

Difficulties of Tourism Advertising in Companies and Travel and Tourism Agencies: An Applied Study in Karbala

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ABSTRACT

The study aim at showing difficulties in field of advertising and promotion of companies and travel and tourism agencies in Holy city of Karbala and identifying the most important causes and factors of these difficulties and possibility of finding out future solutions that may affect field of tourism advertising of these tourism establishments. The research methodology is based on two methods, the first is descriptive method, in which the researchers rely on previous studies and enrich their research with many references, books and scientific frameworks that can be used as references and inferences of the study and finding out scientific gap within this current study. The second method is statistical analysis of sample's responses, which are within Holy city of Karbala represented by officials and managers of travel and tourism companies and agencies according to spss program.

The sample consists of professors, managers, and employees of tourism agencies and companies, whom are (100) managers. As a result, the researchers conclude that advertisement lacks access to accurate and rapid feedback information that enables judging its effectiveness.

SECTION ONE: INTRODUCTION

Advertisement contributes various economic and social functions by meeting different needs and desires of community members in accordance with objectives set by those sectors in their executive plans. Likewise, tourism sector, which is an integral part of economic system and its development, and raising efficiency of tourism is dependent on the role played by advertising in helping tourism to develop by using attractive elements that attract tourists from all over the world.

How does advertising contribute to this when tourists' geographical distribution spread is large and wide?

This promotion is called tourism advertising, and it is of great importance because of its ability to attract attention of those interested and urge them to visit countries it promotes. In light of global increase in the number of tourists in the world, advertising and promotion have become urgent needs.

The tourist advertisement influences tourist's (customer) behaviour in order to cause desired manner, or in other words, to change his tendencies and directions by providing him with necessary and sufficient information, provided that it is correct and realistic in order to gain tourist's confidence in service level and facilities provided by airlines, and an accurate description of state of ports, airports, roads and condition of weather and railways, in addition to provide it with tourism programs for sites that will be visited, and thus it attracts the largest possible number of tourists, and thus increases their spending, and this reflects positively on economic sector. Here, advertisement must prepare an advertising message designed in a clear way in advertisement so that it meets expectations. It is based on motivating them by addressing a group of needs, such as inviting them to travel in search of pleasure, love of knowledge, exploration, comfort and beauty, and one may invite them to marketing and investment, attending exhibitions and conferences, or searching for excitement and love knowing everything strange, unfamiliar, and enjoying gifts of nature and historical monuments and inviting to visit religious sanctities, or to go to medical clinics and hospital resorts, and there are invitations to visit original homeland of expatriates and the roots of the ancestors.

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So, it is possible to control type of invitation addressed to a tourist, provided that customs, traditions and values of history of a society to which he is addressed are taken into account. Advertising through television is of great importance, as it is considered the most important means of visual advertising that has a significant impact on tourist's acquisition of tourist service. It can be said that tourism advertising affects one way or another in increasing tourism services and facilitating process of selling them by attracting large numbers of tourists, as recent studies confirm the great importance of tourism advertising by increasing financial allocations of advertising. Thus, there are indications that organizations allocate half of their budget for advertising and the other half for operation.

The Problem

Tourism and hospitality industries, especially travel and tourism companies and agencies in Karbala, lack interest in tourism advertising of tourism products and services of these organizations that meet tourists' needs and satisfy them.

The problem of this study lies in determining difficulties faced by travel and tourism companies and agencies in Karbala to promote their tourism products.

Hypotheses

It is hypothesized that:

- 1-Tourism advertising and development contribute to success of these tourism establishments in the holy city of Karbala.
- 2-Tourism advertising and development does not contribute to success of these institutions in Karbala.
- 3-There are no difficulties in tourism advertisement of tourist establishments located in Karbala.
- 4-There are difficulties in tourism advertising of tourism establishments in Karbala.

