

Kyiv National University of Trade and Economics
Hotel and Restaurant Business Department

FINAL QUALIFYING PAPER
on the topic:

CORPORATE INTERNET MARKETING
SYSTEM OF THE HOTEL OPERATOR «RADISSON»

Student of the 2nd year, group 9a,
Field of study 241
«Hotel and Restaurant Business»
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№	Stages of the final qualifying paper	Terms of the final qualifying paper	
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12	Preparation of final qualifying paper to defense in the Examination Board	18.11.2019 p.- 01.12.2019 p.	18.11.2019 p.- 01.12.2019 p.
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11. Resume of a scientific adviser of a final qualifying paper

Student Kateryna K. Lytvyniuk performed the final qualifying paper in a due time according to the schedule. According to content, structure and design the performed work meets the requirement. Final qualifying paper performed the actual theme. In the first chapter the theoretical position dedicated to theoretical basis of different internet marketing tools and internet marketing essence in the international market of hotel services.

In the second chapter of final qualifying paper has been analyzed the business activity of the Radisson Blu Hotel chain. The efficiency of brand portfolio as international hostel chains and analyzes of marketing report. Comparing different periods, analyze of the hotels and promotion tools in the hotel industry market using Internet marketing techniques.

The third chapter is devoted to the ways of development and increase of loyalty in relation to the hotel operator. And new trends and technologies as part of an Internet marketing strategy for implementation at the hotel. The goal of the final qualification work was achieved, and the assigned scientific tasks were completed. The work is recommended for protection in the examination committee.

Scientific adviser of a final qualifying paper _____ Anatolii A. Mazaraki

12. Resume about a final qualifying paper research

A final qualifying paper (project) of the student _____ Kateryna K Lytvyniuk
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can be admitted to defence in the Examination Board.

Manager of the educational program _____ Margarita H. Boyko

Head of the Department _____ Margarita H. Boyko

_____, _____, 2019

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INTRODUCTION

Relevance of the topic. The modern world is hard to imagine without the Internet. Every year new gadgets appear, compared with previous years in the world 5.11 billion unique mobile users, which is 100 million (2%) more than last year. On average, people are online for 6 hours and 42 minutes every day. This is slightly less than last year - 6 hours and 49 minutes. However, there is a suspicion that the decline is partly due to the large increase in new users who are still learning to use the Internet. Their online time is less compared to the time spent on the Internet by more experienced users interacting with connected devices hundreds of times a day.

Business does not stand still. A huge number of companies realized that the Internet is a place where you can earn, promote, interest and show your product or service. Internet marketing is used for this. The concept of marketing in their works was studied by such scientists as Kotler. Anatolii Mazaraki and Boyko Margarita, and agreed that Internet marketing is a necessary set of measures for researching such a specific market as the market for Internet networks, the effective promotion of goods and services using modern Internet technologies. Internet marketing - the use of all aspects of traditional marketing on the Internet, affecting the main elements of the marketing mix: price, product, services, place of sale and promotion.

The hotel business did not stand aside and actively uses diverse tools to promote Internet marketing. Such as special applications on a smartphone, sites for booking a hotel, sites for quick payment of services, social networks such as Tweeter, Facebook, Instagram and others. Over the past 12 months alone, 288 million new accounts were registered in social networks, as a result of which the penetration rate of social networks in the world was 45%. Digital marketing has become the most viable way to reach potential customers, build a brand, and build a group of loyal customers.

Not so long ago it appeared in Ukraine. On the example of Radisson Blu hotel you can see how you can use Internet marketing and increase its efficiency.

The purpose of the study is to develop theoretical and methodological regulations, methods of effectiveness estimation, guidelines and suggestions for implementation of internet marketing strategy in hotel business based on the study of new conceptual framework and methodological approaches to improve the assessment of the development of internet marketing strategy in hotel business.

Tasks of research. To achieve this goal it is necessary to solve the following scientific and practical problems:

- to research essence of internet marketing
- to research Internet Marketing tools
- to analyze organizational characteristics of the Radisson Hotel chain
- to explore diagnostics of internet marketing tools of the Radisson Blu Hotel, Kyiv
- to explore properties of internet marketing tools to increase loyalty
- to create new strategies for developing internet marketing in the Radisson Blu Hotel, Kyiv

The object of research is the Internet marketing process for Radisson Blu Hotel, Kyiv City Center.

The subject of research is a set of theoretical, methodological and practical foundations for the development, integration and optimization of Internet marketing for Radisson Blu Hotel, Kyiv City Center.

Methods of research. The theoretical basis of the study was the foreign and domestic fundamental prerequisites for marketing and online marketing. To achieve a specific goal, various scientific methods were used: an analysis of the advanced work of scientists and researchers in the field of Internet marketing, a cognition method for analyzing the results and correlating these results with a marketing report, an economic analysis method for analyzing a hotel, a statistical

research method and a thematic analysis of information about trends and patterns of dynamics of hotel occupancy.

Scientific innovation is a summary of the theoretical and methodological principles and practical aspects of Internet marketing used in the hospitality industry, especially in the hotel business.

The practical significance lies in a comprehensive analysis of the theory, in the formation of ways to attract new loyal clients, and in the development of marketing strategies for using the obtained scientific results in practice. To obtain the necessary conclusions and results, diagnostic, comparison and evaluation methods were used.

Publications The main theoretical position of the general diploma in the disclosure of the scientific article "INTERNET MARKETING IN THE HOTEL BUSINESS", published in the collection of articles of KNTEU.

The structure of the work. The master's thesis consists of introduction, three chapters, references in paragraphs, conclusions and applications. The main text of 47 pages consists of 18 tables and 8 figures.

PART 1

THEORETICAL FOUNDATIONS OF INTERNET MARKETING STRATEGY IN HOTEL BUSINESS

1.1. Essence of internet marketing

The advent of Internet marketing can be traced back to the early 1990s. It has been used to promote the products. Over the past 20 years this type of marketing has acquired many names and changed different methods. Several authors shared their concepts of internet marketing. In the book "Fundamentals of Marketing," Philip Kotler dismissed marketing as a form of human activity aimed at meeting the needs and requirements through exchange. The specific characteristics of Internet marketing are the emergence of a new toolkit for conducting communication campaigns - in the global information network, traditional marketing tools are integrated with the latest information technologies. Boyko M.H. the term Internet marketing refers to the theory and methodology of marketing in the hypermedia environment of the Internet. These definitions are similar and complement each other, however, the wording given in the works of Luzhetsky, A.E. Rodionov "E-Commerce", namely Internet marketing, is a necessary set of measures to research such a specific market as the Internet network market, to effectively promote and sell goods using modern Internet technologies.[46]Internet Marketing refers to a collection of methods and tools used for the promotion of products and services over the Internet. This type of marketing also known as Online Marketing, Web Marketing, Digital Marketing.[1] Another author gives the following definition Digital marketing encompasses all marketing efforts that use an electronic device or the internet.[2] The third author gives a different definition - Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. [4] Therefore, digital marketing has become the most viable way of getting to potential customers, establishing a brand, and developing a group of loyal customers. [3]

A new type of marketing was born with the advent of the Internet. The

Internet is a world wide web that unites people, allows you to quickly transfer information from one point in the world to another. Tim Berners-Lee invented World Wide Web in 1990, which was the first web browser. In 1991, the foundation opened the use of its Internet for business purpose, business-to-consumer (B2C) e-commerce gained popularity. In the next few years, online marketing began to grow.[1] However, it all started at the moment when Ray managed to send and receive an answer from himself via message. [5] The first search engine was called WebCrawler. It was uncomfortable because people had to enter the full email address. On 27 October 27, 1994, the first banner went live on hotwired.com. For over four months, 44% of those who saw it clicked on it. [6] After that, marketers realized that people can be influenced not only by advertising through TV. Everything changed with the advent of Google. Since 1996, Internetmarketing began to grow. The next step was the emergence of an iPhone, the development of various social network such as Facebook, Twitter and Instagram. Social networks are attracting more and more people.

Today noticed a growing trend of users on the network. In 2019, the Internet audience totals 4.39 billion people, which is 366 million (9%) more than in January 2018. 3.48 billion users are registered on social networks. Compared with the data at the beginning of last year, this figure increased by 288 million (9%). Today, 3.26 billion people access social networks from mobile devices. This is 10% more than last year, when 297 million less people sat on mobile in social networks.

Table 1.1.

Internet Growth Rankings

Absolute Growth	Users	%
India	97,855,011	21
China	50,666,115	6,7
USA	23,379,840	8
Indonesia	17,300,000	13

Absolute Growth	Users	%
Ukraine	15,325,054	60

In table 5 India accounts for more than a quarter of the total global Internet audience growth. The Asia-Pacific region accounted for 55% of annual growth, while China added 50 million new users to the total basket. In Ukraine, compared to the previous year, the Internet audience grew by almost 60%.

