

THE TOURISM PROMOTION THROUGH TRADITIONAL TECHNIQUES AND NEW TECHNIQUES

A Review of 2009-2014

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The promotion is an integral element in the process of integrated marketing and as defined by Kotler (1999) communication is understood as promoting activities that communicate product attributes and persuade consumers to purchase. Ejarque (2005: 231) defines the promotion of a destination as "communicating to potential customers-tourists that the proposed offer is able to meet your requirements and demands; in short, is to try to convince tourists that it's worth going to a destination, visit ". In this connection, are identified two major groups of instruments of promotion of tourist destinations: traditional and non-traditional. This paper is a theoretical-conceptual and aims to collect and analyze tourism promotion articles published between 2009 and 2014 in Scopus database, identifying them mainly instruments to promote tourism and tourist destinations studied. In recent years, the effectiveness of traditional communication techniques has been declining and marketing professionals have used more creative to attract consumer practices. Some of these new instruments for promoting tourism are cinema and mobile advergames.

KEY WORDS: *tourism promotion, integrated marketing communications, tourist destination, film tourism.*