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Hotel and Restaurant Business Department**

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on the topic:

**«CORPORATE HOTEL SALES PROMOTION SYSTEM
«PREMIER INTERNATIONAL» HOTEL CHAIN»**

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Task for a final qualifying paper

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Purpose of research is to develop theoretical and methodological regulations, methods of effectiveness estimation, guidelines and suggestions for the organization of corporate hotel sales promotion system «Premier International» hotel chain, and implementation of new principals in overall operation of the hotel based on the study of new conceptual framework and methodological approaches to improve the assessment of the development of theoretical basis and creation of practical recommendations for sales promotion system.

The object of research is corporate hotel sales promotion system.

The subject of research exploration of the theoretical positions, methodical basis and practical recommendations of forming the corporate hotel sales promotion system in «Premier International» hotel chain

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10. Resume of a scientific adviser of a final qualifying paper

Student Anastasiia Samarina executed the final qualifying paper full-scale in the set terms in obedience to the time schedule of the paper.

The content, structure and execution of the paper answer requirements of the high school, has a practical value and academic novelty, an actual direction of researches. The final qualifying paper contains the introduction, main text (3 parts), conclusions, references and appendices.

In the first part defined a sense and significance of corporate hotel sales promotion systems in the hotel industry.

In the second part is presented a general description of the «Premier International» hotel chain and the features of the corporate sales promotion system in «Premier International» hotel chain analyzed.

In the third part defined the main recommendations to improve the corporate service promotion system in «Premier International» hotel chain, as well as evaluation of proposed measures.

A final qualifying paper can be admitted to defense in the Examination Board and deserves a positive estimation.

11. Resume about a final qualifying paper research

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

Manager of the educational program _____

Margarita H. Boyko

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_____, _____, 2020

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INTRODUCTION

The hotel industry has grown rapidly in the last few years, earning large profits. The hotel business represents a huge potential for the market, as tourism in Ukraine has been rising lately. Every year the number of hotels increased, the old ones were reconstructed, and in large cities the number of international hotels increased.

Marketing takes a huge role in the hotel, providing customer satisfaction and success at the competition. There is a lot of competition in the market and it is necessary to do marketing efforts aimed at achieving stable results for a sufficiently long period of time. In modern economic realities, in order to achieve success and strengthen hotel position in the service market, it is necessary to convey to consumers the benefits of the services provided by the hotel industry. In a competitive environment, hotels need to develop measures that would contribute to both the growth of demand for hotel services and the formation of a permanent customer base.

There are many factors that affect the efficiency and profitability of hotels. One of the main factors being promotion. The dynamic development of the sphere of hotel services has led to the formation of a whole system for their promotion. The term «promotion», which means advancement, stimulation has firmly established its position in the modern world. The corporate hotel sales promotion system plays an important role in the marketing system of the company. It covers a large list of different ways to promote products and services. Its purpose is to increase the demand and sales of goods and services. Therefore, it is so important for the hotel management to pay attention to the development of high-quality and effective promotion of the company.

Purpose of research is to develop theoretical and methodological regulations, methods of effectiveness estimation, guidelines and suggestions for the organization of corporate hotel sales promotion system «Premier International» hotel chain, and implementation of new principals in overall operation of the hotel based on the study of new conceptual framework and methodological approaches to improve the assessment of the development of theoretical basis and creation of practical recommendations for sales promotion system.

To achieve the goal of the work, it is necessary to solve the following tasks:

- to define the role of corporate system of service promotion in hotel business;
- to consider the organizational mechanism of service promotion of hotel business;
- give a general description of the «Premier International» hotel chain;
- describe the features of the corporate sales promotion system in «Premier International» hotel chain;
- evaluate the economic assessment of the hotel Premier Palace Kyiv;
- improvement proposals for the corporate service promotion system in «Premier International» hotel chain.

The object of research is corporate hotel sales promotion system.

The subject of research exploration of the theoretical positions, methodical basis and practical recommendations of forming the corporate hotel sales promotion system in «Premier International» hotel chain.

Methods of research. Different methods and techniques of scientific research are used in this work: statistical observations – for establishing the dynamics of individual indicators, analysis and synthesis – for structuring approaches to classification, comparison, grouping, typing – for comparative analysis of indicators of the development of a hotel enterprise – in order to study the peculiarities of formation franchising development strategies, expert estimation techniques, mathematical methods.

Scientific innovation. Various scientists from around the world have studied the importance of promotion. Among them were F. Kotler, M. Familmaleki, A. Aghighi, K. Hamidi, C. Williams, M. Chibili, M. Ghafran Ashraf, Oscar H. Pedraza Rendon, J Math Sci, T. Sun, M. K. Pinheiro, G. Gartner, U. Varshney. Paying due weight the scientific works of these authors, it is worth noting the lack of information about international hotel operators' strategies for corporate system of service promotion determines the need for more detailed information find out this problem.

Practical value is to conduct a comprehensive study of the forms and methods of promotion of hotel services in «Premier Hotels and Resorts», as well as the development of recommendations for their improvement.

The results of analysis of hotel «Premier Palace Kyiv» and proposals for the whole hotel chain can be used in the practice of hotel, especially international hotel chains like «Premier Hotels and Resorts». The results of research were published in Scientific Journal «HOTEL RESTAURANT AND TOURISM BUSINESS=FOCUS ON INTERNATIONAL TRENDS» (Appendix A)

PART 1

THEORETICAL BACKGROUND INTRODUCTION OF CORPORATE HOTEL SALES PROMOTION SYSTEMS IN THE HOTEL INDUSTRY

1.1 Literature review

Hospitality business becomes more popular and successful industry in the world. Most hotel services are hospitality services which are rendered to customers. Hospitality services are to satisfy the wants and needs of traveler and company or organization. The main activity of hotels is the provision of services to customers and the satisfaction of their needs for accommodation, food and beverage, business services and leisure.

Before starting to consider hotel services, it is necessary to define the concept of «service». Williams writes in his article «Marketing process of hotel services» that: «Services are a wide collection of intangible products that satisfy customer values in the market environment. Services are processes that involve interaction between customer and manufacturer. Most of the services are usually created for customer satisfaction and also for having an edge over the competitors» [37].

According to the definition of the famous American marketing specialist and economist F. Kotler, «a service is any event or benefit that one side can offer the other, and which are mostly intangible» [19].

An expanded definition of the concept of «service» can be formulated as follows: «a service should be considered as part of non-productive or material-production activity, which lies in the beneficial effect in the provision of material services, including production of goods and its repair, or is to satisfy non-productive personal needs of the population» [6].

According to the National Law: «Hotel service – actions (operations) of the enterprise to accommodate the consumer by providing a number (place) for temporary residence at the hotel, as well as other activities related to accommodation and temporary residence. The hotel service consists of the basic and additional services provided to the consumer according to the hotel category» [28].

Definitions of the word «service» may vary, since there is a wide variety of services provided and the subjects to which they are directed. A service is a flexible

entity, the boundaries of which can vary depending on the desires of the service provider and/or consumer.

In recent times, there has been a growth in the tourism business around the world. But in 2020, due to the COVID-19, the hospitality industry is going through hard times and is suffering losses. People have become much less travel and stay in hotels. Because of this, many hotels have closed and competition for guests has increased. That's why hotels and hostels search different tools to attract more guests. This is the task of the sales department of each company.

The Sales Department also determines which market should be penetrated to realize the best returns in room and food and beverage sales. The Director of Sales must also work to maintain a good relationship with other departments in the hotel such as food and beverage, banquet-catering and rooms division. Since the major portion of sales involves those of public space, the work of all departments must be closely coordinated and communication is essential to be effective.

Companies must communicate with their present and potential customers, as well as internally, and therefore makes it very important in the marketing process. A modern company manages a complex marketing communication system. Marketing process is communications that can work for every organization in order to make profit. Modern marketing is more than just producing good products, suitable pricing and easy access to them [37]. Today, attracting new customers has become an important marketing task. Without these processes the organization cannot make profit.

In this case, such a marketing tool as promotion will help. Promote is a part of promotion mix in marketing activities as well as the marketing tactic of a business entering the market or retaining customers. The purpose of promotion is to reach the targeted consumers and persuade them to buy. Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea [12].

Among various promotions we can distinguish the following which are presented on figure 1.1 [3].

Promotion incentives	monetary or non-monetary promotions
	instantaneous or delayed promotions
	acquiring product-related or price-related incentives
	purely economic or psychological promotions

Figure 1.1 Promotion incentives [3]

Firstly, promotional mix in hospitality business includes advertizing, sales promotion, public relations, and personal selling (Fig 1.2) [22]. The feature of these tools is to be clear, concise, and accessibly for people. Furthermore these five components are what derive customers to make purchasing decisions when buying product or services.

Functions of promotion in hospitality:

- promotion tools provide information about new services;
- they consolidate relationships with customers;
- they are also impact on new customers;
- promotion techniques improve a company's reputation.

Promotion program is prepared based on a process in which various aspects are contemplated. This process consists of five steps [25].

Step1: Define the promotional objectives. Create a strong identity of the place as a tourist destination in the consumer market and develop the investment potential in the market and sale of the hotel industry, strongly encouraging its members to take an active interest in developing and selling the country's tourism programs.



Figure 1.2 The elements of the promotional mix [22]

Step 2: Promotional Strategy Selection.

Promotional strategies adopted are:

- Attraction Strategy: This strategy is ideal for capturing directly to consumers, which is one of the promotional plan objectives.
- Push Strategy: This strategy is used because you want to stimulate product sales strongly tourism, encouraging the actors associated with the item to be interested in promoting it. For the case, the mixture Coupon is characterized by a higher content of activities relating to sales promotion.

Step 3: Determination of the promotional mix.

Promotional mix using includes:

1. Direct Mail.
2. Making promotional visits.
3. Conducting familiarization trips.
4. Running an advertising campaign in the industry.
5. Participation in events of the Tourism Industry.

Step 4: Preparation of individual programs. Each of the actions listed in the previous section, require the preparation of individual programs, which will be implemented.

Step 5: Budget Media. A media budget depends on the promotional schedule, which includes all promotional activities to be performed, with specific dates [6].

Hotel sales promotions are targeted at three groups of prospects:

1. the buyer or user of the hotel product,
2. the intermediary
3. the hotel's own sales force.

Some sales promotion experts believe that the most effective sales promotions are those which offer incentives to all three groups. The sales force has to be motivated to sell to the middleman or direct to customers, the customer to buy from the middleman, and the middleman to sell to the customer.

Sales promotion is vital element of promotional mix. Sales promotion is regarded as a short-term incentive to encourage purchase or sales of a product, moreover sales promotion is the attraction that convinces a buyer to purchased a product or service immediately. Sales promotion is regarded as a premium promotion offer to a potential customer as an encouragement for purchasing a product or services. Moreover marketers use these systems to create familiarity between their product and services and the customers [37].

Sales promotion encompasses such activities like membership promotion, preferential for the second customer, buy one get one free, schedule promotion, direct discount, gifts, bonuses and samples to customers during the promotion time. All this things attract the customers to make a buying decision for the services and motivate new customers to use their services at all times. The sales promotion will create more awareness or interest to hotel service. Also it will overshadow their competitors promotional or activities. Sales promotion will develop a relationship with new customers and the hotel.

Sales promotion is certainly one of the critical elements in marketing mix and toolkit for the marketers. Statistics show that sales promotion comprises nearly 75% of

the marketing budget [12]. It also requires revenue and time from the organization to run the sales promotion.

The purpose of a sales promotion is to attract new customers, maintain existing customers who are contemplating switching brands and give incentives to customers who are about to use competing products. Sales promotions vary depending on the situation and need, and they have an immediate effect on product purchases [12].

Sales promotion has a strong ability to add value and to bring forward future sales. But sales promotion is not a project; it is continuing process for an organization that will materialize in return in the future. These process promote the organization's services and their profile in the market.

The reasons why the promotion is considered suitable for the hotel industry are shown on fig. 1.3.

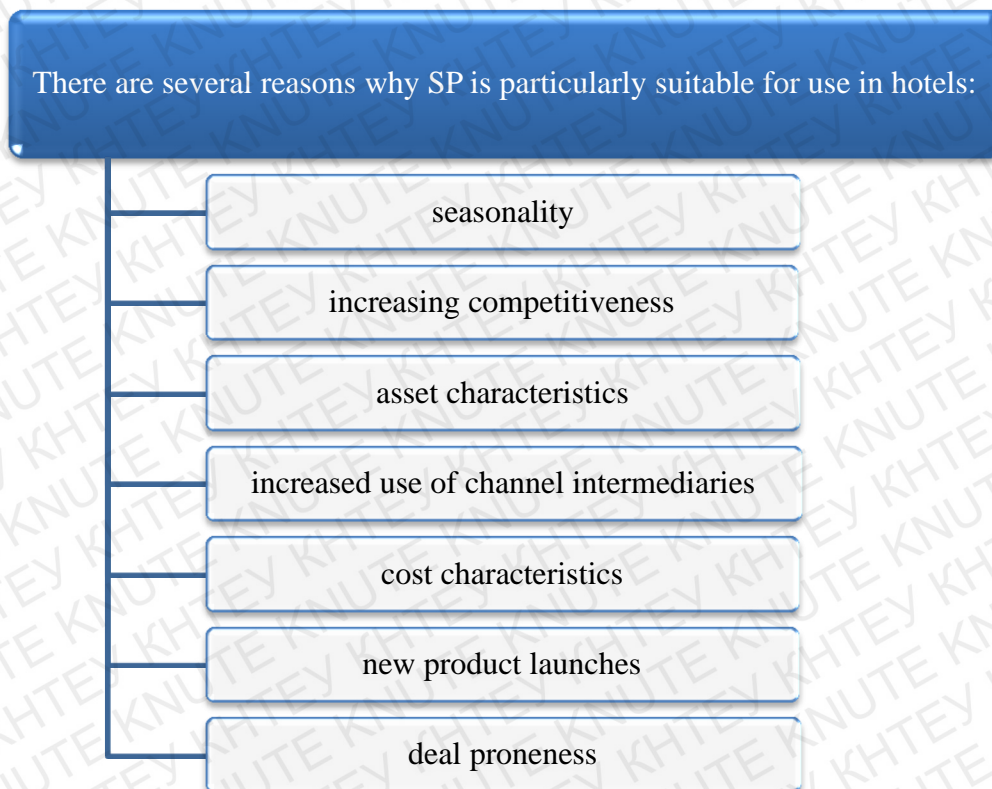


Figure 1.3 Features of sales promotion

Sales Promotion includes:

1. Price Promotion, the example of cash discount;
2. Non-Price Promotion, the example of gifts [3].

It is important for service enterprises to work out marketing strategy acting in market with high competition in order to assure long-term competitive advantage. Marketing concept raises condition stating that service enterprises, striving to obtain long-term competitive advantage, must identify and satisfy customer's demands better than the competitors. On the ground of marketing theoreticians, a price is the most important factor, determining customers' satisfaction. Customers estimating the value of obtained service most often think about the price. Studying price relationship with customers' satisfaction and loyalty, marketing theoreticians, state that satisfaction depends on service quality, price and other factors. Striving to act successfully in internal and global market, service enterprises should evaluate price impact on customers' satisfaction and loyalty.