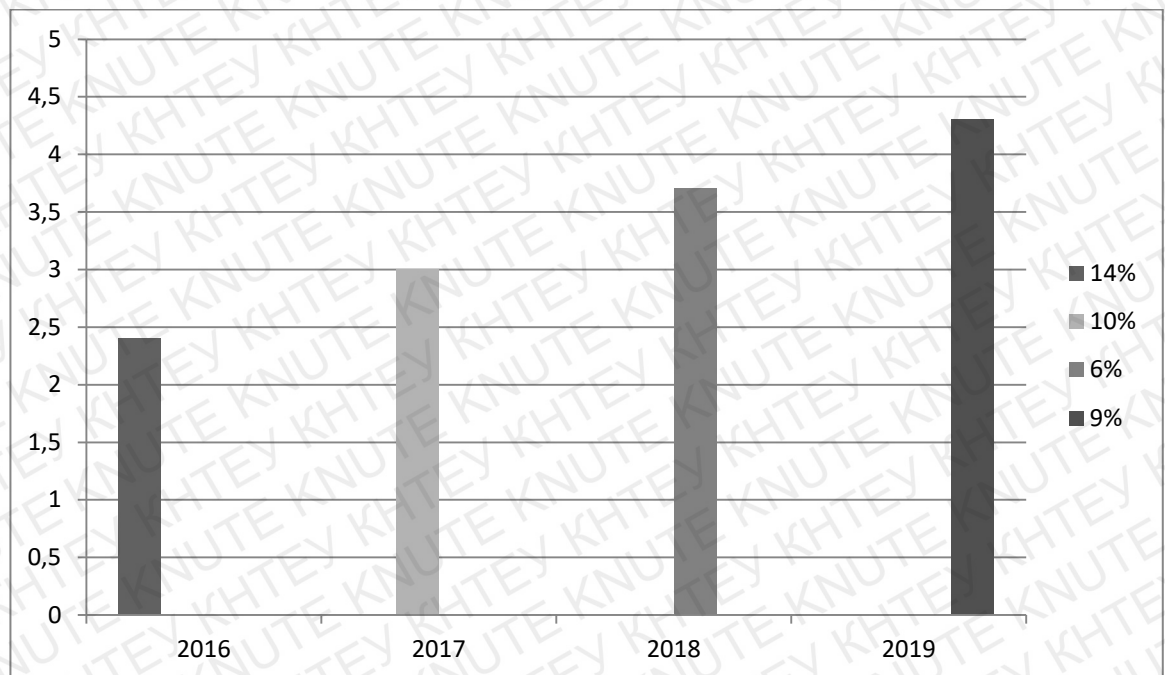


Figure 1.1. The growth dynamics of the Internet audience

The growth dynamics of the Internet audience from 2016 to 2019 on the figure shows an uneven tide of users. The number of people is increasing, but in comparison with 2016, the percentage is not too large, from this we can conclude that the dynamics will probably fall over the years, but the number of new users will only increase. This means that all areas of activity will continue to develop with the participation of the Internet.

And this marketers is attract, because new opportunities are opening up for them to influence consumers. Report in the table 1, shows major advertising spending in 40 countries. [7]

Table 1.2.

Major advertising spending in 40 countries

Total Media Ad Spending, by Region, 2017-2019			
Billions \$	2017	2018	2019
North America	197.97	205.91	212.44
Asia Pacific	161.08	169.78	178.78
Western Europe	114.94	117.12	119.23
Latin America	44.86	49.34	53.29
Central and Eastern Europe	26.07	27.71	29.21
Middle East and Africa	21.85	23.10	24.25
Worldwide	566.77	592.97	617.31

We can see that every year, the amount that the company is willing to spend on marketing expenses is increasing. Companies strive to use all possible media to attract new customers. In the table 2 shows much of the spending growth stems from broader digital adoption on the part of consumers. [7]

This is due to the fact that marketers understand the effectiveness of exposure to customers with the help of advertising in the Internet. Companies are willing to spend more money for promotion. Forecasts indicate that spending in this area will continue to grow.

Table 1.3.

Mobile internet advertising spending

Mobile Internet Ad Spending, by Region, 2017-2019			
Billions \$	2017	2018	2019
North America	17.192	22.999	29.067
Asia Pacific	8.120	10.516	13.061

Billions \$	2017	2018	2019
Western Europe	9.199	12.050	15.184
Latin America	482	766	1.196
Central and Eastern Europe	423	609	822
Middle East and Africa	137	219	340
Worldwide	35.553	47.160	59.669

The essence of digital marketing connected with the important component of digital marketing is data or analytics, which is used to attract users or interested parties. [8]

An integral part of Internet marketing are product - a product or service that will be sold; price - the formation and support of the competitive cost of selling goods and services; place - a point of sale of goods and services; promotion - methods and schemes that will promote a product or service, the main purpose of promotion is to form a positive opinion about the proposed product, as well as its recognition among other similar products.

Based on this material, I can conclude, the Internet continues to stick to a huge number of people. Internet advertising is very effective as it helps to quickly convey information to the target audience.

1.2. Internet marketing tools

There are many Internet marketing tools, their main goal is to attract new customers and retain old ones. Marketing is one of the most important elements of any business. This chapter discusses marketing used in the hospitality industry. Marketing is necessary for the analysis and use of various tools to satisfy customers, and began as a result of economic and business pressure due to the need to focus on a number of management measures. The main reason for marketing in

the hospitality industry is the increase in the number of guests in need of housing, and the increase in the number of contests by suppliers of housing. In addition, the hotel industry is becoming an increasingly mature market, resulting in increased global competition and the problem of attracting customers.

Internet marketing uses e-business components.

One of the most important components of e-business is e-commerce (e-commerce). E-commerce is divided into 5 main categories, which you can see in table 1.4

Table 1.4.

Components of e-business

Components	Example
Business-to-business (B2B)	Commercial relationship between hotel and cleaning services company
Business-to-consumer (B2C)	Commercial relations between the hotel and consumer
Business-to-administration (B2A)	Hotel interaction with the legislature
Consumer-to-administration (C2A)	Consumer appeal to the embassy
Consumer-to-consumer (C2C)	Hotel review sites

Business-to-business - used to sell goods and services between enterprises, without the use of sales representatives.[40]Business-to-consumer in this case, examples include online travel sites such as Expedia and Trivago.[41]Business-to-administration - this e-commerce category refers to all transactions between companies and public administration. This is an area that involves many services, particularly in areas such as social security, employment and legal documents.

Not the most traditional form of e-commerce, Another popular e-commerce category, C2A e-commerce encompasses all electronic transactions between individuals and public administration.

Table 1.5.

The technologies and tools

Tools	Definition
Search Engine Optimization (SEO)	a set of measures to increase site visibility in search engines for targeted search queries.
Email Marketing/Marketing Automation	automation of processes that analyze customer actions and make personal offers based on the data received
Content Marketing	a long-term marketing strategy aimed at attracting the target audience
Social Media Marketing	the satisfaction of information needs through the exchange between the media as an organization and the consumer.
Pay Per Click (PPC)	Internet advertising, in which the advertiser pays for every click made by the user to go to the site
Affiliate Marketing	a partner attracts customers receives a reward for each attracted user
Native Advertising	advertising that fits into the content and quietly affects customers
Online PR	used to make as many users of the Internet as possible aware of a service or product
Inbound Marketing	involves extensive use of social networks

The first paragraph of the table is the SEO. SEO aims to make the site more visible on the search engine results page. The search engine is constructed in such a way as to provide the largest possible number of advertised sites. SEO are used keywords that are the specific words or set of words that best describe the theme or overall concept of an idea, website, business, or product. [10] Fundamental Principles of SEO we will consider below. Links show the relevance of the site, the more often they click on the link the more relevant, which means the site is profitable. Next indicator indicator is the quality of the content. The more interesting content, the more users will read it. SEO includes voice search, users like to search for information without the help of hands. [11]

Second paragraph is content marketing. It seeks to increase brand awareness, attract customers, to increase traffic. [10] Social Media Marketing this

is the third point social media marketing include the most basic social networks that contribute to the dissemination of brand information: Facebook, Twitter, Instagram, Snapchat, Pinterest. Next matter pharagraf is Pay-per-click (PPC), also known as cost per click indicates the actual price per click when someone using the program [12]

it is one of the types of paid internet advertising . Also exist other types of online advertising:

- CPV, Cost Per Visitor
- CPA, Cost Per Action
- CPC, Cost Per Click
- CPV, Cost Per View
- CPM, Cost Per Thousand

CPV, Cost Per Visitor - Pay only when a user moves from a banner to a site, and only unique first-time visitors are taken into account.

CPA, Cost Per Action - An ad is paid for after a user performs a specific action on a customer's site.

This could be either a purchase of something, then the ad could be called CPS or Cost Per Sale, or ice - the user's contacts, then the subspecies of the ad would be called CPL, Cost Per Lead.

Paid online advertising is served as banner ads on websites, social networks, and as contextual ads in search engines. One of the most common types of PPC is Google Ads. (CPC) is calculated by dividing the advertising cost by the number of clicks generated by an advertisement. The basic formula is:

$$\text{Cost-per-click (\$)} = \text{Advertising cost (\$)} / \text{Ads clicked (\#)}$$

CPV, Cost Per View (Cost Per Impression) - Charge for displaying a banner to the user.

CPM, Cost Per Thousand (M - the definition of thousands of Latin) - pay per thousand impressions, a variety of CPV ads / banners. [38]

Affiliate Marketing can be seen as the process of spreading product creation and product marketing across different parties, where each party receives a share of

the revenue according to their contribution. [13] Affiliate Marketing smoothly leads to the concept native advertising. Native advertising is a form of paid media that displays ads in such a way that the user does not understand that this is an advertisement. The form of Native ads match the visual design, look and feel like natural content. The main function is to serve ads as content. [14]

Marketing automation designed to use the program to simplify basic marketing operations. Automated marketing departments are aimed at the performance of functions that would be performed manually. Here is example that have become automated: Email automation allow you to automatically send emails to subscribers. Automation is primarily aimed at accelerating processes that are important for business. Another tools to simplify business are campaign Tracking and Reporting. Emails have led to a simplified reporting process. Such paragraph as Email Marketing companies use as a way of communicating with their audiences. [2]

Email marketing is directly marketing a commercial message to a group of people using electronic mail. [15] Email marketing has several advantages:

- Better Business Communication
- Target Marketing
- Very Cost Effective
- Environmentally Friendly

The types of emails company might send in an email marketing campaign include: Newsletters, according to research from Clutch, newsletters are the most popular type of email, with 83 percent of companies sending them. A newsletter might also contain upcoming events or webinars, news from your company, or other updates. Standalone Emails make call-to-action. But Transactional emails such as receipts and confirmations have 8 times more openings and clicks than any other type of email. [16] There are also types like customer welcome emails; holiday promotions to loyalty program members and tips or similar series emails for customer nurturing. [2] Another great digital marketing tool is online PR,

which focuses on online properties, as well as on many other platforms and networks, from search to social networks. The outreach for online PR may be both direct and indirect. The business can employ social hashtags and search keywords alongside email and snail mail. Propelling both traditional and online PR is storytelling. [17] The Latest Internet Marketing Tool - Inbound Marketing. Inbound marketing refers to a marketing methodology in which a company attracts and delights customers at every stage of the customer's journey. Here are some classic examples of inbound marketing versus traditional marketing:

- Blogs Against
- Video Marketing vs. Commercial Advertising
- Anti-Spam Email Contact Lists[2]

The main principles of Internet marketing are the following:

1. Only the result is profitable and increases the number of customers
2. Succeeding as an entrepreneur and as a marketer requires a combination of offering the right product, crafting the right message, and getting that message in front of the right audience..
3. Generate traffic because it determines the number of visitors to your site. Traffic divided by high traffic (lots of people visiting your website), traffic (consistency helps with forecasting revenue), targeted traffic (visitors who are in your target market).
4. Keep track of activity on the site and make relevant content for your selected audience.
5. Track key metrics and find out conversion metrics.[18]

An increasing portion of advertising stems from businesses employing Online Behavioral Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection.[17]

All the tools described above help to fulfill the main task that counts before Internet marketing. Attract new potential customers, explore and use strategies to increase loyalty.

