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FINAL QUALIFYING PAPER

on the topic:

MARKETING TECHNOLOGIES OF «HILTON KYIV» HOTEL

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Kyiv 2018

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INTRODUCTION

Nowadays it is impossible to imagine a successful commercial enterprise that would develop without the use of marketing principles, tools, concepts in the activities of any modern enterprise. Marketing is called "business philosophy", since philosophy is a science of knowledge, the marketing way of thinking is the basis for the implementation of any commercial operations.

The hotel business is arguably the most lucrative business within the service industry. This is proven by the astronomical growth rate of the industry. However, in the recent years, the industry has witnessed a high level of competitions which makes hotel owners and managers search for new ways of ensuring success in their business voyages by applying different strategies to yield high occupancy rate of their hotel rooms and concomitantly provides them with good returns on their investment. The role of marketing is to bring the hotel business into demand line, and the efforts of the marketing department are aimed to creating a hotel product that meets modern demand.

In order to implement these conditions, it is necessary to: study demand, deal with pricing issues, advertising and sales promotion, carry out planning of the product range, sales and trading operations, provide service personnel with interest in their work, organize high-quality service to consumers.

P. Kotler, one of the leading authorities in the field of marketing gives a definition of marketing from the managerial perspective as “a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others”. He goes further to explain it in detail by referring to marketing as a process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. This definition gives an insight into how marketing managers view marketing.

Today’s marketing is about building a cordial relationship between the company and their customers by understanding customer satisfaction. As a matter of fact customer satisfaction usually keeps a value to the company image in the area of sales. The mission and vision of marketing is to keep the present customers for continuous growth while looking for new customers to purchase their product.

Achieving the goal of work involves solving the following tasks:

- To define the marketing concept of «Hilton Kyiv»;
- Give a general description of the «Hilton Kyiv» hotel;

- To consider the positioning of the hotel "Hilton Kyiv" in the international hospitality market;
- To substantiate the directions of development of the program of promotion of the hotel "Hilton Kyiv" to the international market;
- To evaluate the socio-economic efficiency of the proposed measures.

The actuality of the article. The hotel industry is extremely competitive, and several different hotels will often be competing for the same potential customers. As a result, it is crucial that hotels use a variety of marketing services to make themselves visible and to promote their hotel as the best available choice. In any business, a solid marketing strategy is critical to build a brand, attracting new customers and maintaining loyalty. The hospitality industry is no different. Because customer loyalty is a key, marketing managers devote a lot of time and resources to build brand awareness. Understanding the importance of marketing in the hospitality industry can help you get ahead, stand out in the competitive market and increase revenue of hotel.

Purpose of research is to develop theoretical and methodological regulations, methods of effectiveness estimation, guidelines and suggestions for the organization of hotel marketing technologies, and implementation of new principals in overall operation of the hotel industry based on the study of new conceptual framework and methodological approaches to improve the assessment of the development of theoretical bases and creation of practical recommendations for marketing technologies of the hotel.

The object of research is the theoretical, methodological and practical process of marketing system in «Hilton Kyiv» – 5* star hotel.

The subject of research exploration of the theoretical positions, methodical bases and practical recommendations of marketing technologies in the hotel « Hilton Kyiv».

The research method is data collection conducted for the research. Also the research is in forms of interview with representatives of PR and marketing department, sales and reservation team. Written sources are references to rely on

such as marketing books, hotel convention sales services, official website of hotel and scientific articles. Furthermore, internet sources nowadays are extremely relevant as it is modern and the fastest way to update information in any sphere.

Scientific innovation. The question of the theory and practice, including the functioning of hotel chains, importance of marketing for hospitality is devoted to works by both domestic and foreign scholars such as I. Pavlenko, E.A. Dzhandzugazova, E. Blinova, O. Kyrylova, M. Shvetsova and others. Paying due weight the scientific works of these authors, it is worth noting the lack of marketing knowledge and experience of international hotel operators into national the market of hotel services, which determines the need for more detailed information find out this problem.

Hilton Kyiv is part of the complex H-Tower, implemented by the development company St Sophia Homes and received the highest rating of "5 stars" in the category of the best multifunctional complex. Hotel has a convenient location within walking distance of many major Kiev attractions such as Shevchenko Boulevard and the Old Botanical Gardens. View famous monuments on Sophia Square, shop along Khreschatyk or take in a performance at the Opera House. The address is 30 Tarasa Shevchenka blvd, +380443935400, near metro station Universytet.

Marketing plays a vital role in the success of any business organization. Since all aspects of the business depend on successful marketing, it is difficult to highlight all the roles which marketing plays in a company. Marketing helps in building a company's brand name and placing the company's product or service in the heart of prospective customers. In the hotel industry, the success of any hotel often depends on good reputation. As the reputation of a hotel grows bigger within society, more customers will lodge in the hotel, thereby making the hotel's room occupancy rate increase and generate more income to the hotel.

The results of research are shown in digest International Hotel Business and Tourism 2018 n article «Marketing technologies in Hilton Kyiv» hotel. (Appendix A)

PART 1
THEORETICAL ASPECTS OF MARKETING TECHNOLOGIES IN
HOTEL MANAGEMENT

1.1 Essence, types and value of marketing technologies in hotel business management

Service marketing is a sub field of marketing which covers the marketing of both goods and services. Goods marketing include the marketing of fast moving consumer goods (FMCG) and durables. Service marketing typically refers to the marketing of both business to consumer (B2C) and business to business (B2B) services. Common examples of service marketing are found in telecommunications, air travel, health care, financial services, all types of hospitality services, car rental services, and professional services [5].

In any business, a solid marketing strategy is critical to building a brand, attracting new customers and maintaining loyalty. The hospitality industry is no different. Because customer loyalty is key, marketing managers and executives devote a lot of time and resources to building brand awareness and creating ongoing, interconnected campaigns. These marketing efforts usually include both print and digital collateral that target former guests while also attracting new clientele. However, this particular industry has a unique set of challenges that must be overcome. Understanding the importance of marketing in the hospitality industry can help you get ahead and stand out in the competitive job market [24].

Marketing started as a result of economic and business pressure due to a need which arises to focus on embracing a set of managerial measures in order to satisfy customers' needs. The evolution of marketing in the hotel industry is similar to every other industry. The main reason for the marketing in the hotel business is because of the growth in the number of guests who are in need of accommodation and the increase in competitions by the accommodation service providers [22]. Moreover, the hotel industry is becoming a more and more mature market whereby the competition is increasing globally and winning customers becomes a problem. Therefore, there is a huge shift to marketing.

A service is any activity or benefit that one party can offer to another that is intangible in nature to fulfill their wants and needs.

The characteristics of hotel services:

1) Intangibility: Services are intangible and do not have physical existence. Hence services cannot be touched, held, tasted or smelt. These are the most defining feature of a service which primarily differentiates it from a product.

2) Inseparability: Customer-contact employees are intertwined with the product, Customers and employees must understand the service delivery system.

3) Variability: Given the very nature of services, each service offering is unique and cannot be exactly repeated even by the same service provider. While products can be mass produced and homogenous it is not true in the ease of services.

4) Perishability: Services cannot be stored, saved, returned or resold once they have been used. Once rendered to a customer the service is completely consumed and cannot be distributed to another customer [55] .

The two main differences between service marketing and product marketing are the target audience and the main marketing message. In product marketing, the target audience is typically a mass audience, and the main marketing message is used to build product recognition and branding. Many product companies buy expensive national ad spaces to reach a wide variety of potential customers. Service marketing is generally focused on a specific target market, such as business travelers or leisure travelers, but most hotel chains typically choose one or the other. The service part of the hotel business will most likely always be the main “star” in the marketing strategy. Marketing services in hotel business has its own specificity that distinguishes it from other forms of production and trade of other products. This is the implementation of services and special way of their consumption at the place of production; in addition this product is a final service that satisfies those or other needs of guests and is paid by them [1] . Hotel products along with the general characteristics of services are inherent in their distinctive features in Table 1.1:

Table 1.1

Characteristics of hotel products

Features of hotel products:	
1. hotel business demand is extremely elastic regarding to profit levels and prices, but also	4. hotel business offer is inflexible production; services can consumed only

largely depends on political and social conditions	directly at the place of production; hotel can't be moved at the end of the season to another region; they can't fully adapt in time and space to change demand
2. due to the seasonal demand fluctuations there is a phenomenon of saturation	5.the product of the hotel business is created by the efforts of many enterprises, each of which has its own working methods
3. hotel business offer is inflexible production; services can consumed only directly at the place of production; hotel can't be moved at the end of the season to another region	6. the high quality of the hotel business product can't be achieved in the presence of even insignificant disadvantages, because it is tourists' service consist of these very small details

Conducting market research is important, especially when making decisions in the hospitality industry. Market research involves analyzing data, evaluating possible options, and understanding what trends are happening in an industry. Research is also valuable when seeking capital or investors to purchase a business or expand your current operations. The marketing research process is undertaken to answer a wide variety of questions, which might include: “Where do our guests come from? How frequently do people dine out in this area? In what types of restaurants do they most frequently dine? If the city builds a new convention center, how many additional room nights is that likely to bring to the city?” Conducting market research is not an inexpensive proposition, and when research is undertaken, care must be taken to ensure that proper methods are used. The following researches can give us more in-depth look at how marketing works in the hospitality industry [15]. From customer service to branding, these are valuable resources that we can apply to hospitality and tourism career at any stage, shown in figure 1.1:

Name of book and author	Topic
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1) Hospitality Marketing Management by Robert D. Reid and David C. Bojanic	This title is a great starting point for learning about marketing's role in the hospitality industry. It includes information on Internet marketing, marketing technology, international business and more.
2) Marketing for Hospitality and Tourism by Philip R. Kotler	This book takes an innovative approach to discussing the major marketing decisions that hospitality managers face in today's global marketplace.
3) Hospitality Branding by Chekitan S. Dev	This title suggests that building a viable brand is the key to success in the hospitality industry. It posits that brand should drive marketing strategy as the chief means of attracting customers.
4) The New Gold Standard by Joseph Michelli	This book is focused on creating a "legendary" customer experience based on the practices used by the Ritz-Carlton luxury hotel company. It teaches you how to meet all the needs of customers
5) Be Our Guest: Perfecting the Art of Customer Service	This title shows you how to exceed customer expectations, rather than simply meeting them. It takes you through Disney's approach to customer service. You'll benefit from 25 years of business program experience

Figure 1.1 Main scientific researches about formation and development of marketing in hotel industry

Nowadays, marketing technologies are developing in a crazy pace, so it is appropriate to take into account not only classical researches, but also latest publications by contemporary authors. The first article is «Communication policy of enterprises of hospitality industry» (2012) by Irina G. Pavlenko [29]. Author says that communication in the hotel business - is a customer-centered philosophy that allows enterprises in the hospitality industry to succeed. At the heart of the concept of marketing is understanding, that the key to achieving the goals of hotel is the correct

definition of needs and target markets, ability to provide the desired satisfaction more effectively than competitors do. She emphasizes that the communicative complex of the hotel includes: advertising, public relations, sales promotion, personal sales, merchandising. Effective communication is possible only with a comprehensive approach, where all parts are inherent and interrelated, as well as complementing each other.

Another modern article is «Innovative hotel marketing complex: seven sensual notes of hospitality» (2015) by Dzhandzhugazova E.A. [49]. In this article, the author focuses on one of the most interesting and contradictory elements of the hotel marketing complex - "Physical evidence", or the so-called "material evidence" hotel. These include interesting hotel buildings, modern landscape design, attractive interiors, as well as a variety of technological innovations from the already familiar Wi-Fi to a comprehensive innovative technology such as "smart home". For example, the author proves that the time of stay in a flavored room increases by 16%, the willingness to buy - by 15%, impulsive purchases increase by 6%.

Seven sensual notes of hospitality

1. "Sight" - architecture, painting, interiors.
2. "Hearing" - music, radio, TV.
3. "Smell" - fragrances.
4. "Taste" - cuisine, gastronomy.
5. "Touch" - softness, gloss, warmth and comfort of texture.
6. "Intuition" - peace, security, care.
7. "Impressions" - emotions, feelings, experience.

Another noticeable article is «Innovative approaches to the management and marketing of services in the hotel business» (2017) by Blinova E., Kovalchuk A., Trifonova Y. [46]. The authors claim that innovation is the introduction of new methods of production, supply and distribution, the introduction of changes in management, organization of labor, working conditions and the competence of employees. Innovation is considered a driver of economic growth and a source of competitive advantage of companies. For example:

1. "Everything for the guest" - before arriving to the hotel guests can be invited to go to the hotel's website, pick for himself something from a number of pleasant little things: fillers for cushions, sets for fitness, players with music at will of the guest.

2. "Surprise from the restaurant"- hotel can offer a free dinner to guest once a month. The day is chosen by chance.

3. "Children's Concierge" - services for children's concierge are very relevant. So, he can bring baby ice cream, run with him a kite, read fairy tales to children, so that their parents can have a quiet dinner in the restaurant.

One more relevant article is «Innovative marketing activities of the hotel enterprises» by Shvetsova M. [70]. Author claims that sources of marketing innovations in the hotel can be internal (for example, rationalization of staff proposals) and external (formal results of market research conducted by the market, modified forms of sharing practical professional experience, information from the sales system, development of competitors, etc.).

The most common innovations in the practice of the hotel business are introduced in Table 1.2:

Table 1.2

Innovations in the practice of the hotel business

Innovation	Essence
1.branding	is a complex of successive steps aimed at creating a holistic and popular image of the hotel enterprise (symbol, color, slogan, images)
2. loyalty program	is aimed at providing guests with an incentive to prefer a certain brand or hotel company, strengthening ties with consumers
3.multimedia technologies	electronic catalogs, multimedia reference books, QR codes, virtual tours of the hotel
4. Promotion in social networks	low financial costs, low "entry threshold" in the account from the position of the occupied time

An article «Marketing on the tourism services market in Ukraine» by O. Kyrlyova [52]. The author discovers the question of why and how it is necessary to use marketing activities in order to identify and assess the existing or hidden demand

for the services that the company offers or may offer and direct the company's efforts to develop, manufacture, distribute, sell and promote these goods and services. The essence of marketing lies in the fact that the proposals of tourist services are mandatory oriented towards the consumer and continuous alignment of the enterprise with the requirements of the market. Accordingly, for marketing in tourism, the following basic principles are characteristic:

1. Focusing on the effective solution of the problems of specific consumers;
2. A focus on a clearly expressed commercial outcome;
3. Comprehensive approach to achieving the goals, since success is provided only by the totality of marketing tools;
4. Activity, enterprising, providing fast and an effective response to changes in the environment external to the company.

Successful marketing depends upon addressing a number of key issues. These include: what a company is going to produce; how much it is going to charge; how it is going to deliver its products or services to the customer; and how it is going to tell its customers about its products and services [33]. Traditionally, these considerations were known as the 4Ps — Product, Price, Place and Promotion. As marketing became a more sophisticated discipline, a fifth ‘P’ was added — People. And recently, two further ‘P’s were added, mainly for service industries — Process and Physical evidence, shown in Table 1.3

As we know, relationships are most important in the service sector. Services businesses are marketed on promises. These are the promises we make to customers and whether we keep or fail to keep those promises. The Services Marketing Triangle (or Services Triangle) shows the key actors involved in marketing a service business. The Services Marketing Triangle is a visual strategic model. It reinforces the importance of people in a company’s ability to keep its promises [2].