One of the strategies that must be used by the hotels is the price for seasonality. This means that prices should be set in line with the season of the year when tourists visit the country. The objective of this strategy should always be to increase income in each season encouraging tourists visit in any season. The parity pricing strategy is also recommended. This strategy implies that the prices offered are similar to those of the competition [25].

The aim is achieved with the help of the objectives formulated that seek:

- 1) to ground importance and problematic of relationship between price and customers' loyalty research;
- 2) to define concept price-loyalty relationship;
- 3) to reveal customers' loyalty conceptual importance and factors conditioning it;
- 4) to prepare a theoretical model of the relationship between service price and customers' loyalty;
- 5) to perform empiric research of the relationship between service price and customers' loyalty [30].

So, a hotel business should devote to exploring consumer demands, constantly innovate, provide competitive products conforming to consumer demands, offer consumers with favorable Sales Promotion experiences, and accumulate and reinforce consumer trust in the brand. Sales Promotion should be applied to reinforcing consumer

knowledge about hotels, allowing consumer appreciating the hotels services, shaping the unique property of the brand, connecting consumers with brand, and promoting the reputation of hotels’.

Companies in this area should focus more on visual advertisement and channels, such as oral spreading on the Internet, connection with online shops, and the applications of online functions, in order to connect national member data and potential members.

So, the purpose of sales promotion is to reach the targeted consumers and persuade them to buy. Sales promotion has become a vital tool for marketing and its importance has been increasing significantly over the years. One of the purposes of a sales promotion is to elicit a direct impact on the purchase behavior of the firm’s consumers.

1.2 Modern systems of sales promotion system

The most useful brand will be a failure if no one knows it is available, so businesses need marketing tools. Therefore, enterprises need to apply marketing tools such as promotion and, in particular, sales promotion. Promoting products and services is one of the key instruments in marketing activity of any company.

Sales promotion can attract attention and give new energy to the promotional effort. In this section we will study in more detail with the help of which tools sales promotion is applied.

Sales promotion directed at consumers includes a variety of short-term promotional techniques (methods), mostly short-term designed to encourage consumers to buy manufacturer's products instead of competitors’ [2]. While advertising offers a reason to buy, sales promotion offers an incentive to buy.

Sales promotion should attract the attention of the target audience. The purpose of communication is to persuade potential customers to purchase the product. The sales manager determines the message to be aimed at the target market to gain product acceptance. The overall marketing objectives define the role of communication in sales promotion. Identifying the target audience is the main task of a sales promotion

communication. The audiences response to the message source helps determine the effectiveness of the message.

In order to start the promotion of sales, the sales manager must determine the target audience to which the selected tools will be directed. An example of tools that may be suitable for a specific target audience we can see in the table 1.1

Table 1.1

Sample tools depending on the target audience

Business users or Households	Middlemen and their Sales Forces
Coupons	Free goods
Cash rebates	Advertising allowances
Premiums (Gifts)	Contests for sales people
Free samples	Product demonstrations
Contests	Trade shows
Point of purchase displays	Exhibitions
Product demonstrations	Advertising specialties
Trade shows and exhibitions	Point-of-purchase displays
Advertising specialties	Training sales forces

The Internet has opened up new possibilities for making companies more efficient and means that this includes the marketing area. In sales promotion effectively use the Internet today. You are able to promote yourself and the products you offer easily over a wide geographical area, it is also easy to explore your target audience to the ads you chose to promote the products with. The Internet has opened up many doors for marketers since the costs will decrease while using online marketing instead of traditional marketing and means that Internet is a fast and effective communication tool where customers can be explored to ads and new sales offers [6].

Sales promotion may adopt different methods for approaching people and some of them we will analyze in more detail below (fig. 1.4).



Figure 1.4 Different tools of sales promotion

1. **Discounts.** Sales promotion often occurs in the form of discounts. For a short period of time, the consumer is invited to buy a product or use the service at a cost lower than usual (sometimes even below costs). It has been proven through numerous studies that it encourages short-term increase in sales. This will indirectly attract new customers who have never tried that product, as well as those customers who have purchased a competitive product. Discounts are the most effective in inducing purchase acceleration, stockpiling, spending more and attracting competitive buyers. These cannot be permanent and are only existing for a short time since they are suppose to make people more eager to buy, which does not happen when a price reduction is used all the time [6]. The only drawbacks of discounts are: competitors can easily follow them and they can devalue the brand image, if they are often applied. For hotels, an example would be to offer discounts on rooms in low season, or a discount if the guest stays for a long period of time.

2. **Loyalty cards** (programs of frequent purchases). Loyalty cards are kind of reward for loyal customers. Precisely, it is about programs with the help of which

consumers are rewarded due to their frequent purchases of company's products and services. The reward can be points earned when making a purchase from a brand. The customer can then exchange the points for goods or discounts. In other words, the goal is to attract customers to revisit the store and make purchase in it, with the intention of increasing purchase. The objective with this kind of promotion is for companies to create a long-term relationship with its customers. An advantage with using loyalty programs is that a company can develop databases where consumers that purchase a lot can be identified, the company can then determine its best consumers. Lately, loyalty cards are becoming an increasingly important method of sales promotion, particularly among airlines, travel agencies and hotel chains [2]. In hotels, customers can receive loyalty points for booking rooms, using spas, restaurants. Then they can exchange these points for a discount in the future for accommodation, or get another hotel service for free. «Le Meridian» adopted an «honoured guest» plan that awards points for users of their hotels.

3. **Awards.** They are designed to provoke attention of potential customers. Precisely, they are designed with the aim that consumers perceive them as a form of entertainment. There are 3 main types of awards: competitions, lotteries and sweepstakes. Competitions require from participants to demonstrate a certain level of skills and knowledge and participation usually depends on purchases, i.e., participants are required to show a proof of purchase. Lotteries do not require any skills or knowledge, but their outcome depends solely on luck. Sweepstakes are offered to customers each time when they buy something, and if they participate in them, they can win prizes. According to Y.Z. Shi, K.M. Cheung and G. Prendergast and M.Y. Obeid, awards are relatively ineffective in creating any kind of consumer responses [2]. Today are very popular giveaways in social networks. The hotel sets the conditions, and then randomly selects the winner among the participants.

4. **Sampling.** Sampling is a sales promotion technique designed to provide a consumer with an opportunity to use a brand on trial basis with little or no risk. Enterprises hope that after the buyer has tried a product sample he will buy it. Studies show that consumers are very favorable to samples. Sampling is very useful for new

products and in areas with weak market share for an established brand [1]. Sampling is the most effective and most expensive way to introduce a new product. For example, the hotel can offer free admission to the fitness, pool, sauna or dinner at the restaurant.

5. Advertising specialties. Advertising specialties as items or handouts which have an advertiser's name imprinted on them. These are often useful products like calendars, coffee mugs or key rings and are to be given to customers. These are used to draw attention to a brand and build brands awareness. These items should be functional since they have to be of use for the customer. They also have to have a logo imprinted somewhere and be inexpensive [6]. For example, a hotel can give its visitors a map of the city with attractions, a pen, a notebook, beach bags, postcards, magnets with the symbols of the hotel. There are also holiday compliments (for birthday, wedding, wedding anniversary).

6. Event Marketing and Event Sponsorships. Event marketing is a type of promotion where a company or a brand is linked to an event or where a theme is actively developed for the purpose of creating experience for the consumers and promoting a product or service. Marketers often do event marketing by associating their product with some popular activity such as sporting event, concert, fair, or festival. Marketers, sometimes, also create their own events to use for promotional purposes. An event sponsorship is an integrated marketing communications activity where a company develops actual sponsorship relations with a particular event and provides financial support in return for the right to display a brand name, logo, or advertising message and be identified as a supporter of the event [1].

There can be determined two types of events: business (created by others) and own events (created by the certain hotel). There are elements "for a successful special event:

- 1) an expert;
- 2) a way of publicizing it;
- 3) a sponsor - a programme;
- 4) a piece of promotional material;
- 5) enough time to get it off the ground.

This is a good way of promotion in off-season. Guests can get benefits, such as spending time with interesting people or with people with same hobbies; learning more about interests; opportunity to spend time in other towns in nice places. The hotel should always notify the general public about any events that will be organized by the hotel through the media communication. So, this promotion tools is also applied in hospitality industry and particularly in hotels.

7. Overlay and Tie-in Promotions. Promotions often are used in combination to accomplish objectives that could be achieved by using a single promotional tool. These techniques, individually or in conjunction with one another, are used oftentimes to promote simultaneously two or more brands either from the same company or from different firms [1].

8. Social media. Modern hotel chains and independent hotel cannot operate effectively without being represented on the Internet. Social networks have become an ideal platform for promoting hotel services in the modern world. The most popular social networks used by the majority of the population regardless of age, education and social status are Facebook, Instagram, Twitter, Youtube, Telegram.

The advantages of social networks in the hospitality industry, which determine the effectiveness of their use compared to traditional marketing tools, include:

- professional positioning;
- increase brand awareness;
- wide coverage of the target audience;
- increasing the loyalty and trust of guests;
- promotion of specific services;
- advertising of objects and projects;
- customer feedback;
- obtaining static data necessary to analyze the efficiency of the resources used.

Also the promotion of hotel services is influenced by the use of specialized Internet resources, which makes it possible to carry out a quick search at the request of customers. These include the online hotel booking systems like Booking.com, Hotels.com, Agoda.com, Ostrovok.ru. They are specialized search engines that allow

customers to find the best hotel for certain parameters, book a room, purchase tickets and rent vehicles.

Today, promoting and investing in social media is a must for companies of all sizes. Using the power of social networks, even small hotels that have a limited budget can acquire potential clients or partners.

It should be noted that sales promotion also has its negative sides. The Risks of Sales Promotion:

1) Creating a price orientation: Consumer perceives a brand that is promoted as a cheap with no real value or benefit beyond low price.

2) Borrowing from future sales: Since a sale promotion strategy mainly has a short-term effect, it can be used only to reduce inventories, increase cash flows or periodic boosts in market share. Sales promotion usually results in reduced sales during the next few times periods of measurement.

3) Alienating customers: When a firm heavily relies on sweepstakes or frequency programmes to build loyalty among customers, particularly their best customers, there is the risk of alienating these customers with any change in the programme.

4) Time and expenses: Sales promotion is time consuming for the marketers and the retailers in terms of handling promotional materials and protecting against fraud and waste in the process. Advertising should not be compromised for sales promotion, as it is a long-term franchise-building process.

5) Legal considerations: Before initiating a sales promotion programme, particularly games and sweepstakes and contests, a firm should check in to various laws in order to safeguard its interest. They should clearly state the rules and conditions related to the programme so that customers are fully informed [1].

Therefore, tools for promoting sales should be chosen carefully and based on the preferences of your customers. It is very important to be updated and follow the wants and needs of the customers, the people are the ones that makes decision whether your business will be successful or not.

PART 2

ANALYSIS OF CORPORATE HOTEL SALES PROMOTION SYSTEMS IN «PREMIER INTERNATIONAL» HOTEL CHAIN

2.1 Organizational and economic assessment of the hotel

Premier Hotels and Resorts (Premier International) is the first Ukrainian hotel operator, the leader of the hotel market in the segment of 3, 4 and 5 star hotels. Company has been the industry leader since 2003 and has an international status since 2019. Premier includes 17 hotels, more than 2100 rooms in 12 Ukrainian tourist destinations and the first European hotel in the Hungarian city Miskolc (fig. 2.1).

«You will love the city» – we believe, that the hotel is the first arrival point, where the acquaintance with the city begins. This idea is the main driver and challenge for our hotels for creating our guests city experience that will excite about the whole destination [29].