PART 2

ANALYSYS OF MARKETING OF THE HOTEL OPERATOR RADISSON

2.1. Organizational characteristics of the Radisson hotel chain

According to the Cambridge English Dictionary hotel is “a building where you pay to have room to sleep in, and where you can sometimes eat meals.” [19] But actually this word comes from the old French word – hostel, later transitioned into hôtel and adapted by the Middle English. Hotels, as we know them today, came from taverns, taverns have existed since Greek and Roman culture. The oldest hotel in the world, preserved to this day is considered Japan's Nishiyama Onsen Keiunkan founded in 705. [20]

But in order to stay in another country, it is not necessary to use the hotel. There is such a concept as the accommodation industry. Though the word “accommodation” is a term that seems common to everyone on a daily usage, yet it is important to define within the context of tourism. Oxford English Dictionary defines accommodation as a room, group of rooms, or building in which someone may live or stay. [21] Merriam-Webster dictionary gives a similar definition of accommodation as a place where travelers can sleep and find other services or a place where people can live, stay or work. [22] According to Middleton, tourist accommodation includes all establishments offering overnight accommodation on a commercial or ‘quasi-commercial’ basis to all categories of visitors. [23] Commercial placement consists of hotels, resorts, cottages, motels, hostels, guest houses, lodges. Each of these institutions is different from each other. There is a certain classification of housing which affects whether the building is a hotel.

The first public hotel was the City Hotel in New York, founded in 1792. In 1809, Tremont House was opened in Boston. Tremont was the first hotel in the hotel world to have indoor plumbing, first toilets and bathtubs, first locked doors for guests, a first lobby and first free amenities. [24]

Many authors believe that cruise ships were the beginning of the

development of tourism. And this was promoted by the P&O (formerly the Peninsular and Oriental Steam Navigation Company) was a British shipping and logistics company dating from the early 19th century. [25] The company started out as the shipping line between European countries, but fairly quickly grew and started cruises to other continents as well. [26] In the 1960s international and even intercontinental travels were significantly shortened. After this time people were able to spend more time on vacation because planes have become popular, and flight time decreased. Since then, interest in the hotel industry has begun to grow. Besides the fact that flights became shorter, after the appearance of the Internet, tickets were easier to order. All this still affects the growth of interest in the hotel business. [26]

The classification of hotels depends on various factors. The first thing travelers pay attention when choosing the hotel to when is the location. On the basis, location hotels can be classified in annexes, table 2

Table 2.1

Hotel classification based on location

Airport hotels	is the type of hotel near the airport. It should not be connected directly to the hotel but should be close. indicative is the transfer from the hotel to the airport. [27]
Resort hotels	accommodation facilities located in the resort and providing on their own base as additional health-improving services using natural factors (for example, sea or mineral water), including for providing procedures based on them. [28]
Country hotels	situated on the side of the city
City center hotels	located near the city center surrounded

	by local attractions.
Business hotels	this type of hotel is designed for businessmen who come to another country for a short or long term for work
Suite Hotels	kinds of hotels are the latest trend and the fastest-growing segments of the hotel industry. Such hotels have a living room and a separate bedroom.
Casino Hotels	hotels with gambling facilities[30]

Hotel classification also depends on the number of rooms:

- Small - not more than 150 rooms
- Middle - to 299 rooms
- Large 300-600 rooms
- Major more than 600 rooms. [29]

Table 2.2.

Level of service

Classification	Definition
World-classor full services	provided at a high level, include additional features and are aimed at top managers, celebrities of the entertainment industry, high-ranking political figures and a rich clientele as their main markets.
Mid-range service or limited service	the target audience of such hotels are tourists with enough money. When ordering a room, they receive guest amenities and minimal public areas. A

	continental breakfast and / or evening cocktail are often included in the room rate.
Budget service	are designed for travelers who are interested in a comfortable stay but have a limited budget, they need a room with minimal services and amenities. [31]

Hotels are classified by star. In addition 1, a classification table is shown. The most popular hotel classification used worldwide is the number of stars.

The international hotel chain Radisson Hotels & Resorts includes 1400 hotels in 73 countries. The first hotel to become the founder of the Radisson chain, opened in Minneapolis (USA) in 1909. [32]The hotel received its name in honor of Pierre-Esprey Radisson, a French explorer. The history of the chain began in 1960 when Royal Copenhagen Arne Jacobsen, who is in Denmark, was recognized as the first designer hotel.

Based on the data that were listed above, Radisson Blu hotels according to the classification of hotel size are middle size. According to the level of service they are World-class services. This hotel has a long history. After 26 years, Carlson entered the hotel industry through a 50 percent stake in the Radisson Downtown Hotel in Minneapolis. and in 1994, Carlson Hotels launched the successful Country Inns & Suites brand from Carlson. Further changes took place, the network began to grow stereotypically, and already in 2002, keeping up with the times, Carlson Hotels launched the guest loyalty program, now known as Radisson Rewards. 10 years later, Radisson Blu became the largest high-end hotel brand in Europe in terms of MKG. Institute named Rezidor one of the most ethical companies in the world. [33]

In 2018, there was a rebranding and Carlson Rezidor Hotels changed its name to the Radisson Hotel Group. This was done to implement a large-scale strategy that will promote Radisson Hotels Group 7 of its brands. [34]

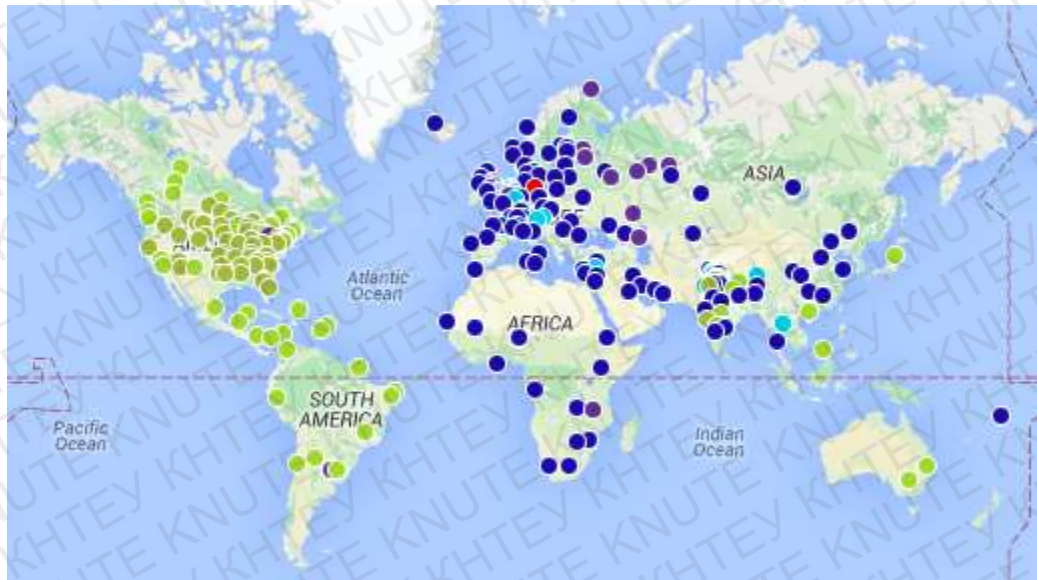


Figure 2.1. Location of Radisson Blu Hotels

Figure 2.1. shows the number of hotels and their location around the world. the table below is a breakdown by category and number of hotels in the world today.

Table 2.3.

Classification of hotels Radisson Hotel Group

Name	Number of hotels	Number of rooms
LUXURY UPSCALE		
Radisson Collection	14 hotels	
Radisson Blu	400 hotels; 90,542 rooms	90,542 rooms
UPSCALE		
Park Plaza	41 hotels	8,578 rooms
Radisson Red	19 hotels	3,539 rooms
Radisson	217 hotels	39,658 rooms
UPPER MIDSACLE		
Park Inn by Radisson	203 hotels	37,847 rooms
Country Inn & Suites by Radisson	538 hotels	43,260 rooms
ECONOMY		
Prizeotel	10 hotels	2,285 rooms

Based on table number 2.3., we can notice, the largest number of rooms falls on the Radisson Bluhotel, which means that this group of hotels brings the largest profit. It is a hotel of this category that is subject to further analysis.

Depending on the class of the hotel, there is a difference in price and occupancy, if we consider Radisson Blu Hotels in Eastern Europe in the table number 4 are the main indicators in percentage terms, for the period from spring to winter. Data were analyzed for the period from 2017 to 2019

Table 2.4.

Occupancy in EUR in Eastern Europe

Occupancy	2017	2018	2019
Winter	58,1%	57,9%	
Spring	51,2%	53,1%	52,4%
Summer	66,6%	60,2%	70,4%
Autumn	76,6%	74,5%	78,7%

Looking at the figure 2.2., keeps track of the dynamics of the hotel's occupancy, and conclude that the most profitable times of the year are summer and autumn. This should be due to the fact that autumn falls on the last quarter and companies at the end of the years are trying to maximize their profits.