Table 1.3

Seven P’s of service marketing mix

«P»	Essence
1.Product	-Food and Beverage -Rooms -Conference room(Meeting rooms/ Conference rooms/ Board rooms) -Restaurants & Bars -SPA & Swimming pool -Laundry -Gift shop -Currency exchange point
2.Price	Discounts, allowances, price levels, payment terms
3.Place	Strategic locations, metropolitan cities, business hubs, tourist places, heritage areas.
4.People	Founders, employees, customers
5.Promotion	Advertising, recommendations, special offers, gifts, user testing, social networks, public relations
6.Process	Service delivery, response time, complains resolving process, operational efficiency
7.Physical evidence	Lobby, phone, nice music, restaurant, before&after sales service, amenities, uniform

Furthermore, it also outlines the importance of systems in a services industry and how these systems help achieve customer satisfaction [62]. Service marketing occupies three types of marketing, shown in figure 1.2

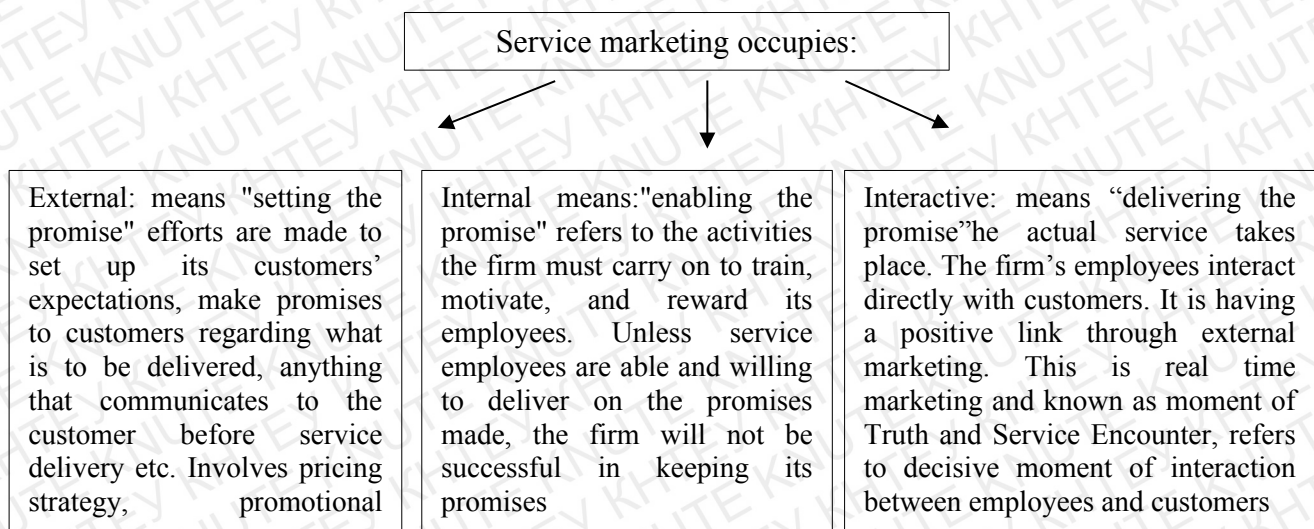


Figure 1.2 Main types of service marketing

There are four potential gaps (knowledge gap, service design and standard gap, service performance gap, communication gap) within the service organization that may lead to a final and most serious gap: The difference between what customers

expected and what they perceived [37]. Expected service is a result of previous experiences and knowledge.

- Marketer can control: pricing, advertising, sales promises
- Marketer can't control: competitors actions, WoM (word of mouth), customer-specific needs

Perceived service is the subjective assessment of the service received. The main reasons of customer gap in service quality are introduced in Table 1.4

Table 1.4

The main reasons of customer gap in service quality

Consequences	Reasons
1. Company lacks understanding of customer expectations or fails to observe changes in expectations over time	1. Inadequate marketing research orientation 2. Lack of upward communication 3. Insufficient relationship focus 4. Inadequate service recovery
2. Company is unable to translate identified customer preferences to service specifications which employees can execute.	1. Poor service design 2. Absence of customer-driven standards 3. Inappropriate physical evidence and service scape
3. Company's employees fail to turn service standards and design into excellent service	1. Deficiencies in human resource policies 2. Failure to match supply and demand 3. Customers not fulfilling roles 4. Problems with service intermediaries
4. Company raises customer expectation to exceed perceived service level through communication.	1. Lack of integrated services marketing communications 2. Ineffective management of customer expectations 3. Overpromising 4. Inadequate horizontal communications 5. Inappropriate pricing

Since marketing creates a platform of bridging the gap between a hotel and its customers, it is important that a hotel as a company ensures that the right messages are passed across to the customers with its marketing campaign. Furthermore, the ultimate goal of marketing should be the facilitation of a win-win situation between the hotel and the customers. The hotel management should adopt the most effective and efficient marketing strategies that serve the interest of the company without jeopardizing the interest of the customers [17].

Some key and essential marketing trends and strategies have entered the hospitality industry and they have become impossible to ignore. Given the rapid and non-stop pace of new developments, technology has now become commonplace and important in the travel industry. Hotel owners must now take steps directed at maximizing their marketing efforts to adapt to changing needs of the consumer and to better compete with other players in the industry [12]. The following are some of the general strategies that marketers use for brand success, introduced in table 1.5

Table 1.5

Main marketing strategies

Name of marketing strategy	Description
1)Research	The role of marketers is to identify what factors make customers choose a particular hospitality service, and this requires extensive research. By speaking to current and former guests, monitoring customer reviews on websites, reviewing industry data and more, marketing professionals learn what makes a hospitality service stand out, as well as how it can be improved.
2)Awareness	Marketers make sure information on hotels, resorts and restaurants is easy to find and up-to-date. They can do this by buying ad space on relevant travel sites, creating an engaging website and collaborating with other, noncompeting hospitality services in the same market.
3)Promotion	Another smart strategy for attracting customers is to run promotions during certain times of the year, usually when business is slower. Introducing incentives and offering incentives are just some of the ways that marketing professionals achieve this.
4)Relationship	Not only do repeat customers usually promote a service through word-of-mouth and social media, but they also create a stable revenue base. One way to build relationships is through customer loyalty programs.

Marketing raises the validity of making decisions regarding hotel development, service provision, financial activities, and distributes sustainability in the sphere of market relations. Hotel marketing department taking to consideration marketing research can distinguish periods of growth and drop in demand under the influence of various factors (season, day of the week, vacation time and holidays,

etc.), they can form a broad discount program and a system of incentives for travel in periods of decline in demand [23].

The hotel's marketing functions include (figure 1.3):

⇒	1. studying the conditions and dynamics of demand on provided hotel services
	2. analysis of changes in prices for these hotel services and their substitutes
⇒	3. the forecast of income growth of consumers and their needs in these services
	4. the use of advertising as the main tool of non-price fight against competing hotels;
	5. stimulation of sales of hotel services (involving consumers through the provision of privileges, extension of guaranteed consumer rights)
⇒	6. planning of assortment of services taking into account social and psychological settings of consumers (public opinion about the prestige of living in this hotel, the purchase of this service)

Figure 1.3 Marketing functions

All these functions can be divided into two groups: analytical (informative) and managerial. The first involves conducting marketing research, and the second - the planning and practical implementation of marketing activities [36].

Marketing management involves: planning, implementation and control of the marketing program and the individual responsibilities of each employee, risk and profitability assessment, and the effectiveness of marketing decisions. Also it includes building a system for collecting information, market research, advertising, marketing operations and services that would be able to provide the maximum effect with a reasonable minimum of costs. The investments in marketing by hotel management should be well coordinated in such a way that other aspects of the hotel business are also put into consideration when marketing decisions are being taken. In other words, marketing should be integrated with Research and Development, Finance, and Production to mention but a few. Market researches of the hotel services should provide a hotel management system with the following information:

- 1) for making strategic decisions (should you go to the market?);
- 2) for making tactical decisions (sales planning);
- 3) to provide the data bank at the disposal of the hotel.

A good marketing campaign helps a company to efficiently manage its resources. When an effective and efficient marketing strategy is adopted in a company, resources wastage is reduced if not eliminated. The hotel industry is an industry with perishable products, in other words, if a room is not occupied during a particular period, the income that is supposed to be realized on that particular room is lost forever and it cannot be regained.

Efficient marketing helps in ensuring that the hotel has a high occupancy rate at all time. Marketing helps to ensure that a company's income increases. As more people get to know about a company's products or services, the company's share of the market increases as well as its sales revenue [42].

1.2 Modern systems of promotion and their characteristics

An important part of the commodity movement is the system of product promotion. In today's market it is not enough to make a good product, determine its price and bring it to market. For its successful existence on the market, promotional measures are obligatory to implement. In marketing, promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. The aim of promotion and its promotional plan can have a wide range, including: is to increase awareness, create interest, generate sales, create brand loyalty, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image. A promotional plan specifies how much attention to pay to each of the elements in the promotional mix, and what proportion of the budget should be allocated to each element [41]. There are three objectives of promotion:

- to present information to consumers and others;
- to increase demand;
- to differentiate a product.

There are two directions in the product promotion system, introduced in figure 1.4:

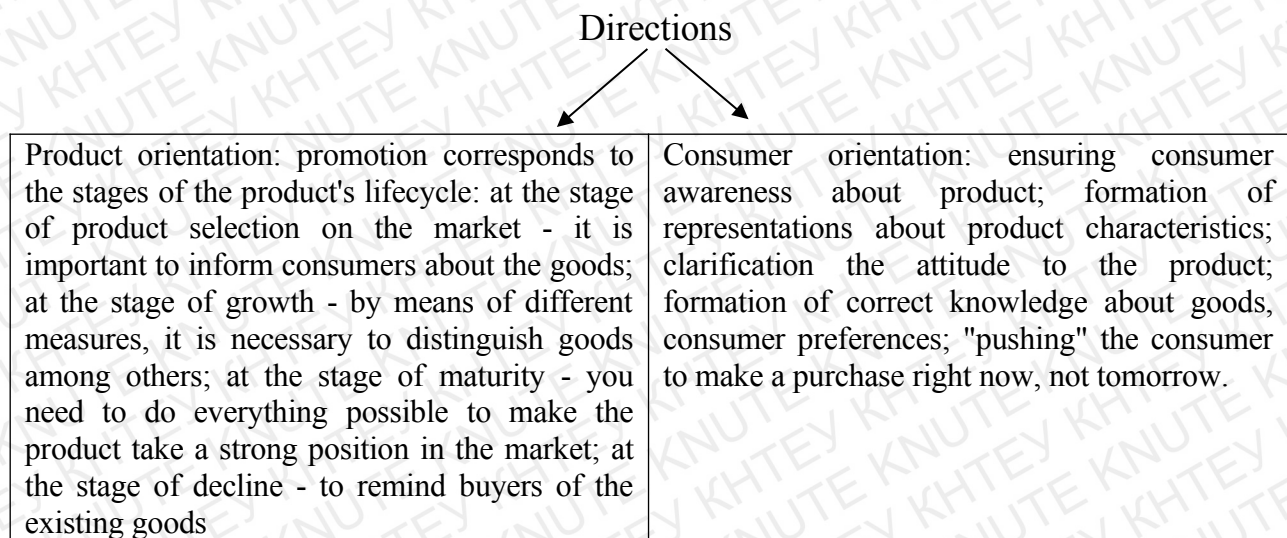


Figure 1.4 Types of product promotion system

The promotional planning process is no longer something that is completely turned over to an advertising agency to plan and produce. Rather, promotion in the modern marketing world is viewed as a form of communication that exists as an interactive dialogue between the customers and the company and is highly integrated into the company's marketing plan. Communication is also not a one way process or a message going from the company to the customer. Rather the message must be at least a two way process. The hospitality company must answer both the communication question "How do we best reach our customers?" and "How can our customers best reach us?". So, then for every hospitality company, the question is not one of whether to communicate, but one of how much, in what ways and how to best to use the promotional tools to both develop a consistent message and build those long term relationships [9].

The marketer must choose which is the best form of promotion for the target audience, so to develop a marketing plan. A business must have a marketing plan in order to produce, communicate, and sell products and services. Using research on segments of the target audience, a marketing plan is written. Once the plan has been developed, a budget is set for the promotional campaign. The first step for the marketer is to develop a marketing communications strategy. The strategy will define the

consumer, the best way to reach them, and what the message should be. This process is the marketing mix. The process goes through the following steps, shown in Table 1. 6

Table 1.6

Researcher's steps

Strategy	1.Segmentation	2.Targeting	3. Positioning	4.Developing the message
Description	by dividing consumers into segments, the marketer is better able to meet consumer needs, and increase positive response. During the promotion process, the marketing team will decide which segments to target, and why. Market research will be able to ascertain all of this information for the team.	the marketing plan must detail how to target the intended audience, and define any marketing objectives. The marketer must guide the consumer through the buying process. This involves knowing the stages each consumer goes through when deciding to purchase a product, and designing a promotion that will capture the attention of the customer.	is the process of defining an image for the company, or developing the "brand." Positioning is key to this process, but all aspects of the marketing mix help define the brand. To position a business successfully, the company must meet or exceed all expectations and look good in the eyes of the consumer.	marketer needs the message. What does he want to say to influence his potential customers? The marketer's objectives should be aligned with the marketing strategy, and will fit into one of the following categories: inform – increase awareness of the product and brand, and try to gain an advantage; persuade – attempt to gain an immediate response to drive sales; remind – to maintain an interest in the product or brand.

The promotions strategy of the hotels includes the planned promotion tools and techniques, which are very important for the hotel industry and play a major role in achieving the competitive advantage. Promotion is also one of the elements in the promotional mix, which consists of: paid advertising, sales promotion, publicity and

public relations, direct marketing, personal selling, and interactive marketing [20].

The meaning and difference you can see below in the Table 1.7

Table 1.7

Elements of promotional mix

Element	Description
1. Advertising	is any paid form of non personal communication or presentation that promotes the ideas, goods, services or relationship opportunities of an identified sponsor or company. It allows repeat its message and often is used to highlight competitive differences, advantages, popularity, successes and responsive chords with its markets. Is also used to build a consistent, long term image or position in the marketplace.
2.Sales promotion	a set of short term or temporary market or sales incentives which induces or encourages the purchase, trial or sales or a hospitality product, service or membership. These sales or market incentives come in a variety of forms including promotional event, coupons, contests, price reductions, premiums refunds/rebates, bonus packs or purchase, frequency programs, point of purchase displays and cooperative advertising
3.Public relations	information about a firm's products and services carried by a third party in an indirect way. This includes free publicity as well as paid efforts to stimulate discussion and interest. It can be accomplished by planting a significant news story indirectly in the media, or presenting it favorably through press releases or corporate anniversary parties.
3.1 Publicity	refers to non personal communication about an organization, product, service, person or people or an idea that is not directly run under an identified sponsor not is it paid for through a contractual agreement. Like advertising, the message usually reaches a massive audience and is non personal, but unlike paid advertising, it is not a paid form of communication.
4.Direct marketing	is a channel form of advertising that allows businesses and nonprofits to communicate directly to the customer, with methods such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising.
5.Personal selling	is the process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation, often in a face-to-face manner or by telephone. Examples include sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing.
6.Interactive marketing	this form of communication allows for a back and forth flow of information where by the actual consumers can participate in and modify the form and content of the information that is used by the Internet they receive in real time. Unlike traditional mass media sources, consumers are allowed to perform a variety of functions such as receiving and altering images, making inquiries, visiting destinations in a virtual reality mode.

A promotional mix should be designed in a way that informs the target market audience about the values, and benefits, of the product or service, offered. This educational aspect helps the organization gain leverage against the competition, which ultimately helps drive sales. Each of these components of the promotion mix: advertising, personal selling, sales promotion, publicity, public relations, direct marketing and interactive marketing are synchronous part to the Interactive Marketing Communications (IMC) program. IMC is an approach to achieving the objectives of a marketing campaign, through a well coordinated use of different promotional methods that are intended to reinforce each other. An appropriate IMC program is an important part of the overall marketing plan for companies and organizations in the international hospitality and tourism arena [53].

Each business must consider its market, budget, and opportunities to prepare the right combination of advertising to reach customers:

1) Know the Market - to reach your target market with the right promotional mix, you first need to know who and where they are. For a local business with a large market, this is usually dictated by geography. The market is in the local city or metropolitan area. With niche products, the process is a bit more challenging. You might consider whether your likely customers are easily distinguished by demographic similarities such as age, race, gender or income, or by their intended use of the product. Once you know the customers, it is easier to focus on reaching them.

2) Consider Your Budget - the amount of money you have to allocate to a promotional mix greatly affects what you can do. Small businesses are often more limited in this way than larger firms. This often leads to a blend of modest advertising investment with public relations activities, sales, direct marketing and promotional inducements. Local radio and newspapers, as well as direct mailers, are among the more-affordable advertising options available to small businesses.

