

MARKETING IN HOSPITALITY AND QUALITY MANAGEMENT OF HOTELS

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Hospitality industry as a component part of the foreign economic activity of each of the States of the world community is one of the largest and profitable industries in the world economy. By the early 21st century hospitality industry came on the first place in the world in terms of economic efficiency, significantly ahead of the world trade leaders, automobile and oil and gas spheres of the economy.

This article presents the specifics of marketing in the hospitality industry, peculiarities of hotel services, market segmentation and marketing programs.

We all know that marketing is one of the functions of management consisting in the organization and direction of entrepreneurial activity, assessment and orientation of the purchasing power of the client to increased demand for services in the promotion of goods and services to the end consumer. The basis of modern market economy is a marketing approach to the organization of activities both on the micro level, at the level of enterprises and organizations, as well as at the macro - level of the whole national economy. According to the leading economists, marketing approach to the organization of the activity should help hotel business in this adaptation.

The peculiarity of hotel marketing follows from the considered features of the hotel product, it is fixed in time and space.

The market of hotel services, as the markets of many other goods and services is characterized by the existence of a large number of consumer groups for one (or product) . In my view, the relevance of this research for the organization of marketing in a hotel in new conditions of the economy is determined, first of all, enterprises hotels at satisfying primarily the needs of the guest and I believe that there is a need for a radically new organization of management, which must contribute to the successful solution of tasks: to improve the provided services, to change the range quickly in accordance with requests of customers. For example, customers of the same hotel can be businessmen, tourists travelling or attending conferences. Obviously, the motives of their purchases, claims against one and the same product at the hotel will not be the same. Travelling tourists are more sensitive to the price level than the posted businessmen or event's organizers. And they order usually double accommodation as well as Lunches and dinners for a special group menu). Those who pay money not from his own pocket, can order a more expensive accommodation, food and of course additional services.

There are two main approaches to the performance of the product in the market of the hospitality industry.

An undifferentiated approach assumes that the market is homogeneous and typical guests are alike. It is important for this approach to cover a maximum of the consumers market. Currently, this approach to the marketing in the hotel business is almost never used, people resort to it only in certain cases for a short time, for example when a hotel or its separate product enters markets. So, this tactic was used by the hotel "Park Ararat Hyatt" at the entering to Moscow hotel market in September 2002. The hotel's management announced equally low tariffs for all consumer groups, in order to attract the maximum of customers to the product. After six months, the hotel raised prices in twice.

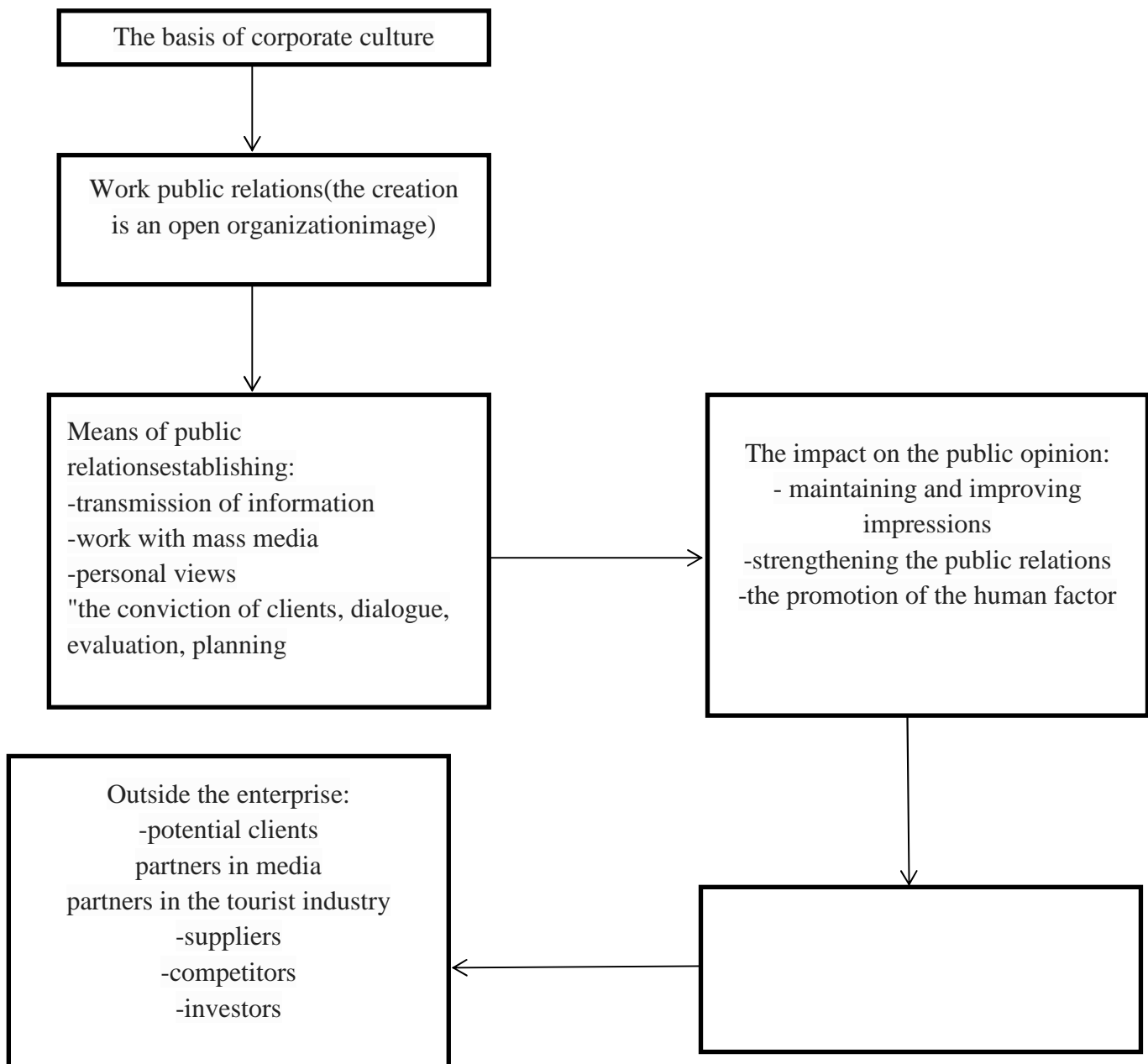
The second approach is called differentiated approach or target marketing. Today it is preferred by most hotels and this approach assumes that the market consists of not less than