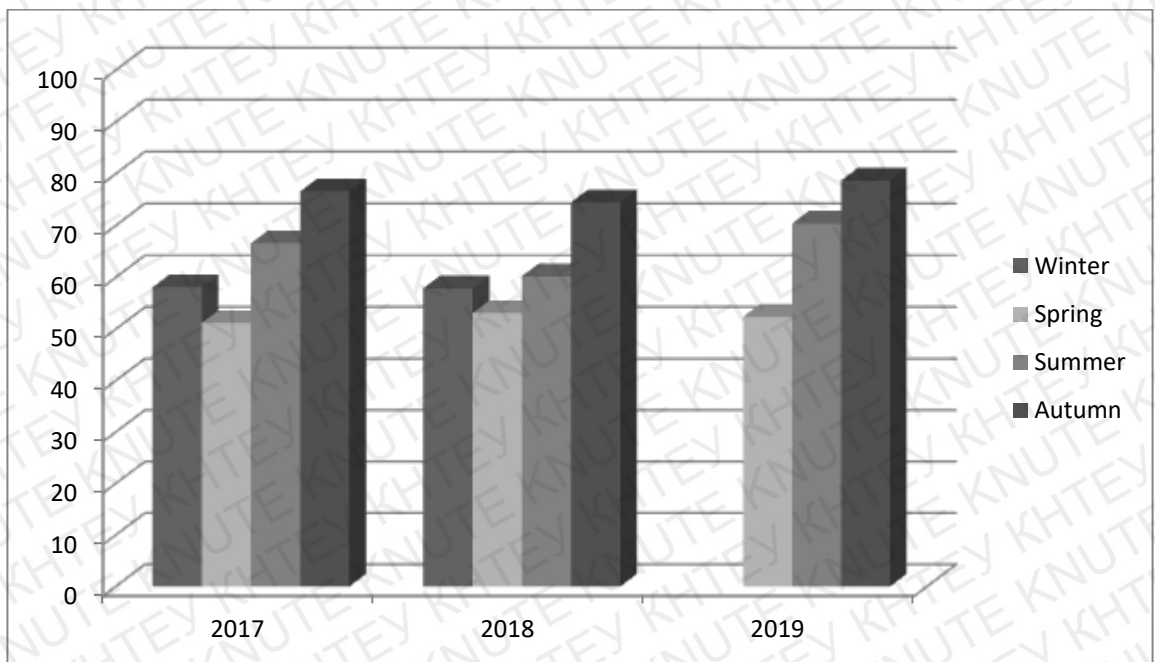


Figure 2.2. Dynamics of the hotel's occupancy

Another important feature of the Radisson hotels is their iconic buildings that are attractive in appearance and distinguished not only by their individual interiors, but also by their impressive atmosphere. These buildings were specially

designed in order to not only be comfortable for guests, but also to provide hotel services, and at the most modern level. [35]

The second distinctive feature of the chain's hotels is its location in the most prestigious places - in the central parts of large cities, at airports, in resort areas, on coastlines and in popular holiday destinations literally around the world.

Regarding Ukraine, in total there are 4 hotels. Three hotels are located in Kyiv and one in the resort town of Bukovel.

It is shown how prices vary depending on the location of the hotel, when creating the price, the view from the window, the size of the room and the type of room are taken into account.

Table 2.5.

Basic hotel information

Name of the hotel	Average hotel occupancy	Location	Average price per standard room
Radisson Blu, Kyiv	55%	Golden Gate, centre of Kyiv	UAH 3 249
Radisson Blu, Kyiv Podil	58%	Kontrakrova Square	UAH 3 954
Park Inn by Radisson Troyitska,	63%	Shevchenko Park	UAH 2 543
Radisson Blu Resort, Bukovel	49%	Yaremche, Ivano-Frankivsk region	UAH 3 126

Table indicates how prices vary depending on the location of the hotel. Pricing takes into account the type of room, its size, location and view from the window. Occupancy shows the percentage of guests for the last quarter of 2019.

The hotel provides different types of rooms. The main ones are listed in table number 2.6.

Table 2.6.

Types of rooms

Sleeps	Room type	Room Size	Price
1 queen bed or 2 twin beds	<u>Standard Double or Twin Room</u>	22 m ²	UAH 4,459
1 queen bed or 2 twin beds	<u>Premium Double or Twin Room</u>	25 m ²	UAH 5,698
1 king bed	<u>Junior Suite</u>	39 m ²	UAH 5,760
Living room: 1 sofa bed Bedroom: 1 king bed	<u>Suite</u>	77 m ²	UAH 7,432
1 full bed and 1 sofa bed	<u>Family Room</u>	33 m ²	UAH 5,946
1 full bed or 2 twin beds	<u>Superior Double or Twin Room</u>	23 m ²	UAH 4,831
2 twin beds or 1 full bed	<u>Standard Room - High Floor</u>	22 m ²	UAH 4,682
Living room: 1 sofa bed Bedroom: 1 king bed	<u>Suite St. Sophia Cathedral View</u>	77 m ²	UAH 6 128
1 king bed	<u>Premium Room St. Sophia Cathedral View</u>	30 m ²	UAH 5 760

Based on this table, it is seen the minimum room rate was UAH 4,459 for a standard room, and the maximum UAH 7,432 per Suite. The cost varies depending on the class of apartments and sizes.

Figure 2.3. shows the target audience of the Radisson Blu hotel.

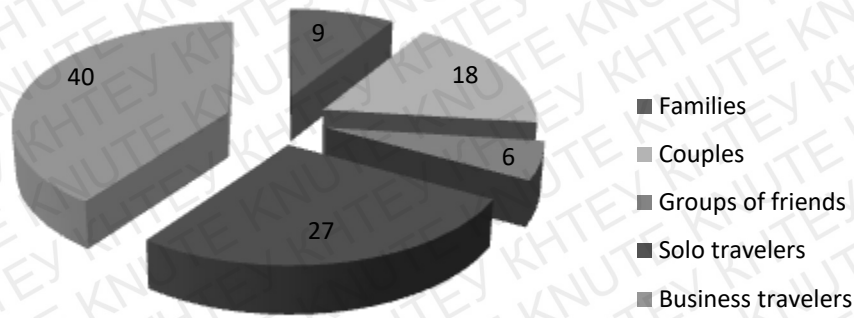


Figure 2.3. Target audience of the Radisson hotel Kyiv

Based on the data in this table, we can say that the largest percentage of guests business travelers. Rarely visited by groups of friends or families. But often solo travels and couples stop. Such data is primarily associated with Radisson Blu because this hotel from the category – business.

Based on all the information above, it is noticeable that the hotel is functioning well and the workload will not be lower than 50%. Prices at the hotel are reasonably reasonable for the target audience, which includes businessmen.

2.2. Diagnostics of internet marketing tools of the Radisson Blu Hotel, Kyiv

The Radisson Blue hotel Kyiv is known for using innovation to develop new promotion strategies, both in technical and in information aspects. This applies to the use of Internet marketing tools by the hotel.

Table 2.7.

Tools to promote the Radisson Blu on the Internet

Tools	% of using
SEO (Search engine optimization) or search engine optimization;	30

contextual advertising;	
Google - special services of search engines;	27
SMM (Social media marketing) - promotion in social networks;	20
email marketing;	18
thematic blogs	5

The first thing today's internet users pay attention to is whether the company has its own website. Radisson Blu hotel have own website. This website is shared by all Radisson hotels. When you go to the site you can find broken down by category and location links to individual hotels. due to this it is convenient to use the site, the user needs to choose a region, country and hotel to make a reservation.

The Radisson Blu uses contextual advertising. The basis of contextual advertising is the principle of keywords, which are targeted by both the user and search engines. With the help of keywords, a potential guest is more likely to come to the page of the website he is interested in.

An analysis of the site data showed exactly which keywords are used to search for the company, on the figure it is also possible to see the percentage of queries relating to certain words for the last month.

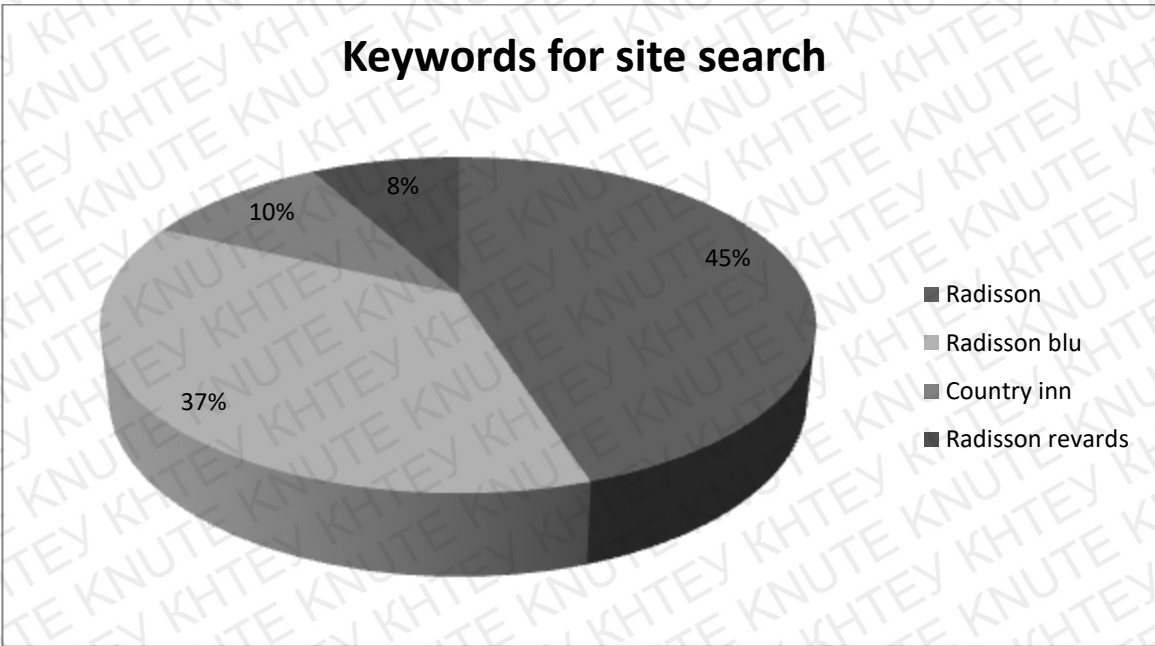


Figure 2.4. Keywords for site search

Using this data, can be assumed which words in the search are better to pull on the first page of the search engine. This is an occasion to buy paid advertising and place it on Google pages.