3) Research Media Options - the best way to get your messages to the intended audience is to know what they watch, read or listen to. Local communities have historically read local newspapers, which allows for relatively low-cost ads or unpaid

media coverage through feature stories. Newspaper availability and readership has declined in lieu of more online access in many cases.

4) Brand vs. Price – the way you use your promotional mix should correlate to your marketing goals and strategies. Advertising is typically intended to help develop a positive brand image that supports your role as a high-quality or service-oriented provider. Personal selling in store or door to door is useful in more directly communicating benefits of complex or high-priced products in a way passive advertising messages can't. Many kinds of businesses also use sales promotions and discounts to lure customers.

A new promotional campaign can help revitalize your marketing efforts, help attract new business or retain the old one [64]. Finding an interesting and original promotional strategies is no more a difficult task as its 21st century outside, so modern and effective ways to promote products and services appear very quickly, shown in Table 1.8

Table 1.8

Modern promotional strategies

Name	Description
1. Word of Mouth Advertising	is unpaid, organic and oh-so-powerful because those having nice things to say about your product or service generally have nothing to gain from it other than sharing good news. A recommendation from a friend, colleague or family member has built-in credibility, and can spur dozens of leads who anticipate positive experiences with your brand.
2. Point-of-Purchase marketing (POP)	Product displays, on-package coupons, shelf talkers that tout product benefits and other attention-getting “sizzle” often sways buying decisions at the shelf by making an offer simply too good – and too visible – to pass up.
3. Co-branding	is a marketing methodology in which at least two brands join together to promote and sell a single product or service. The brands lend their collective credibility to increase the perception of the product or service’s value, so consumers are willing to pay more at retail.
4. Guerrilla marketing	this newer category of marketing communication involves unconventional, innovative, and usually low-cost marketing tactics to engage consumers in the marketing activity, generate attention and achieve maximum exposure for an organization, its products, and/or services.

Promotional strategies and marketing go hand in hand. Marketing your brand or product will include different aspects of manufacturing, promoting and selling products to the customers. Promotion is a key element in putting across the benefits of your product or service to the customers. Well-designed marketing and promotional strategies ensure long-term success, bring in more customers and ensure profitability for businesses. The promotional mix is a critical element for the success of a business since all businesses naturally want to generate more revenue by growing and promoting their business. Using promotional tools, businesses can acquire additional clients and encourage them to come back through the provision of high quality service. A good promotional campaign starts with the promotional tools, but a great promotional campaign uses the promotional tools along with great customer service to create customer loyalty, realizing the potential loyal customers have on future business [39].

1.3 International experience implementing marketing technologies in hospitality

International experience proves that one of the most effective tools for business is implementing of a marketing concept in hotel activity. World practice shows that the concept of marketing in the hotel business is effective when it is holistic, comprehensive and applies to all areas of the hotel business [4]. Its practical implementation is associated with the choice of means that ensure the materialization of the goals and objectives, that is, with the marketing complex. The marketing complex is defined as a set of initiated and controlled marketing tools that are used together to obtain the desired response of the target market. In other words, the marketing complex includes everything that can be done at the hotel to influence demand for basic and additional hotel services. Understanding the crucial importance of a marketing mix within the overall marketing approach, hotels develop partial strategies for all major elements of the marketing mix: product strategy, pricing strategy, push strategy and distribution strategy. Taking into account the features of

hotel services, marketing in the hotel business is designed to identify the needs of guests, to create an attractive hotel services marketing complex for them, to familiarize guests with affordable hotel products, to inform them about the place where these services are provided [57].

Price policy of a hotel - is a reasonable prediction of a likely change in the initial market price of the product offered, which is optimal for the main purpose of the company on the market. It is impossible to select a policy one time and implement it for a long time. Price policy must be constantly checked and adapted to the situation that has emerged in the market. An enterprise should first of all represent its own service on the market, choose the best price and quality. Nowadays hotels use different strategic options. The pricing strategy depends on which price service is set: on a new or already proposed one. The choice of one or another pricing strategy of the hospitality industry depends on a number of factors, the main of which are: the stage of the service life cycle; characteristic features of the service and their difference from the qualitative parameters of other services; the state of development of competition in the market; the characteristic of consumer demand and its price elasticity; own current expenses; the rate of profit of an enterprise and the average rate of profit of competitors; the image of the company in the market [34].

Effective pricing policy covers not only the establishment of the initial market price, but also the methods of payment, types of discounts, price differentiation on various grounds. For example, due to the fact that hotel spheres are characterized by significant fluctuations in demand, prices for services may vary not only with regard to the season but also the day of the week. Therefore, effective price policy should be related to the perspective goals of the company and the general direction of its development, in particular, the formation of regular customers, the crowding out of competitors, penetration into the new market, maximizing profits, etc. As international experience shows, hotels often combine several price strategies [7]. The optimal strategies are chosen based on the forecast of marketing managers regarding price elasticity of demand, dynamics of competitors prices, stage of service lifecycle, average marginal income for similar services, they are shown in Table 1.9

Table 1.9

The most common pricing strategies

Strategy	Description
1. Skimming strategy	it provides for the launch of a new service at the highest price. This becomes possible only in the absence of competitors, when the service is fundamentally new in one or another market. Applying the strategy hotel enterprises may be able to use their monopoly for some time (but short-term).
2. Market penetration strategy	based on the establishment of low prices in order to attract a significant number of consumers. The low price in this case is a peculiar fee for the introduction of a product (service) into the market. Such a strategy is used by new enterprises and enterprises, who seek to capture a larger market share.
3. Strategy of prestigious prices	it involves setting an excessively high price, targeting on a separate category of consumers. The price for them is insignificant, first of all important quality of services, image, the unique status of the company on the market. Such a strategy is used in the best in Europe class rooms "luxury". At the same time, the strategy of prestigious prices is effective only with little or no competition on the market when using patent protection, special brand prestige and other measures.
4. Strategy of targeting the price leader	it involves developing a pricing policy of the company based on the study of price policy leader in the market. However, this does not mean setting the price of services in strict accordance with the price level of the leading company in the market, but only borrowing certain elements of its pricing policy.
5. Strategy of differentiated (flexible) prices	it involves setting prices in conjunction with all possible discounts and increments to the average for different markets and their segments. Prices are applied according to demand, they can be changed as a result of the introduction of discounts and compensations.
6. Strategy of preferential prices	provides the formation of prices for goods for buyers in which the company is interested. The policy of preferential prices is made as a temporary measure of sales promotion. Its main goal is to increase sales volumes. Preferential prices are usually set to a very low level, possibly even lower than the cost (in this case they are called dumping).

According to the basic price of the hotel product - the cost of service in the development of strategy and pricing tactics in domestic hospitality enterprises and international experience distinguish particular features. The general economic instability and uncertainty of factors influencing the decision-making process, necessitates paying considerable attention leaders of domestic hotels to establish prices for services. Typically, plans introduce temporary price lists, approve a system of price

discounts, which mainly determine the difference in prices between the season and the non-season [69]. A significant drawback is that prices in most domestic hotels are not created by marketing departments, but by accounting and economics department. According to international experience in the hotel business, it is the marketing managers who must control the tariff policy, interact with other internal departments responsible for pricing. Accounting and economics department, marketing department should continuously coordinate their own actions aimed at setting prices, control pricing strategy. The objectivity of the justification of the prices depends on the profitability of the enterprise, its competitiveness, the volume of services rendered, and other indicators of economic activity.

Another important aspect of international price management is the use of psychological pricing methods that are specific to the psychology of prices and not just their economic substance. The first aspect of psychological pricing - the prestige of the company on the market - can be created by overstating the prices for services. The second aspect of psychological pricing - "advisory" prices - is the price level that has emerged in the imagination of consumers and what they mean when they imagine the service. The reference price is formed by the consumer when he compares current prices, prices that were in the past, and evaluates the purchase situation. Popular services often have recommended prices. The hotel management should keep in mind that most consumers have their own views on the level of service prices. Therefore, it's important to keep feedback from customers constantly [6].

Hotels are in the business of filling up as many rooms as possible. If a room is not filled, the hotel does not make money on it. For this reason, hotels are often quite flexible on price. Even high-end luxury hotels will give out discounts to entice savvy customers to stay. In order to stimulate the volume of sales of basic and additional services, international hotel companies also use various price discounts and methods for differentiating prices and tariffs. Most hotels use both - seasonal and commercial discounts related to the period of stay of visitors or the failure with providing certain types of mandatory services for objective reasons. Hotels most often include the following types of price discounts, shown in Table 1.10

Table 1.10

Types of discounts

Type	Description
1. Seasonal	discounts for Christmas and New Year holidays, Easter, International Woman's Day, Valentine's Day - from 15 to 30%;
2. For a temporary decline in the quality of the accommodation service for any objective reasons	the amount of discount is determined by taking into account the minimum daily allowance the cost of missing services;
3. Special discounts	for students and students during the holidays, when placed in the same number members of one family (unless a special "Family rate" applies);
4. For cash payments	up to 10%
5. Functional discounts (dealer)	for the sale of goods and services through intermediaries (travel agents, distributors, other intermediaries) - 3 - 25% of the cost of services
6. for regular hotel guests	10 - 15%. The size of the permanent residence discount is adjusted according to the number of nights spent
7. Diplomatic	provided with a diplomatic presence passport and subject to mandatory preliminary booking -10-20%;
8. Closed	when providing certain types of services to employees enterprises – 50-80%.

As during the germination of network form of organization hotel business, and now many hotel owners, especially in European countries, continue to choose independence, using exclusively own resources. Economic efficiency of his kind of management is conditioned only by hotels historical traditions, as well as the creation of permanent circles of guests. The obvious problems of such networks are a seasonal nature of hotel filling and their limited popularity. However, the prevailing trend in the development of the hotel business is the interaction of different hotels among themselves. Such interaction can take two different forms - contract management and franchise contract. The management company is an independent legal entity associated with the objects managed by it and carries out a general management and control of compliance with common standards [8].

Franchising is the transfer of the permission to use the registered trademark acquired under certain conditions, which are stipulated in the contract with the franchisee. Franchise - is the right to sell services on behalf of a particular hotel on the basis of a signed license agreement. It's a licensing agreement, in which a franchisee-company (hotel) is given the right to provide services under the management of the marketing model developed by the hotel-franchisor. The franchisor allows the franchisee to use his trademark, name and advertising. The franchisor is interested in attracting new members to his market network, so he prepares the most important documents - the Uniform Franchise Offering Circular (UFOC) [13].

The main difference between franchising and other contractual systems is that it is usually based either on a unique proposal or on business practices, or on a trademark, patent or copyright law. An agreement between a franchisor and a franchisee provides (figure 1.5):

⇒	using by franchisor of the trademark of the franchisor
	application of methods, control systems, reporting systems
⇒	using of recruiting and training methods developed by the franchisor, including internships and training programs for staff
⇒	including of the franchisor to the general system of advertising and marketing of franchisor

Figure 1.5 Rights, listed in agreement between a franchisor and a franchisee

For received rights the franchisee makes an initial payment, a license fee - royalty, a fee for marketing services and the use of a centralized reservation system. For hotels, current payments depend on the number of rooms. They are usually determined at a minimum and fluctuate within \$ 30-600 per number per year, or about 5% of revenue from the sale of rooms. The most important point of the franchising agreement is an indication of the term of its operation. Usually it fluctuates within 5-20 years. For the franchisee retained the right to extend the contract if during its operation

by the franchisee has been no serious violations. At the present time, franchising agreements have become widespread in the hotel industry. In the USA, franchising relations in one form or another cover up to 90% of the hotel services market. The largest hotel chains are Holiday Inn, Marriott, Choice International, and others. However, it should be noted that in Europe the franchising strategy is not leading, and many hotels keep their independent status, although sometimes it is much more difficult for independent hotels to solve the problem of loading, staff training, etc. Major American hotel corporations are aggressive franchise policies, especially in new hotel markets, including Ukraine.

Contract management – is a written agreement is concluded between the owner of the company (hotel) and the manager or company specializing in the management of the respective types of enterprises. For hotel owners one of the most important problems when designing a management contract is the choice of a management company [44]. It is worthwhile to distinguish independent management companies and companies that manage the hotel chain. An independent management company deals, as a rule, with various types of hotel products of various brands. In this case, the hotel owner pays for the services of the management company and separately corresponding payments (entrance fee, royalties, etc.) to the franchisor. The hotel chain management company mainly deals only with hotels, united by a single trademark. And in this case, the hotel owner pays the management company both for management and for the traditional corporate services provided to the entire hotel chain. Most of the benefits of a management contract have to do with saving time, allowing for operations to take place smoothly, and to bring knowledge and experience to a business function. When a business hands out operational control of some function, the business doesn't need to worry about that function anymore. The business can now focus on the more important areas of its business. Another advantage of hiring a management company is that a function may not be important enough to require you to hire a full-time employee to handle it. In the case of accounting, it may not be important enough for you to hire an accountant. It might make more sense to pursue a management contract. You can, therefore, save money in the process.

Depending on the particular situation, management contracts can vary significantly. However, in their content, as a rule, such main points are always included (Table 1.11)

Table 1.11

Main tools of contract management

<p>1. Empowering the management company (operator) with a right to manage the enterprise. At the same time the owner is deprived of the right to hesitate in the process of operative (everyday) management and control. Currently, the manager of the company is required to submit monthly reports to hotel owners</p>	<p>4. Term of property management of hotel enterprises. Usually the management contract is for five, ten or twenty years. There are also short-term contracts.</p>
<p>2. To assign to the owner all expenses from different operations, as well as all financial and operational risks arising from his property rights</p>	<p>5. Management remuneration. There are two systems for calculating payments for management services (commissions): fixed and progressive. Owners prefer low fixed rates and high bonuses, which are directly dependent on the results of the work, and the management companies - on the contrary.</p>
<p>3. Protection or dismissal of the operator from liability for any actions, other than those committed with intent or as a result of gross negligence</p>	<p>6. Terms of renewal of the contract. Most of the existing conditions give the overwhelming right to decide the management company. Terms of termination of the contract: if one of the parties fails to comply with the terms of the contract within the time period stipulated by law from the moment of notification of the violations discovered by the other party</p>

The main fundamental difference between contract management and a franchise contract is that the hotel, adhering to the standards of the hotel franchisor, is promoted independently. At the same time observance of uniform technologies and uniform rules of hotel business is required. The hotel chain, which allowed to use its trademark, monitors compliance with corporate rules and, in case of violation, has the right to withdraw its trademark [35]. Franchising involves not only inspection but also advisory services in all directions, including corporate training for the hotel's high and middle staff regarding implementation of technical and technological innovations, corporate programs.

Conclusions to part 1

Marketing plays a vital role in the success of any business organization. Since all aspects of the business depend on successful marketing, it is difficult to highlight all the roles which marketing plays in a company. Marketing helps in building a company's brand name and placing the company's product or service in the heart of prospective customers. In the hotel industry, the success of any hotel often depends on good reputation. As the reputation of a hotel grows bigger within society, more customers will lodge in the hotel, thereby making the hotel's room occupancy rate increase and generate more income to the hotel [27].

Additionally, it is fair to say that marketing really helps in the aspect of branding as it creates and supports effective communication within and outside the hotel unit. Effective marketing campaign gives a company an edge over its competitors. A business may offer the best product in the market, but without a good marketing campaign, it will not generate the desired returns on investment because it is marketing that makes the product or service known to prospective customers.

No one of us is going to buy a product or service they haven't heard of, nor will they buy it from you if they don't know what your company offers. This is why a great promotion strategy is vital if you want to grow your business. Some companies use more than one method, while others may use different methods for different marketing purposes. Regardless of your company's product or service, a strong set of promotional strategies can help position your company in a favorable light, while opening the doors for future communication. Nowadays marketing professionals have numerous tools at their disposal to ensure that they reach their target audience, each individual marketing tool, on its own, is far from perfect. Because each has weaknesses and strengths, marketing tools are much more effective when combined. Successful marketers know that exponentially, combining various marketing strategies ensures success and goes far to impact the organization's bottom line [40].