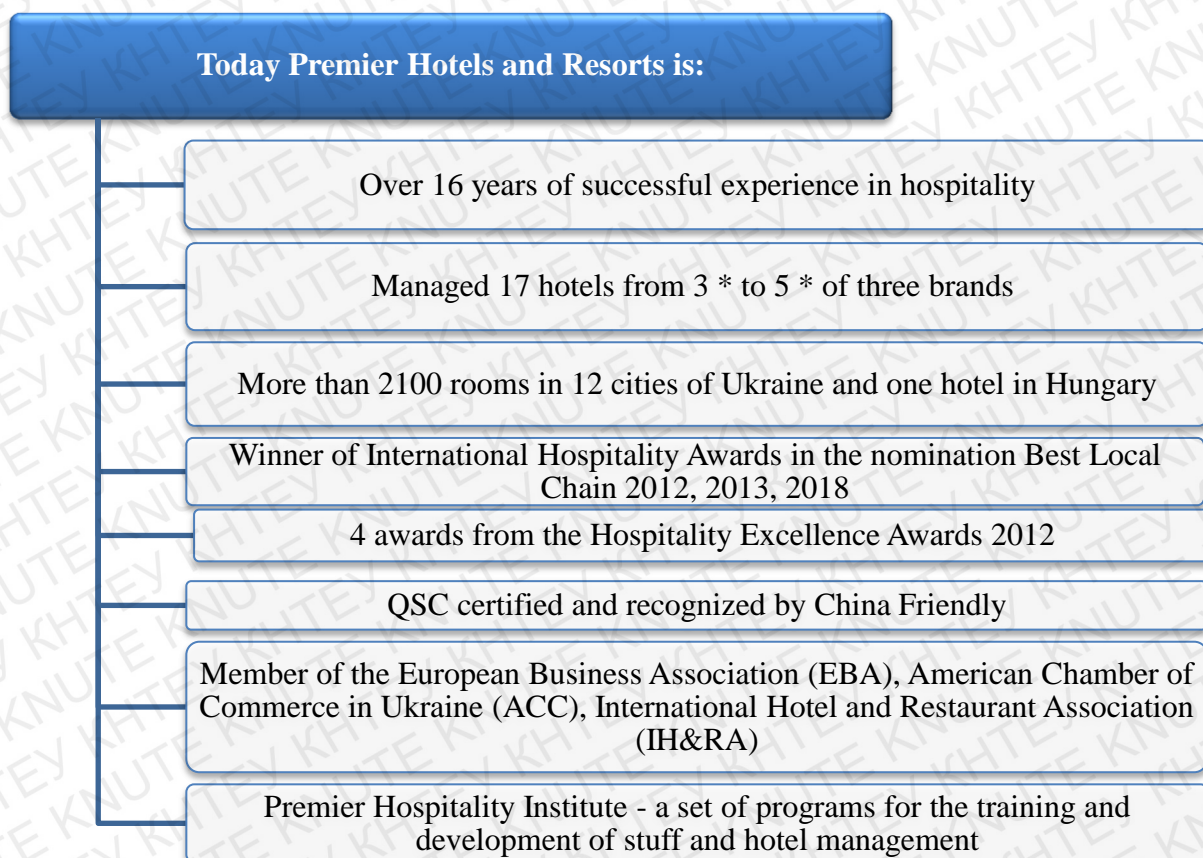


Figure 2.1 Main information about the Premier Hotels and Resorts chain [29]

All hotels of the chain are united by quality standards of services. At Premier Hotels and Resorts you will get safeness and privacy, tailor-made service and attention to every detail in any hotel of our chain. Each of our hotel brands aimed to deliver a true hospitality and enchanting city experience, whatever destination our guests will choose.

The highest level of service always remains virtually unostentatious, but gets the warm sensations of the place that you have visited. It shows in a kind smile, exquisite cuisine, technological novelties and conveniences, as well as genuine care – such small but very significant details.

The main activity of Premier Hotels and Resorts is professional hotel management, both within Premier hotels and independent hotels, as well as consulting and technical support for hotel facilities, starting from the design stage, commissioning and until the reorganization of long-existing facilities. Premier Hotels and Resorts provides professional service and extensive experience for hotel owners and developers – from luxury to economy properties. As a hotel operator, they have developed a successful operating strategy that combines different ways of management – operation, franchising and consulting – to achieve hotel owners' investment goals. From a business plan to construction, from staff trainings to effective marketing strategy – they have successfully replicated superior operating techniques and methodologies in different cities and hotels round Ukraine [29].

The hotel chain has three sub-brands, which we will look at in fig. 2.2.

The Premier Palace Hotel is a 5-star hotel and located in the heart of the capital of Ukraine. First Premier Palace Hotel Kyiv born in 1909, started the whole brand history of Premier Hotels and Resorts. Concept rooms and suites, gourmet restaurants, exquisite spas, the best locations for business meetings and celebrations - these hotels provide everything to enjoy every minute of life. The hotel provides a high level of service and comfort. In 2009, it got six stars and seven stripes from the Stars and Stripes system, a world-renowned organization for recognition of the hospitality industry. The hotel's concierge received the Golden Keys from Les Clefs d'Or. It is one of the largest and most recognized guilds in the world. The hotel is included in the TOP of the most famous hotels in the world.

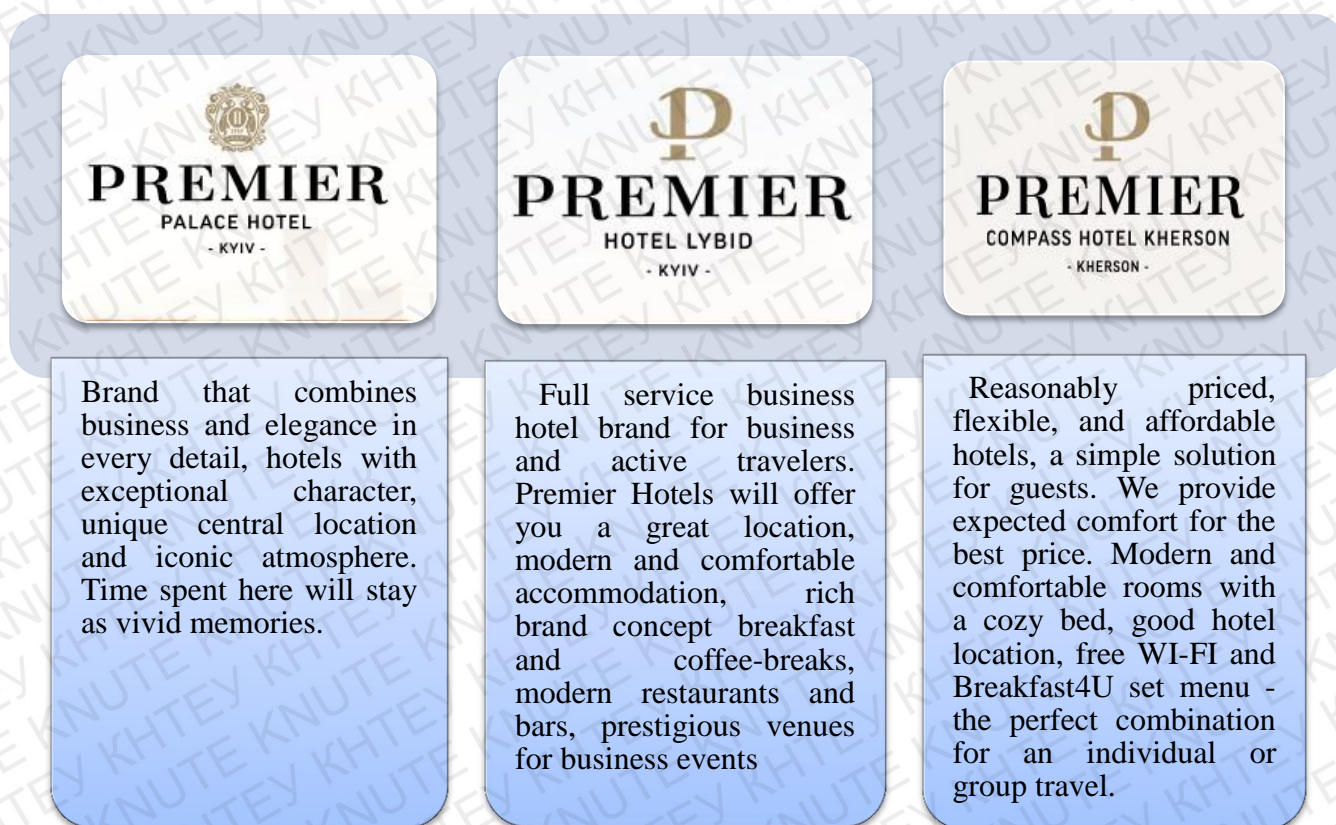


Figure 2.2 Sub-brands of the Premier Hotels and Resorts [29]

The main street of Kyiv – Khreschatyk is 100 metres from the hotel. The hotel has wonderful views over St. Volodymyr’s Cathedral and St. Michael's Golden-Domed Monastery, as well as the Church of St. Sophia.

The Premier Palace in Kyiv opened its doors to the first guests in 1912. The hotel was known as the Palast-Hotel at that time. Leo Ginzburg was a building contractor of the hotel. He combined the advanced engineering technologies and high artistic taste. Nowadays, the hotel is considered as the cultural heritage of the city.

In the past, hotel was used as a German Consulate building, and the residence of the Turkish Ambassador. The last Ukrainian hetman Pavlo Skoropadskyi decided to lay down his mace. Before the war, it was known as the Palace Hotel, then as the Ukraina Hotel, and only in 2001, the hotel returned its historical name – Premier Palace Hotel.

At the beginning of the XXI century, the building was completely renovated. The Premier Palace Hotel was the first five-star hotel in Kyiv and Ukraine.

Clients get:

- location in the historical and business center of a metropolis or the best resorts;

- luxury hotel rooms, themed suites and apartments;
- gourmet restaurants;
- fresh organic traditional breakfast;
- executive floor;
- butler service;
- access to business services 24/7 and free high-speed Wi-Fi;
- lobby bar 24/7;
- restaurant service in the rooms 24/7;
- premium conference service and ideal meeting concept;
- modern fitness center with swimming pool and exquisite spa;
- premier concierge service 24/7;
- art corner;
- secure parking [29].

Premier Palace Hotel constantly maintains the reputation of one of the leaders due to its activities, which is confirmed by the commitment to the development of the market of hotel services in Ukraine at the level of world quality standards.

The key factors of hotel success are:

- 1) positive image of the hotel, formed over the years. It is supported by the right marketing program and PR strategy;
- 2) «golden fund» of the hotel – regular guests;
- 3) providing a variety of services at a high level - according to the concept of «city within a city» – you can get everything without leaving the hotel;
- 4) competent pricing policy – flexibility and loyalty to regular customers and an active approach to new ones;
- 5) active sales and marketing policy – development and implementation of new strategies, constant work on improvements, implementation of new projects with the latest innovations in technology;
- 6) large customer base;
- 7) staff professionalism.

The overall strategy of the hotel: the implementation of planned activities in terms of marketing and sales, providing the appropriate level of service and its improvement at certain stages.

Main strategic actions:

- achievement of the set KPIs in the part of work with corporate and group segments for ensuring sales of number fund;
- preservation of the existing hotel staff and creation of conditions for hiring the best staff on the market;
- execution of the plan of activities by the service of the restaurant service and the wellness club;
- regular feedback from guests to correct service procedures and possible changes to hotel products for a better customer experience;
- conducting regular training and improving motivational programs for employees.

Regarding the marketing development of the complex, special attention should be paid to the factors that helped strengthen the hotel's position in the market:

- financing projects related to hotel promotion – advertising strategies for promotion in the media, strengthening social media presence, BTL-promotions;
- formation and maintenance of a positive business image of the hotel due to the central location – all important business negotiations take place only with us;
- formation and maintenance of a positive social image of the hotel – participation in charitable projects;
- constant work on the positioning of the hotel;
- implementation of programs designed to increase the brand awareness of the hotel – promotion programs in print and electronic media, active work on internal marketing;
- the reputation of the leader in the field of hospitality of Ukraine - the first and best five-star hotel in Ukraine – in the imagination of people clearly formed an association only with Premier Palace;

- advanced training of hotel staff – participation in trainings, conferences, etc.;
- expansion and qualitative improvement of the customer base and distribution system as a whole.

The organizational structure of enterprise management is a set of interconnected elements that function, develop as a whole and ensure the smooth operation of the hotel (fig. 2.3). The structure of the hotel is linear and functional, the head of this company is the chairman of the board. Hotel «Premier Palace» is a private joint stock company. The company has a democratic style of management, as all decisions are discussed by the team, but they are accepted and responsible only to the head.

Activities:

1) Basic: 55.10 Activities of hotels and similar temporary accommodation (main).

2) Others:

- 79.90 Provision of other reservation services and related activities;
- 93.13 Activities of fitness centers;
- 56.10 Restaurants and mobile food service activities;
- 56.30 Beverage service;
- 41.20 Construction of residential and non-residential building [17].

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Front Office Managers are the first in the chain of interaction with guests, they meet and accommodate guests, accept payment for accommodation, and resolve emerging issues. Undoubtedly one of the most important services of the hotel.

The Marketing and Sales department builds a marketing strategy, stimulates sales, arranges agreements with partners.

The Human Resources department develops projects of motivation of work of workers, organizes trainings, advanced training courses of the personnel, defines need for increase in staff, looks for new employees.

The Food&Beverages department ensures the constant work of the hotel's restaurants and bars, high-quality room service.

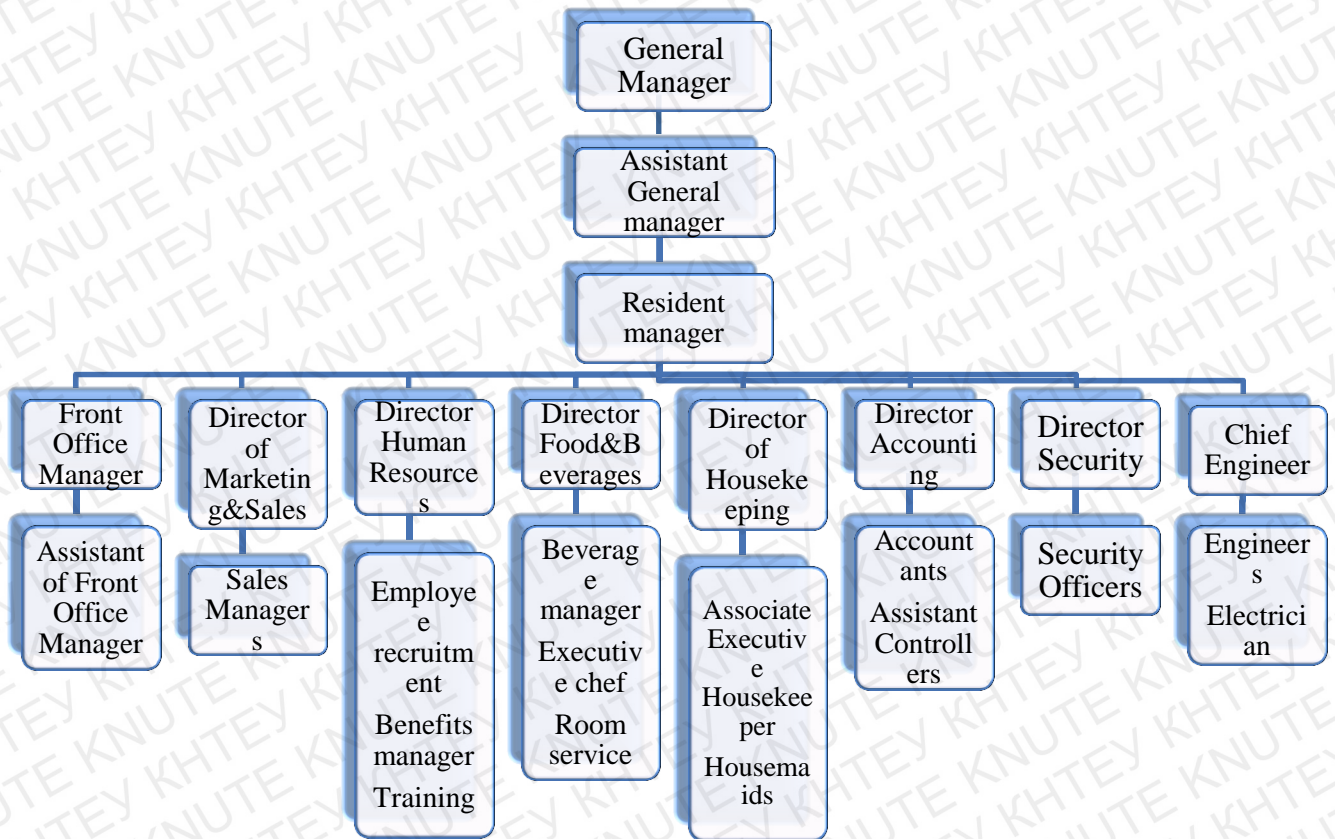


Figure 2.3 Organizational structure of the Premier Hotels and Resorts chain

The Housekeeping department of the Premier Palace Hotel is, in most cases, the most functionally important unit. This unit is responsible for the cleaning of all rooms where the reception and customer service is carried out (rooms, halls, toilets, corridors). The maids transform the hotel room after the departure of the guests into a clean and comfortable room ready for subsequent implementation. This also includes the laundry, in which used bed linens, towels are converted into a clean, ready-to-use product.