According to the analytical site, 73% of users go to the site by themselves driving in it in the search. Only 27% get to the Radisson Blu's website thanks to content advertising or advertising on thematic sites.

The hotel's website is in the TOP or at the highest possible positions in the search results. This means that it meets all Google's parameters and leads pages in accordance with the rules. Due to this, the amount of traffic increases.

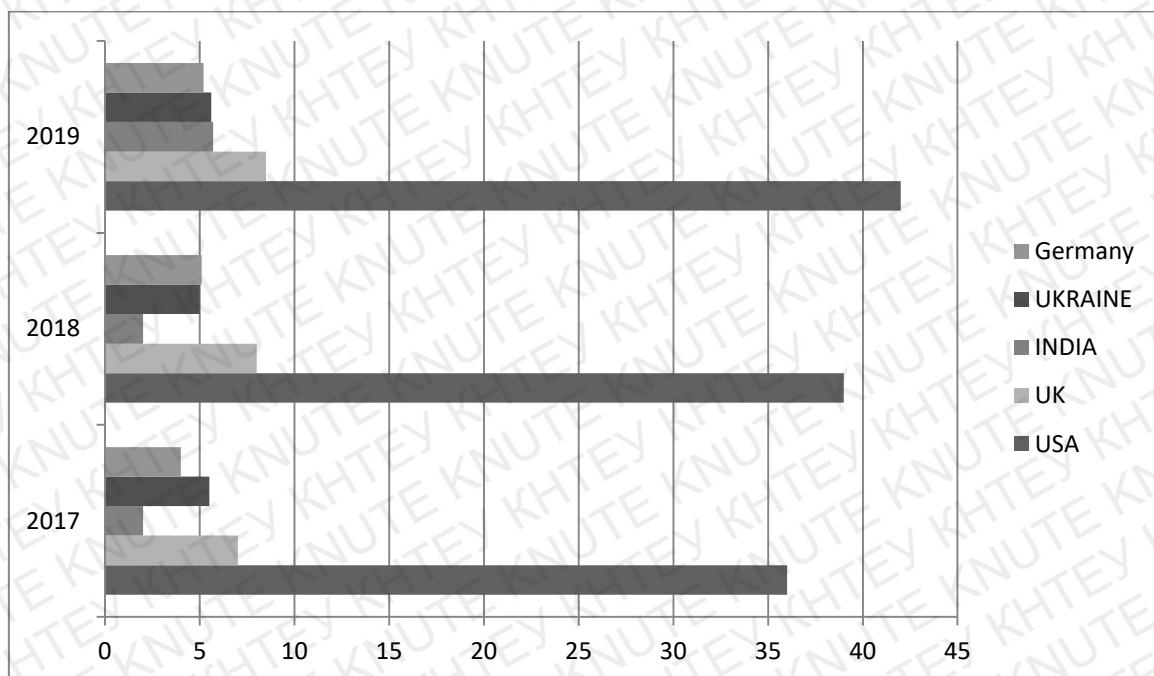


Figure 2.5. Radisson Blu Search Dynamics

This figure shows the percentage of site traffic in different countries. Of those who hit the page in 2019, 42 % were in the United States. Residents of these 5 countries visit the site most often due to the fact that the largest number of hotels are in their territory. Statistics show which countries are interested in Radisson Blu Kiev and visit the common site most often.

Sites which the company has partnership agreements are given in the table below. They are needed for versatile optimization of Internet marketing by the hotel operator Radisson Blu.

Table 2.8.

Partner sites used by the Radisson Blu Hotel Kyiv

Publisher	Characteristic	Utilization percentage
Google	multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, search engine, cloud computing, software, and hardware.	48%
Conversant media	digital interactions company	15%
Tradedoubler	service that helps track accumulated bonuses in various loyalty programs	9%
Awin	a global affiliate network for advertising	22%
Trade traker	effectively visualize reporting	6%

According to the table it can be seen that the largest percentage falls on the Google company. This company is a search engine, cooperation and partnerships in this case become the most profitable.

For SMM promotion, Radisson uses popular trends. Video content is growing rapidly, and videos show more engagement than any other content format. Video on the site dedicated to the hotel chain. Almost every hotel in Intstagram has its own account, however, using the example of a Kyiv hotel, the page is not active. The number of subscribers today is only 877 people; half of them are company employees.

Radisson Blu uses a different strategy on Facebook. Significantly more content. Video, information and the ability to quickly contact the hotel through the messenger attract subscribers to this page. At the moment there are more than 5000

and the audience continues to grow. Use of special services of search engines allows the hotel to attract new users to the site, or pay and directly book a room. To attract customers, popular sites are used, such as booking, tripadvisor and others.

The advantages of these sites are a convenient interface and the ability to quickly find the right hotel. The following is an analysis of the advantages and disadvantages of using sites for booking and company site.

Table 2.9

Advantages and disadvantages of marketing tools

	Advantages	Disadvantages
Booking	<ul style="list-style-type: none"> • pay per click option • guest reviews • the relationship of the site with the hotel company 	<ul style="list-style-type: none"> • competition among hotels
TripAdvisor	<ul style="list-style-type: none"> • the ability to compare prices of different hotels • quick online booking • guest reviews • Purchase cost control • Access Revenue Tracking Services 	<ul style="list-style-type: none"> • competition among hotels
Radisson Blu site	<ul style="list-style-type: none"> • direct connection of the site with the hotel company • the ability to create content • lack of competitors 	<ul style="list-style-type: none"> • lack of reviews

Radisson Bleu uses such a marketing tool as the email marketing, it is very effective for a number of reasons: the first thing the email newsletter does is remind the customer about the company. Also use promotional mailings, trigger emails with reservation information. information about discounts and other important events in the company.

The company uses emails with different topics:

- Booking Confirmation Email
- Email Reminder
- Feedback Email
- Discount Messages
- Promotional Email
- Club member emails

Booking confirmation emails mention specific check-in and check-out dates. Indicate the exact time and address. Provide guests the opportunity to change the conditions of the reservation.

The reminder email contains the following data: dates; number of days; total cost; services included in the price.

Upon receipt of a email feedback, the guest is given the opportunity to leave a comment and share impressions.

Notifies about discounts for a certain season or period of time. Promotional emails with the provided services are attached: Spa; Swimming pool; Room cleaning; Room service, restaurant.

The Radisson Blu Hotel chain has its own loyalty program. Privileges granted to respected members of our program include the following.

Free premium nights: from 9000 points in standard rooms without closed dates.

Elite status: starting with nine nights or six stays that meet the criteria.

Special rate for participants: as a member of the Radisson Rewards program, you can save up to 10% of the best rate offered by making a reservation directly on our website or through our application.

Free water: participants are provided with two bottles of water for each stay free of charge.

Earn points: get 20 points for every spent US dollar for an eligible stay.

Options for using points: accumulated points can be used to pay for free premium nights at hotels, purchase gift cards, prepaid cards, air miles.

In order to become a member of the loyalty program, simply register on the site Radisson. The program itself is called Radisson Rewards.

Table 2.10.

Ways to earn points

Programsto earn points	Points accumulation conditions
Stay with Radisson	Members earn up to 35 points per US dollar spent on stays worldwide.
Radisson Rewards Visa Card	Earn up to 85,000 bonus points, plus points on everyday spending with the Radisson Rewards Premier Visa Signature
Purchase points	Customer can buy the extra points to boost their balance
Radisson Rewards for Business	Guests can earn points when booking the next meeting or organizing an event in the hotel

The last tool to attract guests is the use of travel sites and blogs to familiarize customers with the brand. For these purposes, the company uses different online platforms, the analysis is based on the requests of the target audience.

Categories that interest the target audience of the company

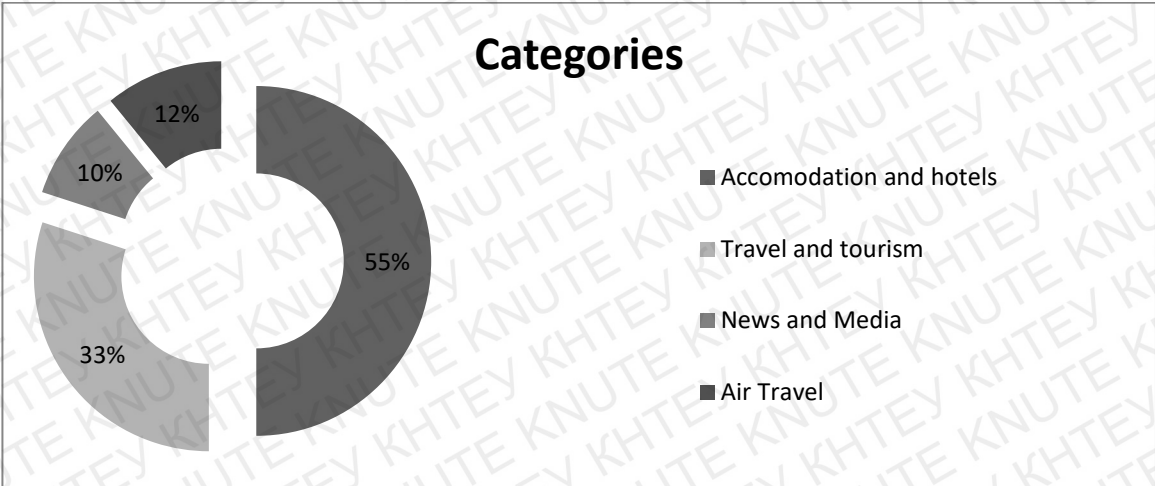


Figure 2.6 Search categories

Based on this figure, we can conclude that targeted searches are directly or indirectly related to the tourism industry.

Radisson Blu has several applications depending on the type of hotel, thanks to these applications it is easy to store points, pay for a reservation or confirm it without making an advance payment. The application interface is made with the addition of maps, each guest will be able to easily track the location of his hotel from anywhere in the world. Type can be seen in application B.