PART 2

ANALYSIS OF MARKETING TECHNOLOGIES IN «HILTON KYIV» HOTEL

2.1. Organizational and economic assessment of hotel

Business tourism is one of the most promising areas of modern tourism. High rates of its development are determined, first of all, by the globalization of the world economy and by the "blurring of borders". Businessmen are increasingly looking for and finding business partners abroad. Business tourism means traveling abroad to exhibitions and conferences, etc., for someone it is a combination of pleasant and useful, when it is possible to conduct business negotiations and relax in new places. The main customers are corporate clients - companies, corporations, holdings and other business structures.

«Hilton Kyiv» is a 5* business hotel located near central business district of the city with a developed infrastructure and convenient transport interchange. Hotel offers a wide range of professional business services for customer: from providing transfer services to renting a conference room. Among other popular services : delivery of correspondence, order and delivery of air and railway tickets, organization of business events, including a coffee break or a buffet table, currency exchange, the provision of services of an interpreter/ secretary/notary/lawyer, car rental and parking. Hilton Kyiv is computerized, equipped with modern office equipment, have Wi-Fi coverage and provides the ability for quick access to Internet. Another important point is the availability of modern facsimile and photocopying equipment, which allows our guest's to send a fax quickly and without delay, scan or photocopy the necessary documents, also safe is present in every room [18].

Hilton Kyiv hotel officially and legally belongs to company LLC "International Business Center", address is Hlybochytska, 72. Kyiv 04655,

+380445315070. Dossier and some economic assessments are shown in the following table 2.1 [38].

Table 2.1

Dossier and some economic assessments of Hilton Kyiv

Tool	Description
Code EDRPOU	32531945
Information on government legal entity	general meeting
Activities	55.10 Activity of hotels and similar facilities of temporary accommodation 56.10 Activity of restaurants, provision of mobile food services 56.30 Beverage service 68.10 Buying and selling of own immovable property 68.20 Leasing and exploitation of own or leased real estate 41.20 Construction of residential and non-residential buildings (basic)
Form of ownership	Non-state property
Individual tax number	325319426595
The size of the authorized capital	126 000,00 UAH
Financial indicators 2017 y.	
Assets	2 100 000 000 – 2 200 000 000 UAH
Obligation	6 100 000 000 – 6 200 000 000 UAH
Revenue	230 000 000 – 240 000 000 UAH

The indicator "occupation level" (Occupancy) can be calculated for any period of time for which the analysis is performed - day, week, month or year. The most indicative is the average annual occupancy, since it reflects the distribution of occupancy during the year, this seasonal fluctuations. The average annual occupancy of the hotel is the arithmetic mean calculated on the basis of the daily occupancy of the hotel in throughout the year. Daily occupancy is calculated as a percentage ratio of occupied (sold) numbers to the total number of rooms, available in the hotel [56].

Calculation of the daily occupancy is performed using the following formula:

$N_s / N * 100\%$, where:

N_s - number of occupied numbers for the billing period (rooms sold)

N - the total number of rooms (in the property)

Let's calculate the occupancy in Hilton Kyiv for 28 August 2018 = $88/262 * 100\% = 33.5\%$. Hotel monthly occupancy from May 2017 till May 2018 introduced in figure 2.1

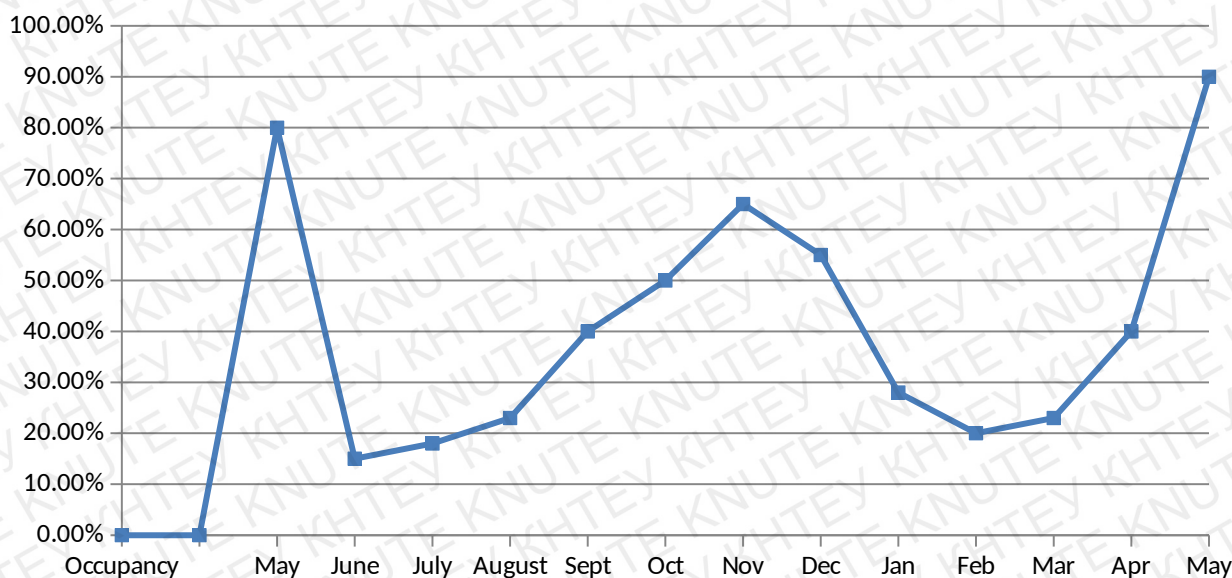


Figure 2.1 Hotel monthly occupancy from May 2017 till May 2018

80% occupancy was in May 2017 due to the Eurovision song contest which took place in Kyiv on May 13. Kyiv hosted 26 participants from different countries with their teams and support groups. 90 % occupancy was in May 2018 due to the UEFA Champions League Final, the 63rd season of Europe's premier club football tournament organised by UEFA. It was played at the NSC Olimpiyskiy Stadium in Kiev, on 26 May 2018. The lowest occupancy as usual summer months, the highest – autumn period.

One more specific feature of our hotel is that during the working week the percentage of occupancy is definitely higher than in the weekend, because businessmen are much more likely to reserve rooms on weekdays, not on weekends [48]. To attract customers, hotel's business development department actively practices signing corporate agreements with companies to accommodate their employees with discounts. This type of cooperation is beneficial to both parties. During the period of exhibitions or other business events, when the rush around hotel rooms increases, companies may not worry about locating their employees [56].

Another important indicator of the hotel is the average daily rate. Like the average occupancy, the average daily rate is an indicator of the work of the hotel, which is calculated daily, and then, according to the results of statistics is calculated for the required period (month, year). Average daily rate that actually represents the revenue attributable to the one room number is calculated both by separate categories of numbers and price categories, and throughout the room fund.

The average daily rate of a room per day is calculated as the ratio daily room revenue to the number of rooms sold during this period, which can be in the form of the following formula: $ADR = Rd / Ns$, where

ADR - the average cost per day (average daily rate)

Rd - day revenue from room sale (daily room revenue)

Ns - number of sold numbers per day

We calculate the average daily rate of the room number on 28 August 2018, when 88 numbers were sold, and daily room revenue was 855,960 UAH.:

$$ADR = 855,960 / 88 = 9,726 \text{ UAH (294 €)}$$

House use and [complimentary](#) rooms are excluded from the denominators. 'House Use' rooms or those occupied by hotel employees or management are excluded as they are not available for sale and not generating income. Complimentary rooms are excluded since they don't have a concrete value to calculate sale.

The main indicator of the hotel is income indicator for each available number (Revenue Per Available Room). RevPAR sufficiently reflects efficiency of the hotel. Revenue per each available number can be calculated in such a way: R / N , where

R - daily room revenue for calculated period

N- total number of rooms in the hotel

$$\text{RevPAR is calculated for 28 August 2018} = 855.960 / 262 = 3.267 \text{ UAH}$$

Customers can be segmented by geography, demographics, benefits and needs. Business people travel for a variety of reasons -- to attend sales meetings, give presentations, organize events and meet with other members of the company in different locations. The business traveler is conscious of price, but more concerned with a convenient location, ease of access and business-related amenities. Hotels that

rely on business travelers have the highest occupancy during the weekdays. Speaking about target market which is the most attractive for Hilton Kyiv is according with its specialization - businessmen. The main features of our typical customer are introduced in Table 2.2

Table 2.2

The main features of typical customer in Hilton Kyiv

Feature	Description
1. Sex	Male – 80%, female – 20%
2. Age	30-50 years
3. Length of stay	2-3 days
4. Country	USA, Great Britain, Germany, Poland, Israel
5. Accompany	With no children, sometimes with wife/husband
6. Character	Polite, serious, usually in hurry, in a business suit with a little suitcase
7. Income	≈3000 \$ (€)
8. Travel purpose	Business – 80%, tourism – 20%
9. Work sphere	Embassy, financiers, professors, pilots, CEO, IT
10. Package	90% - standard rooms with breakfast, 10% - higher categories of rooms
11. Transport	Arrival-departure by plane, moving around the city mostly by taxi starting early in the morning
12. Frequent requests	City map, advices about good restaurants in the centre, quite nonsmoking room in the corner/ higher floor

Hotel Hilton Kyiv is located in the structure of the H-Tower complex on the boulevard of Taras Shevchenko, 28-30 in Kiev and occupies from the 3rd to 8th floors of the building. The developer of H-Tower is the company St. Sophia Homes. In January 2014, the Antimonopoly Committee of Ukraine granted permission to Hilton International Management (Middle East) Corporation (head office - Virginia, USA) to receive in management of assets in the form of an integral property complex in Kiev - a hotel belonging to the company "International Business Center". The project was launched in 2007, when the Kyiv City Council handed over an area of 0.09 hectares for the construction of an office complex with residential apartments of the International Business Center (Kyiv). In 2010, after a fairly long break, the construction of a 5-star hotel under the Hilton brand was resumed. The activation of

the project became possible due to the emergence of new investors - at the end of March 2010, a transaction was completed for the joint acquisition by the founders of TRC "Studio 1 + 1", Boris Fuchsman and Alexander Rodnyansky, a 50% stake in the 5-star Hilton hotel project. The new shareholders indirectly purchased 25% of the project in the hotel. The deal was approved by the Antimonopoly Committee of Ukraine, as well as by the hotel operator Hilton Hotels Corporation.

Hilton Kyiv's 262 rooms have: Hilton Serenity® bed for ultimate relaxation, air conditioning, intelligent room technology (this system allows guest to control the temperature in the room, replaces the "Do Not Disturb" sign, shows if there is someone in the room, and performs a whole bunch of other functions. For example, if a maid wishes to clean the room, and the guest does not want at the moment, then a special lamp near the front door will notify the maid about his desire), laptop-size electronic safe, LCD TV with international TV channels, desk and work area, automated Mini-bar, coffee & tea making facilities, walk-in shower and bath in every room, access to the health, spa and fitness area. All available categories of rooms and their average prices are shown in Table 2.3 [18].

Table 2.3

Categories of rooms and their average prices

The type of room	Amount	Average price	
		High season (autumn-spring)	Low season (summer-winter)
Standard accessible room	3	380 €	340 €
Standard room 1 king bed/2 single beds	167	380 €	340 €
Deluxe	30	410 €	390 €
Panoramic Deluxe	8	600 €	580 €
Executive room	26	430 €	410 €
King executive premium room	17	550 €	510 €
One bedroom suite	8	800 €	680 €
Garden terrace suite	2	1060 €	1010 €
Presidential suite	1	4500 €	4250 €

Smoking Rooms are available, a fine of 150 Euro is applied for smoking in Non-Smoking Rooms. Service animals allowed, pets allowed with a payment 35.00 € (Non-Refundable) in any category of room, maximum weight is 34 kg.

All executive rooms are with Executive Lounge access (6:30-23:00 – 7th floor) which includes complimentary breakfast (6:30-10:30-Mon-Fri/7:00-11:00 with sparkling wine-on weekends) snacks and soft beverages during the day, sandwich time (15:00-17:00) and dinner offer with alcoholic drinks (18:00-20:00), private check-in/check-out desk, meeting room for 10 persons with all necessary equipment (for free 2 hours per a day) information in Appendix B (photos, contacts) [18].

Our main Park Kitchen restaurant operates from 6:30 Mon-Fri and from 7:00 till 23:00 on weekends. The menu features classic European cuisine with the modern approach of chef Shota Goderdzishvili, who adds light Asian and Middle Eastern motifs to every dish. In the middle of the restaurant there is an open kitchen, so every guest can take pleasure in seeing meal cooked in front of him. For guests there is a children's room and a special children's menu, parking. Also seasonally guests can enjoy Sunday Brunch in Park Kitchen (from 12:30 until 16:30) - large variety of seafood: oysters, boiled crayfish, mussels, tiger prawns and sushi station accompanied by unlimited prosecco. Live music and kids entertainment keeps the whole family amused. More information in Appendix C (photos, prices).

Both hotel guests and city residents can take advantage of health and fitness facilities such as fitness center, indoor swimming pool (98 sq. m.), hammam, steam bath and sauna in Hilton Spa (6:30-10:00 - 800 sq. m.). It offers a wide selection of traditional Thai massages performed by the best Thai masters. Also everyone can work out with the motivating support of one of personal trainers in gym (24- hours). More information in Appendix D.

The average occupancy of Spa in Hilton Kyiv is 40 % daily, there is some main reasons:

- Guests are mostly business people, so they have no free time
- Not all guests know about SPA in Hilton Kyiv

- Price are much higher than in SPA in city sport/fitness clubs
- Guests are not interested in visiting the SPA
- Low level of SPA culture in people’s mind

All main services with prices are introduced in table 2.4

Table 2.4

Spa services

Main services	Price (UAH)	Occupancy daily%	Visitors outside %	from Hotel %	guests
1.Swedish massage (60 min)	2200	35-40	40		60
2.Thai massage (60 min)	2100	45-50	40		60
3.Spa aroma massage (60 min)	2200	15-20	30		70
4. 1 year Membership Card	58 000	15-20	100		0
5. “ Spa day” for 1 person+treatments	4900	5-10	100		0
6. TRX package	13 500	10-15	100		0
7.Visit to SPA for 1 day	950(for visitors) Free- for guests	60	30		70

Hilton Kyiv offers large variety of conference rooms for any type of small meeting. Whether guest planning training session, a board meeting, presentation or business breakfast:

- Pillar-free ballroom for up to 500 delegates;
- 7 interconnecting meeting rooms and boardroom with natural daylight;
- Dedicated Hilton Meetings Coordinator and Personalized Online Group;
- Event Planner Bonus Program;
- Easy access to Kyiv Expo Plaza and International Exhibition Center.

Detailed information about conference meetings rooms is introduced in the following table 2.5

Table 2.5

Characteristics of conference meetings rooms

Name of conference room	Size	History	Price EUR/full day(9 h)	Monthly occupancy %
1.Dallas	381sq.m.	Named after the city where the first hotel named «Hilton» is located	3700	40
2.San Francisco	111 sq.m	Named after in 1959 Hilton opened its first hotel in airport (San Francisco Airport Hilton)	1200	70
3.New York	66 sq. m	Named after 6 movies, including «Spiderman 3» and «American gangster» were filmed in Hilton New York	850	60
4.Amsterdam	37 sq. m	Named after the city, where in the hotel of our brand a charity initiative «in bed of peace» was initiated by John Lennon and Yoko Ono	550	60
5.Istanbul	101 sq.m	Named after the city, where the first modern hotel in Europe built from the ground up in the aftermath of World War II	1500	75
6.Munich	26 sq. m	Named after Freddie Mercury created his famous song «Crazy little thing called love», while taking a bath in suite in Hilton Munich Park	400	50
7.Executive lounge	22 sq. m	Named after the outlet, where meeting room is located	250	90

The average occupancy of all conference meeting rooms in Hilton Kyiv is 60 % daily, there is some main reasons:

- Prices are much higher than in other hotels in Kyiv
- Quite a lot of competitors (Premier-Palace hotel, Ibis, Opera)

Every meeting room (except Executive lounge) can be shared in 2 or 3 parts by using moving wall, so totally they are considered as 11. More information (dimensions, height, location) in Appendix E.