Objectives of the Study

This study aims at show difficulties in field of advertising and promotion of these companies and travel and tourism agencies in Karbala and determining the most important causes and factors of these difficulties and possibility of finding out future solutions that may affect field of tourism advertising for these tourism establishments.

The Value

The importance of this research focuses on possibility of diagnosing difficulties of advertising promoted by travel companies and agencies in Karbala and possibility of making solutions according to a theoretical framework through research in previous studies and also according to practical framework through responses of corporate officials and travel and tourism agencies in Karbala.

Methodology and Sample of the Study

The methodology is based on two methods, the first is descriptive method, in which it relies on previous studies, sources, books and scientific frameworks that can be used as references and finding out scientific gap within his current study. The second method is statistical which are located in holy city of Karbala represented by officials and managers of travel and tourism companies and agencies according to spss program.

SECTION TWO: THEORETICAL FRAMEWORK

The Concept of Tourism Advertising

It is a real evidence of tourism industry through its basic function and essence, and it defines country's tourist attractions, whether natural, historical, archaeological, hotel, or any other aspect or field of tourist attractions, using all advanced media and communication means such as films and advertisements capable of attracting foreign tourists and citizens of the country, and therefore tourism advertising is a necessary and pivotal characteristic of tourism industry. (<https://e3arabi.com/money-and-b...>)

The Importance of Tourism Advertising

Advertising is considered as a promotional activity and an active element within company's general marketing strategy. Designing and preparing products that satisfy consumers' needs, pricing them and providing them in an appropriate manner increases their importance by stimulating demand for them, creating awareness and desire to obtain these products on consumers' part, and this is what advertising does in particular with its contact with external audiences. The importance of advertising can be highlighted through the following:

a-Providing Information

The importance of advertising increases from consumer's point of view and the company through information it provides, which is considered a means used to differentiate between produced and offered commodities. Added to that, technology allows companies to offer a huge amount of goods that a consumer alone could not distinguish between.

b- Achieving Gratification

Advertising plays an important role in marketing goods and services, especially when products are similar in terms of characteristics, and a consumer finds slight differences between offered goods, which may not go beyond trade name only. Here, advertising intervenes to promise a consumer a certain satisfaction and gives the commodity a competitive advantage in the market, different from competing commodities and this done through highlighting characteristics and contributions achieves to consumer and linking them to certain behavioral and psychological effects.

c-Market Segment

A marketing man tries to present and direct his interests towards specific groups and sectors and provide products that encourage needs of these sectors, which is known as the concept of dividing market into sectors, and the question that arises in this case is that how does a consumer know that he is target if he has not been contacted?

Here, it is found that advertising has an important role in company's access to these targeted sectors. Through good advertising design, the commodity can be directed to consumers according to income, age, gender, etc.

d- Impact Speed

Advertising is part of marketing mix that can be changed quickly and easily in face of crises or specific problems such as a decrease in supply of goods, as the commodity may take a long time to be modified to small sizes to face the crisis, and reducing the price to attract sales may affect profits, while changing distribution system takes a long time for its efficacy to become apparent.

e-Costs

Advertising, in many cases, is the most expensive element of promotional mix. Despite difficulty in obtaining data on advertising spending for companies, many writings indicate that advertising costs can reach 25% of total marketing costs, which gives indications of the importance of effective planning of campaigns and advertising programs to achieve the set goals.

f-Facing Crises

Advertising plays an important role in facing crises that may arise from a lack of supply of goods at a specific time. Rare resources can be reduced and rationalized in their use through advertising. The company, through advertising, teaches a consumer how to use commodity and where it is available. Advertising has played an important role in guiding the consumer. For companies suitable for cars, this is to reduce fuel consumption and appropriate heating degrees that reduce wasteful use of energy.

g-Non-price Competition

The importance of advertising is increased in particular after producers tried to move away from price competition and avoid price war and compensate for it with non-price competition, which relies on elements of marketing mix other than price such as: commodity differentiation, methods of distribution, promotion and providing information for purpose of influencing demand (Al-Hassan, 2010: 22-30).

