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УДК 338.48-44(1-22):659.1

DOI: 10.31339/2617-0833-2018-2(25)-26-30

### ADVERTISING ACTIVITIES IN RURAL GREEN TOURISM

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### РЕКЛАМНА ДІЯЛЬНІСТЬ В СІЛЬСЬКОМУ ЗЕЛЕНОМУ ТУРИЗМІ

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*The article deals with the types of advertising activities of rural green tourism. Analysis of expenses for advertising services has been carried out. The way of increasing the efficiency of implementation of advertising activities for enterprises of rural green tourism have been determined. The principles of advertising of rural green farms have been investigated.*

**Key words:** rural green tourism, advertising activity, rural homestead.

*У статті розглянуто види рекламної діяльності сільського зеленого туризму. Проведено аналіз витрат на рекламні послуги. Визначено шляхи підвищення ефективності впровадження рекламної діяльності для підприємств сільського зеленого туризму. Досліджено принципи рекламування сільських зелених садиб.*

**Ключові слова:** сільський зелений туризм, рекламна діяльність, сільська садиба.

Successful organization of rest in rural green farms requires a certain amount of realized products and services. Only certain types of products and services offered on the market of tourist services are acceptable to all consumers. But a large percentage of people do not have information about some kinds of rest, and therefore they do not know about their existence and they will not use them. Providing awareness of potential customers about your activities and services requires a number of promotional activities.

Analysis of basic research and publications. Such scientists have devoted their works to the researches on the effectiveness of advertising and solving the problem of choosing an effective type of advertising for rural tourism: V. K. Babritskaya, A.T. Kirilov, O. Yu Malinovska, I. T. Balabanov, O. I. Balabanov, T. I. Lukianets, A. V. Kostina, I. V. Novikova, G. G. Pocheptsov, L. A. Volkova. In the works of the above mentioned authors, the issue of ensuring the advertising activity in the context of the functioning and development of rural estates has been considered.

The purpose of the study is to analyze the effectiveness of the main types of advertising and the direction of effective dissemination of information about rural green tourism.

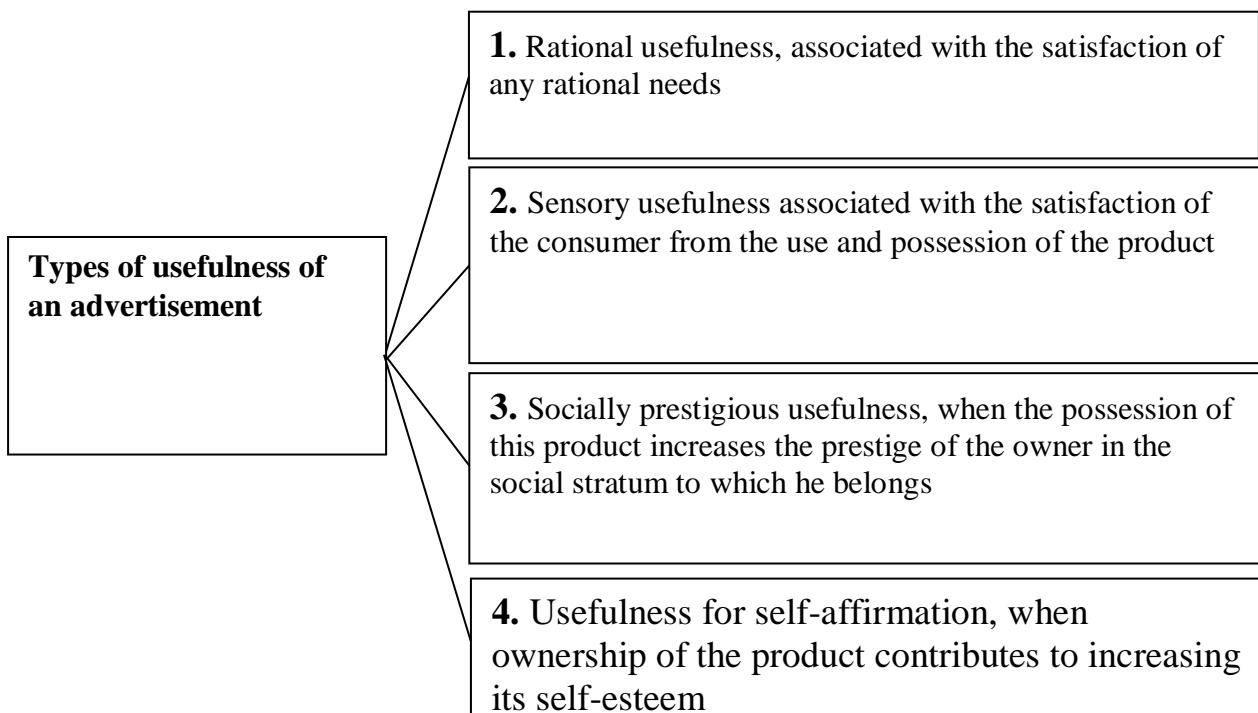
Presenting main material. Today, the implementation of high-quality advertising activities, as a rule, costs a lot of money and effort, which is quite burdensome for the owners of rural farms, providing services in rural (green) tourism. The advertising of their services, of course, depends, on the one hand, on the owner of the homestead, and, on the other hand, on the specifics of the audience to which this advertisement is directed. The success of the operation and bringing profit from the homestead depends on how many guests can attract to their own green homestead. That depends on your profit.