2.2 Main features of marketing technologies which are used at the hotel

Internal brand management is closely linked to the notions of regulated organizational culture and enterprise mission. As a rule, the personal charisma of one or more employees is not sufficient for each of them to be aware of the uniqueness

and specificity of the enterprise. Therefore, there is a need for the formation of a mission, internal philosophy, and creating organizational culture. The effectiveness of internal brand management manifests itself in the growth of competitiveness due to the exact conformity of the product "promise of the brand" in the growth of loyalty, promising motivation of employees, in improving the enterprise management system [63]. The vision statement focuses on tomorrow and what the organization wants to become. The mission statement focuses on today and what the organization does. The strategy of internal brand management begins with the understanding by company of its brand. What does he mean? Mission and vision of the brand? What are the brand values for its consumers? What are the competitive advantages? Understanding the answers to these questions enables the company to realize its essence and potential, to develop a strategy for brand development and to ensure a high position in market.

Hilton's purpose platform ensures they are known as one, unified global brand. It gives their brand meaning, creates consistent emotional impact throughout the enterprise, and in the same time its meaningful to all audiences: Guests, Team Members, Owners, Shareholders and Communities [32]. Hilton's Values are introduced in figure 2.2 below:

Hospitality:	We're passionate about delivering exceptional guest experiences
Integrity:	We do the right thing, all the time
Leadership:	We're leaders in our industry and in our communities
Teamwork:	We're team players in everything we do
Ownership:	We're the owners of our actions and decisions
Now:	We operate with a sense of urgency and discipline

Figure 2.2 Hilton Values

Hilton's Vision: to fill the earth with the light and warmth of hospitality – by delivering exceptional experiences every hotel, every guest, every time. Hilton's Mission: to be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners and a positive impact in our Communities. Hilton's Brand Promise: If you are not satisfied with your stay, let us know and we will make it Right.

It's clear the future of leisure travel bookings is online. Online channels, including online travel agencies and hotel websites, continue to experience dramatic growth in hotel bookings. Together, brand.com sites and OTAs account for nearly half of all leisure bookings, while the number of travelers who prefer calling the hotel directly, calling the brand's number, walking in or booking through a travel agent continues to wane, according to recent data from TravelClick. Travelers now have access to far more information through comparison websites, search engines and online travel agents. Sales through these channels typically have high commission rates and are taking an increasing share of bookings across the travel and hospitality sector [10]. While the old-fashioned channels cannot be forgotten, revenue managers are shifting their focus to the channels that are growing the fastest. So let's have a look at figure 2.3, where introduced the main booking sources in Hilton Kyiv in percents:

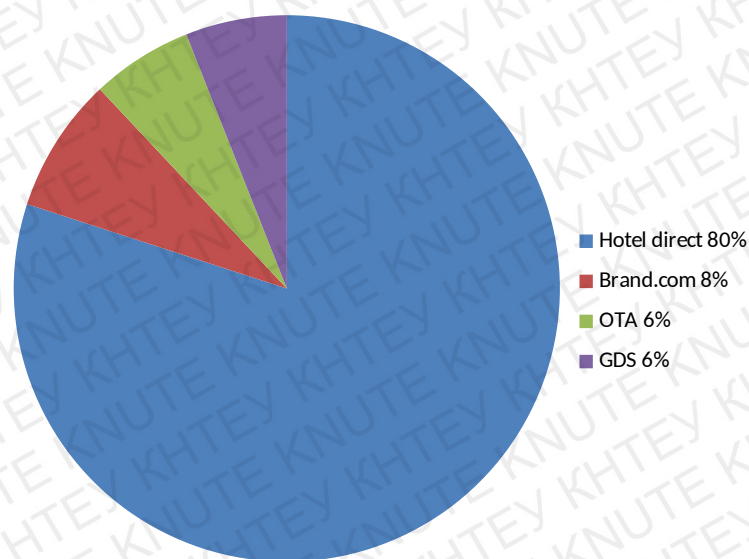


Figure 2.3 Booking sources in Hilton Kyiv

OTAs such as Expedia often win the traveler over on price and brand experience. They usually offer supporting content to answer potential guest questions via reviews and supporting activity destination guides. Brand.com wins when it effectively answers guests' questions, provides loyalty rewards and highlights key content. While online channels may not be the most profitable, it's important for Hilton Kyiv to be present there because it's most often where travelers begin their search. Most travelers use a number of sources—and devices—when planning their travel. But still the biggest amount of guest's book directly in hotel, because in Hilton Kyiv they have such benefits:

Guest will find that the terms and conditions are more flexible when he books directly with the hotel, for example the same booking can be non-refundable through an OTA but flexible through the hotel website [11].

Hotel offer loyalty bonuses. These can range from complimentary Wi-Fi, food and beverage credits to upgrades and discounts on future stays. These deals and benefits encourage to book directly, since they're not available through any third party (HHonors benefits and points are not available!)

Room assignments and special requests often take a backseat for OTA bookings; based on availability, better rooms will usually be prioritized for those who book directly.

The impact of the online travel agencies (OTAs) on global travel and hospitality has been phenomenal, each claiming to give the best travel and accommodation options and prices. Whilst recognizing the influence that the OTA's have on increasing hotel visibility, Hilton wanted to change both consumer perception (of where they could get the best deal) and behavior – convincing them to book direct with Hilton for their next hotel stay. Recently Hilton launched a global all-media campaign – 'Stop Clicking Around' - supporting the Book Direct message. Hilton's 'Stop Clicking Around' campaign is the company's largest marketing initiative in almost a century.

The key purpose of this initiative is to challenge the perception that stays at Hilton portfolio hotels are cheaper when booked through an OTA (Expedia, Booking.com, Hotelbeds) and to emphasize the benefits of booking direct through owned Hilton channels. Companies like Booking.com and Expedia spend millions of dollars annually on marketing, doing a large part of the work for the accommodation providers. The catch is obviously the commission (rates paid by hotels to online travel agencies can range widely from 10 to 30 percents) and with guest trends and spending patterns changing, hoteliers are becoming increasingly wary about commissions charged [19]. Main goals of campaign are:

- get consumers who are thinking of booking with Hilton to book on Hilton.com directly by convincing them that for the first time, this is the place to get the lowest online price,
- to make Hilton.com the first booking destination online among consumers looking to stay with Hilton, by teaching them that they will always get a better price there
- to increase direct booking share by decreasing commission and influence of OTAs.

One of the greatest marketing campaign “STOP CLICKING AROUND” is a clear, simple and strong message. It tells people to stop wasting their time ‘clicking’ on hotel price comparison websites because they can go directly to Hilton.com and get the best price. In addition to offering the lowest rates available, the campaign is incentivizing guests to not only book direct but to also become Hilton HHonors members if they aren’t already. Members earn HHonors Points that can go toward complimentary room nights, free Wi-Fi, digital check-in with room selection, digital room keys, and exclusive events and experiences like Live Nation concerts or private dining experiences. By Hilton’s estimates, some 57 billion Hilton HHonors Points—or 1.6 million free room nights—went unearned during a year because guests booked their stays through a third party. With the launch of “Stop Clicking Around,” Hilton extended those exclusive HHonors discounts to more than 4,500 hotels around the globe. The fact that those discounts apply at nearly 98 percent of Hilton’s entire

global portfolio, and the fact that this campaign is the largest ever launched by Hilton in its 97-year history make it clear that Hilton is very serious about taking back market share from sites like Booking.com and Expedia. Emphasizing value and changing long-held customer perceptions that the lowest rates are only available on online travel agencies are the campaign's main objectives.

Hilton Honors is the award winning loyalty program that unifies Hilton's 14 category leading brands: [Conrad](#), [Canopy](#), [Curio](#), [DoubleTree](#), [Embassy Suites](#), [Hampton Inn](#), [Hilton](#), [Garden Inn](#), [Hilton Grand Vacations](#), [Home2Suites](#), [Homewood Suites](#), [Tapestry Collection](#), [Tru](#), [Waldorf Astoria](#). It unites the Hilton portfolio of brands to drive value for members, team members, owners, operators and partners alike. Free to join and easy to use,

Hilton Honors is the world's premier guest loyalty program. Hilton Honors offers our guests more of what matters most to them. As part of that shift, Hilton launched 4 benefits available to all members just for joining Hilton Honor: free Wi-Fi, digital check-in, discount, points for reward stay. Nowadays membership base is over 61 Million with the goal of 100 Million members by 2019. Hilton Honors members accounted for 42-67% of each brand's occupied room nights in 2017, shown in figure 2.4

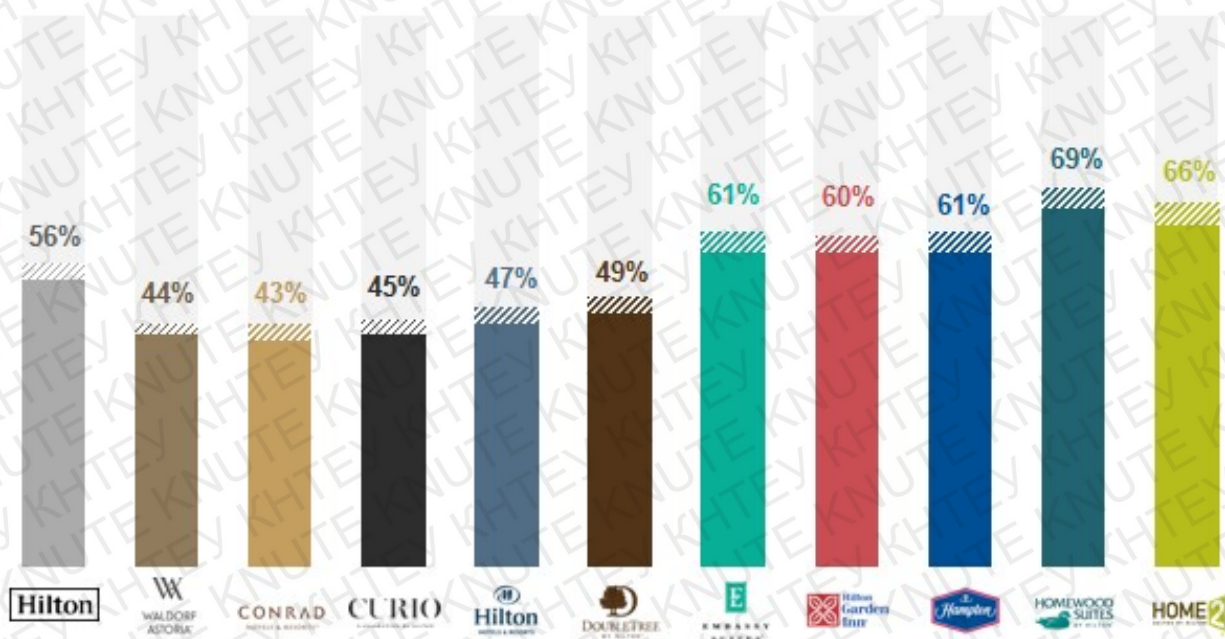


Figure 2.4 Brand's occupied room nights in 2017 by HHonors members

It is not difficult to be registered in Hilton Honors loyalty program, guest just need to provide his personal e-mail address. After process is finished, he will receive a confirmation letter with all details and following instructions. The currency of Hilton Honors is points. Earning points with Hilton Honors is simple and easy [47].

There are two different kinds:

- Base - every Hilton Honors member earns 10* Base Points for every \$1 USD spent at hotels on qualifying rates.
- Bonus - guests who reach Silver, Gold and Diamond status automatically receive additional points—15%, 25% and 50% respectively—on the base points they earn.

The hotel must provide a “**GREAT**” welcome to every Hilton Honors member at check-in:

- Greet them by their name and welcome them back if they are a return guest
- Recognize and celebrate their tier
- Explain their Hilton Honors and brand benefits
- Add a personal touch
- Thank them for their loyalty

When staying at one of properties, members can earn bonus points in 4 ways:

1. EARNING STYLE OPTIONS: If members choose the “Points & Points” option, they receive 5 Bonus Points for every 10 Base Points they earn
2. ELITE TIER BONUS: Guests who reach Silver, Gold and Diamond status automatically receive additional Bonus Points—15%, 25% and 50%
3. MY WAY BONUS OPTION: Gold and Diamond members are able to earn Bonus Points across all brands if they choose Points as their My Way option.*
4. HILTON HONORS PROMOTIONS: Members can earn additional Bonus Points by participating in various promotions (e.g., system-wide, hotel-specific).

There are exist 5 Hilton Honors tiers, all features and unique ways how to achieve each tier described in table 2.6

Table 2.6

Features of Hilton Honors tiers

Tier	Features
1.Blue	<ul style="list-style-type: none"> • Hilton Honors Discount • Redemption stays and no blackout dates • Digital check in: choose your room • Complimentary Internet access • Second guest stays free in member's room • Late check-out • Express check-out
2.Silver	<p>All Blue benefits, plus:</p> <ul style="list-style-type: none"> • 15% Elite bonus on all Base Points • 5th Night Free • Two complimentary bottles of water per every day <p>Qualification for Tier</p> <ul style="list-style-type: none"> • 4 paid stays per calendar year OR • 10 paid nights per calendar year
3.Gold	<p>All Silver benefits, with:</p> <ul style="list-style-type: none"> • 25% Elite bonus on all Base Points + • Room upgrade to a preferred room • Access to Executive Lounge for member and one guest only, if they receive an upgrade to a room type that confers access. • My Way Benefit (varies by brand) <p>Qualification for Tier</p> <ul style="list-style-type: none"> • 20 paid stays per calendar year OR • 40 paid nights per calendar year OR • 75,000 Base Points per calendar year
4.Diamond	<p>All Gold benefits, with:</p> <ul style="list-style-type: none"> • 50% Elite bonus on all Base Points + • Diamond Status Extension • Complimentary Premium Internet access • Room upgrade to preferred room (up to 1-bedroom suites, as identified by each property)* • Guaranteed room on reservations made 48 hours prior to arrival <p>Qualification for Tier</p> <ul style="list-style-type: none"> • 30 paid stays per calendar year OR • 60 paid nights per calendar year OR • 120,000 Base Points per calendar year
5.Lifetime Diamond	<p>All Diamond Benefits</p> <p>Qualification for Tier</p> <ul style="list-style-type: none"> • 10 years of diamond status and 1,000 nights (paid or reward) OR • 10 years of diamond status and 2 million base points

The average Hilton Honors member spends 1.315\$ per stay when in the same time non-member only 733\$, that why each member is worth two times more than non-member guest, shown in figure 2.5.

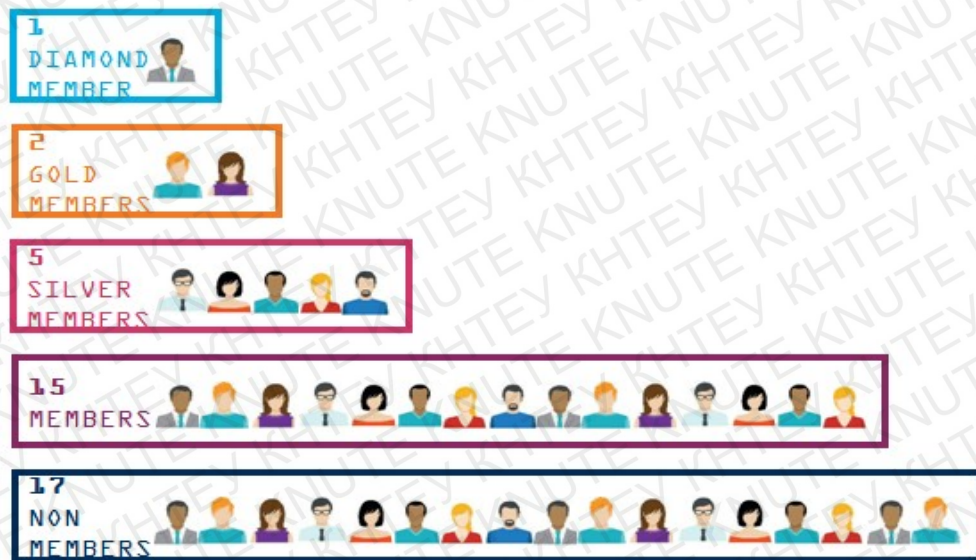


Figure 2.5 Ratio of HHonors members to non-members

Hilton Honors Guest loyalty program members can exchange Hilton Honors Points earned via stays, into airline miles via the Points Exchange Program. They must select which Travel Partner they wish to exchange in their profile (preferences) section. Hilton utilize Airline Partner channels to run bonus mileage promotions that increase hotel stays and revenue, grow brand awareness and support newly opened properties. Hilton enable the Airline Partner Frequent Flyer Program members to redeem airline miles on stays at Hilton portfolio hotels.