Tourism Advertising Objectives

- 1- Spreading awareness and culture among beneficiaries (tourists), who are likely to benefit from tourism service.
- 2- Directing beneficiary's attention and interest to types of services provided to him, guiding them and attracting their interest.
- 3- Identifying beneficiaries' points of view regarding tourism services provided.
- 4- Achieving the greatest amount of tourism sales.

Characteristics of Tourism Advertising

Tourism advertising is characterized by a distinct set of characteristics, which are as follows:

- 1- Absence of communication between each of advertisers or producer, and a person to whom advertisement is intended to reach, and therefore media is characterized as one of the non-personal activities.
- 2- Fee is paid in return for implementing and displaying advertisement, so one finds that a producer pays a sum of money to replay, display advertisement, and communicate advertising message or details and information to the audience.
- 3-It is considered a purposeful activity as it seeks to convince masses of advantages of provided good or service in a way that ultimately pushes them to make a purchase decision.
- 4- Advertisement includes a distinctive set of elements of attraction and suspense, in order to make a consumer or the public interact positively with advertisement, and make the purchase decision.
- 5-It gives a producer or advertiser the opportunity to define the message he wants to deliver to target audience or segment.

6- Advertisement is characterized by clarity of advertiser or personality of advertiser in the message that he wants to reach the audience.

7-Advertising is a paid communication activity at level of preparing and producing advertising message and at level of using capabilities of medium or means that convey it, which makes advertising budget for any institution include two aspects: technical (advertising production) and publishing or broadcasting.

8-Advertising is an activity with a specific goal represented in achieving advertiser's interest.

9-Advertising is resorted to by all institutions, bodies, and for-profit or non-profit establishment, as well as individuals, to provide their needs left by advertisement, which one can call manufactured or composed needs.

10-Advertising relies on repetition to reach the target audience.

11- Advertising is directed at specific groups or sectors of individuals.

12-In advertising, there are elements that attract attention.

13- Degree of advertisement use (intensity of its publication and broadcast) and its methods vary from one advertiser to another.

14- Advertisements are divided into direct, clear, and indirect that come in context of informational materials such as sponsored programs, dramas, and competition programs.

15 - Advertisement is characterized by its fast pace and limited space, which requires focus and brevity in its idea, brevity in its editing, simplicity in technical treatment, and the number of its people.

16- The psychological aspect in advertising represents an essential dimension, as most advertisements address emotion or logic and emotion together, and promises and imagination in advertising has a large area.

17- Creativity and innovation in advertising ideas is a necessity to draw attention and to get out of dangers of advertising saturation, which results in audience disengagement (<https://www.almrsal.com/post/467675>).

The most Important Motives and Incentives sought by Tourism Advertising

Advertising is generally divided according to motives into an advertisement for provoking primary motives, an advertisement for provoking secondary motives, and an advertisement for provoking transactional motives, according to the following details:

- a) Primary motive advertising: It is one that aims to urge a consumer to buy and use a specific product, regardless of different brands offered.
- b) Advertising of secondary motives: It aims to urge a consumer to buy a certain brand and not another.
- c) An advertisement for provoking motives for dealing: it aims to introduce organization and form positive attitudes towards it, which motivates others to deal with it and be loyal to it and its products.

The Role of Advertising in Travel and Tourism Companies and Agencies

Propaganda and advertising is a message presented in one of presentation methods. It aim at launching new products, or presence of additions to old products through a media medium to reach largest number of viewers, and it is presented in different templates, and it is keen on producing new ones to attract many to a product, and it is distinguished by its low cost, similar to other productions, with their short time; so that one sees that it does not exceed one minute in its presentation.

There are important things before starting advertising. Any person or company that wants to promote its products must develop a plan before starting, and this plan includes several things, namely:

1- Determining audience: who is the audience that one wants his message to reach? There is a public audience, and a private audience. How to deliver the message: any means such as radio, television, the Internet, newspapers, and magazines.