Accounting at the enterprise is carried out by a specialized unit (accounting) directly subordinate to the Chief accountant. Chief accountant is responsible to the management of the enterprise for organizing accounting and providing accounting reports.

The Security department – ensures the safety of guests and protection of property of the hotel.

The chief engineer and his charges monitor the condition of the hotel and its equipment: elevators, washing machines, pumps for pumping water, sewers, batteries,

plumbing. The nature of work performed by this service is extremely diverse: from electrical and plumbing to carpentry and construction work. Depending on the capabilities of the service and the nature of the work, some of them may be transferred to third-party organizations.

The total number of rooms of different comfort levels in the Premier Palace is 289 rooms. Room prices are presented in the table 2.1 [29].

Table 2.1.

Prices for accommodation in the Premier hotel, per day

Room category	Prices for accommodation, UAH per day
Standart room	3729
Classic single	4300
Classic double	4922
Classic double room with balcony	6507
Family apartment	8571
Deluxe	16707
Two-room suite	20049

Analysis of the dynamics of key financial indicators of the Premier Palace Kyiv is presented in the table 2.2 [13].

Table 2.2

Analysis of the key financial indicators of the Premier Palace Kyiv

Indicator	Research period, thous. of UAH			Rate of increase, %	
	on 31.12.2017 y.	on 31.12.2018 y.	on 31.12.2019 y.	2018	2019
Net sales revenue	272000	304782	274274	12,05	-10,01
Total assets	383500	346996	336015	-9,52	-3,16
Total liabilities (including):	661250	622312	498703	-5,89	-19,86
long-term liabilities	633550	583437	345628	-7,91	-40,76
current liabilities	27700	38875	153075	40,34	293,76
Cost of goods sold	-169500	-167325	-161939	-1,28	-3,22
Selling expenses	-21425	-16519	-8754	-22,90	-47,01
Profit	863000	12708	112628	-98,53	786,28
Personnel	536	519	439	-3,17	-15,41

Net sales revenue in 2018 increased by 12,05% compared to 2017. Then in 2019 was a decline of 10,01%. Total assets were constantly decreasing, first by 9,52%, then by 3,16%. Total liabilities in 2018 decreased by 5,89% compared to 2017. In 2019, their number decreased even more, by 19,86%. This has a positive effect on the activities of the enterprise.

The cost of goods sold in 2019 compared to 2018 decreased by 3,22%. This is a positive trend for the company. The introduction of new technology, the improvement of technologies, the improvement of the qualifications of employees can significantly reduce the cost of production.

Selling expenses tended to decrease throughout the entire period. In 2018, they decreased by 22,90% compared to 2017. In 2019, in turn, by 47,01%. This is due to a decrease in salary payments, as the number of employees decreased by 15,41% in 2019. This is also due to a decrease in advertising costs, as management began to use them more efficiently.

Profit in 2018 dropped significantly by 98,53% compared to 2017. This happened because in 2018 financial income decreased by 762 000 thous. of UAH and financial costs increased by 114 000 thous. of UAH. In 2019, profit increased by 786,28%, as operating income increased.

The profitability of the enterprise is directly related to the profit and shows the efficiency of enterprises. However, it cannot be equated with the absolute amount of profit, because profitability is a relative indicator measured in coefficients or percentages. The indicators of profitability analysis include: return on equity, profitability of sold products, profitability of sales (table 2.3). The growth of these indicators is positive for the enterprise, which will provide opportunities for its further successful development.

With the help of financial statements, the profitability of the enterprise was calculated and analyzed. The relevant calculations and results of the study are presented in table 2.4.

Table 2.3

Analysis of the profitability of the enterprise

Indicator	The economic essence	Algorithm of calculation using financial reports	Recommended trend
Return on equity	Shows the efficiency of the use of equity	$\frac{\text{Net profit}}{\text{Average equity}}$	The tendency to increase
Profitability of sold products	Shows the efficiency of production and sales of enterprise products.	$\frac{\text{Gross profit}}{\text{Cost of sales.}}$	The tendency to increase
Profitability of sales	The indicator that shows how much profit per unit sales.	$\frac{\text{Net profit}}{\text{Net sales revenue}}$	The tendency to increase

Table 2.4

Analysis of the profitability of the Premier Palace Kyiv

Indicator	Research period			Rate of increase, %	
	2017	2018	2019	2018	2019
Profitability of sold products	44,93	82,15	69,37	82,83	-15,56
Profitability of sales	317,28	4,17	41,06	-98,69	884,86

Analyzing the activities of the hotel in view of its profitability, we can say that during the observed period there is an ambiguous trend. Profitability of sold products increased in 2018 compared to 2017 by 82,83%. This is a positive trend, which characterizes the fact that the profitability of hotel services has increased. But in 2019, the figure fell by 15,56%, this is a negative trend.

Profitability of sales in 2018 compared to 2017 decreased by 98,69%. This is a negative trend for the company. This happened due to the fact that the net profit dropped significantly due to the reduction in financial income. In 2019, the situation changed and the figure increased by 884,86% compared to 2018. This trend is favorable for the enterprise.

Another tool that helps the company to better understand the situation in which it is located is the SWOT analysis. It is very important for entrepreneurs to do SWOT analysis. However, in the SWOT analysis of the hotel industry, we will discuss the strengths, weaknesses, opportunities, and threats of hotels. How we can use the

strengths and opportunities to overcome weaknesses and threats. We can see the SWOT analysis of the Premier Palace Kyiv in the table 2.5.

Table 2.5

SWOT analysis of the Premier Palace Kyiv

Strengths	Weaknesses
<ul style="list-style-type: none"> – safe and comfortable accommodation for people when they are away from their homes; – uniqueness, reliability, durability; – high reputation of the company; – highly qualified staff; – good central location and close proximity to the main attractions of the city; – wide range of services; – contributes to the local economy. 	<ul style="list-style-type: none"> – expensive room rate; – expensive cost of additional services; – old hotel building; – the presence of rooms without a beautiful view.
Opportunities	Threats
<ul style="list-style-type: none"> – country economic growth; – development of information technology; – good internet opportunities for promotion of hotel services; – high employees opportunity. 	<ul style="list-style-type: none"> – competition in the market of hotel services; – pandemic of coronavirus (COVID-19); – seasonality of the Hotel Business and dependence on tourism; – unstable political and economic situation in the country; – a large amount of advertising in the industry.

After completing the SWOT analysis of the hotel Premier Palace Kyiv, we have concluded that the hotel has enough strengths that help it retain customers. But he also has weaknesses that are not satisfied with the consumer, and which need to be improved. Also the current wave of pandemic has put this industry into recession and most hotels are going through hard times.

2.2 The features of the corporate sales promotion system in «Premier International» hotel chain

As the competition increases both among the destinations and all tourism enterprises in those destinations, promotional activities gain more and more importance

for the hotel enterprises' business activities. Therefore, it is very important to establish an effective corporate sales promotion system. The hotel chain «Premier International» uses various methods to market its services, which we will discuss below.

The hotel chain has its own loyalty system Premier Club, the conditions of which we will analyze below. Becoming a member of the loyalty system is easy - register on our website or at the reception at any of the hotels Premier Hotels and Resorts. As soon as you receive a confirmation to the e-mail address - you are a member of the club and can immediately start using the privileges of the Amber level. Early check-in, care for your things, best promotional offers, discounts and free nights! You will receive points on your account for all purchases (i.e. accommodations, bars, restaurants, fitness center, mini-bar, laundry and hotel transport) paid during your stay in the Premier Hotels and Resorts. Travel at your leisure, get bonuses and exchange them for gifts!

Premier Club members earn:

- 1 Reward Point for every UAH 30 spent at the Premier Palace Hotels;
- 1 Reward Point for every UAH 25 spent at the Premier Hotels;
- 1 Reward Point for every UAH 20 spent at the Premier Compass Hotel (fig. 2.4) [29].

Members of the loyalty system have their own personal online account. They can use the reward points for discounts on accommodation and free nights, discounts at hotel restaurants and bars, massage services, solarium, spa-treatments. 1 Point equals 1 UAH. Also, points can be exchanged for gifts.



Figure 2.4 How customers can receive reward points in the Premier Hotels and Resorts [29]

To move to the next status of a member of the premier club, you need to accumulate 1500 points, which will be automatically deducted if you wish.

In more detail all the privileges from using the loyalty system are presented in the table 2.6 [29].

Table 2.6

Privileges from using the loyalty system of the Premier Palace Hotels

Discounts&Benefits	Amber	Pearl	Sapphire	Diamond
Earning Points ¹	+	+	+	+
Redeeming Points for Gifts	+	+	+	+
Discount on Accommodation on Best Flexible Rate	10%	10%	15%	15%
Discount at Restaurants and Bars ²	10%	10%	10%	15%
Exclusive Customer Service Line	+	+	+	+
Exclusive Offers	+	+	+	+
Redeeming Points for Partners' Offers	+	+	+	+
Personal Online Account	+	+	+	+
PHNR Mobile App	+	+	+	+
Complimentary In-Room Water	+	+	+	+
Birthday Special Offers	+	+	+	+
Premier Kids Club Membership for Your Child (under 12 years)	+	+	+	+
Free Early Check-In ³		+	+	+
Free Late Check-Out ³		+	+	+
Status Lifetime, months ⁶	∞	24	36	∞
Guaranteed Welcome Gift			+	+
Points Lifetime, months ⁶	24	24	36	∞
Free Room Upgrade ³				+
Free Laundry / Ironing ⁴				+
Free Accommodation for a Second Person ⁵				+

The loyalty system has the following specifying conditions:

– ¹ Bookings, done through the third-party websites, tour agencies or other intermediaries are not subject to the bonus points acquisition. Earn Reward Points on your Premier Club account for all purchases (i.e. accommodations, bars, restaurants, fitness centre, mini-bar, laundry and hotel transport) paid during your stay. At check-in, please review the list of bars and restaurants at which Rewards Points can be earned.

– ² At check-in please review the list of bars and restaurants and list of services that are subject to discount at which Rewards Points may be redeemed. The list may be enlarged or changed at any time. To get discount you have to present your membership

card to the waiter when making payment. Discounts that provided in accordance with the level of participation don't apply to the bar and wine cards at Premier Hotel Rus and Premier Hotel Lybid.

– ³ Complimentary early check-in, late check-out and/or upgrade are granted based on room availability. Hotel reserves the right to exclude suites and apartments from early check-in and room upgrade benefits.

– ⁴ Complimentary laundry/ironing is provided for the laundry/ironing of 2 items once per stay. A stay is defined as one or more consecutive nights spent at one property. Back-to-back stays within a 24-hour period at the same hotel are considered one stay. In case of no on-premise laundry and/or dry cleaning services, hotel reserves the right to refuse the following service. If there are more than two items in the order, the hotel reserves the right to choose 2 items with the lowest price according to the price list.

– ⁵ A second guest stays free in the Member's room on eligible stays at hotels when there are additional charges for double occupancy. This benefit excludes stays at any hotel when the rate includes breakfast. Breakfast is subject to payment as additional service.

– ⁶ If the member does not earn points for accommodation and/or any additional services during a period of 24/36 months (depends on card level), all the points in his/her account will be lost and status will be downgraded with or without prior notice, without being able to restore status or transfer points. Redeeming and transferring points do not allow to save points and/or membership status [29].

The comfort of guests of all ages is important to Premier Hotels and Resorts. For this purpose, the Premier Kids Club network program for children has been created, which takes care of the stay of young guests and makes it convenient and fun.

All children are VIP guests, they are given maximum attention, so they do not have to be bored and bother their parents. In hotels, every child is waiting for a variety of nice gifts:

- bright coloring card that the child receives upon arrival;
- flyer for a free children's drink;

- branded knitted toy (hand made), made of natural hypoallergenic materials that provide different tactile sensations;
- special children's menu in the hotel restaurant;
- colouring books with rebuses and riddles will brighten up your staying at the restaurants of the hotel.

The Premier Kids Club – travel with the whole family!

The hotel chain also has another loyalty program for professionals who are involved in organizing hotel accommodation and organizing banquets, conferences and other events. It is named Premier Corporate Club. Participation in this program gives a unique opportunity to work for pleasure and receive nice gifts. After registering in the Premier Corporate Club program, you will receive bonuses for each hotel reservation or event held at any of Premier Hotels and Resorts. Book with Premier Corporate Club and redeem points for excellent rewards such as a delicious dinner for two, a healthy day in a fitness center or an amazing weekend at any one of our hotels.