For example, Qatar Airways – 10.000 HHonors points for 1.000 Privilege Club Qmiles, Turkish Airlines - 10.000 HHonors points for 1.000 Miles&Smiles, Air France - 10.000 HHonors points for 1.000 Flying Blue Award Miles, Aeroflot Russian Airlines - 10.000 HHonors points for 1.500 Aeroflot Bonus Miles [58].

Recently in Hilton Kyiv was developed a shopping guide, which is distributed by delivering to rooms before arrival to Gold and Diamond Hilton Honors members, to those who stay in high categories of rooms and to some VIP guests. It was created in partnership with the world's leading luxury brands, and it entitles a person with

discounts & special services in selection of boutiques in heart of Kyiv. The leading international fashion houses, high and jewelers & watch manufactures are marked on the map attached. Such shops as Chloe, Richard Mille, Graff, Bally, F.P. Journe offer 10% discount, Mont Blanc – 15% discount, Chopard – 7%, DIOR – VIP boutique service and private shopper, PRADA - private shopper and Champagne service, Valentino and Agent provocateur – personal shopper. Working hours, contact phones, addresses are mentioned (Appendix F).

Brand awareness refers to the extent to which customers are able to recall or recognize a [brand](#). The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he or she must be able to recall sufficient distinguishing features for purchasing to proceed. So Hilton created some general rules concerning the pronunciation of its own name, introduced in table 2.7

Table 2.7

Rules concerning the pronunciation of name Hilton

Rule	Explanation
1. FIRST MENTIONS	of Hilton must read ‘Hilton Hotels & Resorts’ to avoid confusion with Hilton Worldwide. Any thereafter may read ‘Hilton’
2. AMPERSAND	the formal name of the Brand uses an ampersand. Do not use ‘Hilton Hotels and Resorts’ or shorten it to ‘Hilton Hotels’
3. HILTON IS NOT A NOUN	‘Hilton’ can’t be used as a noun: “We’re staying at a Hilton.” Always use it as an adjective modifying a noun: “We’re staying at a Hilton hotel.”
4. NO PLURALS	never modify ‘Hilton’ to be plural: “We have many Hiltons in the system.” Instead, make the noun the trademark it is modifying plural: “We have many Hilton hotels in the system.”
5. NO APOSTROPHE ‘S’	never modify ‘Hilton’ to be possessive — keep it singular: “The Hilton policy on smoking in guest rooms...” instead of “Hilton’s policy on smoking in guest rooms...”
6. LINE BREAK	avoid having ‘Hilton Hotels & Resorts’ break onto two lines. Always attempt to keep the entire name on one line;
7. BRAND VERSUS PROPERTY	Hilton Hotels & Resorts should only be used when referencing the Brand. When referencing physical properties that are hotels and/or resorts, use “Hilton hotels and resorts...” rather than the formal Brand name. For example: “The offer is valid at any Hilton hotel or resort in Latin America.”

If guest has an American Express Membership Rewards account, more Hilton Honors Points can be earned. On average, a Hilton Honors member with a co-brand credit card will spend one-and-a-half times more than the average Hilton Honors member and nearly four times the amount of a non-Hilton Honors member. To transfer points from American Express Membership Rewards account to Hilton Honors account, guest must be enrolled in the Membership Rewards program from American Express:

- earn 100,000 Bonus Points after spending \$2,000 or more in purchases with card within the first 3 months of Card Membership;
- enjoy complimentary Hilton Honors Gold status with card;
- earn 12X Bonus Points for each dollar of eligible purchases charged directly with a hotel or resort within the Hilton Portfolio;
- no foreign transaction fees.

Most of the marketing events and standards implemented in Hilton Kyiv are global and general for the entire hotel chain, but there is some local which are organized on the most famous and important Ukrainian holidays [21]:

- New Year's Eve at Hilton Kyiv. Park Kitchen restaurant. Delicious five-course special dinner menu, including bottle of sparkling wine for two (2950 UAH per person). Kids are also celebrating with Hilton Kyiv. Special room with kids buffet and entertainment by Santa Claus. Kids up to 6 years old free of charge, 6 to 12 years old – 1000 UAH per kid. Instrumental trio will start New Year's party, which will perform the most popular hits, later guests will be entertained by jazz band and finally will hear sensual melodies performed by the main soloist of the evening. More information(photos, contacts) in Appendix G.
- [Sunday Brunch at Park Kitchen Restaurant: large variety of seafood selection - oysters, boiled crayfish, mussels, tiger prawns and sushi station. Grill Station consists of high quality meat and fish selection and best deserts from Italian pastry chef Leo Antoniucci accompanied by unlimited chilled prosecco.1650 UAH per person, up to 6 years old free of charge, 6 to 12 years old 50 % discount. Live music, kids entertainment, kids buffet with beverages to be ready for](#)

kids and free of charge parking is provided. A new trend for Sunday brunch will also be brought by the Chief mixologist of H Bar, who will turn the preparation of the cocktail from mixing the ingredients into a real show.

- «Dinner for Future at Hilton Kyiv» - Hilton Kyiv, Honorary Consulate of Ukraine in Padua with support of Chamber of Commerce and Industry presents «Dinner for Future at Hilton Kyiv» charity event. This event is held in support of Center For Pediatric Cardiology And Cardiac Surgery In Kyiv. The host of the evening Mr Yuriy Gorbunov. Guests are welcome to enjoy four course Italian dinner, performance from soloists of Kyiv Academic Operetta Theater, performance from Italian tenor Christian Ricci from Venetia accompanied by musicians from State Opera House of Ukraine and take part in charity auction. The hosting committee invites company Executives to join this international charity project. The donation of UAH 10000 will give a chance to participate in the «Dinner for Future at Hilton Kyiv» and invite two representatives of the company to the event. 100% of collected funds will be spent for purchase of the equipment for center for pediatric cardiology and cardiac surgery in Kyiv. Dress code of the event - black tie: up and down. Italian fashion brand Conte of Florence will provide gifts for guests as well as many other surprises from Hilton Kyiv.
- Cocktail Week Kiev - a unique opportunity to taste cocktails in the best bars in Kiev at a fixed price. For guests in H bar are waiting exceptional service, a menu of cocktails, where it is written about all the ingredients and the mood in which it is best to try this or that drink. Live music and hookahs. Set of 5 cocktails - 300 UAH - Autumn Seclusion, Mermaid Caress, Porcelain Heart, Amaranthine, Flickering Rivulet.

Hilton Kyiv work closely with Marie Claire and Ukrainian Week magazines as barter. These journals guests can find in Lobby, Spa, Executive Lounge, H Bar. In exchange for this they periodically print advertizing about events in Hilton Kyiv with bright photos.

2.3 The estimation of marketing systems at the hotel

Companies spend large amounts of money on marketing activities, including promotion and sales. Effective marketing enables a firm to attract and retain buyers which can lead to higher profitability level. In the case of hotel companies, besides the perishable characteristics of the hotel services, hoteliers face uncertain demand for their services due to the effect of uncontrollable factors such as consumer preferences, degree of competition. Therefore, hoteliers will have to focus their attention on improving marketing technology in order to coordinate demand and supply efficiently. Hence, improvements in marketing activities could lead to higher occupancy rate and consequently higher profit [43].

SWOT analysis is a strategic planning technique used to help to identify the Strengths, Weaknesses, Opportunities, and Threats related to [business](#) competition or project planning. It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives.

Users of a SWOT analysis often ask and answer questions to generate meaningful information for each category to make the tool useful and identify their competitive advantage. Strengths and Weakness are frequently internally-related, while Opportunities and Threats commonly focus on environmental placement [59].

- Strengths: characteristics of the business or project that give it an advantage over others.
- Weaknesses: characteristics of the business that place the business or project at a disadvantage relative to others.
- Opportunities: elements in the environment that the business or project could exploit to its advantage.
- Threats: elements in the environment that could cause trouble for the business or project.

Let's look at Hilton Kyiv hotel in SWOT details in Table 2.8

Table 2.8

SWOT analysis of Hilton Kyiv

Strength	Weaknesses
<ul style="list-style-type: none"> -High reputation of the company -Flexible pricing -High customer loyalty -Developed corporate culture -Technical innovations to improve customer experiences and constant upgrade of business processes -Good location and distances (close to railway station, botanical garden, 15 min. to centre) 	<ul style="list-style-type: none"> -Limited product range -High manufacturing costs
Opportunities	Threats
<ul style="list-style-type: none"> -Country economic growth -Availability of qualified labour on the market -Low tax burden -High supplier concentration 	<ul style="list-style-type: none"> -Absence of unique selling proposition -Low population income -High advertising intensity within industry -Seasonal change of demand -Development of competitors

According to Kyiv City Tourism Department, 12.258 hotel rooms are recorded, the structure of which includes (figure 2.6) [60]:

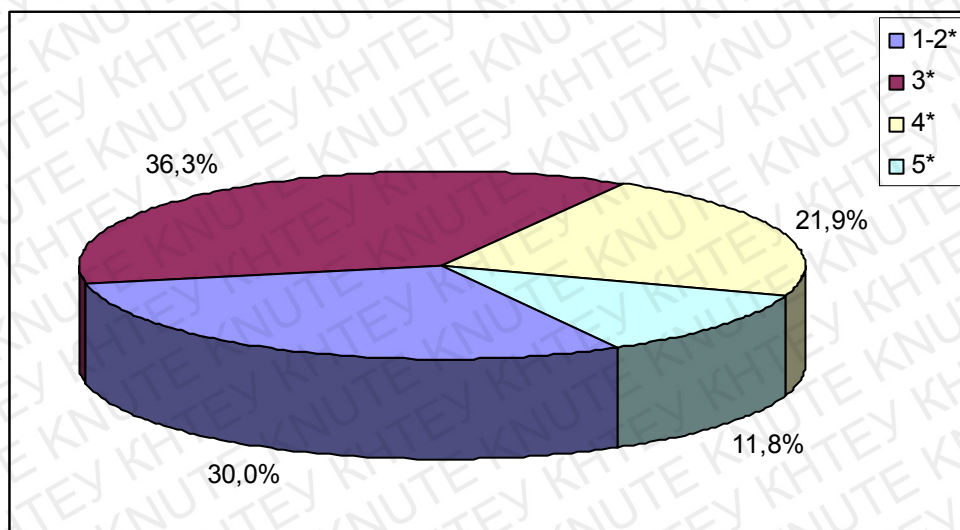


Figure 2.6 The ratio of 1-5* hotel in Kyiv

In order to understand better the competitiveness of the Hilton Kyiv hotel was undertaken an analysis of the hotel's competitors. Analysis of competitors is necessary in order to determine the boundaries, in within which strategic advancement of the enterprise is possible, as well as this analysis serves as a tool for

assessing the likely response and strategic potential of competitors. The idea of identifying strategic groups competitors, which M.Porter proposed¹ i.e. segmentation of competitors, can make the process of competitiveness analysis more manageable. It is suggested to consider the following main competitive factors [54]:

- Non-price - addresses, opening date, number of rooms;
- Price - a crucial factor, taking to consideration that the same class of 5* service is introduced. The price discrimination strategy is currently being used most actively as a tool for competition, shown in table 2.9

Table 2.9

Room price in 5* hotels in Kyiv, 2017 (incl. breakfast), UAH

Name	Address	Year of start	Number of rooms	Price, UAH	Price, EUR
1. InterContinental	Velyka Zhytomyrs'ka St., 2A	2009	272	10,884	380
2. Hyatt Regency Kyiv	Ally Tarasovoi St., 5	2007	234	11,886	415
3. Premier Palace	Tarasa Shevchenko Blvd, 29/Pushkinska St., 5-7	2005	289	6,072	212
4. Fairmont Grand Hotel	NaberezhnoKhreshchats'ka, 1-A	2012	258	10,884	380
5. Opera	Bohdana Khmel'nyts'koho St., 53	2006	136	5,352	187
6. Hilton	Tarasa Shevchenko Blvd, 28- 30	2014	262	11,886	415
7. 11 Mirrors	Bohdana Khmel'nyts'koho St., 34 A	2012	49	5,415	169

As we can see, that the newest 5* hotel in Kyiv is Hilton, the oldest one is Premier Palace. Opera hotel has the smallest numbers of rooms, and in the same time is cheapest one, while the biggest – Premier Palace. Hyatt as well as Hilton has the

same average price. On the same level Fairmont with Intercontinental – 1000 UAH less. Speaking about location, all hotels are quite close to the centre, but the most is Premier Palace distance from which is 100 meters to the main street – Kreshchatyk. All mentioned hotels have SPA complexes. Taking to consideration location the closest competitor to Hilton is Premier Palace – in the same street on the other side of road. Taking to consideration price policy the closest competitor to Hilton is Hyatt [28].

Lets' compare hotel ratings on the sites booking.com and tripadvisor.com in table 2.10

Table 2.10

Hotel ratings

Hotel	Booking (max – 10)	Tripadvisor (max – 5)
1. InterContinental	8,8 (111 reviews)	4,5 (664 reviews)
2. Hyatt Regency Kyiv	9,0 (212 reviews)	4,5 (649 reviews)
3. Premier Palace	8,7(562 reviews)	4,5 (539 reviews)
4. Fairmont Grand Hotel	8,5 (267 reviews)	4,5 (587 reviews)
5. Opera	9,0 (682 reviews)	4,5 (554 reviews)
6. Hilton	8,8 (181 reviews)	4,5 (645 reviews)
7.11 Mirrors	9,4(387 reviews)	5 (920 reviews)

According to the information above the highest rate on the booking.com have 11 Mirrors, Hyatt and Opera hotels, while Fairmont – the lowest one. No one hotel could not reach maximum score. Due to information from tripadvisor all 5* hotels in Kyiv on the same level, except 11 Mirrors with the maximum score – 5. Taking to consideration guest's marks the closest competitor to Hilton Kyiv is still Hyatt [66].

Revenue from the sale of its hotel services includes: rooms, catering services (bars, restaurants), shops owned by the hotel and located on its territory, subsections of consumer services, passenger transportation, business centers, telecommunication

services as well as a fee for using the phone and others. In Hilton Kyiv there are 5 main types of revenue generating departments:

- 1) Front Office (rooms and transportation service)
- 2) Food and beverage (restaurant Park Kitchen, H-bar, Lounge, room service)
- 3) Spa (saunas, massages, gym, beauty salon)
- 4) Outlets (Conference and events)
- 5) Other (Laundry, Sanahunt boutique)

Let's have a look at the chart above (figure 2.7)

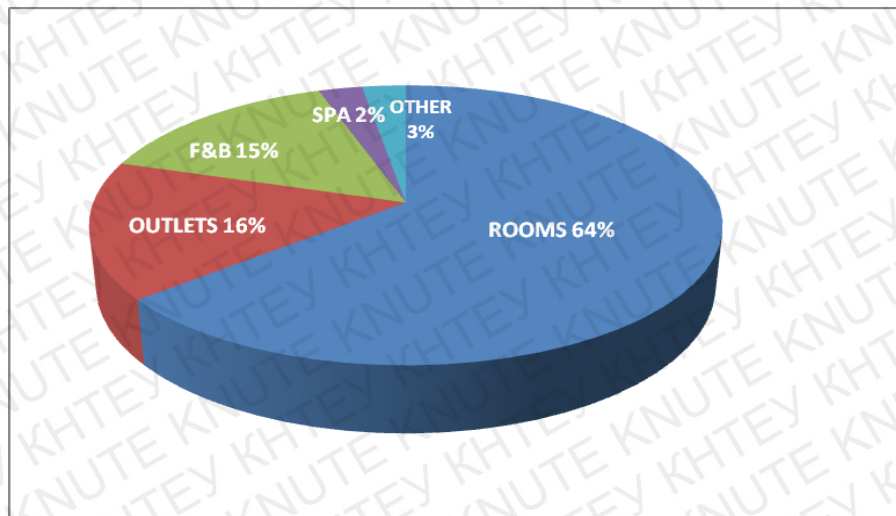


Figure 2.7 Revenue distribution 2018

In Hilton Kyiv room is dominant revenue center in a hotel, including transportation (pick-up / drop services and city tours) . Food and Beverages services also play a major role in generating profit to hotel. In F&B services hotel generates business from both type of guest In-house and Non-residential guest. In spa there are facilities which are there to enjoy or to give more comfort to Guest both resident and nonresident guest.