2-Determining cost: that is, budget, because it is not reasonable for anyone to have a little money to produce an expensive advertisement. When choosing a medium, the following must be taken into account: audience that medium can reach; because audience is basis of advertising. The medium that will produce work is known for its high ability in production and directing, in order to be attractive and popular with the audience. Advertisements display time; where there are times when number of views is high due to the program that is shown at that time, and quite the opposite of it at times (Suleiman, 2017).

The Concept of Travel and Tourism Companies and Agencies

Linguistically, a company is a word derived from words 'together', and partner (partnership) (Al-Razi, 1983).

Conceptually, a company is expressed in terminology as an economic commercial project. It consists of a material side (capital) and a human side (experience and work) aimed at forming an economic unit. The company is also defined as

formed and registered under Companies Law or any law in force before it came into effect (Al-Salhi, 1958). On this basis, definition of the company is agreement of two or more persons to unify their endeavors and their funds in order to achieve a profit, as is meant by “establishment” or “organization” that results from this agreement (Al-Maliky, 1983).

In general, tourism company is one of the important departments in tourism sector, and it has a special issue, various operations, and a distinctive form of its practical and productive nature. According to recent studies, more than 50% of Western Europeans and largest part of English, Americans and Japanese who visit other countries use services of tourism companies. According to this brief concept, tourism company can be defined as a mediator between owners and suppliers of various tourism services, hotels, other accommodations, means of transportation, tourist facilities, and consumers of those services (tourists) (Al-Batouti, 2010).

The term *agency*, in general, and *travel agency*, in particular means management and tool, authorization and representation, interest, way, representative, means, and mediator. Agency in language means delegation, to carry out an order of others, and in the sense of dependence, and its meaning in law, a delegation of a person who has the authority to act, in what he has to do, which accepts representation, to others, to do it during his life. Thus, agency is like a contract between two parties, based on mutual agreement between them in various aspects, vesting one party with a power owned by the other party, whereby an agent performs work for the account of principal, as is power of attorney, for example, for a person to sell or buy real estate, land, or everything that is he needs a power of attorney for tasks and works, as well as contract on a wife or her divorce.

On the other hand, it is found that the concept of a travel agency turns out to be a place that provides advisory and technical services and information and makes the necessary arrangement for travel by land, sea and air to anywhere in the world on tourism and travel agencies. Accordingly, a travel and tourism agency are seen as: “companies organizing, producing and selling to the local and non-local population their own collective goods or individual tourist trips”, as well as selling additional services associated with them or being a means when selling tourist trips from services and goods produced by another company. (Al-Musawi, 2020, pp. 44-55). Here, sustainability must be taken into account in order to maintain a balance between the current and future prospects for tourism and its development (Alwan & Nori, 2021:432).

The Importance of Travel and Tourism Companies and Agencies in Holy Karbala

Karbala is a holy province for Shiites in Iraq. It embraces shrine of Imam Hussein bin Ali, grandson of Messenger of God, Muhammad (may God bless him and his household). It originates this name from the Arabic word "Kar Babel" which was a group of ancient Babylonian villages that included Nainawa. Some historians of testimony disagreed with that and said that the name came from *anguish* and *affliction* of calamity that occurred in it with of Imam Hussein bin Ali martyrdom in 61 AH. The population of the province is estimated about 1,378,000 in 2013. Karbala is 105 km away from capital, Baghdad, to the southwest. Among districts affiliated to it are al-Hindiya district and Ain Tamr district. As for districts, the al-Khayrat district and al-Hur district that embraces tomb of al-Hur al-Riyahi, western al-Jawd district and Aoun district that embrace tomb of Aoun bin Abdullah and district of Husseiniya.