The marketing and sales department of the hotel chain develops various proposals to stimulate the demand of loyal and potential customers, examples of which are presented below.

1) Book Early & Save Up to 30% – If you know the dates of your trip - then the Early Bird Offer is for you, plan your stay with the Premier hotel chain and save up to 30% (Kyiv, Lviv, Kharkiv, Poltava, Sumy).

2) One Night for Free – For every 2 or 3 nights stay you'll get plus one night complimentary. You get a free night every time you book a stay of two or three nights or more with the Premier hotel chain. You can even combine this offer to score two free nights on a three-night stay by prolonging your staying. Get free nights at the hotel and enjoy the city. (Lviv, Kyiv, Odesa, Kharkiv, Kherson).

3) Leave a Review & Earn 25 Bonus Points! – Your opinion matters to us in our ongoing drive to deliver the best service possible to hotel guests. We would be very grateful if you could answer a few short questions regarding your stay at Premier Hotels and Resorts (Kyiv, Lviv, Odesa, Oleksandria, Kharkiv, Poltava, Kherson, Sumy, Dnipro, Pochaiv, Polyanytsya (Bukovel), Miskolc (Hungary)).

4) Day Use Rate – If you are planning a short business trip with no overnight stay, use the day rate. You can relax in your room and prepare for an important meeting without overpaying for a full day (Lviv, Kharkiv, Odesa, Dnipro).

5) Touristic Weekend – A bright and unforgettable weekend is always a holiday, especially if it is a citybreak in sunny Odesa. The five-star Premier Hotel Odesa offers you the best for a comfortable and pleasant stay. The hotel is conveniently located on the Francuzskiy Boulevard, with panoramic sea, city or botanical garden view of your choice. Odesa Weekend package includes: 20% off the room rate, check-in on Friday or Saturday, double accommodation from 2 to 4 nights, breakfast, early check-in and late check-out (subject to availability), a bottle of sparkling wine, transfer to the beach, Wi-Fi, parking. Odesa Weekend is valid from 15th of July till 30th of December, 2020 (Odesa, Premier Hotel Odesa). A tourist weekend offer is also available in cities such as Lviv, Poltava, Pochaiv, Dnipro, Kyiv, Kharkiv, Sumy.

6) SPA Weekend – Choose the SPA Weekend in Kherson and relax in the serene atmosphere of our rooms, resume your energy with the help of sophisticated spa-rituals. Here you will feel unlimited comfort, tranquility and harmony of body and soul away from the worries. Package includes: accommodation in Studio Room (2 days/1 night, check in on any day from Friday to Sunday), free early check-in and late check-out, a cup of fragrant coffee with croissant at the cozy restaurant of the hotel, serving breakfast in the room at your request, visit to the SPA bath complex, discount for bath and massage procedures, fragrant herbal tea during the spa-session, 10% discount at the hotel restaurant (Kherson, Premier Compass Hotel Kherson).

7) A Present for Your Birthday – Enjoy the benefits of Premier Club membership and receive extra perks for your birthday: additional 10% discount on accommodation, birthday gift from the hotel, all privileges according to the benefits of your Premier Club card level (Kyiv, Lviv, Odesa, Oleksandria, Kharkiv, Poltava, Kherson, Sumy, Dnipro, Pochaiv, Polyanytsya (Bukovel), Miskolc (Hungary) [29].

Some of the chain's hotels are represented on the world's most popular and largest travel platform Tripadvisor. This is a website that allows its users to plan a future trip to any country in the world. With Tripadvisor you can plan your vacation and

book an amazing trip, with millions of travel recommendations and reviews from travelers on hotels, must-do experiences, top places to eat and other nearby vacation hidden gems. Tripadvisor is the perfect travel planner, helping you book a table at restaurants and compare low prices when booking hotels and flights for your next trip.

The presence of a page on the Tripadvisor platform is a plus for the hotel, as many travelers, especially foreigners, trust it and take into account the reviews on the page.

The following hotels of the chain are presented on the Tripadvisor platform (table 2.7) [35]:

- Premier Hotel Lybid (Kyiv);
- Premier Hotel Rus (Kyiv);
- Premier Palace Hotel (Kyiv);
- Premier Hotel Cosmopolit (Kharkiv);
- Premier Hotel Aurora (Kharkiv);
- Premier Compass Hotel Kherson;
- Premier Hotel Shafran (Sumy);
- Premier Hotel Pochaiv (Pochaiv);
- Premier Hotel Odesa (Odesa);
- Premier Geneva Hotel (Odesa);
- Premier Hotel Dnister (Lviv);
- Premier Hotel Abri (Dnipro);
- Premier Hotel Palazzo (Poltava).

All hotels in the chain have their own website. It is interesting and difficult at the same time to work on the promotion of tourist sites. Own site is the face of the company, where the client can get acquainted with additional information about rooms, services, services, payment methods and contact information. Its presence increases the confidence of users and the status of the hotel in their eyes.

Table 2.7

Analysis of the hotel chain Premier Hotels and Resorts on the Tripadvisor platform

The name of the hotel	№ of hotels in city	Average rate	Detailed rating	Number of reviews	Traveler rating
1	2	3	4	5	6
Premier Palace Hotel (Kyiv)	10 of 159 hotels in Kyiv	4.5 Excellent	Location – 5 Cleanliness – 4.5 Service – 4.5 Value – 4	599	Excellent – 374 Very Good – 156 Average – 44 Poor – 10 Terrible – 15
Premier Hotel Rus (Kyiv)	26 of 159 hotels in Kyiv	4.0 Very good	Location – 4 Cleanliness – 4 Service – 4 Value – 4	1012	Excellent – 240 Very Good – 423 Average – 257 Poor – 67 Terrible – 25
Premier Hotel Lybid (Kyiv)	51 of 159 hotels in Kyiv	3.5 Very good	Location – 4 Cleanliness – 3.5 Service – 3.5 Value – 3.5	423	Excellent – 64 Very Good – 143 Average – 140 Poor – 46 Terrible – 30
Premier Hotel Cosmopolit (Kharkiv)	2 of 93 B&Bs / Inns in Kharkiv	4.0 Very good	Location – 3.5 Cleanliness – 4.5 Service – 4.5 Value – 4	73	Excellent – 35 Very Good – 26 Average – 8 Poor – 3 Terrible – 1
Premier Hotel Aurora (Kharkiv)	4 of 50 Hotels in Kharkiv	4.5 Excellent	Location – 4.5 Cleanliness – 4.5 Service – 4.5 Value – 4.5	140	Excellent – 92 Very Good – 35 Average – 8 Poor – 3 Terrible – 2
Premier Compass Hotel Kherson	4 of 21 B&Bs / Inns in Kherson	4.0 Very good	Location – 2 Cleanliness – 2.5 Service – 3 Value – 4	9	Excellent – 4 Very Good – 1 Average – 2 Poor – 2 Terrible – 0
Premier Hotel Shafran (Sumy)	2 of 12 B&Bs / Inns in Sumy	4.0 Very good	Location – 4 Cleanliness – 4.5 Service – 4 Value – 4	46	Excellent – 22 Very Good – 14 Average – 6 Poor – 4 Terrible – 0
Premier Hotel Pochaiv (Pochaiv)	#1 of 4 B&Bs / Inns in Pochaiv	4.5 Excellent	Cleanliness – 4.5 Service – 4	14	Excellent – 9 Very Good – 3 Average – 1 Poor – 1 Terrible – 0

Continuation of table 2.7

1	2	3	4	5	6
Premier Hotel Odesa (Odesa)	42 of 133 Hotels in Odesa	5.0 Excellent	Location – 4 Service – 4 Value – 4	10	Excellent – 8 Very Good – 2 Average – 0 Poor – 0 Terrible – 0
Premier Geneva Hotel (Odesa)	4 of 133 Hotels in Odesa	5.0 Excellent	Location – 5 Cleanliness – 5 Service – 5 Value – 5	306	Excellent – 242 Very Good – 54 Average – 9 Poor – 0 Terrible – 1
Premier Hotel Dnister (Lviv)	13 of 83 Hotels in Lviv	4.0 Very good	Location – 4.5 Cleanliness – 4.5 Service – 4 Value – 4	451	Excellent – 169 Very Good – 187 Average – 67 Poor – 19 Terrible – 9
Premier Hotel Abri (Dnipro)	3 of 37 Hotels in Dnipro	4.0 Very good	Location – 4 Cleanliness – 4 Service – 4 Value – 4.5	81	Excellent – 38 Very Good – 25 Average – 11 Poor – 5 Terrible – 2
Premier Hotel Palazzo (Poltava)	1 of 13 Hotels in Poltava	4.5 Excellent	Location – 5 Cleanliness – 5 Service – 5 Value – 4.5	134	Excellent – 100 Very Good – 23 Average – 9 Poor – 0 Terrible – 2

But besides this, the hotels of the chain are also presented on other resources. The resources that aggregate hotel offers and make it possible to book a room online without going to the hotel's website are called OTA – online travel agencies. They are third parties who sell services on behalf of other companies. Every day, millions of clients around the world use OTAs to plan their vacation and business travel. OTA includes almost all booking systems known today – booking.com, hrs.com, expedia.com, hotels.com, Travelocity.com, orbitz.com, etc. Many customers prefer to use OTAs because they are popular, they can offer special prices and have reward systems.

Advantages Of Online Travel Agents:

- 1) promotion in search engines, including with the help of contextual advertising;
- 2) provide access to your potential guests in locations and at volumes that would be difficult for you to access through your own marketing efforts
- 3) round-the-clock technical support;

Continuation of table 2.8

1	2	3	4	5	6	7	8	9
Premier Compass Hotel Kherson	+			+			+	
Premier Hotel Shafran (Sumy)	+	+		+	+	+	+	
Premier Hotel Pochaiv (Pochaiv)	+		+	+	+	+		
Premier Hotel Odesa (Odesa)	+						+	+
Premier Geneva Hotel (Odesa)	+		+	+	+	+		+
Premier Hotel Dnister (Lviv)	+	+	+	+	+	+	+	
Premier Hotel Abri (Dnipro)	+	+	+	+	+	+	+	
Premier Hotel Palazzo (Poltava)	+	+	+	+	+		+	
Premier Resort Hotel (Bukovel)								
Premier Compass Hotel Oleksandriya								
Premier Hotel Miskolc (Miskolc)	+	+	+		+			+

Pros of «booking»:

- every day, 1,550,000 nights are booked;
- has 135 offices in over 50 countries worldwide;
- has 83 million verified reviews;
- popular brand;
- first places in organic search;
- a lot of advertising;
- millions of visitors;
- convenient service for users;
- users trust this site and actively use it.

Cons of «booking»:

- high competition of your hotel with other hotels within the portal itself;
- high commission for booking a room from the service (from 15% and more);

- forced dumping (in order to get more clients, many hotels are forced to dump);
- high dependence on rating;
- unsafe card payment method [32].

Hotels.com is a service which allows users to book hotels, B&B accommodation online. It is based in Dallas, Texas, in the United States. Hotels.com is part of The Expedia Group. There are 200 sites around the world, including trivago, expedia, ebookers and other well-known brands. The Hotels.com platform operates on an international scale and a huge part of its business model is based on repeat business. Indeed, a major component of the company's offering is the «Hotels.com Rewards» scheme, where users can claim a price reduction after every 10 overnight stays that are booked through the service. On this platform we can book rooms in 9 hotels of the chain Premier Hotels and Resorts [33].

Advantages of the aggregator:

- access to Partner Central – a platform for managing prices, information about available rooms;
- the ability to connect to the hotel's own CRM system;
- support for promotion on local markets – advice from experts from hotels.com;
- commission based: from 15% to 18%, depending on the payment model;
- own analytics tools.

Hotels.bookety.com is also owned by Hotels.com. It contains 11 hotels of the chain.

Agoda.com. Part of the Priceline Group, Agoda is one of the fastest growing platforms in the world. It is currently popular in Asia. On this site we can find 11 Premier Hotels and Resorts.

Facts:

- Agoda operates in 38 different languages and offers a 24-hour, multilingual customer support service; Agoda employs dedicated Market Managers, able to create special promotions and marketing initiatives, which in turn allow Agoda to offer some of the best deals online;

- Agoda is known by millions of reliable reviews;
- commission is 15% [24].

FindHotel finds the best hotel deals from all major travel websites with one quick search. On this site, customers can see 11 hotels of the chain. FindHotel compares offers from different hotel and travel sites in order to help clients find the best hotel deals worldwide in every search. FindHotel is a specialist in the hotel price comparison segment. They are a multinational team with 7 years of experience in the online travel business and their mission is to enable visitors to get the best possible price and availability at their hotel of choice. FindHotel offers services in over 20 different languages.

Ostrovok.ru. Here you can book a room in 12 hotels of the chain. Russian reservation in convenience for the user is not inferior to foreign, but its base is much smaller, about one million.

There are two options for transferring the commission:

- if the booking is paid by card online, the service sends the hotel the amount minus the commission;
- if the guest pays for the stay at the time of arrival, the hotel transfers a commission for all such reservations once a month.

ZenHotels.com is an online hotel booking service with properties in 220 countries and territories worldwide. This site presents 9 hotels of the chain. ZenHotels.com is part of the Emerging Travel group. Service offers over a million different 1 types of accommodation ranging from hotels and hostels to apartments and more, all at affordable prices. By offering easy search and excellent service based on advanced technology.

Social networks have taken an important and huge place in people's lives in recent years. Being present on social networks is a must-have for a five-star hotel and for all hotels in principle. One of the most popular social networks is Instagram right now. On Instagram, customers can find pages of thirteen hotels of the chain, and one main page of the chain (@premier_hotels_and_resorts). With the help of Instagram, you can inform potential customers about sales and promotions, notify about business

expansion and new services. A beautiful presentation will expand your audience reach, and an attractive offer will increase the number of purchases.