Table 2.11

Radisson Rewards Member Benefits

	Club	Silver	Gold	Platinum
Number of nights	0 nights / 0 stays	9 nights / 6 stays	30 nights / 20 stays	60 nights / 30 stays
Points for hotel stays	20/\$1	22/\$1	25/\$1	35/\$1
Discounts on food and beverage	5%	10%	15%	20%

This table shows that the loyalty of the company is available to every new guest. Previously, the loyalty program could be obtained after certain conditions, now Radisson is taking steps towards his customers. The main goal of the company is to fully satisfy the needs of the guest so that the guest returns to the hotel again.

PART 3.
**DEVELOPMENT OF WAYS TO ATTRACT NEW CUSTOMERS TO THE
HOTEL OPERATOR «RADISSON»**

3.1. Properties of internet marketing tools to increase loyalty

The hotel has its own loyalty program for regular customers. The conditions of the program were analyzed in the second part of the thesis.

Loyalty programs are not limited to ordinary guests. Radisson enters into multi-million dollar contracts with business companies. Provides rooms to employees of these companies on favorable terms.

My suggestions for increasing loyalty:

1. Use pricing systems that provide the consumer of hotel services with better prices than a single purchase.
2. Provide a discount for certain consumer groups. as is the case with business companies that have entered into corporate contracts with Radisson Blu hotel Kyiv.
3. Fulfill guarantees in respect of prices and contracts that regulate prices for a certain time.

According to statistics, attracting a new customer is 5-10 times more expensive than retaining an existing one. That is why the hotel should develop not only programs to attract new customers, but also to retain old. The goals that the company sets for itself to increase loyalty:

1. Formation of regular customers
2. The client system should be designed for any client living in a hotel
3. Time. The system should be designed for a certain period of time for the client (outside this time, promotional points burn out)
4. Customer differentiation. Based on the number of points scored, customers receive different levels of promotion.
5. The presence of partners in incentive programs. Communication on loyalty programs with airlines, railway companies, with other independent hotels,

the creation of consortia for the joint implementation of incentive programs.

6. The presence of "elite customers" For customers who have reached the highest level of promotion, the creation of an "elite club", which consists in the matter of image and prestige.

3.1.1. Accumulative loyalty program

The most common and simple model.

When paying, the client accumulates points, which in the future can be used for exchange for material benefits (discounts, free services, special offers). The main criterion for the effectiveness of such a program is its simplicity and comprehensibility. It is worth simplifying an existing system and reducing the time for transferring accumulated points to a customer's card.

3.1.2 Multilevel Loyalty Program

The drawback of the funded system is that the interval between payment and achieving the goal is too long. Often, customers who use the hotel's services once a year, while on vacation, simply forget about the program. Therefore, most often in the hotel industry a multi-tiered loyalty program is used. It allows guests to receive more significant benefits as they move along the chain from a potential to a loyal customer. It is multi-level systems that are used by hotel market leaders.

This system of accumulation of points is used by the hotel. With an increase in the number of nights, the client will be able to move to a new level, for example, from just a club to a silver club. for this you need to stay at the hotel 6 times and spend at least 9 nights.

3.1.3 Affiliate loyalty program

Hotels can offer guests as bonuses not only their own services, but also partner companies: restaurants, taxis, laundries, shops, travel agencies or airlines. The guest uses the services of partners and receives points for this, which, in turn, can also be spent on the services of the hotel or its partners.

For this loyalty program, you can advise expanding the circle of hotel partners, conclude new partnership agreements with taxi services, restaurants,

airlines, on mutually beneficial conditions. The hotel has bonuses that are converted into dollars. The client will be able to use them when paying a plane ticket or dinner at a partner institution.

The rules for participation in the program include the following mandatory points:

To participate in the program, you need to fill out a questionnaire at the reception desk or on the hotel website.

Privileges and discounts on hotel services begin to apply immediately after the issuance of a membership card. Discounts on accommodation are available from the next arrival.

A program membership card must be presented at every check-in at the hotel. At the time of booking, you must also indicate that the guest is a member of the program.

Discounts on accommodation are provided only with direct reservations on the official website, by phone or e-mail of the hotel (without the participation of intermediaries - travel agencies, Internet portals, ONLINE booking systems, etc.).

I offer the opportunity to participate in the affiliate program during registration in the application without filling out questionnaires at the registration desk. Validation will take place by scanning passport data. After confirmation, the client must be credited points within an hour. Now people don't like to wait and the uncomfortable conditions of the loyalty program can lead to the fact that the client will go to a competitor who has more favorable and simple conditions

Any hotel should not only sell services, but also constantly, throughout the process of interacting with the guest, create a positive image of the hotel, thereby working to increase customer loyalty to the hotel and the services provided there.

3.2. Strategies for developing internet marketing

The analysis showed that the Radisson Blu Kyiv hotel demonstrated the strengths and weaknesses of online marketing. In any strategy can be gaps. This section consists of suggestions for improving existing Internet marketing

strategies. Strategies that can be applied to better influence existing customers and potential guests are described below.

The main goal of the Radisson Blu today is the constant growth and expansion of its existing influence on customers. The Radisson Blu Kyiv hotel should consolidate its position, increase revenues, increase market share and find ways to reduce costs. To reduce costs, you need to know your target audience well. The company should focus its resources on those tools that will be most effective.

3.2.1 Social Media Development Strategy

To do this, find out what social networks are most often visited by the target audience of Radisson Blu Kiev. Statistics show which social networks travelers use to search for information about vacation spots and hotels.

The diagram shows that Facebook takes first place ahead of everyone. 56% of the target audience are in this network, on the second place is the Instagram and on the third is YouTube.

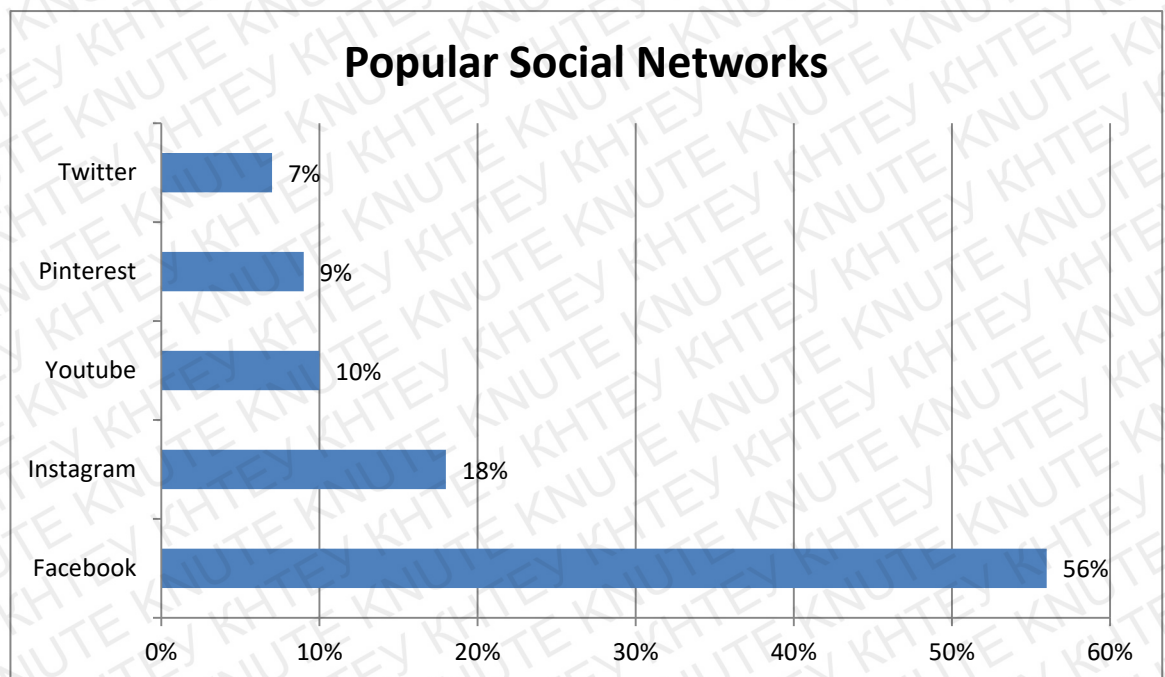


Figure 3.1. Popular social networks

The plan shows what goals the development of the strategy in social networks sets itself. The basis were 3 social networks in which the main audience is concentrated and to which insufficient attention is paid.

Table 3.1

Development of strategies using social networks

Social Network	Goal for 6 months	Tasks for 6 months
Facebook	Increase the number of subscribers to 30 000	<ul style="list-style-type: none"> • establish content - 2 posts per day • expose history, use tags
Instagram	Increase the number of subscribers to 50 000	<ul style="list-style-type: none"> • establish content - 2 posts per day • order advertising from major bloggers
Youtube	Increase the number of subscribers to 20 000	<ul style="list-style-type: none"> • create its own channel • set video once a week • hire a blogger for the channel

3.2.2 Facebook development strategy

Promotion benefits:

- Public - a platform for sole broadcasting on behalf of the company.
- suitable for companies that talk about themselves, build a personal brand;
- page - public space. Subscribers subscribe themselves;
- customized geo;
- blocks with contact information and reviews;
- the public page has statistics and private messages;
- it's possible to customize targeted ads

Public cover should attract attention and is used as a free banner. Avatars: 180x180 pixels, of which 160x160 pixels are displayed, must contain the brand logo.

The company should invite all associates to the page on Facebook and create a separate folder in which all events in the company, photos from corporate parties, conferences will be displayed.

On Facebook Radisson Blu can order promotion advertising and pay for it through the system for PPC. Setting a limit on the amount of money will help not to lose a lot of money on an advertising company, in addition, the cost per click is 1 cent.

Headings that can be used for this page: collections of useful articles, backstage, information on celebrity who visited the hotel.

3.2.3 Instagram development strategy

On Instagram, users pay great attention to the quality of photos, the style of the profile, how often the company releases posts and what kind of interest or mood the content causes. Important components of a strategy that need to be constantly reviewed:

Reach. It is imperative that the publication is seen by as many potential customers as possible. The better users respond to your post, the more new reach the social network will provide.

Clicks. They help to understand: what interests users, how they navigate the marketing funnel.

Hashtags. A company should use hashtags that are associated with the brand and have created the most engagement.