In terms of tourism activity, no one disagrees on the importance of religious tourism of holy Karbala. Karbala, which opens its arms every year to millions of visitors from different parts of the world to take advantage of path of Hussein immortality, found in religious tourism an important economic sector for local and general economy of Iraq. Some researchers and interests agree on the necessity of activating the role of religious tourism sector, in addition to other sectors. such as agriculture, industry, transport, trade, building and construction, while opinions and voices are heard calling for not relying entirely on tourism sector due to its complete connection with the outside world, and on the pretext that it could be easily affected by any security problems or external political problems, and that the city's complete dependence on it could lead to a situation (Al-Moussawi, 2020: 80-90).

Regulations adhered by Tourism and Travel Companies and agencies in Holy Karbala for working in Tourism Activity

Regulations of the travel and tourism agency differ according to the role played, as regulations that agency bears in its role as an agent on behalf of a tourist or mediator between him and tourism professionals are different from those that fall on it while it acts as a seller of a tourism service, and among the total of those obligations are the following:

1 - Agency contract is a contract according to which a person authorizes another to do something for account of principal and in his name. It is responsibility of tourism agency not to deviate from what is agreed upon in the contract (the trip contract), and to adhere to limits entrusted to it by his client, the tourist, as he may request. The latter is required by the agency to make a reservation for him and confirm it, or he may specify by himself means of transport of reservation in it or a specific hotel to stay in, so the agency is committed to what is requested of it without diligence or negligence on its part. In a more general sense, the agency is responsible if it does not make reservation, or if it makes a fictitious

reservation, or if it does not alert the customer to confirm his reservation, which leads to its cancellation (Rommana, 2000: 100).

2 - tourism agency it is personally responsible for its mistakes committed in implementing its obligations arising from the agency contract, especially with regard to exerting due diligence in searching and investigating the appropriate service provider who is able to meet client's request.

3-Providing a client with necessary information: during the trip to degree of its progress in carrying out its obligations, so that the client can track the progress of mediation work, and make sure that the agency takes the required care for that. If it completes implementation of contract, it must provide a detailed account of what it has done.

4 - Obligation to inform: that is, adherence to data that must be available in publications and brochures through which the agency presents the trip to the public, and those contained in trip contract, as the customer is worthy of protection, and the most important manifestation of this protection is imposition of obligation to inform on the side of the agency. The principle suggests cooperation between contractors. Perhaps one of the most important motives that make the client resort to travel and tourism agency is to benefit from its experience in tourism affairs and its great knowledge in this field, given that he is dealing with a professional, which gives him the right to view all necessary information that enables him to benefit from services that he provides and hopes to get it.

5- Agency's responsibility for damages caused to a tourist's baggage on all-inclusive trips, as it takes care of it and guards it when it is transported to their rooms in the hotel, as the agency is committed to regulations of depository according to deposit contract. The tourist may request termination of the trip contract in this case because the agency does not fulfill its obligations and then he has the right to compensation if he has a reason (Rommana, 2000: 130).

SECTION THREE: DATA AND ANALYSIS

Analyzing Data

Study sample

The sample consists of professors, managers, and employees of tourism agencies and companies, whom are about (100), because they are knowledgeable and familiar with tourism sciences and they have the ability to predict difficulties of tourism advertising that are indicated in content of questionnaire.

Factorial Test Matrix

Rotated Component Matrixa Table (1): shows matrix factor

Rotated Component Matrix ^a			
	Component		
	1	2	3
lack of ability in means of publishing advertisements used in propaganda to spread advertising message to largest number of audience	.847		
restricting advertising to be truthful and avoiding deception, lying or misleading	.842		
Commitment to avoid deviating from public morals or prevailing traditions and customs of a society	.801		
Advertising function is informing public about merits of goods and services	.786		
The advertised good or service was not of real benefit to actual or potential consumer		.798	

The advertising message was unable to catch a reader's attention, arouse his interest, convince him, and entice him to buy the product		.785	
Not following a scientific method in researching and studying with regard to a consumer and design and output of advertising message		.769	
advertising message does not win readers' confidence, listeners, or viewers, as success of advertisement depends on public's confidence			.787
The title should not contain a person's name or picture without prior approval to publication			.760
It is necessary to refrain from what leads to offending general sense of public religiously and socially....etc			.651
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