Creating and maintaining a company's page in the social network Instagram is a promising kind of innovative advertising with a still low level of competition. Creating and maintaining an account requires the possession of certain skills in the network and photo equipment, the beginning of the process of advertising requires cost of organization, but over time, these costs pay off due to the increase in the number of clients and the development of a tourism organization [11].

The goals of promoting the hotel in social networks:

- work on brand awareness and reputation;
- communication with guests: finding out the needs, working with negative reviews, complaints;
- sales, social media encourages many people to shop nowadays.

What needs to be done to promote on social networks?

- appoint or hire employees responsible for social media promotion. If it is not possible to hire an SMM agency, at the first stage you need: a professional photographer, copywriter, targetologist, post moderator;
- use different formats of activities: photos, videos, Instagram stories, contests, polls, voting, sweepstakes;
- publications should be regular, answers to questions and especially negative – prompt;
- tell your customers about the sights or beauties of nature near the hotel.

Destination marketing is a type of marketing that promotes a destination (town, city, region, country) with a purpose to increase the number of visitors.

- hotel employees should be aware of all promotions posted on social networks and provide discounts or additional services for likes, comments and reposts;
- give your guests an easy way to advertise you with selfies: post hashtags on mirrors in rooms, reception, elevators. You can create branded hashtags and track their usage.

On the main page of the hotel chain, there are often promotions, contests, sweepstakes dedicated to some relevant event. This contributes to the promotion of the hotel sales.

For instance:

1) For Halloween, the chain presented a pillow from the Premier chain as a gift, so that on a terrible Halloween night, customers could sleep well and feel the comfort of hotels even at home. The conditions of the sweepstake were simple to subscribe to the page and leave in the comments the answer to the question «What makes your sleep the most comfortable in the hotel?». The winner was chosen randomly from people who left a comment.

2) Accommodation at the Premier Hotel Odesa for Premier Club members was twice as profitable in the summer. When booking between July 1 and August 31, you could receive double bonuses on your account, for all services paid for at the hotel and a complimentary upgrade Premier Club card level.

3) For World Tourism Day, customers could win a promotional code for a discount of up to 30 percent for booking from September 24 to December 31.

4) Another competition was to look at the panorama of the city from the window of the Premier Hotel and guess which city and hotel it was. Those who answered correctly could win a weekend for two people. To participate in the competition, you had to subscribe to the page, leave the correct answer in the comments. Then the winner was chosen at random.

5) Hotel BLACK FRIDAY Sale – Up to -30% in Premier hotels. Black Friday on a trip in 9 directions for any period until the end of 2021: Kyiv, Odessa, Lviv, Kharkiv, Dnipro, Kherson, Pochaiv, Poltava and Sumy. No prepayment and the ability to postpone dates. Discount promo code: FRIDAY, the promotion is valid for a few days.

Also, the company page is present in such social networks as Facebook, Twitter, Telegram, YouTube.

To successfully promote a hotel, management needs to make the most of every possible path. The studied hotel chain has its own convenient functional website, loyalty systems, cooperates with a large number of online travel agencies, actively maintains social networks, and holds contests. This undoubtedly helps the Premier Hotels and Resorts chain retain a large number of customers and increase its income.

PART 3

THE DIRECTIONS OF CORPORATE HOTEL SALES PROMOTION SYSTEM IMPROVEMENT IN «PREMIER INTERNATIONAL» HOTEL CHAIN

3.1 Propositions for hotel sales promotion system improvement in «Premier International» hotel chain

How to improve the service in the hotel, turn those who checked in for the first time into regular guests? This is a serious problem faced by any owner of a hotel. Hotels are constantly looking for and developing new marketing moves to attract new customers and retain regular ones, because the competition in the market is very high.

A mobile application is one of the options for solving this problem for a hotel. Mobile services on Android and IOS will give a hotel several serious advantages over competitors. The application contribute significantly both in the attraction of new hotel guests and to their loyalty because of the enhanced and unprecedented convenience during their stay. With the introduction of smartphone apps to hotel business, the quality of the guest experience improves significantly and the customer database expands considerably.

The hotel chain Premier Hotels and Resorts has a free application on Android and IOS for fast booking and instant exchange of bonuses under the Premier Club loyalty program. By downloading the application, customers can quickly find information about the hotels of the chain, securely book rooms in any of the hotels of the chain, be the first to know about the current promotions of the chain and special offers, and much more. Recently, customers have been dissatisfied with the work of the application and have written a lot of negative reviews. In particular, the application worked at first, but stopped working after updating the operating system Android. This will lead to the fact that consumers will not use the application, and then delete it. The management needs to allocate funds to eliminate crashes and errors in the application, for effective use.

This must be done as the mobile application for a hotel performs several functions that are important for business development at the same time (fig.3.1).

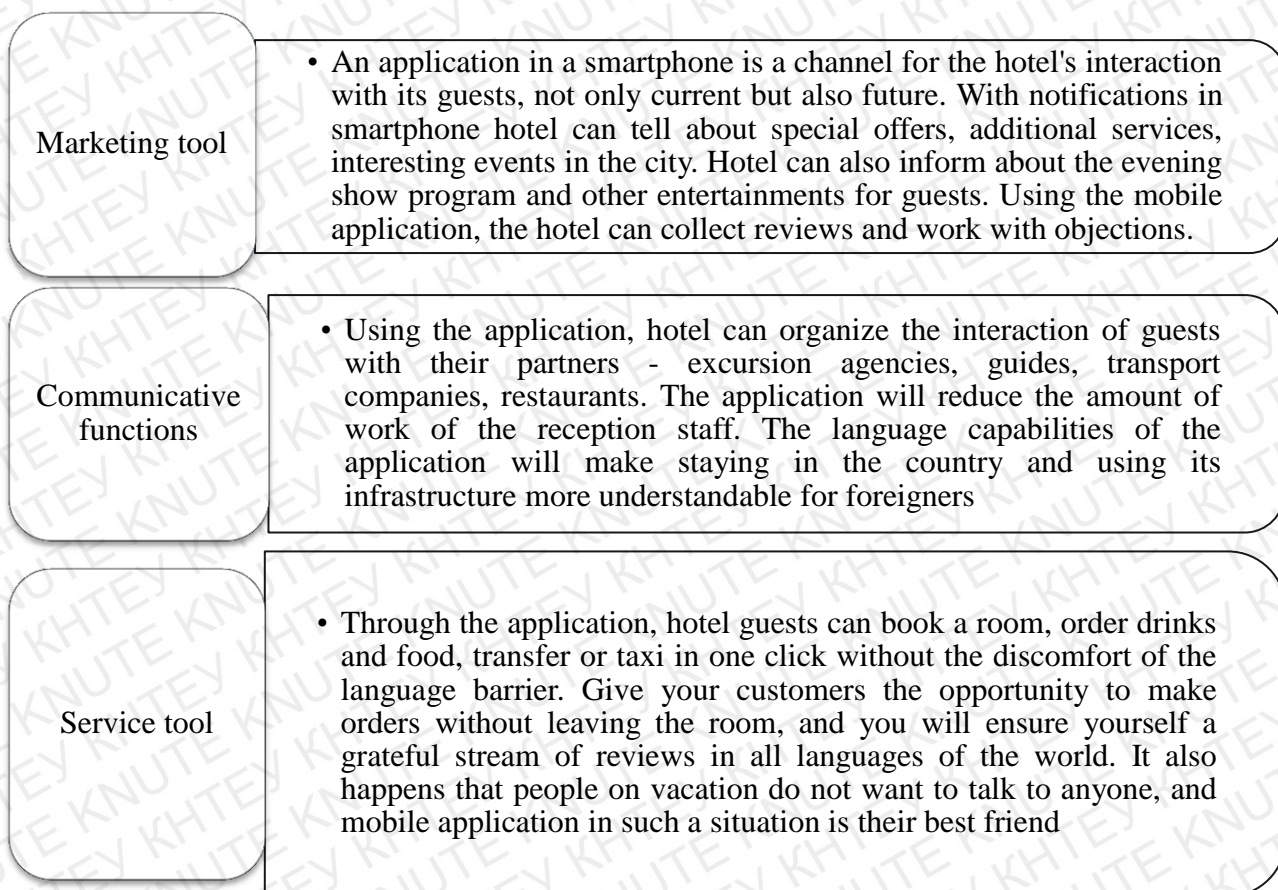


Figure 3.1 Functions performed by a mobile application for business development

The hotel's task is to satisfy the needs of the client as best as possible. Since attracting new customers costs 2-3 times more expensive than retaining old ones. The more satisfied customers, the more profit for the hotel. Let's take a look at the benefits of using a mobile app for a hotel guests:

1) In the application can realize the function of the virtual tour. The future guest will be able to see the rooms, the hotel territory and even the surroundings. Within the context of COVID-19, many travelers need to be convinced that their visit will be worthwhile and virtual reality tours for hotels provide the ultimate way to experience a hotel or restaurant during the decision-making phase. This will allow potential leisure, wedding or event customers to get a clear impression of the facilities from afar.

2) Through the application the consumer will be able to read reviews. The opinion of the other guests are always very important for tourists. And if the hotel has a good reputation, then it is more likely to attract new tourists.

3) Hotel can add a loyalty program to the application, which will help tourists save on booking. Especially important it will be for chain hotels. In another city, a tourist is more likely to choose a hotel from the same chain.

4) Guests who have already checked in will be able to turn on the air conditioner in the room via a smartphone 30 minutes before returning from the beach or from a walk. Or order drinks and food in your room, book a transfer and other services.

Another way to improve might be what the site of hotel should have all the communication methods convenient for the user – telephone, instant messengers, online consultant, chatbots, callback service. It may seem unnecessary and annoying to site visitors. But practice shows that this is exactly what converts visitors. Let's take a closer look at one of the popular methods of communication now – chatbots.

Chatbots – also known as «conversational agents» – are software applications that mimic written or spoken human speech for the purposes of simulating a conversation or interaction with a real person. Chatbots allow take advantage of the direct online-messaging and provide support on every stage of clients' journey and win their loyalty. With Live Chat, you become the hotelier who really cares about the comfort of every guest. It gives a possibility to communicate with your guests in real-time, learn more about their desires and needs, and, as a result, provide first-class services to earn clients' trust and loyalty.

Another advantage is that clients can also discuss additional requirements of their order, modify or cancel it. This option is very convenient and useful because a change of plans is a common thing. An example of a mobile chat is shown in the fig. 3.2.

Real-time messaging is a very convenient and useful feature that will help the hotel handling your guests messages, get to know them better, show your hospitality and respect, and in this way, boost sales through the increase in additional orders.

Pros of chatbots:

- 1) direct communication with guests, help and immediate answers to their questions and concerns;
- 2) online availability in real time and fast problem solution;
- 3) immediate answers;

- 4) better understanding customer needs;
- 5) the guest can order all hotel services online;
- 6) without waiting lines;
- 7) when ordering online, people can not only choose the place of delivery but also leave a comment on special wishes and nuances.

Also, the hotel can use to attract customers content calendar. The tools hotel choose to keep in marketing toolbox don't need to be expensive or complicated. One of the simplest ways to approach hotel content marketing is to use content pillars. The concept of a «content pillar» is based on the strategy of building hotels' content marketing plan around 5-6 key topics. Google Calendar is free and easy to use as a content planning tool.

Hotel can start adding «events» to Google Calendar. Need to create an event entry, set the duration to «All Day» and drop it onto the calendar. Drag and drop different posts as you see fit. Variety is good, so the hotel needs to share a lot of F&B content, try to mix in some local recommendations or meeting-planning tips as well. Content pillars are the key topics that appeal most to your target guest — your content should rotate between these topics for variety. Highlight different types of events with different colors to make it easier for guests to navigate. This month-by-month marketing calendar highlights all the dates, details, and deadlines to target all your holiday campaigns effectively.

Hotel business likely requires more than rooms revenue to operate. It also have meeting space, catering, spa, maybe an on-site restaurant and bar. All of these spaces need to be used in the event calendar.

For a hotel, content pillars are sub-topics related to unique business segments, for which hotel create and share content.

An example of an event calendar for one of the chain hotels is presented in the table 3.1

Table 3.1

Example of an event calendar for a hotel

December 2020						
SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
6	7	8 Luxury Spa and Champagne Lunch	9	10	11 Drinks Tasting	12
13	14	15	16 Taste of Kyiv	17	18	19 St. Nicolas day (orthod ox)
20	21 Online: Chocolate Masterclass	22	23	24 Christmas Eve (catholic)	25 Christ mas Day	26
27 Online Event: Comedy. An Evening Of Laughter!	28	29	30	31 New Year's Eve		

The types of events that can be held at the hotel are presented on the table 3.2.

Table 3.2

The types of possible activities at the hotel

Colour	Types of events
	National holiday
	Gastronomic events
	Religious holidays
	Entertainment and sports events

For example, it is possible to carry out activities such as:

1) Luxury Spa and Champagne Lunch – treat yourself and a very lucky loved one to a Spa Day and Champagne Lunch for two. Guests will enjoy this chance to relax and unwind in a tranquil environment and revitalize yourself in the steam room, sauna or jacuzzi. Assess the possibilities of the spa, as well as a delightful single course lunch with a glass of chilled Champagne.

2) Drinks Tasting – hotel is delighted to offer the wine/beer/gin/whiskey and rum events. This is a great opportunity for guests to try some high-quality drinks products, hear some fascinating stories about how they originated and got to where they are today and have the chance to have their questions answered throughout.

3) Taste of Kyiv – an event where guests can taste traditional dishes and learn more about the national cuisine.

The calendar should be as user-friendly as possible. If the client is interested in the event, clicking on it, he will open all the additional information. If the hotel is planning an event, send emails to clients or publish a post a month or a couple of weeks before it. So that people can schedule a visit to this event in advance.

Another improvement could be connect with influencers. Invite to the hotel travel writers and bloggers. These days, travel writers and bloggers have a great influence on the market. They have a huge fan following and travelers essentially listen to their suggestions and get inspired by the experiences they have.

So, one hotel advertisement idea is to keep up with this trend and invite those travel bloggers and influencers at hotel property. Reach out to them and begin your collaboration as a part of your hotel marketing ideas and strategies. Hotel can either pay them or offer them a complimentary stay at your hotel. Bloggers should shoot beautiful content at the hotel, take stunning photos in the best locations and advertise the hotel on their blog.