The most common type of advertising at the beginning of the development of rural tourism was the publication of specialized homestead catalogs. This tradition came to us from Europe, where it evolved over the years, long before the Internet. Such catalogs are issued by professional associations and may contain proposals grouped according to different principles: members of this association, territorial, specialized (for example, proposals for supporters of ecotourism or for fishermen). The main advantage of such an advertisement is the convenience of using it for the consumer, and that is why the catalogs have gained considerable popularity. Among the disadvantages is the small size of the advertising space, as well as the problem of distributing directories among potential customers. Abroad, such catalogs are distributed through tourist information centers [3, p. 76].

That is why, in order to increase efficiency in the field of development of rural (green) tourism and support of entrepreneurial activity in rural areas in the majority of European countries, associative forms of association of owners of green farms have been introduced. One of the main activities of these associations is the joint organization of support for the promotion of services for enterprises and households providing recreation services in rural areas through centralized advertising activities, which significantly reduces the cost of advertising and helps to focus the attention of potential consumers (tourists, visitors) on the offered tourist services [5].

In Ukraine, the system of such centers has not yet developed and the average tourist does not know where to look for such information. Therefore, when placing your advertisement in the catalog, you should look for circulation and distribution method to ensure that the placed offer reaches the potential consumer [6].

An advertisement must contain a central thesis (an advertising argument) that informs the potential consumer about the most important properties and distinctive features of products that make it useful to the consumer. There are four types of usefulness [7]:



Advertising and information work in the field of rural green tourism is carried out in two directions: in the consumer's calculations and on the account of the professional workers of the tourist industry. It also depends on the form and content of advertising. Your product should be presented differently depending on who the ad is targeted to. Most clearly, this can be demonstrated by the example of certain types of printed advertising, such as brochures, catalogs, booklets. You should always remember that an unsuccessful advertisement creates a preliminary image of the

country homestead, to which the tourist wants to apply.

Advertising targeted at rural tourism users needs to be vivid with plenty of illustrations. Its main goal is to draw the attention of the consumer to the product being provided and to make it choose services here, and not elsewhere. The main promotional topics that are commonly used in this case are:

the uniqueness of the product and its advantages over others;

- ✓ quality of services;
- ✓ comfort;
- ✓ low prices for high quality service.

The same kinds of print ads, calculated, for example, for tourist agents, are distinguished by much greater commercial and informative load and less illustrative. The main goal in this case is to identify the promise of the product to the seller-company regarding the possibilities of its implementation on the market and the receipt of income, to provide all the necessary information about the product, which will be used by the company in direct work with customers. Accordingly, the content of such advertisements should reflect the following main points [6]:

- ✓ tourist product with all its detailed characteristics;
- ✓ prices;
- ✓ conditions of sale.

The process of advertising development has two stages:

- 1) the decision on the structure of the advertising message, the formulation of the main theses and the form of their presentation;
- 2) the development of advertising material, that is, the creation of text, the selection of illustrations, decisions on color gamut and print, etc.

It is important to adhere to the following basic principles:

- ✓ advertising message should attract people's attention;
- ✓ the structure of the message should correspond to the specificity of the chosen means of distribution of advertising;
- ✓ the text should be as simple as possible, but at the same time interesting and contain convincing arguments emphasizing the advantages of an advertising product;
- ✓ it is expedient to use only those words and graphic elements that are already familiar to potential consumers;
- ✓ design solution is no less important than content;
- ✓ it is necessary to emphasize the importance for the consumer of hidden internal qualities of the product in comparison with its external qualities, which can be checked and evaluated.

In the modern world, the Internet network is an integral part of society's life. Promotion of rural green tourism is the most effective one, as almost all urban and rural residents have access to the Internet and are already accustomed to it [5].

Under these circumstances, even Ukrainian tourists, not to mention foreigners, are looking for the vast majority of information on goods and services on the Internet. The undoubted advantage of online advertising is its relatively low cost price as compared to printing products as well as availability for potential customers. In online advertising (as in print), the cost depends on the amount of information provided. In order to save money and, at the same time, bring the consumer the maximum amount of information, you can recommend this way: create your own website with attractive photos and the most complete information about the services provided and place it on a free server (there are a lot of ones). And then, in all types of paid advertising, give the minimum amount of information with a link to this page - this will help the interested visitor to easily find it [2, p. 65].