(Researchers' formulation depending on spss program)

Statistical data of the sample are analyzed according to statistical program (SPSS version 22.0), and the results are as follows:

- 1- It is noted from the above table that researchers used exploratory factorial test to determine the study, consisting of (10) variables at level (1) value (Eigen value), as the study resulted in three factors (3 / Factor), which are as follows:
 - (1 /Factor) first factor has a strong relationship with (4) variables out of a total of (10) variables.
 - (2 /Factor) second factor has a strong relationship with (3) variables out of a total of (10) variables.
 - (3 /Factor) third factor has a strong relationship with (3) variables out of a total of (10) variables.

Table (2) Shows measurement quality value (KMO and Bartlett's Test)

+		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.727
Bartlett's Test of Sphericity	Approx. Chi-Square	269.480
	Df	45
	Sig.	.000

2-Table (2) shows the most important ratios and values that are extracted from the use of exploratory factor test, where the value of the quality of measurement (KMO/Kaiser-Meyer-Olkin Measure of Sampling Adequacy) is (0.727), which is considered an acceptable and very good value compared to standard of measurement quality of (% 50). As for statistical significance of Bartlett's Test of Sphericity, it is (0,000), which is considered statistically significant because it is less than (0.001) for Bartlett's test. The total variance ratio (Initial Eigenvalues) amounted to (72,869%), which is considered a good and high ratio for the interpretation of factor variance.

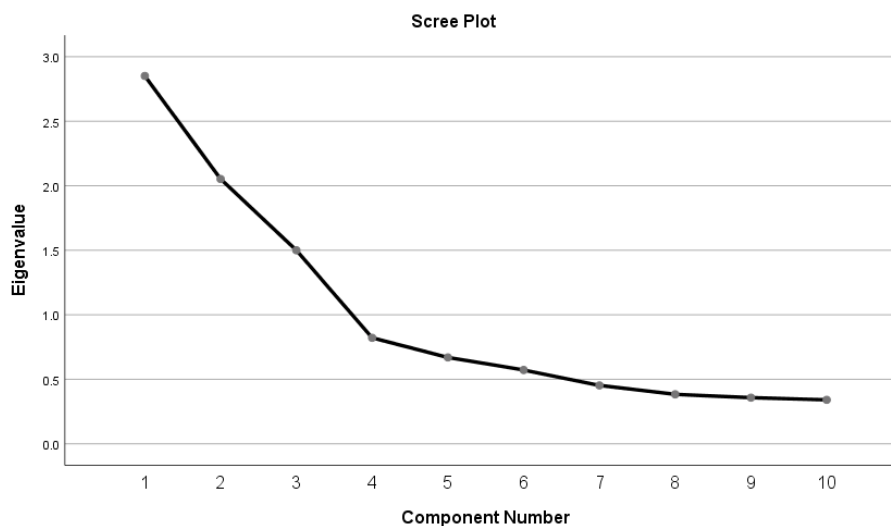
Table (3) Total Variance Explained

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,851	28,510	28,510	2,851	28,510	28,510
2	2,052	20,523	49,033	2,052	20,523	49,033
3	1,500	14,998	64,030	1,500	14,998	64,030
4	,822	8,215	72,246			
5	,669	6,693	78,938			
6	,572	5,720	84,658			
7	,452	4,524	89,183			
8	,383	3,834	93,016			
9	,358	3,576	96,593			
10	,341	3,407	100,000			

Extraction Method: Principal Component Analysis.

(Researchers' formulation depending on spss program)

3- Table (3) shows percentage of total variation (Initial Eigenvalues) is (64,030%), which is considered a good and high percentage in relation to interpretation of variation of factors, and graph below (Scree Plot) shows percentages of underlying latent roots of factors that are deduced in the light of questionnaire and the response of the sample.