Conclusions to part 2

Today Hilton Kyiv performance advantage is an integrated system of innovative solutions and advanced technologies together to drive increased business and keep costs down, without comprising quality. The Hilton performance advantage combines the power of scale, access, reputation, and innovation delivered by the

world's premier hospitality company. Their system provides powerful resources across their portfolio of brands, delivering leading edge solutions to consistently drive profits and efficiencies. This solution can create a higher share of wallet, guest loyalty, and leading innovation making it easier for on-site personnel to focus on delivering a superior guest experience.

One of the key advantages Hilton Kyiv has is Hilton engine which means the power of marketing, distribution, reservation and guest loyalty program and technology platform. Hilton is developing internally their own technology platform which is really connecting the guest into the global marketplace.

The customer segmentation of Hilton Kyiv at the moment 70% of business tourists and 30% leisure tourists but the objective is to increase the amount of leisure tourists in order to keep occupancy level high during all the periods of the week as well as dispel the demand on monthly and year basis. Though currently Hilton is the leader in business tourism. Hilton strong focus is on the leisure market in order to fill up the weekends. Hilton has significant leisure programs such as summer and winter campaigns.

In 1987 Hilton introduced its guest loyalty program named Hilton Honors which was the most important milestone in the development of marketing capability and marketing the brand as one joint brand. HHonors gives a huge advantage tracking customer's behavior and this information is available in each Hilton hotel globally. Besides the benefits for customers this loyalty program is offering, it is a great tool for Hilton employees from the service point and helps to keep the personalized connection with the customer all over the Hilton hotels in the world. Thirdly, it is a great tool for targeted selling. Hilton Honors program is a clear competitive advantage for Hilton Worldwide, their customers and partners. They are more dynamic and one step ahead from some of their competitors.

Future for Hilton is definitely to keep up following the core values which are hospitality, integrity, leadership, teamwork, ownership and now and alliancing with different partners gives them the opportunity to concentrate into their core values. As the hospitality market is consolidating, customers are looking for some kind of

standard level from hotels and in this perspective hotel chains have a huge advantage with their standardized concept, joint marketing and loyalty programs. Customer look for the guarantees where are safe to sleep and to eat and global hotel chain with high brand awareness and standardized services can ensure the safety issues [50].

PART 3

THE DIRECTIONS OF MARKETING TECHNOLOGIES IMPROVEMENT IN THE HOTEL

3.1. Propositions for marketing systems improvement in the hotel

Incentive promotional programs began to be actively used in large enterprises in America in the 1960s, as one of effective means of increasing the company performance. On the basis of the opinions of foreign experts, it has been revealed that the incentive B2B program is - the company's planned activities aimed at motivating potential customers to achieving predetermined goals and objectives of the organization. Individual customers often make purchasing decisions within minutes or hours, while the added scope and complexity of B2B industries mean a business customer's decision can take days or weeks. The loyalty market is more cluttered with competition than ever before. In today's digital landscape, finding a way to stand out and create "True Loyalty", where customers are loyal to your brand and resistant to competitive offers, has never been more difficult.

Loyalty schemes help to keep those customers in the fold once they do land, which means you don't have to worry as much about lost time or money acquiring the client to begin with. A special feature of incentive programs is that, unlike other motivational programs, they are aimed at developing positive opinion about organization, are based on the use of all hotel facilities and services and sharing this information to coworkers [3].

Holding incentive promotional programs in the hotel industry can contribute the following objectives:

1. Presentation and promotion of new hotel services;
2. Attracting new customers;
3. Creating an image of loyal company;
4. Developing long-term relationship with partners
5. Extending our customer base

My offer is monthly to organize an incentive trip to one of the head of department/CEO/director of company (representatives) – potential customer. Detailed description in Table 3.1

Table 3.1

Details of incentive trips for representatives of companies – potential guests

What includes	Duration	Financial Responsibility	For whom
Accommodation (with 50% discount) Executive Lounge/ Spa access Show around tour across the hotel, discussion of special cooperation conditions	2-3 days	Hotel Hilton Kyiv covers 50% of room charge	For CEO, directors, head of companies or responsible person

On my opinion, an incentive promotional trip for these people are beneficial, because usually they want to learn as much as possible about the product or service before making a purchase, and want to develop a close relationship with sales team in order to get this information [14]. Incentive travel is a proven experience and a highly attractive reward that companies can rely upon to encourage partners to boost sales and drive targets. It can be dangled like a carrot as the ultimate prize, rewarding success when the desired business result is achieved. And having perhaps undergone its own vacation during the economic dip, incentive travel is back with bang and is the desirable reward programme, as it represents a genuine and compelling goal.

After returning from Hilton Kyiv person, who took part in incentive trip have to create a document called – Satisfaction and loyalty tracker, where will be mentioned the whole feedback about staying in hotel. They have to share its experience underlying positive and negative moment, what to improve, general

opinion. This document should be completed obligatory as one of the conditions of such a trip in order to know the real opinion of staying in hotel

<p>Satisfaction and loyalty tracker</p> <p>Date:</p> <p>Hotel:</p> <p>Duration:</p> <p>General opinion:</p>	<p>Positive moments:</p> <ol style="list-style-type: none"> 1. 2. <p>Negative moments:</p> <ol style="list-style-type: none"> 1. 2. <p style="text-align: right;">Signature</p>
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Figure 3.1 Satisfaction and loyalty tracker – summary document for incentive promotional trip

Today, the Internet is widely used to search not only for various products, but also for services. In the modern business world, the “5 seconds rule” often works - 5 seconds, which are given to you to make an impression [51]. Hotel spas have long been a haven of calm for business travelers seeking to get the kinks out of their backs after a long flight or to unwind before a big meeting. But as the economic downturn hurts the hotel business, the spas are dealing with their own stresses. The spa industry is constantly changing and evolving. There are hotel spas, destination spas, spas that also offer salon services, and more. Some are very specialized, and others not so much. But despite the differences, those in the spa business know that attracting customers can sometimes be a challenge. Virtual tour allows hotel the most fully present some services in a convenient and accessible way for a wide range of users. The average daily occupancy in Hilton Kyiv SPA is 40%, which is not a high indicator, so I have few suggestions how to raise this indicator and increase the attendance of SPA. Detailed description is shown in Table 3.2

Tools how to increase the attendance of SPA

Name	Description
1. Virtual tour through all SPA facilities and services	Sometimes it is very difficult to choose a SPA if you focus on monotonous photos. Advertising technology "Virtual Tour" is ideal for solving the problem: to transfer a three-dimensional image of any room, show how the service is done, by what kind of specialist and cosmetics. Sitting in front of the computer at home, the future guest will be able to truly appreciate all our advantages.
2. Creating special offers	<ol style="list-style-type: none"> 1. Birthday discount : - 25% for all services (3 days) 2. Face treatments: 3 times full price, for 4-th -50% 3. Every third Friday of month: - 30% for day visit 4. Valentine's Day: - 40% massage for couple
3. Develop a corporate procedure that symbolizes ethnic/cultural characteristics	For example, Mud peeling of the whole body. Mud from the Carpathian lakes. After the procedure, a tea ceremony, tea collected and dried in the Carpathian mountains. Special price - 1000 UAH/1,5 hour.
4. To implement SMS sending	<p>The aim is to:</p> <ol style="list-style-type: none"> 1. Congratulate guests with some holidays and invite them to celebrate/relax in Hilton Kyiv SPA 2. Inform guests about our special promotions and new services

On my opinion, all tools taken and implemented together will positively affect the SPA attendance and increase its occupancy minimum to 70% daily. Ethic procedure will be interesting, first of all, for foreigners. Virtual tour is a modern and progressive tool for all potential and existing guests. SMS sending will «push» and remind guests about Hilton Kyiv spa and give an idea how to spend evening or to make a present to somebody. Special offers created for some holidays will make people fill valued and cared in this day [26].

The seasonality factor today is not alien to many hotel establishments of the world. Hilton Kyiv is not an exception. As mentioned above, the least busy seasons at

the hotel are winter and summer – 40% occupancy. Low season in tourism is a period of falling demand for a tourist product, due to different climatic, economic, and other conditions. However, I am sure: we can try to overcome the recession and overpower the rise with the help of number of marketing and organizational tools [45]. I have prepared a list of tools to support the occupancy of hotel in table 3.3

Table 3.3

Tools to support the occupancy of hotel in low seasons

Name	Description
1. Upgrade system	Using the upgrade to increase customer loyalty. The receptionist must explain to the guest that this is a special bonus in gratitude for his loyalty. Since the hotel has a low season, it is possible to relocate it to a room of a higher category for the price of a room that guest has booked. This always causes a positive reaction from the guest. Thanks to such promotions, hotels often receive positive feedback
2. Special offer	For example, "three nights for the price of two." Depending on occupancy trends, this promotion may or may not be tied to weekends. Let's say, give away a free night from Sunday to Monday. Even if the guest does not stay until Monday, he has a convenient opportunity for a late check out
3. Special event + offer	For example, celebrating New Year party in Park Kitchen restaurant get 30% discount for hotel room 31 December – 1 January; booking a room for Valentine's Day 14 of February get 30% discount for couple massage in SPA
4. Price policy	Highlight a special rate for reservation systems. So, if competitors (5* hotels) sell numbers at 340 EURO, we can bet 320-330 EURO. The price difference is insignificant, but we will be higher in the system
5. E-mail sending	Email newsletters work as a way to stay connected. Content that is interesting to our audience - advice to travelers, congratulations regarding birthday, information about special offers, important news, and awards
6. Using time productively	2 months before low season starts make a technical audit of the rooms. For each number, list the replacements and repairs that need to be done. This allows start buying furniture, textiles, materials for repairs in advance
7. Quality management	Take care of the quality of services. In the off-season, it is best to invite secret guests or other hoteliers who will give advice on what and where to do better. Also, to give rooms to employees, so that they estimate the hotel service on themselves and also give some recommendations
8. Online adaptation	Since the main advertising activity of the hotel today takes place in the online space, pay attention to the need to update the hotel website. Change photos of rooms, add fresh photos of all outlets. Rewrite texts to adapt them better to search queries

On my opinion, low season is a good time for solving global tasks on hotel promotion. Low season is a unique field for marketing experiments. There are both time and idle rooms to launch interesting special offers. If they are profitable, we can continue to implement them in high season. With all instruments listed above it is possible to keep occupancy 60-70% or even higher. For our guests, this is the time when the chances of getting the best service for the best prices are greatest: every guest will be more than happy to receive a complimentary upgrade or with room to get a discount to SPA services. As well a low season is a good time for hotel to work with its «mistakes» and problems to improve its services. The most important thing - do not stop advertising and marketing activity not to let guests to forget about hotel. Low season in a few months will change to high.

Hilton Kyiv is a reliable hotel, characterized by high quality of service, which is suitable for holding events of any level, starting from a meeting of business partners, and ending with an international conference of academics or company executives. The economy and other political factors have had a tremendous impact on the way business meetings are perceived, and event planners have been faced with increased pressure to find ways to avoid sub-par attendance at business meetings and conventions.

In today's economy, hosting successful meetings may mean a focus on holding local and centralized meetings that achieve lower travel costs, but more importantly, it will mean employing these ten tips for increasing meeting attendance. Hotel has an optimal conference environment. The employees have practical experience in this field. This helps to avoid a number of mistakes that are acceptable in the preparation and conduct of the event. Organizers of the conference will not have to take care of the arrangement of places of temporary residence, organization of lunch, the choice of type of seating and other points [30]. Despite the fact that conference rooms in the hotel are equipped with professional equipment, including sound equipment, amplifiers, projectors, microphones, the average occupancy is 60%. I have prepared a list of measures which can be implemented in order to raise this index in table 3.4

Table 3.4

Tools to raise occupancy of conference rooms

Name	Description
1. Price policy	Decrease the price by 10-15%, as the nearest our competitors Premier Palace Hotel and Opera (5* hotels) offer lower prices
2. Special promotion	1. For example, when a company has its «birthday» or anniversary to offer -30% discount to celebrate it in Hilton Kyiv or to organize a conference during 1 month from the date 2. When a company wants to book 3 and more days of conferences starting from the third -40% discount
3. Special gifts	In order to stay connected with head of companies/organizers a good tradition would be sending some nice memorable presents with Hilton symbols before public holidays: New Year, Woman's Day, Independent Day. For example, for their children: chocolates, soft toys, greeting cards. For adults: notebooks, memory cards, flowers, bottles of alcohol, greeting letters.
4. Social networks	Active promotion in Instagram, Facebook posting bright photos, videos, information about special offers, invitation to come for excursion around meeting rooms and whole hotel
5. Package: conference +rooms	It's very useful and relevant offer for groups who have conference more than 1 day or finish late in the evening: 1. 20 rooms – 20% discount (including breakfast) 2. 35 rooms – 30% discount (including breakfast) 3. 50 and more rooms – 40% discount (including breakfast)
6. Additional services	Our conference managers together with concierge team can offer wide range of pick up, delivery and transport services: to buy/book air/train/bus tickets, organize shuttle service for whole group or 1 person separately and delivery from and to each point of Ukraine / Europe, send letters by post office and provide many other services

I believe that all measures are listed above are while implementing them able to raise conferences room occupancy indicator from 60% to 80%. On my opinion, special gifts sent for some holidays for organizers will create a positive impact on our image and make people feel valued and cared as well as special promotions dedicated to company's celebrations. To be successful at the conference service, experts advise to stick: living - meeting room capacity - restaurant services. So, if there are not enough rooms in the hotel, the conference service loses the segment. When the maximum capacity of the rooms does not correspond to the capacity of the restaurants, there will also be losses. With a total of 262 rooms the Hilton Kyiv hotel

can provide accommodation for 450-480 people, so that is more than enough to place guests from conference meetings as well as Park Kitchen restaurant has 120 seats in the same time to serve breakfast.

3.2. Improvement of corporate loyalty in Hilton Kyiv as an integral component of successful business

Loyalty marketing is an approach to marketing, based on strategic management, in which a company focuses on growing and retaining existing customers through incentives. Loyalty marketing refers to building trust among recurrent customers, rewarding them for continually conducting business with a company as for many companies 80 percent of all their business comes from 20 percent of their customer base. In the case of Hilton Kyiv loyalty marketing applies not only to customers, but as well to company image generally. Corporate loyalty (CL) is an increasingly important characteristic of corporations all over the world. CL is the way in which companies recognize their social and environmental impact, and develop initiatives that benefit society. Engagement in CL should be motivated not only with the focus on return on investment but a genuine desire to create positive change in society.

At Hilton, efficiency and sustainability are significant parts of the business model. The company continually works to make improvements and gain knowledge from other corporations with successful CL reputations. Hotel companies with CL practices can better attract, motivate, and retain their employees. Employees want to work for a company with a positive image and reputation for doing good. They experience higher job satisfaction which in turn reduces turnover – a long-standing problem in the industry. As well Hilton claims that hotel's involvement in CL practices can improve its brand awareness and loyalty for customers. As services are intangible and evaluated based on perception of quality, rather than tangible product attributes, the goodwill created by social initiatives taken by the firm, transfers to the

brand image, which can in turn create an advantage in a highly competitive industry that provides substitutable services like hotel rooms [25].