two categories of consumers, and respond differently to certain features of the products and services.

Hospitality industry unlike other sectors of the national economy of any country has its own rules and laws. The fact that the economy of the hotel business in the first place depends on the seasonality factor, and then on the successful location of the hotel, the level of comfort, or other distinctive features in comparison to competitors. Good marketing in the hotel business is the main tool with which it is possible not only to minimize the impact of seasonality, not very convenient location and other obvious drawbacks, but also to turn them into advantages in meeyes of potential customers. Basically by the promotion of the use of the following information techniques and channels:

- The dissemination of objective information about the hotel
- Internet marketing
- Advertising in the media
- Conducting PR – actions

PR (public relations - public relations. This program is designed to foster mutual understanding between the client and the enterprise hotel, tourist business.



I want to note that in hospitality industry there marketing is a kind of segmentation of the market of hotel services, which tells about the process of separation into distinct groups of customers, each of which needs separate products and marketing systems. This approach allows you to define sustainable and profitable consumer groups. Object segmentation is consumers (the guests), and the objective of segmentation is the maximum satisfaction of requirements to the hotel. The process of segmentation allows to identify the properties and characteristics of individual markets. For example, if a hotel is aimed at corporate clients, the hotel management and the staff need to know that this is not just small and large firms, they may be friendly, but also hostile, especially are the varied requirements of foreign customers. Japanese tourists impose special requirements for the placement in accordance with the specificity of their culture. If they live in pairs, then in the room there should be two separate beds, the bathroom must have a bath rather than a shower. The knowledge of this kind of characteristics allows to hotel management to form and realize products and services better tailored to the needs of the target or potential segments of the market.

There has long been a special marketing program and service technology in the hospitality industry, which with the knowledge and skills of management, as a rule, are always striving to find and offer customers new services. New hotel products can be divided into three types:

- 1) Imitation, products that are new to this hotel but not for the market.
- 2) Modified, updated existing products.
- 3) Genuine, new unique products that the market is experiencing a real need.

As experience testifies hotel corporations that are successful cannot always be limited by the improvement of existing services and products. Only genuinely new products and services oriented to the unoccupied areas of the market can bring a hotel business efficiency. This novelty should be based on real possibilities and resources.

Over the last few decades, the hotel industry has changed beyond recognition. Today in this sphere, as ever, there are great opportunities for both success and failure. Modern guests expect from a hotel enterprise high standards of the service.

Thus, the marketing of hotel business will always create a positive image of the hotel. This segment of the market is very sensitive to the so-called black PR. The slightest negative mention of the hotel rapidly acquires myths and distributed among the clients already on the channel, word of mouth, and can be very difficult to refute it.

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