

for improving the quality of the tourism services market in the country. The use of such outlooks will positively affect the improvement of both the economic and social development of Ukraine.

#### **References:**

1. [https://www.streetdirectory.com/travel\\_guide/206643/europe\\_destinations/tourism\\_in\\_ukraine\\_a\\_new\\_industry\\_but\\_more\\_and\\_more\\_important.html](https://www.streetdirectory.com/travel_guide/206643/europe_destinations/tourism_in_ukraine_a_new_industry_but_more_and_more_important.html)
2. <http://skole.com.ua/ru/papers/13-turizm/36-turizmurproblemi.html>

## **PROS AND CONS OF EFFECTIVE ADVERTISING IN PHARMACEUTICAL BUSINESS**

**Anna Konovalova**, student

**Natalya Naumova**, Associate Professor, Research Advisor  
*Zaporizhzhia National University*

Advertising, as an integral part of the marketing of any company, can be used as the main way to attract more customers. Not every industry advertising campaign may be suitable. In the pharmaceutical industry there are more and more disputes over advertising, so the question arises: what are the pros and cons of advertising in pharmaceutical business?

The biggest advantages of advertising are the functions that it performs, such as: to draw attention to the product, to indicate its specifics, to inform, to influence the audience of consumers. In terms of Internet marketing, pharmaceuticals are considered to be one of the most problematic areas: competition between manufacturers and providers of medical services is too high, therefore many legislative restrictions prevent the promotion of the segment in the usual ways. This can be considered the main disadvantage.

Advertising can be created for each of the categories of medicines: food, hygiene products, medicines for outdoor and indoor use, medical equipment, children's products and other types of goods.

There are several obvious advantages of advertising for consumers: the introduction of the population to a healthy lifestyle through advertising the use of natural food additives and vitamin preparations; advertising informs about the additional benefits that the buyer acquires by buying goods; the possibility of attracting the attention of a wide audience to a product or brand, especially to a previously unknown product for which demand is yet to be formed.

There are also visible disadvantages of advertising: emotional advertising does not always cause understanding, especially the practice of applying advertising to consumer emotions; there is a myth about the unlimited power of advertising, with which you can supposedly sell anything; in a society there is no complete confidence in the advertisement, which is associated with unfair advertising, and sometimes deception.

Following the marketing concepts of different companies, advertising can influence the formation of demand for goods and manage it. This way companies successfully adapt to the requirements of the market, respond promptly to changes in the market environment and, as a result, helps to increase the efficiency of their work. The market, in turn, creates a direct link between production and consumption.

In conclusion, it is necessary to point out that advertising can be considered the biggest part of a promotion policy of companies. But planning budget and turning to the Internet as the most promising and economical communication channel, several factors must be taken into account: firstly, the world trends of globalization and the shift of the audience to the Internet, during the potential audience uses traditional media, especially the older age; secondly, the need to watch for trends while staying within the law.

### References:

1. Человек и наука. [ Электронный ресурс ] / Особенности текстов рекламы фармацевтической продукции в прессе. – Режим доступа: <http://cheloveknauka.com/osobennosti-tekstov-reklamy-farmatsevticheskoy-produktsii-v-pechatnoy-presse>. – Дата доступа: 30.09.2015. Назва з титулу екрану.
2. Grandars. [Електронний ресурс] / Влияние рекламы. – Режим доступа: <http://www.grandars.ru/student/marketing/vliyanie-reklamy.html> . – Дата доступа: 29.11.2017. – Назва з титулу екрану.

## ENVIRONMENTAL TOURISM OR ECOTOURISM

**Aleksandra Kryuchkova**, student

**Mariya Pokolodna**, Associate Professor, PhD (Geography), Research Advisor

**Alisa Strelnikova**, Senior Teacher, Language Consultant

*O. M. Beketov National University of Urban Economy in Kharkiv*

When we think of the joys that come with the adventures of traveling, we often envision exciting trips to beautiful places fit for a perfect photograph, unique food you won't find at home, and encounters with people who are much different from those we are accustomed to. Tourism allows us to do more than just learn facts about various locations. It allows us to immerse ourselves into the cultures and lifestyles of others and leaves lasting impressions that aren't likely to be forgotten.

The tourism industry is the world's largest and most complicated industry and this complexity is because of having a strong bond with social, cultural, political and environmental issues. In the meantime, because of the connection between tourism and the environment together, the effects of tourism in this area are more remarkable.