourism Administration within the US Federal Department of Commerce. Later, in 1981, the Law "On National Policy in the Field of Tourism" was adopted, and on May 30, 1992 - the Law "On Policy in the Field of Tourism and Export Development", according to which the Administration of Travel and Tourism was given the following main tasks: coordination of the state policy in the field of tourism in the interests of the USA, research of a conjuncture of the tourist market, conducting statistics of tourism, management of the program of development of tourism, rendering of support to states, counties, cities and rural areas. The tasks of the national tourism administration - the Service for the Travel Industry and Tourism - include the management of the statistical accounting system in tourism to assess the economic importance of the industry; promotion of the national tourist product on the world market; determining the strategy of tourism development, tourism policy and protection of the interests of national producers of tourism products; providing technical assistance to the inbound and domestic tourism industry in the country. In addition to the national body that regulates tourism at the federal level, in the United States, each state has an appropriate service responsible for tourism development. As a rule, it is the Agency for Trade, Commerce and Tourism, which is tasked with the systematic growth and comprehensive development of inbound and domestic tourism, the implementation of advertising and information programs, analysis of the state and prospects of tourism development. The situation is similar in cities, where local authorities have special Tourism Offices, the main function of which is to attract tourists. The Bureau includes representatives of the city authorities, transport companies, hotels, restaurants, entertainment and other institutions. The budgets of the Bureau are formed from the funds collected by the region or city in the form of a tax levied on hotel residents for accommodation (from 8 to 18%), as well as from membership fees and advertising revenues. The Travel and Tourism Administration is called upon to work closely with the Tourism Advisory Council, which includes 15 representatives of major US industries, and the National Travel and Tourism Promotion Council, which is responsible for the annual promotional publication entitled: "Tourism Works to America. "These reports make it clear that inbound and domestic tourism are the most important sectors of the national economy. In order to draw attention to the field of tourism and to address its problems, the White House regularly holds national conferences on tourism development. Most countries have their own national tourism organizations. Some of them, such as in France and Spain, are part of the government, while others are created independently of the government, but are supported by it through centralized financial injections. The US Travel and Tourism Administration is supported by the federal government. The organization is funded by annual federal loans and private sector partnership contributions of up to \$ 50 million.

Technological innovations are the use of high-performance equipment of continuous action. Currently, the second "revolution" is taking place in the processes of supply and marketing - under the influence of logistics, Internet and e-commerce.

Thus, in the United States, with its belief in a free enterprise system and respect for the federal constitution and law, the function of advertising and promoting the country's image abroad is now delegated either to individual states or to specially created private entities. State intervention is limited to measures to protect the lives and health of Americans (such as flight safety and air traffic control).

Among the factors influencing the development of tourism in the United States, we should also mention the distance from other regions and, above all, the European tourism market. Therefore, a particularly intensive exchange of tourists is between the United States, Canada and Mexico. However, the prospects for tourism development in America are associated with overall economic growth, increasing incomes, improving the quality of life and, consequently, increasing demand for travel.

Advertising as a demonstration of the modern communicative space is an important area of activity. It enters the life of the modern traveler /consumer, taking over the functions of a factor that not only largely determines the economic sphere of society, but also reflects and at the same time forms a mass culture and consciousness. In view of this, advertising must be multilevel studied and realized in view of its true place in the functioning of both the material and spiritual spheres of life of every traveler and society as a whole.

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