A fairly effective type of advertising for the needs of rural tourism is the so-called outdoor advertising, that is, various billboards, posters, signboards, pointers. In this case we talk not about a commercial advertising billboards. Such boards can be installed directly on the territory of the

homestead, or near the road, at a crossroads or at the entrance to the village, where they will be well visible to tourists traveling nearby. In the latter case, this is better if supported by local authorities. Such pointers not only attract the attention of potential consumers, but also create a certain tourist image of the area. Despite their price, they can serve for many years, gradually approaching the number of enthusiastic views toward the most mass media [4, p.132].

The effectiveness of advertising also depends on the correct choice of the time of its implementation. Advertising is becoming more effective in a situation of growing demand for products than for a tendency to decline. Consequently, it is necessary to monitor the seasonality of advertising in tourism, that is, to submit an advertisement that corresponds to seasonal demand. Usually for seasonal trips advertising campaigns are carried out in December-April, for off-season - in September-February [7].

In the course of research it has been determined that the level of prices for advertising products influences the practical use by the owners of rural green farms of the following types of advertising: banners, printed leaflets and brochures, and less frequent advertising on the Internet (availability of a web site with basic information about the offered services). The average price of advertising services is illustrated in Table 1. The trend is the use of advertising services by tourism enterprises, which is conditioned by such factors as the size of the entity that carries out economic activities, its geographical location, the amount of revenue, which determines the possibility of the size of advertising costs, education and erudition of the owner of the green homestead, the availability of technical equipment [1, p. 44].

*Table 1*

**The average cost of various types of advertising**

<b>Type of advertising</b>	<b>Average cost per month</b>
Advertising on the Internet	800-4000 UAH
Advertising through the press (ads in newspapers)	450 UAH/1 advertisement
Banners (development and production of a layout)	30-200UAH per 1m <sup>2</sup>
Printed advertising, catalogs, booklets, leaflets, souvenirs, brochures	1500-4000 UAH/1000 pcs.
Advertising on the radio (placing 30 seconds of a record)	5500 UAH
Exhibitions, fairs, conferences	The cost of the organization fee is 200 UAH.

To sum up, the owner of a rural green homestead in advertising should inform others about what he is engaged in, what services he provides. It is also desirable to be active in matters of public relations, that is, to be a member of certain public organizations related to green tourism, to cooperate with local authorities on environmental issues. Offer your services to tour organizers. The article outlines only a part of the possible types of advertising in the field of rural tourism, there are many more in the field of rural tourism. There are constantly new types of things to be introduced, because such a policy will significantly increase the competitiveness of the tourist services market.

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УДК 621.01

DOI: 10.31339/2617-0833-2018-2(25-30-38)

**АНІМАЦІЯ КРИВОШИПНО - ПОВЗУННОГО МЕХАНІЗМУ ПРЕСА  
В ПАКЕТІ MATHCAD**

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**ANIMATION OF CRANK-SLIDING MECHANISM OF PRESS  
IN MATHCAD SYSTEM**

Ihnatyshyn Mykola, Kyi Ivan

*У даній роботі викладено побудову анімаційної моделі кривошипно-повзунного механізму в пакеті Mathcad 2001 Professional. З точки зору методики викладання теорії механізмів і машин доцільно використати саме MathCad, оскільки цей пакет передбачає трансформацію математичної моделі механізму у візуальну модель.*

**Ключові слова:** кривошипно-повзунний механізм, анімація, mathcad.

*The experience of teaching the theory of mechanisms and machines, in particular, shows that one of the main problems in solving the problems of mechanics is the lack of development of students' imagination. The process of describing the mechanical system involves predicting the directions of possible movements of the system and, on this basis, further choosing a method for its description.*

*Imagination in the simplest sense of the word is the process of drawing images from memory. In a productive sense, imagination refers to the process of re-structuring memory images from past experience and pre-formed images into new designs. That is, imagination is seen as creative and constructive thinking.*

*The animation of complex mechanical systems with repetitive motions in itself represents an interest in terms of animation of the imagination, its training, as a means of solving the contradiction between the expected movement and the motion of the system on the screen. Interactive elements that allow changing the parameters of the system and, thus, the nature of the movement, serve as an additional catalyst for the work of the imagination.*

*An essential place in the teaching of fundamental and technical disciplines is visualization of educational material.*

*Modern computer software systems provide great opportunities for visualizing educational material and intensifying the teaching process in classes.*

*Libraries Compass, Autocad, SolidWorks allow simulating the movements of parts of the product in the process of real work.*

*The use of computer packages: MatLab, Maple, Mathematica, MathCad leads to the need for fundamental changes in the method of conducting practical classes and the content of the lecture material.*

*The mathematical model of the crank-sliding mechanism consists of equations that describe the position of the points and parts of the investigated lever mechanism from the angle determining the position of the input link - the crank.*

*In this paper, the construction of an animation model of the crank-sliding mechanism in the package Mathcad 2001 Professional has been presented. From the point of view of the technique of teaching the theory of mechanisms and machines it is expedient to use MathCad, since this package involves the transformation of the mathematical model of the mechanism into a visual model.*



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