It is not necessary to choose bloggers with a million population, hotel can cooperate with bloggers with an average audience. But the hotel need to choose the

right bloggers, with a real, solvent and fairly mature audience. Such bloggers will be able to attract customers to the hotel and increase profits.

Also worth mentioning is a platform like YouTube. Probably almost everyone in the world is familiar with the world's most popular video sharing platform YouTube. People around the world watch 1 billion hours of video on YouTube every day. It's also not uncommon to see YouTube videos displayed at the very top of Google's search results page.

But running a hugely successful YouTube channel is a serious investment in time and money. Hotels can approach the site as a strategic place to host and store video content.

How hotels should use YouTube:

- record virtual tours of rooms, meeting and function spaces to show their guests;
- create simple slideshows of popular local attractions, restaurants, etc.;
- showcase your property with a personal walking tour hosted by the concierge.

The Premier Hotels and Resorts chain uses YouTube as a platform to promote its hotels. On their YouTube channel, consumers can watch a video about the different hotels of the chain, video examples of branded breakfast, instructions for use the application. But the last video was posted 9 months ago. This negatively affects the YouTube channel of the hotel chain, as new content does not appear and customers have nothing to watch. The hotel chain needs to become more active and upload more various videos about the events that are taking place, room tours in various hotels, video reviews. Especially in the Premier Palace Kyiv, as there are many unique colorful rooms that can interest customers, especially foreigners.

One of the innovative marketing approaches is aroma marketing, one of the ways to attract customers and increase their interest in provided services. It consists in the distribution of special aromas in hotels. The technologies used include aerosol aromatization, wax aromatization, oil aroma and more. But the most effective is the nano-aromatization (the technology of converting an aromatic liquid into nano-particles that evenly fill the entire room). This is especially popular for hotels that were built a long time ago and therefore may have an unpleasant odor problem. The hotel may have

several aromas and offer the guest to choose the most suitable one to create a comfortable atmosphere.

There is such a concept «aroma-branding» – the creation of a certain connection of a unique aroma with a trade mark to recognize the products provided and to distinguish the products of this company from the products of competitors. It can be concluded that the establishment of its own flavor – it's a great marketing tool for hotels. Pleasant smells in the lobby, rooms, flavored souvenirs create pleasant memories of the hotel and remain in the guest's memory for a long time.

By using the above improvements, the hotel can attract more guests and generate additional revenue. This happens for several reasons:

- more clients learn about the hotel and stay in it;
- guests order more additional services;
- the reputation of the hotel is improving and it attracts more tourists;
- hotel partners also sell more of their services;
- advertising is becoming more effective and profitable.

3.2 Confirmation of improvement measures for hotel sales promotion in «Premier International» hotel chain

The hotel has a limited marketing budget and the hotel's success is directly reliant on how effectively that budget is utilized. Especially nowadays, with COVID 19, all hotels are losing money and cutting costs, many small hotels have ceased their activities. Therefore, it is especially important to effectively use the hotel's funds for marketing promotion now. The marketing director should constantly adapt the marketing tools to meet consumer communications methods and demands. We will consider in table 3.3 what financial costs the hotels will have with the introduction of improvements and what increase in income this will bring.

Consider the proposed measures in more detail:

1. Since the «Premier International» hotel chain already has its own application, it does not need to spend money on its design. However, with many users complaining about the poor performance of the application, the hotel should allocate funds to update

and troubleshoot it. The average cost of this is \$100-400. Otherwise, consumers will simply uninstall the app from their phones. The hotel chain has 17 hotels throughout Ukraine and Hungary, has its own loyalty system, so the application plays an important role in encouraging customers to use the services of this particular chain. The smooth operation of the application can lead to an increase in sales of 9-11%.

Table 3.3

**Improvement measures for hotel sales promotion in «Premier International»
hotel chain**

№	Examples of improvements	Average costs	The expected increase in income, %
1	Elimination of errors in the application	–\$100-400	9-11
2	Chatbot	–the rent for chatbot constructor costs an average of \$10-20 per month or more; –development of a chatbot will cost \$400-600 (the payment is one-time) or \$40-70 and more per month; –2-5% percentage of the sales generated by this chatbot.	7-9
3	Event calendar	–\$10-50 per month	4-5
4	Collaboration with Instagram bloggers	–a story will cost about \$300, and a post \$500 (for accounts with 100 000 to 200 000 subscribers); –a post \$100 (for accounts with less than 100 000 subscribers); –barter	10-12
5	YouTube channel development	–\$200-400 per month (depending on the amount of video)	5-6
6	Aroma marketing	–\$60-90 per month for 100 square meters	11

2. Chatbots are quick and easy access to information and hotel services. The bot will answer urgent questions, provide background information and be able to provide the following services:

- room-service;
- ordering a transfer or taxi;
- self check-in at the hotel;

- will suggest the best cafes and restaurants, interesting places in the city;
- support of foreign languages.

At any time, the guest can go to online communication through a chat with an operator. Chatbots support several languages, usually: ukrainian, russian, english. Available on the company's website and in messengers. This is an effective way this is an effective way to communicate with new or potential customers. Asking a question and getting an answer right there, without unnecessary effort and loss of time is the main convenience of an online chat for a client.

The cost of chatbots varies greatly, depending on its functionality and hotel room fund. The hotel can use the chatbot constructor and create it yourself. The rent for such services costs an average of \$10-20 per month or more.

Another option is to create a bot specifically for a specific hotel. Development of a chatbot according to a technical task, based on the wishes of the customer. The payment is one-time and averages \$400-600. Some companies offer chatbot development and support for free, but instead of payment, a small (2-5%) percentage of the sales generated by this chatbot will be charged. The company can also develop a chatbot according to the client's wishes, technical support will be free. Under the agreement, the client will pay a monthly fee of \$40-70 and more per month. The hotel can choose the most convenient payment method.

Chats on websites and messengers have a positive effect on increasing sales. And on average, chatbots increase hotel sales by 7-9%.

3. The creation of an event calendar does not take a lot of money from the hotel. Many hotel chains already hold various events in their hotels. Registration of information about these events will attract and interest more customers at minimal cost. It will cost approximately \$10-50 per month. This improvement can increase sales by 4-5% on average.

By making event information readily available on the website, the hotel will show guests that it is located at the center of interesting and exciting holiday events not to be missed. This will help visitors not to spend a lot of time looking for different

options before booking, but to opt for your offer, getting everything in one place – both a great vacation and a range of entertainment.

Agree with the organizers of popular events about cross-marketing, make sure they link to your site, especially if they have a dedicated section with hotel deals.

When creating your event section, don't forget to add the ability to share each event on social media. Thanks to this, the hotel will increase its reach among the potential audience and increase the overall social activity.

4. Collaborating with Instagram bloggers can give a business visibility and sales. A hotel does not need to work with big media bloggers and celebrities to increase sales. Better to partner with niche influencers who have a specific audience.

To increase sales, it is better to choose five small bloggers than one large one. But the number of influencers who need to be involved in a promo depends primarily on the budget.

For accounts with 100 000 to 200 000 subscribers, a story will cost about \$300, and a post \$500. But instead of paying, the hotel can use barter and offer to use the hotel's services for free. Many travel bloggers agree to this and travel around the world for free in exchange for advertising.

However, choosing a blogger who can increase hotel sales with his advertising is a difficult process. For effective advertising, a hotel needs to choose a blogger whose followers are its potential customers. Potential customers must be at least 25% of bloggers' regular subscribers.

As an example, we can consider the promo of the health program of the Rixos Prykarpattya hotel, it cost \$5 000. There was no point in advertising the program to a wide audience, so the hotel's marketing department identified its audience and worked with it. They collaborated with two niche bloggers, who came on the necessary parameters (300 000 subscribers and 100 000 subscribers). As a result, this collaboration helped the company meet its annual sales target in seven months.

5. Video content has become part of hotel marketing. With billions of daily users, YouTube has become a video marketing tool that allows you reach the hospitality industry's biggest audience, attract them and drive viewers into making room bookings.

Through hotel's official YouTube channel, hotel can show YouTube users hotel rooms and other amenities, and turn them into potential customers. An interesting and informative video can be shared by users across different social media platforms, which further can promote your hotels to a wide audience.

Many clients prefer watching videos on a property instead of reading content. Young and active travelers are increasingly looking for a hotel on YouTube rather than on Google, as video is a fast, simple and powerful communication tool. Videos are a good substitute for print ads and YouTube channels in any area noticeably increase sales.

That is why the hotel chain should be more active in maintaining its YouTube channel and shoot more videos telling guests about hotels. Shooting new videos to the channel does not require large budgets, as users now value more live content. On average it will cost \$200-400 per month (depending on the amount of video). This can help increase sales by 5-6%.

6. The aroma in a hotel can simply create a pleasant and comfortable atmosphere, and possibly eliminate odors. The aromatic composition is created by professional perfumers who are guided by the wishes of the clients and the distinctive features of the business. Usually, at the final stage, the client is presented with several options, from which he needs to choose the only one, which will later become a unique smell of the room or an aroma logo.

The aromatization of the hotel helps to create an atmosphere of comfort and confidence, and also adds coziness to the interior.

Aroma marketing allows companies to stand out thanks to powerful impressions in places of contact with customers:

- positively affects customer perception;
- improve the perception of freshness;
- strengthens brand identity;
- improves customer satisfaction by up to 20%;
- increases sales revenue by up to 11%.

In Kyiv, such hotels as 11 Mirrors, Ramada Encore Kyiv are already using fragrances. The hotel management notes that the reaction of guests to this innovation was positive, the reviews are good, some guests are even interested in the name of the fragrance.

Many companies that are engaged in aroma marketing for hotels and resorts have an offer of free aroma testing for 7 days. This will allow the hotel management to assess whether it really needs this innovation or not. The cost of this service differs from company to company and depends on the specific scent. On average, the price is \$60-90 per month for 100 square meters.

Due to the rapid development of the hotel services market and the emergence of a large number of hotels, an active advertising policy has become a very important element for the modern hotel business. In a highly competitive environment, it is becoming more and more difficult to advertise hotel services to consumers. More financial and human resources need to be used to attract the attention of consumers. Therefore, today the main task of hotels is the need to use all possible available marketing policies for the implementation of services.

CONCLUSIONS

As being service enterprises, to be able to exist and produce high quality services in very competitive international business environment, hotels need to follow effective and efficient promotional strategies. Giving adequate importance to the promotional activities, allocating adequate budgets for those activities, following changes and innovative activities in the market and informing the whole staff regarding those activities will help hotels in getting more expected benefits from the promotional activities efficiently and in a more appropriate way.

There are many ways to promote hotel services on the market today. These include a loyalty system, advertising, discounts, event marketing, aroma marketing, sampling and others. The most popular are those related to the use of the Internet.

Using social media and the Internet is the effective way to attract new clients and be successful. Before booking, people consider the all possible options and carefully check the information about the hotel. Technological innovations help hotels and hostels to be competitive and have a success. Each hotel website should contain information about the area, facilities, contacts and booking methods. Specialized websites, such as TripAdvisor, Booking.com etc. are used for finding the most appropriate accommodation, making reservations, and implementing researches. It should be also noticed that hotel website and social media are integrated and close interrelated. The system Booking.com obtained a significant position as an Internet Distribution System. Through this system, each hotel or hostel regardless of size and business activity attracts the attention and interest of customers.. It is the most appropriate way to receive customers' feedback and therefore good reputation and quality warranty. It should be also noticed that people can chat about hotel's facilities, problems and own experience using different social networks. So, monitoring feedback in social media is important to improve the quality of services.

The Premier Hotels and Resorts hotel chain is a collection of hotels from 5 to 3 stars, different, but equally hospitable and cozy. All hotels are united by one feature - professional and quality service. The Premier hotel chain consists of 17 hotels, more

than 2 100 rooms, 12 tourist destinations in Ukraine and the first European hotel under the Premier brand in Hungary (Miskolc).

The main activity of Premier Hotels and Resorts is the professional management of the hotel business, both within Premier hotels and in independent hotels, as well as consulting and technical support for hotel facilities, from the design stage, commissioning and to the reorganization of long-standing properties. Premier Hotels and Resorts provides professional services and extensive experience for hotel owners and developers – from luxury to budget.

As the main way to promote its own services in the hotel market, the «Premier International» hotel chain uses Internet technologies (promotion through its own hotel website and promotion of services through online travel agencies), maintaining its own channel on Youtube, and also carries out work to promote own services in social networks like Instagram, Facebook, Twitter, Telegram. These methods suggest the wide marketing strategy of the hotel and the effectiveness of the promotion of hotel services.

To attract more guests to the Premier Hotels and Resorts hotel chain, the following improvements were proposed:

- 1) elimination of errors in the application;
- 2) development chatbot;
- 3) channel development on Youtube;
- 4) introduction of aroma marketing;
- 5) cooperation with travel bloggers;
- 6) creation of an event calendar.

Working in these directions will help the Premier Hotels and Resorts hotel chain attract more customers and sell more services. Modern hotel has to learn to skillfully adjust their activities with the help of innovative marketing that will allow it to significantly reduce the risks associated with the introduction of innovations, leaving an opportunity for resource maneuvers in a tough economic crisis and tightening competition in the markets.

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APPENDICES



**КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ
ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ**

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

**Articles
of master programs
students**

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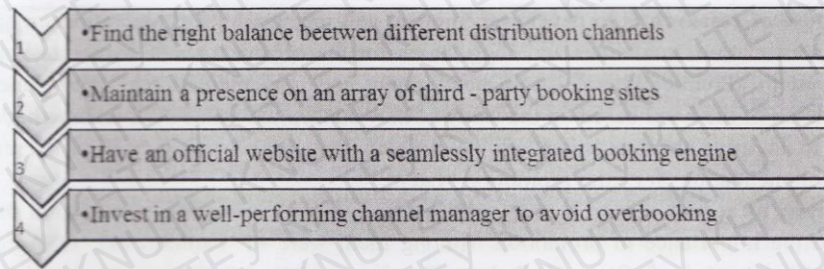


Fig. 2. «Post-recovery planning»

The study has important industry implications. When new challenges are presented to an industry, it is useful for the different stakeholders to come together to describe, define, and discuss the issues. This helps for those tasked with the responsibility of managing the challenges and solutions. With the advancement of new information technology and marketing applications, innovative approaches may emerge in the future. What is seen as an issue today may not be a concern for tomorrow. The present study calls for continued efforts in this stream of research. Future research should also examine the importance of distribution channels from the consumer's perspective.