Reliability Analysis Statement

Researchers use Cronbach's Alpha equation to measure reliability and validity of the questionnaire axes.

Table (4): Cronbach's alpha coefficient to measure reliability and validity of questionnaire axes.

Axes	No of Questions	Axis stability
Tourism advertising difficulties	10	0,842
reliability of tourism advertisement	4	0,752
Advertising clarity of tourism product	3	0,603
Advertising ethics	3	0,735

(Researchers' formulation depending on spss program)

It is clear from the table above names of axes, which are (axis of credibility of tourism advertisement, axis of advertising clarity of tourism product, and axis of advertising ethics (advertising ethics)). The degree of their stability reached (0.752, 0.603, and 0.735) that are subject to reliability test (Reliability Analysis) as independent axes and are collected in a dependent axis, it is (difficulties in tourism advertising), whose stability score is (0.842) in the above-mentioned test.

CONCLUSIONS

1- After examining all the observations and problems of tourism advertising aspect by the sample, which is represented by tourism companies and agencies that are identified through field research, researchers raise fundamental questions regarding tourism advertising and its difficulties with most of these companies and tourism agencies.

2-Ten questions are set as a summary of field research to collect managers' and employees' responses with a number of specialists and field experience in tourism industry.

3- The results of questionnaire and responses of the sample crystallized into three independent axes, which are axis of the reliability of tourism advertising and it consists of four variables and axis of advertising clarity of tourism product and it consists of three variables and axis of advertising ethics (advertising ethics) and it consists of three variables and they are grouped in a dependent axis which is (advertising difficulties tourist).

RECOMMENDATIONS

1- The researchers recommend publishing and being an assistant to advertisement in conveying the information required, which covers important aspects about tourism company and its products, which helps to create and support name of the company and its products.

2- it is recommended that advertisement lacks access to accurate and rapid feedback information that enables judges on its effectiveness. Advertising is based on cumulative effect of advertising campaigns that are implemented.

3- The researchers suggest paying attention to diversity of communication and its forms through a specialized means according to the concept of Kotler, who defines advertisement as a non-personal form of communication and takes place through a specialized paid means and by a known and specific party.

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APPENDIX

Questionnaire

Dear (Mr.; Mrs.; Miss)

I would like to present this particular questionnaire which is entitled " *Difficulties of Tourism Advertising in Companies and Travel and Tourism Agencies: An Applied Study in Karbala* ". It is a partial fulfillment of the requirements for scientific purposes in tourism sciences which researchers aim to.

With respect, I would like you to answer the following questions which depend on the hypothesis:

- 1-Tourism advertising and development contribute to success of these tourism establishments in the holy city of Karbala.
- 2-Tourism advertising and development does not contribute to success of these institutions in Karbala.
- 3-There are no difficulties in tourism advertisement of tourist establishments located in Karbala.
- 4-There are difficulties in tourism advertising of tourism establishments in Karbala.

Faithfully,

No.	items	agree	agree Strongly	Neutral	Strongly do not agree	do not agree
1	lack of ability in means of publishing advertisements used in propaganda to spread advertising message to largest number of audience					
2	restricting advertising to be truthful and avoiding deception, lying or misleading					
3	Commitment to avoid deviating from public morals or prevailing traditions and customs of a society					
4	Advertising function is informing public about merits of goods and services					
5	The advertised good or service was not of real benefit to actual or potential consumer					
6	The advertising message was unable to catch a reader's attention, arouse his interest, convince him, and entice him to buy the product					
7	Not following a scientific method in researching and studying with regard to a consumer and design and output of advertising message					
8	advertising message does not win readers' confidence, listeners, or viewers, as success of advertisement depends on public's confidence					
9	The title should not contain a person's name or picture without prior approval to publication					
10	It is necessary to refrain from what leads to offending general sense of public religiously and socially.....etc					