Hilton Kyiv is an entrepreneurial organization but still its management wants to show more involvement in people, the environment and society as corporate loyalty is a cyclical process which has no ends. Continuously improving, innovating and thinking out of the box are terms which are nicely suited with corporate loyalty and with our hotel. Let's me highlight four main areas, where I would like to develop new aspects, shown in figure 3.2:

⇒	1. Social community involvement
⇒	2. Our Employees (satisfaction) is key, this is a people business
⇒	3. Environment & sustainability
⇒	4. Service and quality

Figure 3.2 Priority areas for improving corporate loyalty

If you've ever volunteered in the community, you have seen the impact it has made on yourself and on others. You meet new people, feel accomplished, and make great memories, while making a societal difference [61]. Community involvement is not only something you should do as an individual or family, though, it is also a great way for employees to work together for a common good. Let's have a look at list of measures I offer how to improve the first area of CSR in Hilton Kyiv in Table 3.5

Table 3.5

Tools of social community involvement improvements

Name	Description
1. From Hilton heart	Creation «From Hilton heart» foundation in order to finance the sponsoring and supporting of the charities (mostly children hospitals). To spend in average 300 000-400 000 UAH each year.
2.Cooperation with orphanages	Collecting from and delivering by staff every few month(each quarter) sweets/toys/clothes/ shoes/ to different orphanages and spend time while playing with children
3. Hilton school of excellence	Creating a free easily reachable school for graduates (or students) which will include 1,5 months of lectures - 3 times per a week. Main aim is giving students the great opportunity to watch the work of the best 5 * hotel in Kyiv from inside, the most successful of which will finally offered a job position.
4. Initiating of regular visiting a dog shelter	Every 2-3 months each hotel department have to visit dog shelter, delivering some food, donating money and help with cleaning territory

I think that if all measured listed above will be really implemented I will be more than proud to work in such a company and social community involvement will be completed for 100%.

Once Richard Branson told: «Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients» [16]. By not treating employees well, companies risk losing customers over bad service. People are the greatest asset, employees should be given top-priority. Company has to show employees that they are extremely important in every way just as our guests while creating a work environment where diversity, health, equality and satisfaction are paramount and where personal ambitions can become reality. I have prepared a list of tools how else to make our employee more satisfied in table 3.6

Table 3.6

Tools of employee satisfaction improvements

Name	Description
1. Diversity	Within the hotel everyone is able to apply, regardless their experience, background, gender. In fact everyone is different but equal as well. I offer to hire as well deaf-mute people to such positions as steward (kitchen)/ houseman (laundry)
2. Team member survey	Every quarter each person has to fulfill the questionnaire honestly and anonymously answering on: working conditions, the appreciation, the management, salary, safety, food services, career development, offer some innovation. Such a survey makes clear what the employees think. After Human resources department will analyze them and implement or improve some of suggestions.
3. Paid vacation for students	15% of all Hilton Kyiv staff are students (mostly Front office and F&B departments), which once per 5 months have to complete its session or write a diploma. And its causes a great inconvenience to combine preparation to exams and working shift.
4. Medical insurance for family	Is provided only for a person who works directly in Hilton Kyiv. Would be appreciated if the medical insurance was extended to the nearest relatives of the employee - husband / wife / children
5. Go Hilton program	Program, which allows our employees to travel all over the world and stay in Hilton's properties with a special rate – 50 Euro/night. On my opinion, as average salary in Hilton Kyiv is 300 Euro this price is too high and has to be reduced to 20 Euro/night.
6. Visiting sport club	Is free and available for each employee only in one point in Kyiv, which is not convenient by location. My offer is to have a choice within all districts and metro station. Having an opportunity to visit a swimming pool would be also great.
7. Raise salary	For 20%, but not less than 1500 UAH for each employee
8. Birthday celebration	To congratulate each employee with a name piece of cake, bottle of wine and additional day off this week or bonus 1000 UAH plus to salary

If to implement all tools listed above I am sure that employee satisfaction will achieve the maximum score – 100% for sure, as all of them are really desirable and many times discussed with my colleagues.

Environmental CL aims to reduce any damaging effects on the environment from our business' processes. Activities focus on: energy use, water use, waste management, recycling, emissions, eco-friendly office and business travel policies. The main goals are: eliminate waste and emissions, maximize the efficient use of resources and productivity, minimize activities that might impair the enjoyment of resources by future generations [68]. I have prepared a list of measures how to improve environment & sustainability sphere of activity in Hilton Kyiv in table 3.7

Table 3.7

Tools of environment & sustainability improvements

Name	Description
1. Reduce food wasting	Lots of food items and cooked dishes are thrown away after they were not consumed in Executive Lounge instead of delivering them to staff canteen and in the same time reducing amount of food cooked for staff
2. Reduce paper wasting	Lots of paper used for printing endless number of reports on the front office desk for different departments instead of just sending them by e-mail. It's faster, more convenient and saves trees. Or when it's really necessary to print to use 1 sheet of paper twice from both sides.
3. Reduce light wasting	All areas to provide with motion sensors and timers which alleviate unnecessary lighting. Due to these savings the use of energy is reduced substantially.
4. Reduce water wasting+energy	1. By putting a plate in each room's bathroom with an announcement: Dear Guest, If you want your towels to be changed, please, leave them on the floor. Because in 50% cases guests do not really need during few days stay clean towels 2. The toilets use less water, the water flow through the showers and faucets is reduced and by means of filters the water of swimming pool is reused in the whirlpool and plunge pool.
5. Using sustainable food products	Hilton Kyiv partly works with organic products which can be found in the breakfast buffet (milk, cheese, bread) fair-trade products such as coffee and tea. In the future we will broaden these product range, while starting cooperation will local farms by delivering natural and fresh meat/fish daily.

All measures listed above would really positively affect environment & sustainability sphere of activity in Hilton Kyiv and help to save natural resources together with thousands of UAH.

Creating awareness among employees and guests to give them a choice for (sustainable) healthy products and a CL policy which is customized to the current business operations where service and quality remain intact despite the sustainability considerations within each decision making process is very important [67]. I have created a list of measures how to improve service and quality processes in Hilton Kyiv in table 3.8

Table 3.8

Tools of service and quality improvements

1. Informational letter has to be printed of free and paid services in the room	In order to avoid misunderstanding during check-out process as many guests think that mini bar is included in room price as well as international phone calls
2. Problem resolution	Giving guest a survey or just during the conversation listen attentively to his recommendations how we can become better or how to make it right for 100% satisfaction, make a note about all person's requests/ preferences and prepare everything accordingly upon next arrival
3. All staff have to be very well trained how to behave in emergency situations	1. Medical issues: asthma, a heart attack, a stroke, an artificial respiration, a sting 2. Fire alarm, robbery at the hotel, flooding. Every employee has to know strictly what to do and what to say in each situation mentioned above in order not to disinform guests: to provide first possible help and call the appropriate service (police, ambulance)
4. Language skills	Each employee, despite the job position taken, has to speak at least English language in order to be able to help guest any minute in any situation. Additional language will be a big plus, but obligatory only on Front Office.
5. Medical check-up	Annual is obligatory for each employee, but deep and detailed every 6 months has to be implemented for those who work in the kitchen and restaurant in order to avoid food poisoning and infection.
6. Grooming standards	Each employee is a Face of hotel. The way how service person looks can say a lot about hotel level and its staff demands. Therefore clean, well-groomed hair, neat nails, exfoliating uniform, clean hands, pleasant smell - is a MUST for both men and women from any department.

I suppose after implementing and starting controlling all measures listed above our guest's satisfaction services and its quality will grow up as well as number of complains will reduce.

Conclusions to part 3

Hilton Kyiv aims to create conditions in which employees will be able to reveal their full potential and provide the highest level of service. The ideals, values and principles of responsible business are laid down in our standards of employment, respect for human rights, the environment, selection of suppliers and the ethical requirements that the company places on itself and to others.

Corporate loyalty is central to the conduct of business at the Hilton Kyiv hotel and is a key principle for responsible business. Management refers to this as a strategic business issue, and believes that only then makes sense when it meets the strategic objective of becoming one of the greatest hospitality companies in the world. It all depends on how the hotel works in local conditions and how it monitors its environmental impact [65].

Corporate loyalty (CL) is an increasingly important characteristic of corporations all over the world. CL is the way in which companies recognize their social and environmental impact, and develop initiatives that benefit society. At Hilton, efficiency and sustainability are significant parts of the business model. The company continually works to make improvements and gain knowledge from other corporations with successful CL reputations. Hilton Kyiv hotel is built in accordance with the rules of energy efficiency, its heating is carried out on the basis of the safe use of exclusively natural and renewable energy sources (ground-water heat pump, gas). All rooms and other premises of the hotel are controlled by a "smart" system of temperature, microclimate and power consumption control to ensure maximum efficiency in the use of fuel and energy resources. The focus is on the aspect of electricity and water consumption, waste reduction, waste separation and the reduction of environmental pollution.

The benefits of Hilton's corporate loyalty initiatives go far beyond cutting costs, boosting employee retention rates, and minimizing the amount of waste sent to landfills. The company has also launched numerous corporate initiatives that win trust and consumer confidence – benefiting employees, the environment and corporate earnings in the process. The hotelier demonstrates that sustainability improvements can result in both environmental victories and cost savings.

Hilton's initiatives help earn trust and create a dependable brand. The hospitality industry relies heavily on creating a positive guest experience for customers across the globe. Creating a strong corporate culture that embodies environmental and social values helps enrich the Hilton brand.

Hilton brand, including hotel in Kyiv, also stands out with numerous innovative corporate policies and practices that shape the company culture. The company provides benefits for all – hourly and salaried – employees, including parental leave, adoption assistance. Hilton has also hired more than 10,000 veterans, spouses and dependents in the last three years, reaching hiring targets two years ahead of schedule.

The company's efforts are consistently recognized in Great Place to Work rankings across the globe, and most recently as № 33 in 2017 Fortune 100 Best Place to Work list. To compare: in 2016 it was №56 in the same list, what proves that company every year becomes more widely developed, progressive and better. Therefore, it is fully expected that in 2018 list, that the company will drop to the №25 and below [31].

CONCLUSIONS AND PROPOSALS

In this scientific work I explored the topic – Marketing technologies in Hilton Kyiv hotel. My main goal was to develop theoretical and methodological regulations, methods of effectiveness estimation, guidelines and suggestions for the organization of hotel marketing technologies, and implementation of new principals in overall operation of the hotel industry. Relying on data collection conducted, numbers of interviews with representatives of PR and marketing department, sales, reservation team, written sources, marketing books, hotel convention sales services, official websites I have fully coped with the task.

In the first part, I have discovered the theoretical essence of the concept of marketing, defined the main features and differences of the hotel product. Also identified five the most important books and articles that were written on the topic of marketing in the hotel. The most notable of these is Marketing for Hospitality and Tourism by Philip R. Kotler, it has become fundamental to this area and future researches.. Perhaps, it would not be an exaggeration to say that without P. Kotler there was no marketing. It was he who first spoke about marketing as a separate science. It was he who systematized and generalized the scattered marketing knowledge, techniques and principles developed in the framework of other sciences. Philip Kotler and other authors belong to the classical ones, whose research has somewhat outdated information. Therefore, I also reviewed the articles of contemporary authors, the latest of which is 2012 year release and the latest in 2017. The main questions discussed in these articles are modern types of marketing communications, innovative approaches to marketing advancements, new marketing research in the field of hospitality. I concluded that some of the above are already being used in Hilton Kyiv, and some would be appropriate to enter into the activity, which I have already offered with other list of improvements. By developing the question of modern product promotion systems, I identified 5 main stages of marketing research, the main tasks and functions of a marketer at each stage. I have found out updated marketing promotional strategies which are quite different from

classic and usually very efficient, because sometimes it costs nothing to implement them, for example, word of mouth advertising strategy. Considering the international experience of implementing marketing tools in the hotel industry, I explored various pricing policies and their impact on the hotel's choice by consumer. Discovered the existing types of discounts and which of them are relevant in the hotel.

In the second, practical section, which called analysis of marketing technologies in "Hilton Kyiv" hotel, I reviewed the main performance of the hotel: the occupancy (on the date of writing that section it was 33.5% - 28 of August) and graphically depicts the average annual occupancy from May 2017 May to 2018 year. As well as I have calculated ADR for the same date = 9,726 UAH (294 €). RevPAR = 3.267 UAH. As soon as for marketing it's extremely important to be aware of it's target market I have created a detailed portrait of Hilton Kyiv hotel's typical business tourist to identify all his demands and satisfy needs. The next step was to create a table in which I specified the categories of rooms, their number and price depending on the season. Spring - autumn price is always higher, winter - summer price is always lower. I also analyzed the activities of the spa center, paid and free services, amount of visits by hotel guests and guests from outside. The average occupancy is - 40%, which is quite low indicator. Find out the main reasons for this low score and how it can be improved. In the same way I analyzed with a table the occupancy of conference rooms, comparing its sizes, history, prices and occupancy which is 60%. Identified the main reasons of such a gap and created a save plan. Developing a question of main features of marketing technologies which are used at the hotel I described with figures Mission, Vision, brand Promise and Values, which are common for all Hilton hotels around the world. While analyzing the most important and popular booking sources in hotel I found out 80% of guests make reservations through our web-site or directly in hotel by being well-informed of benefits they get (complimentary breakfast, free Wi-Fi, discount) – that is a result of global marketing program «Stop Clicking Around». Another great thing I developed in the second part is Hilton Honors – loyalty program. Exist 5 main tiers – Blue, Silver, Gold, Diamond, Lifetime Diamond Member. In a table I have listed all requires and benefits guest

receive while being a member. I have also proved the efficiency for hotels, by showing brand's occupied room nights in 2017 by HHonors members and Ratio of HHonors members to non-members: 1 Diamond member = 2 Gold = 5 Silver = 15 Blue = 17 non-members by spending money during stay. While analyzing question the estimation of marketing systems at the hotel I created a SWOT analyze and understood that Hilton Kyiv has the biggest amount of strengths when weaknesses the smallest. As well I have completed a ratio of all star hotels in Kyiv, they are only 7, which are 11,8% from 100%. After comparing all 5* hotels in Kyiv with location, ratings (booking.com and tripadvisor), prices, I have found out that our biggest competitor is Hyatt.

In the third part, the name of which is directions of marketing technologies improvements in the hotel, I have developed my own propositions for corporate management improvement in the hotel. The first is to encourage employees by implementing quarterly an incentive trips abroad for exchanging experience to other Hilton's all over the world. The second to increase attendance of SPA centre I have created a list of measures: to fulfill web-site with virtual tour, to implement e-mail sending before holidays with special offers, develop a corporate procedure that symbolizes ethnic/cultural characteristics. The third is to increase occupancy of hotel during low season. My offers are: making upgrades to frequent guests, sending greeting e-mail to stay connected, make price lower than our main competitor Hyatt has, creating special offers - "three nights for the price of two, work with quality management – invite a secret guest, make online adaption – update web site with new photos and videos. The fourth is to raise occupancy of conference rooms. My offers are: to decrease prices for 10-15%, send special gifts to head of companies – frequent guests, develop additional services - organizing transportation, buying tickets, implementing packages – conference + rooms, active social network promotion. In a question improvement of corporate loyalty in Hilton Kyiv as an integral component of successful business I have developed four directions: social community involvement, employee satisfaction, environment&sustainability, service&quality. In the first direction my offers are: to create a charity foundation

«From Hilton heart» to collect money for children hospitals, quarterly visits to orphanages, creating Hilton school of excellence for students, initiating or regular visiting a dog shelter. In the second direction my offers are: to hire deaf-mute people, create an anonymous team member survey, implement paid exam vacation for students, medical insurance for employee family, increase cost of travel program, cinema evening in hotel for staff, an opportunity to visit sport club with pool, raise salary 20%, organize memorable birthday celebration for each team member. In the third direction my offers are: to reduce food/ paper/light/water/energy wasting, using sustainable food products. In the fourth direction my offers are: creating an informational letter about free and paid services in the room, more trainings for staff about problem resolution, trainings about behavior in emergency situations, English lessons for housekeeping and engineering departments, obligatory medical check-up for restaurant and kitchen staff every 6 months and strict adherence to the standards of neat appearance for everyone.

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APPENDECIES