While managing hotel distribution channels is purely a business operation, consumer's opinions must be valued because the choice of a distribution channel should reflect the needs and wants of hotel guests.

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CORPORATE HOTEL SALES PROMOTION SYSTEM

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This article shows the impact of sales promotion on the decision-making process by the buyer in the hotel industry

Key words: hotel, service sector, marketing, travel, holiday, promotion mix sales promotion.

У цій статті показано вплив стимулювання збуту на процес прийняття рішень покупцем у готельному господарстві

Ключові слова: готель, сфера послуг, маркетинг, подорожі, відпочинок, просування суміші стимулювання збуту.

Purpose of research is to develop theoretical and methodological regulations, methods of effectiveness estimation, guidelines and suggestions for the organization of corporate hotel sales promotion system «Premier International» hotel chain, and implementation of new principals in overall operation of the hotel based on the study of new conceptual framework and methodological approaches to improve the assessment of the development of theoretical basis and creation of practical recommendations for sales promotion system.

Analysis of recent research and publications. Various scientists from around the world have studied the importance of promotion. Among them were M. Familmaleki, A. Aghighi, K. Hamidi, M. Ghafran Ashraf, Oscar H. Pedraza Rendon, J Math Sci, T. Sun, M. K. Pinheiro, G. Gartner, U. Varshney.

The object of article is corporate hotel sales promotion system.

The subject of article exploration of the theoretical positions, methodical basis and practical recommendations of forming the corporate hotel sales promotion system in «Premier International» hotel chain.

The main material. Hospitality business becomes more popular and successful industry in the world. Most hotel services are hospitality services which are rendered to customers. Hospitality services are to satisfy the wants and needs of traveler and company or organization. The main activity of hotels is the provision of services to customers and the satisfaction of their needs for accommodation, food and beverage, business services and leisure.

Services are a wide collection of intangible products that satisfy customer values in the market environment. Services are processes that involve interaction between customer and manufacturer. Most of the services are usually created for customer satisfaction and also for having an edge over the competitors [1].

According to the current situation, such as growing tourism industry and a great competition in the hospitality business, hotels and hostels search different tools to attract more guests. This is the task of the sales department of each company.

The Sales Department also determines which market should be penetrated to realize the best returns in room and food and beverage sales. The Director of Sales must also work to maintain a good relationship with other departments in the hotel such as food and beverage, banquet-catering and rooms division. Since the major portion of sales involves those of public space, the work of all departments must be closely coordinated and communication is essential to be effective.

Companies must communicate with their present and potential customers, as well as internally, and therefore makes it very important in the marketing process. A modern company manages a complex marketing communication system. Marketing process is communications that can work for every organization in order to make profit. Modern marketing is more than just producing good products, suitable pricing and easy access to them [1]. Today, attracting new customers has become an important marketing task. Without these processes the organization cannot make profit.

In this case, such a marketing tool as promotion will help. Promote is a part of promotion mix in marketing activities as well as the marketing tactic of a business entering the market or retaining customers. The purpose of promotion is to reach the targeted consumers and persuade them to buy. Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea [2].

Among various promotions we can distinguish the following which are presented on figure 1 [3].

Promotion incentives	monetary or non-monetary promotions
	instantaneous or delayed promotions
	acquiring product-related or price-related incentives
	purely economic or psychological promotions

Fig. 1. Promotion incentives

Firstly, promotional mix in hospitality business includes advertizing, sales promotion, public relations, and personal selling (Fig 2) [4]. The feature of these tools is to be clear, concise, and accessibly for people. Furthermore these five components are what derive customers to make purchasing decisions when buying product or services.



Fig. 2. The elements of the promotional mix

Functions of promotion in hospitality:

- promotion tools provide information about new services.
- they consolidate relationships with customers.
- they are also impact on new customers.
- promotion techniques improve a company's reputation.

Promotion program is prepared based on a process in which various aspects are contemplated. This process consists of five steps [6].

Step1: Define the promotional objectives. Create a strong identity of the place as a tourist destination in the consumer market and develop the investment potential in the market and sale of the hotel industry, strongly encouraging its members to take an active interest in developing and selling the country's tourism programs.

Step 2: Promotional Strategy Selection.

Promotional strategies adopted are:

a) Attraction Strategy: This strategy is ideal for capturing directly to consumers, which is one of the promotional plan objectives.

b) Push Strategy: This strategy is used because you want to stimulate product sales strongly tourism , encouraging the actors associated with the item to be interested in promoting it. For the case, the mixture Coupon is characterized by a higher content of activities relating to sales promotion.

Step 3: Determination of the promotional mix.

Promotional mix using includes:

1. Direct Mail.
2. Making promotional visits.
3. Conducting familiarization trips.
4. Running an advertising campaign in the industry.
5. Participation in events of the Tourism Industry.

Step 4: Preparation of individual programs. Each of the actions listed in the previous section, require the preparation of individual programs, which will be implemented.

Step 5: Budget Media. A media budget depends on the promotional schedule, which includes all promotional activities to be performed, with specific dates [6].

Hotel sales promotions are targeted at three groups of prospects:

1. the buyer or user of the hotel product,
2. the intermediary
3. the hotel's own sales force.

Some sales promotion experts believe that the most effective sales promotions are those which offer incentives to all three groups. The sales force has to be motivated to sell to the middleman or direct to customers, the customer to buy from the middleman, and the middleman to sell to the customer.

Sales promotion is vital element of promotional mix. Sales promotion is regarded as a short-term incentive to encourage purchase or sales of a product, moreover sales promotion is the attraction that convinces a buyer to purchased a product or service immediately. Sales promotion is regarded as a premium promotion offer to a potential customer as an encouragement for purchasing a product or services. Moreover marketers use these systems to create familiarity between their product and services and the customers [1].

Sales promotion encompasses such activities like membership promotion, preferential for the second customer, buy one get one free, schedule promotion, direct discount, gifts, bonuses and samples to customers during the promotion time. All this things attract the customers to make a buying decision for the services and motivate new customers to use their services at all times. The sales promotion will create more awareness or interest to hotel service. Also it will overshadow their competitors promotional or activities. Sales promotion will develop a relationship with new customers and the hotel.

Sales promotion is certainly one of the critical elements in marketing mix and toolkit for the marketers. Statistics show that sales promotion comprises nearly 75% of the marketing budget [2]. It also requires revenue and time from the organization to run the sales promotion.

The purpose of a sales promotion is to attract new customers, maintain existing customers who are contemplating switching brands and give incentives to customers who are about to use competing products. Sales promotions vary depending on the situation and need, and they have an immediate effect on product purchases [2].

Sales promotion has a strong ability to add value and to bring forward future sales. But sales promotion is not a project; it is continuing process for an organization that will materialize in return in the future. These process promote the organization's services and their profile in the market.

The reasons why the promotion is considered suitable for the hotel industry are shown on fig. 3. Sales Promotion includes:

1. Price Promotion, the example of cash discount;
2. Non-Price Promotion, the example of gifts [3].

It is important for service enterprises to work out marketing strategy acting in market with high competition in order to assure long - term competitive advantage. Marketing concept raises condition stating that service enterprises, striving to obtain long-term competitive advantage, must identify and satisfy customer's demands better than the competitors. On the ground of marketing theoreticians, a price is the most important factor, determining customers' satisfaction. Customers estimating the value of obtained service most often think about the price. Studying price relationship with customers' satisfaction and loyalty, marketing theoreticians, state that satisfaction depends on service quality, price and other factors. Striving to act successfully in internal and global market, service enterprises should evaluate price impact on customers' satisfaction and loyalty.

One of the strategies that must be used by the hotels is the price for seasonality. This means that prices should be set in line with the season of the year when tourists visit the country. The objective of this strategy should always be to increase income in each season encouraging tourists visit in any season. The parity pricing strategy is also recommended. This strategy implies that the prices offered are similar to those of the competition [6].

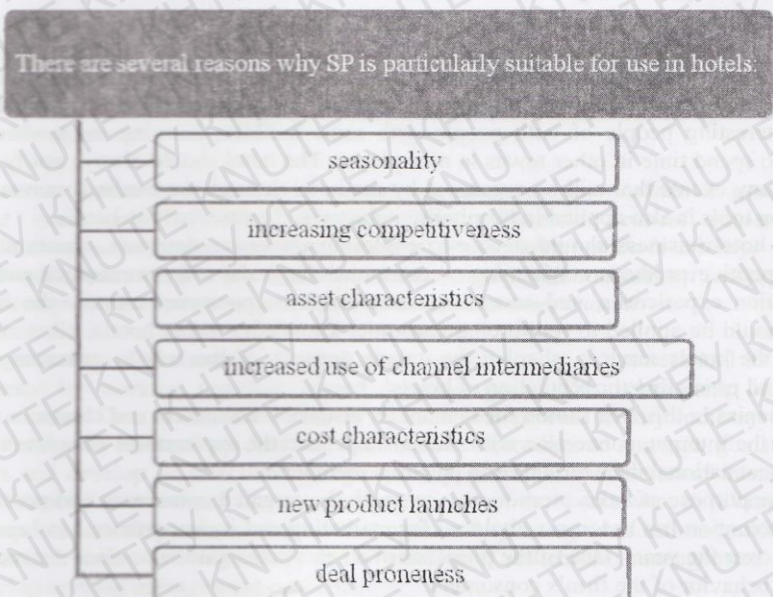


Fig. 3. Features of sales promotion

The aim is achieved with the help of the objectives formulated that seek:

- 1) to ground importance and problematic of relationship between price and customers' loyalty research.
- 2) to define concept price-loyalty relationship,
- 3) to reveal customers' loyalty conceptual importance and factors conditioning it.

4) to prepare a theoretical model of the relationship between service price and customers' loyalty,

5) to perform empiric research of the relationship between service price and customers' loyalty [7].

Using social media and the Internet is the effective way to attract new clients and be successful. Before booking, people consider the all possible options and carefully check the information about the hotel. Technological innovations help hotels and hostels to be competitive and have a success. Each hotel website should contain information about the area, facilities, contacts and booking methods. Specialized websites, such as TripAdvisor, Booking.com etc. are used for finding the most appropriate accommodation, making reservations, and implementing researches. It should be also noticed that hotel website and social media are integrated and close interrelated. The system Booking.com obtained a significant position as an Internet Distribution System. Through this system, each hotel or hostel regardless of size and business activity attracts the attention and interest of customers.. It is the most appropriate way to receive customers' feedback and therefore good reputation and quality warranty. It should be also noticed that people can chat about hotel's facilities, problems and own experience using different social networks. So, monitoring feedback in social media is important to improve the quality of services.

It should be necessary to mention also Special Event as a way of hotel's promotion. There can be determined two types of events: business (created by others) and own events (created by the certain hotel).

There are elements «for a successful special event:

- 1) an expert;
- 2) a way of publicizing it;
- 3) a sponsor - a programme;
- 4) a piece of promotional material;
- 5) enough time to get it off the ground.

This is a good way of promotion in off-season. Guests can get benefits, such as spending time with interesting people or with people with same hobbies; learning more about interests; opportunity to spend time in other towns in nice places. The hotel should always notify the general public about any events that will be organized by the hotel through the media communication. So, this promotion tools is also applied in hospitality industry and particularly in hotels.

So, a hotel business should devote to exploring consumer demands, constantly innovate, provide competitive products conforming to consumer demands, offer consumers with favorable Sales Promotion experiences, and accumulate and reinforce consumer trust in the brand. Sales Promotion should be applied to reinforcing consumer knowledge about hotels, allowing consumer appreciating the hotels services, shaping the unique property of the brand, connecting consumers with brand, and promoting the reputation of hotels'.

Companies in this area should focus more on visual advertisement and channels, such as oral spreading on the Internet, connection with online shops, and the applications of online functions, in order to connect national member data and potential members.

So, the purpose of sales promotion is to reach the targeted consumers and pervade them to buy. Sales promotion has become a vital tool for marketing and its importance has been increasing significantly over the years. One of the purposes of a sales promotion is to elicit a direct impact on the purchase behavior of the firm's consumers.

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THE ESSENCE OF STAKEHOLDER THEORY IN HOSPITALITY

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The article is devoted to the study of stakeholder theory and its aspects. A generalized definition of the concept of «stakeholder» is given. The main elements of the theory of stakeholders and their relationship are given, as well recommendations to analysis.

Keywords: stakeholder theory, internal stakeholders, external stakeholders, interests, stakeholder management.

Стаття присвячена вивченню теорії зацікавлених сторін та її аспектів. Дано узагальнене визначення поняття «стейкхолдер». Наведено основні елементи теорії зацікавлених сторін та їх взаємозв'язок, а також рекомендації щодо їх аналізу.

Ключові слова: теорія зацікавлених сторін, внутрішні зацікавлені сторони, зовнішні зацікавлені сторони, інтереси, управління зацікавленими сторонами.

The actuality of the article. A good relationship between a business and its stakeholders can be created by working together toward common goals. This relationship is essential to company's success. One of important task in management process in any industry is to make a strategy including all interests of different stakeholders according to strategic goals. To manage stakeholders and develop an effective strategic plan, it is crucial to understand them. Knowledge about their financial or emotional interests in the outcome of the work, what motivates them, what data they require, how they communicate, what options they have, what influences their opinions, etc. This research meant to bring clarity to the practice of stakeholder management and discover new or develop existing management concepts.

The purpose of the article is to define the basic concepts of stakeholder theory and learn the technique of identifying their interests.

The object of the article organizational management and business ethics in hospitality industry.

The subject of the article the essence of stakeholder theory.

The elaboration level of the problem: Problems and prospects for the development of stakeholder theory as a business concept were considered by foreign and domestic scientists and researchers in their works; I. Mitroff, B. Parmar, S. Colle, E. Freeman, R. Ackoff, T. Jones,