For a better perception, the company can hire one employee who will create content for both YouTube and Instagram. People become attached to those whom they often see, one or more people can become the face of the brand and increase interest in the company. To do this, Radisson Blu Kyiv can cast among popular travel bloggers.

3.2.4 Youtube development strategy.

At the moment, Radisson BluKyiv does not have its own channel on Youtube but there is a common channel for all chain hotels. The suggestion above is to cast among popular bloggers and invite them to post interesting videos.

Table 3.2.

Popular bloggers

Profile name	Number of subscribers	Personal characteristics
@SINICILIYA	114 000	Visited 53 countries, the girl shares tips for each location, her own feeling about the kitchen, hotels and excursions.
@EUGENIAHAVRYLKO	50 000	The blogger's account is filled with a large number of vivid photographs taken in the most beautiful places in the world. She also knows many cozy and picturesque places in Kiev.
@PTUXERMAN	500 000	Anton Ptushkin already has the experience of the presenter, starred in the betrayal Oryol and Reshka, share new routes with subscribers instead of the already known ones.

YouTube can be an additional income channel for the company. Radisson will be able to sell ads or advertise partners for mutually beneficial conditions.

3.2.5 Chat bots

Chat bots are a new area for the hotel industry and many hoteliers often neglect their use. This is due to the fact that chat bots perform different functions that are already in the hotel.

For example, Radisson can create a chat bot that will help when booking, its task will be to show the most suitable numbers on suitable dates. All chatbot tasks will be categorized. Upon arrival at the hotel, the guest may not use the phone that is in the room, but will request the service through a chat bot in the smartphone.

Chat bot benefits:

- automated process of collecting customer base data, booking a room
- organization of surveys on the quality of services provided
- Informing new visitors about the rules of residence,
- password from wi-fi
- Can familiarize the guest with hotel information,

- its services and location
- talks about current promotions
- provides detailed information on attractions and guest recommendations

3.2.6 App for the company

The Radisson Blu company already has its own developed app (annexes figure 3), it means they can continue to use it, but expand the range of its actions. Company can add a chat bot to take advantage of the benefits described above. Or can create an electronic key that would work when paying for the number. The disadvantages of the app can be the lack of a human factor, electronic applications can create a bug and stop working. For this, the hotel should always have developed alternative solutions to problems.

The Radisson Blu occupies a leading position in the hotel services market. The proposals presented above will help expand the range of influence on customers. Attract new partners and increase customer loyalty.

CONCLUSIONS

1. Today, thanks to the development of the Internet, new ways of influencing consumers through advertising can be observed. An important function in this system is Internet marketing.

2. Internet Marketing refers to a collection of methods and tools used for the promotion of products and services over the Internet. This type of marketing involves a broad range of marketing elements, and it is also known as Online Marketing, Web Marketing, Digital Marketing.

3. The increase in the amount of advertising costs is due to the fact that marketers understand the effectiveness of influencing customers through advertising on the Internet. Companies are willing to spend more money on promotion. Forecasts show that spending in this area will continue to grow.

4. There are many Internet marketing tools, their main goal is to attract new customers and retain old ones. One of the most important components of e-business is e-commerce (e-commerce). E-commerce is divided into 5 main categories:

- Business-to-business (B2B)
- Business-to-consumer (B2C)
- Business-to-administration (B2A)
- Consumer-to-administration (C2A)
- Consumer-to-consumer (C2C)

The main tools for promoting on the Internet are the following:

- Search Engine Optimization (SEO) - a set of measures to increase site visibility in search engines for targeted search queries.
- Email Marketing/Marketing Automation - automation of processes that analyze customer actions and make personal offers based on the data received

- Content Marketing - a long-term marketing strategy aimed at attracting the target audience
- Social Media Marketing - the satisfaction of information needs through the exchange between the media as an organization and the consumer.
- Pay Per Click (PPC) - Internet advertising, in which the advertiser pays for every click made by the user to go to the site.
- Affiliate Marketing - a partner attracts customers receives a reward for each attracted user.
- Native Advertising - advertising that fits into the content and quietly affects customers.
- Online PR - used to make as many users of the Internet as possible aware of a service or product.
- Inbound Marketing - involves extensive use of social networks.

5. The international hotel chain Radisson Hotels & Resorts includes 1400 hotels in 73 countries. The first hotel to become the founder of the Radisson chain, opened in Minneapolis (USA) in 1909. The hotel received its name in honor of Pierre-Esprey Radisson, a French explorer.

Radisson hotels are classified according to hotel location, pricing policy, hotel category and number of rooms.

- LUXURY UPSCALE :Radisson Collection (14 hotels). Radisson Blu (400 hotels);
- UPSCALE: Park Plaza (41 hotels). Radisson Red (19 hotels). Radisson (217 hotels);
- UPPER MIDSACLE: Park Inn by Radisson (203 hotels). Country Inn & Suites by Radisson(538 hotels);
- ECONOMY: Prizeotel (10 hotels).

6. Depending on the class of the hotel, there is a difference in price and occupancy of Radisson Blu Hotels. The dynamics of the hotel's workload shows that the most favorable seasons are summer and autumn

7. The Radisson Blue hotel Kyiv is known for using innovation to develop new promotion strategies, both in technical and in information aspects. This applies to the use of Internet marketing tools by the hotel.

- SEO (Search engine optimization) or search engine optimization;
- contextual advertising;
- Google - special services of search engines;
- SMM (Social media marketing) - promotion in social networks;
- email marketing;
- thematic blogs.

8. Radisson Blu has several applications depending on the type of hotel, thanks to these applications it is easy to store points, pay for a reservation or confirm it without making an advance payment. The application interface is made with the addition of maps, each guest will be able to easily track the location of his hotel from anywhere in the world. The main goal of the Radisson is to fully satisfy the needs of the guest so that the guest returns to the hotel again.

9. Loyalty programs are not limited to ordinary guests. Radisson enters into multi-million dollar contracts with business companies. Provides rooms to employees of these companies on favorable terms.

My suggestions for increasing loyalty:

1. Use pricing systems that provide the consumer of hotel services with better prices than a single purchase.
2. Provide a discount for certain consumer groups. as is the case with business companies that have entered into corporate contracts with Radisson Blu hotel Kyiv.
3. Fulfill guarantees in respect of prices and contracts that regulate prices for a certain time.

10. Any hotel should not only sell services, but also constantly, throughout the process of interacting with the guest, create a positive image of the hotel, thereby working to increase customer loyalty to the hotel and the services provided there.

11. The Radisson Blu Kyiv hotel should consolidate its position, increase revenues, increase market share and find ways to reduce costs. To reduce costs, you need to know your target audience well. The hotel should focus its resources on those tools that will be most effective.

12. Innovative strategies proposed by me to promote the Radisson Blu Hotel:

- Social Media Development Strategy
- Facebook development strategy
- Instagram development strategy
- Youtube development strategy
- Chat bots
- App for the company

13. In conclusion, the work done was aimed at improving the existing system of Internet marketing at the Radisson Blu Hotel. For the analysis and proposals made, various articles were used.

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**Kyiv National University of Trade and Economics
Hotel and Restaurant Business Department
Tourism and Recreation Department**

***HOTEL RESTAURANT
AND TOURISM BUSINESS:
FOCUS ON INTERNATIONAL TRENDS***

**Articles of master programs students
Specialty 073 «Management»
(specialization «Hotel and Restaurant Management»,
«Tourism & Resort-Recreational Management»),
241 «Hotel and Restaurant Business»
(specialization «International Hotel Business»),
242 «Tourism» (specialization «International
Tourism Business»)**

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Conclusion. Many scientists and researchers, as well as the hotel owners themselves foresee that revenue management will become more strategic and technologically driven in the future. This shift from a tactical emphasis on rooms revenue to a more strategic focus on total hotel revenue will require changes in the organizational structure as revenue managers will need to be able to see the whole picture of the process. This will involve moving RM to a separate department and making sure that revenue managers have the necessary analytical and communications skills to be able to work across departments.

From the continued rise of artificial intelligence and machine learning, to the emergence of Airbnb as a distribution channel, the world of revenue management continues to evolve, grow and develop at a very high speed. The latest trends outlined above reveal just some of the ways the entire industry is changing, posing new challenges alongside some new opportunities for expansion.

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INTERNET MARKETING IN THE HOTEL BUSINESS

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Стаття спрямована на розкриття принципів використання інтернет-маркетингу у готельних мережах. В ній показані основні інструменти, які застосовують маркетологи для просування продуктів та послуг. Розкривається поняття «інтернет-маркетингу» з погляду відомих науковців. Розглянуті причини популяризації саме цього типу просування, а також проблеми, котрі з'являються при використанні застарілих інструментів інтернет-маркетингу.

Ключові слова: інтернет-маркетинг, цифровий маркетинг, продукт, просування, місце, ціна.

The article is aimed at disclosing the principles of using Internet marketing in the hotel chains. It shows the main tools used by marketers to promote products and services. The concept of «Internet marketing» is revealed from the point of view of well-known scholars. The reasons for promoting this type of promotion, as well as the problems that arise when using outdated Internet marketing tools are considered.

Keywords: Internet marketing, Digital marketing, Product, Promotion, Place, Price.

Relevance of the topic. Now most people in a civilized society use at least one smartphone, and according to GlobalWebIndex reports the average social media user now spends 2 hours and 16 minutes each day on social platforms – up from 2 hours and 15 minutes last year. There are 4.39 billion internet users in 2019, an increase of 366 million (9 percent) versus January 2018. [1]. The number of users is increasing every day, so services are easily purchased via the Internet. The Internet has become an effective means of promotion. International hotel operators use Internet marketing to keep pace with the development of technology. International hotel operators use Internet marketing to keep pace with the development of technology. However, some companies continue to use outdated and ineffective promotion methods. This article aims to explore new tools for network promotion and to prove the inefficiency of old methods of the promotion.

Analysis of recent research and publications. The purpose of the article is to show new methods of online marketing, which contributes to brand awareness, sales growth, and the achievement of customer acquisition goals. It is important move with the times, and explore new tactics of advancement. Julia McCoy think that **Internet marketing** is the process of promoting a business or brand and its products or services over the internet using tools that help drive traffic, leads, and sales. [2].

