

Nevena Ćurčić

QUALITATIVE ASSESSMENT OF THE TOURIST PROPAGANDA ASSETS AND THE APPLIED CARTOGRAPHIC MATERIALS IN IMPROVING THE PROMOTIONAL ACTIVITIES IN TOURISM

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Nevena Ćurčić's monograph, "The qualitative assessment of the tourist propaganda assets and the applied cartographic materials in improving promotional activities in tourism," is an original scientific paper, created on the basis of the content collected, processed and analyzed in different types of tourist propaganda materials (graphic, advertising, projection, spatial-plastic and interactive tools), with special emphasis on the presence, shape and quality of cartographic materials in them. The

monograph specifically covers the issues of the quality of tourist propaganda's assets, the elements that affect the quality, the method of determining the quality of propaganda assets and possibilities of its improvement.

The monograph is a serious and comprehensive study in 240 pages, which in addition to a foreword, introduction and conclusion, has five main units or parts, dealing with various aspects of the advertising activity.

The first part deals with the issues of marketing in the tourist industry, with special emphasis on marketing in the service sector, the implementation of tourist marketing, the basic characteristics of marketing communications in tourism, the elements of the marketing mix in tourism, and the place and role of promotion in marketing.

The second part focuses on the instruments of promotional mix, where commercial advertising, personal selling, sales promotion, public relations and publicity, sponsorship, direct marketing, and promotion of "word of mouth" in particular are discussed.

The third part of the monograph is linked to the propaganda in the tourist industry, where the author first deals with propaganda in general and then individually with the propaganda in tourism, mediators in the tourist propaganda, classification, types and means of tourist advertising and the use of cartographic content in tourist propaganda.

The fourth part of this publication deals with the use of propaganda resources in tourism, on the basis of a detailed survey conducted. In this sense, the structure of the sample, the reasons the respondents took the trip, the advertising materials that affected them the most when choosing the destination are described, along with the concluding remarks connected to this issue.

The fifth part covers the quality of the tourist propaganda i.e., the quality factors in tourism advertising funds, qualitative evaluation of assets in tourist propaganda, propaganda campaigns, planning a comprehensive campaign and evaluating the effects of the tourist propaganda.

The monograph was made in consulting a large number of bibliographic units of local and foreign authors, as confirmed by the number of 163 sources. In addition to this, the publication is filled with a great number of contributions in the form of tables, charts and photographs, functionally related to the text, and at the end of the publication there is a chapter with the collection of contributions of different visual resources of tourist propaganda.

This book, in its best way, contributes to the theoretical development of the quality standards in tourism advertising resources, and bearing in mind that there is lack of such and similar literature; this publication gains importance and weight. In this way, the results of the analysis of propaganda instruments have a wide and practical application, both in scientific and professional areas. This is particularly true at a time when Serbia is working hard to return to the global tourist market using various promotional activities, while struggling to change the negative tourist identity of the country. Therefore, the quality of the promotional material must be the primary requirement in the struggle on the world market. In this sense, this monograph is a small encyclopedia of tourist propaganda and a practical guide for planning promotions.

Vuk Garača