And the most effective tools of internet marketing are: Processing a genuine and unique story. Use of user generated content. Reducing the number of contractors. Mobile technology. Metasearch. TripAdvisor functionality. Social advertising on Facebook. [8]. The use of these tactics will be discussed below.

The aim of the article is to identify effective and ineffective marketing tools in the hotel services market. Sort out what is the reason of no longer working of old marketing schemes. Suggest new ways to promote on the hotel market.

Methodology. Theoretical and methodological basis of the study are the general scientific methods, such as comparative analysis and scientific generalizations.

Main results.

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. [3].

Another vision of Internet marketing shows, this is shopping online with complete freedom to buy any item using credit or debit cards. Internet marketing is also referred to as e-marketing. [4]

This type of marketing has many names and designations. All the definitions have a common feature we call this comfort. Due to the Internet many cases that used to take a lot of time, have ceased to be long, now everything is solved in one click.

What kind of methods can be used to promote hotel services, what problems and peculiarities of marketers face in the way of marketing, we will consider below.

First, let's look at what areas are included in Internet marketing [5]:

- promotion in social networks (SMM),
- website optimization for search engines (SEO),
- e-mail marketing,
- search engine marketing (SEM),
- input marketing,
- affiliate marketing.

There are 4 types of internet marketing. 4P [5]:

- Products are goods and services which sell through the Internet.
- The price is usually lower than the average market.

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- Promotion these are techniques that are aimed at promoting the brand. Includes a huge arsenal of tools (search engine promotion, contextual advertising, banner advertising, e-mail marketing, affiliate marketing, viral marketing, hidden marketing, interactive advertising, working with blogs, etc.).
- Place of sales (for example, a site, a landing page, an advertisement, a group in a social network, etc.)

Internet was forbidden to use for business until 1990. After 1992 the internet has changed forever. Began to appear companies such as Amazon. A couple of years in 1996, MasterCard and Visa announced the creation of an open single standard for the protection of payments on the Internet using plastic cards, which was called SET.[5]. Information about the first use of the Internet in the hotel is not known reliably. Internet marketing began to be actively used after 2000, when it became clear that for less spending it is possible to deliver information to consumers faster and better.

Internet marketing tasks are to simplify the receipt of any information about the service or product. The information should include price, description, characteristics, or links to contacts for detailed details. Today's consumer wants to know the benefits of the product that interests him. With an insufficient amount of information provided, there is a high risk that the customer will buy a competitor's product. Also, due to promotions and discounts, you can increase the desire to purchase goods.

The advantages of using online marketing are cheap advertising, the ability to expand the company's activities. Entry to the market thanks to the Internet equalizes the chances of large and small companies during the struggle for customers. Online marketing provides an opportunity to see statistics, coverage, and pay for advertising only when someone clicks on a link, and not on an ongoing basis.

Problems in the application of Internet marketing. Poor coverage can lead to poor boarding work. Because of this, there are delays in commercials. They may hang or appear too often, as a result we can see customer irritability.

Another drawback is the inability to see the product, to assess its quality and appearance before delivery. Characteristics can only be found in the description. However, the goods can be returned within 14 days, due to the law on consumer rights.

Below are shown the methods that influence the attraction of new guests to the hotel and the methods that turn guests who once visited the hotel into post customers.

Table 1

Methods that are used to attract potential guests in the hotel chain [6]

Videos and live broadcasts	Previously, the main role was played by photos. Now there are 3D tours and videos with the presentation of the hotel.
Personalize marketing company	The knowledge that your target audience prefers increases the opportunity to attract those guests for whom the hotel was designed.
Mobile application development	Mobile app can simplify the hotel booking.
Through the application, you can offer additional services.	The ability to select a specific number, order a room service
Virtual reality	The technology of virtual reality provides the full effect of presence: the guest will be able to evaluate how the room is planned and equipped, what additional amenities it has
Marketing of the moment	For example, you know the dates of your guest's planned trip. Offer him a «hot offer» on the eve. The client is likely to be interested in taking advantage of your discounts. Or, on a late arrival at the hotel, the hotel's application may remind the guest of the possibility to order food and drinks in the room
Content marketing	The main goal is creative ideas to promote your brand and attract new customers.

To use social networks to promote the hotel. According to the Airbnb [7]:

- 52% of social media users said their friends' photos inspired travel plans
- 76% post their vacation photos to social media
- During research, 55% liked pages relating to the trip they were planning
- 69% of ads use images while 18% of ads use video

The concept of the hotel should correspond to the target audience to which the hotel is directed. There are such types of travelers. First type are **Value Seekers**. They want to get the best out of their trip. Income of this type are medium. They take the children with them and largely fall between the ages of 25–34.

Second type called **Luxury Travellers** are focused on enjoyment and willing to spend more to obtain it. They often travel in a couple aged 25–49. They seek cities that are hot and coastal and tend to look closely at online reviews.

Social Travellers focus on sharing and engaging with others, usually travelling in friend or family groups. Their groups often include children so they appreciate babysitting and child services. While they have high to medium income they put a lot of faith in word of mouth and recommendations from other travellers. They tend to fall in the 25–49 age group.

Independent Travellers like to have a lot of control over their trip and thus love to travel solo looking for adventure and cultural experience over any particular climate. They're usually low or high earners who are relatively young and quite likely to share reviews and engage with social media.

Researchers Maintain a very particular approach to booking their trips. They want to make sure their experience is as good as it possibly could be. They not only thoroughly research their destination and accommodation but also restaurants and activities. Given this, a lot of it is done on laptop devices. They're commonly higher earners travelling as a couple aged 25–49. Each stage of the journey is usually backed up listening to the voice of other consumers through sites like TripAdvisor.

Habitual Travellers look for simplicity and convenience by travelling to the same destinations repeatedly. They place more stock in relaxation than activities and are commonly in the 35–64 age bracket. Mostly male, they tend to be lower income travellers. [7]

How to use the Facebook to promote the hotel. At first you need to add as many friends as possible and attract your audience. The next step might be to create links to your website and distribute information about it. You can leave a link to the website in the receipt when people paying for the number. On its page you can advertise discounts at a hotel, or create similar promotions. Use only good quality content. Follow the 80/20 rule: 80% of posts should be about the local area and only 20% of should be about the hotel itself. [7] Use all possible social networks to promote your hotel. E.g. Pinterest, Instagram, Twitter. Add as much information as possible to your profile page and add as many relevant categories to your page. [7] This means that you need to fill out the profile for a convenient search. People should always be grateful. Quickly respond to messages and resolve conflicts as soon as possible. After all free promotion methods have been used, you can use paid advertising.

Conclusion.

So effective internet marketing leads to potential guests and regular customers know your brand and recommend it to their friends. We looked how to attract new guests and keep the old ones, disassembled the problem that may arise on the way of promoting the hotel website. We also considered the concept of internet marketing for its components, tasks and constraints. The main purpose of this article was to show new ways of attracting to the hotel and how technology development influences changes in the hotel industry. Promotion on the Internet is very effective due to the rapid spread of information, low financial costs and a large number of users of this network.

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MODERN APPROACHES TO SALES MANAGEMENT DEFINITION IN HOSPITALITY INDUSTRY

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У даній статті проаналізовано сучасні підходи до визначення поняття управління продажами, розкрито особливості управління продажами в готельно-ресторанному бізнесі. Визначено сутність та складові процесу управління продажами в сучасних умовах.

Ключові слова: управління продажами, складові процесу управління продажами, цілі та функції управління продажами.

The modern approaches to sales management definition are analyzed in this article as well as the features of sales management in the hospitality industry are specified. The essence and the constituents of sales management process are determined in the modern conditions.

Key words: sales management, components of the sales management process, sales management objectives and functions.

Problem statement. In the competitive world of hospitality, ability to effectively recognize potential business, qualify the prospects, engage personal in selling activities is critical for the success. The term selling is frequently used synonymously with the term marketing. Marketing incorporates all of the activities that that are fundamental in making a trade between a purchaser and a merchant. These activities include promotion, pricing, product design, and distribution. Selling is merely one part of the promotion mix, which alludes to inducing an imminent client to purchase that fulfills that his needs. The process of making sales grow is essential to operate a profitable hotel restaurant or touristic business. It's also important to monitor sales performance and trends, set objectives.

Appendix B

★	One-star hotel	In room should be a wardrobe or hanger, chairs, a mirror. 2 towels are provided. The room is cleaned daily and linen is changed once a week. The bathroom may not be in the room, but on the floor.	10 sq.m
★★	Two-star hotel	Toilet and bath are in the room. Linen is changed every 5-6 days, daily room cleaning. The hotel has a small cafe in which customers are offered various types of food.	10 sq.m
★★★	Three-star hote	Among the required attributes are a TV, a telephone, a refrigerator, a dressing table with a mirror. Some hotels have air conditioning. Each room is equipped with a toilet and bath (soap is required). Room cleaning is done daily, linen is changed 2 times a week. The hotel must have breakfast organized. On the territory of the hotel, as a rule, there is a parking lot, a hairdresser, a currency exchange, and a swimming pool in resort areas.	12 sq.m
★★★★	Four-Star Hotel	In the room setting, a TV, a telephone with the ability to make long-distance calls, a minibar, a dressing table with a mirror, air conditioning, a safe (maybe at the reception) are required. Each room has a bathtub and toilet. Of the accessories - gel, shampoo, soap, hair dryer. Housekeeping, linen and towels are changed daily. Additionally, for a fee, the following services are provided: washing, cleaning	13 sq.m

		and ironing. The hotel has a restaurant (sometimes several), a bar, a spa, a sauna, a swimming pool, a guarded parking lot, car rental	
★★★★★	Five-star Hotel	The room must have a TV, minibar, telephone with long-distance access, air conditioning, safe. In the bathroom there are always toiletries - gel, shampoo, hairdryer and others. Some hotels include slippers and bathrobes. Housekeeping, linen and towels are changed daily. Among the additional services: washing, cleaning, ironing. It offers restaurants with a varied cuisine, bars, shops, beauty salons, a fitness center, swimming pools.	16 sq.m

Appendix C



Appendix D



Appendix E



