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MARKETING MANAGEMENT IN HOTEL INDUSTRY - CURRENT TENDENCIES AND PROSPECTS

Hotel industry is one of the key aspects of humanity and the development of society. Over the past century, this field has gone through a certain stage of development, introduced by profound hoteliers: the introduction of new standards and facilities, codes that we take for granted nowadays; the developed of a so-called hotel culture of service and interaction with a client.

At the same time, over the past several decades, the hotel industry has undergone significant changes, which is connected with the use of modern technologies, including artificial intelligence, which is widely implemented in marketing and management.

Regarding modern trends, it is worth noting that the world industry went through some serious challenges: crisis (2008); COVID 19 (some countries are very much dependent on tourism and hotel business; supply chain collapse etc.); war conflicts and controverses in the world.

Despite significant losses due to the 2019 COVID-19 crisis, tourism and hospitality continue to play an important role in the global economy. International hotel chains were introducing a number of external and internal measures to minimize the consequences of the COVID-19 pandemic, including market security guarantees (transfer of booked rooms to a later date or reimbursement of their cost,

optimized loyalty programs, community support), implementation of mandatory protection measures health and safety and internal reorganization (retrenchment, leave without pay, reduction/abandonment of capital investments).

Of course, given the circumstances of the world amid military conflicts, it is necessary to pay attention to the Global Peace Index (GPI), which was founded by Steve Killely, an Australian technology entrepreneur and philanthropist. It was developed by the Institute for Economics and Peace, a global think tank that develops indicators to analyze peace and quantify its economic benefits [2]. The GPI measures the level of negative peace in the country using three areas of peacefulness: «Ongoing internal and international conflict», «Public security», «Militarization» [1; 2]. The GPI includes 23 indicators of the absence of violence or fear of violence.

The challenges faced by the hotel industry determined the need to apply anticipatory management by the hotel enterprise. The modern vision of the essence of anticipatory management boils down to organizing a set of technology, methods, management decisions, management, communications, controlling and managed subsystems that interact with each other in the direction of effective anticipation of all possible phenomena of the internal and external environment in order to ensure the maximum level of preparation of the enterprise for any what potential events [1, p. 110; 3, p. 74]. The system of anticipatory management of a tourist enterprise involves the analysis of the impact of both the internal environment, which is unique for each business entity, and taking into account changes in the factors of the external environment. The goal of anticipatory management of a tourist enterprise is to ensure the necessary level of preparation of the enterprise for any forecast events and phenomena based on special management tools to effectively anticipate potential negative characteristics of the operating environment.

However, the development of the modern hospitality industry is accompanied by the use of modern marketing and management approaches and trends, which, in turn, shape the future prospects of the industry.

The hotel industry is one of the most dynamic and rapidly growing sectors of the world economy. In today's environment, when consumers are becoming more

demanding and competition is intensifying, marketing management plays a key role in the success of hotels. Effective marketing strategies allow not only to attract the attention of new customers, but also to retain loyal guests, increasing business profitability.

The main modern trends of marketing management in the global hotel industry.

1. Digitization and implementation of digital technologies. The rapid development of the hospitality industry in the 21st century brought many issues to the agenda: the use of information technologies; service improvement; strengthening customer security; increasing the economic efficiency of the industry, etc. Digitalization and technology changed people's lives as well as consumer behavior which, in its turn, influenced the way hotels reach their customers. Modern hotel business is fully integrated with digital technologies. Hotels are using online booking platforms, creating mobile apps and active social media to attract customers. Online advertising, SEO (search engine optimization) and content marketing have become key tools to increase the visibility of hotel brands and their positions in search engines.

Process automation also plays an important role. Thanks to AI and analytics, Big Data is used to improve the effectiveness of marketing campaigns and personalize interactions with customers.

2. Personalization and customized offers. Personalization is one of the key elements of modern marketing in the hotel industry. Guests expect an individual approach to their needs. The use of loyalty programs, audience segmentation and analysis of behavioral data allow you to create personalized offers, which significantly increases the level of customer satisfaction. In addition, modern CRM systems help hotels track customer preferences and increase their loyalty through special promotions and bonuses.

3. Sustainable development and environmental responsibility. Recently, issues of environmental responsibility and sustainability have become particularly relevant for the hotel industry. More and more hotels are implementing «green» practices such as reducing the use of plastic, saving energy, recycling waste and using

environmentally friendly products. Sustainability is an important component of marketing strategies, as more and more guests, especially from the younger generations, prefer hotels that adhere to the principles of environmental responsibility. This allows brands to stand out from the competition and attract eco-conscious customers who value caring for the environment.

4. Content marketing strategy and the influence of social networks. Hotels actively use content marketing to create unique experiences for customers. This can include blog posts, video tours of hotels, interviews with chefs or stories about local attractions. The main goal is to build a strong emotional connection with the client even before he makes a reservation. Influencers create content that influences potential guests' decisions about choosing a hotel, so this collaboration is an important component of marketing strategies. One of the issues that hotels should pay attention to is the reviews left on social media as it can significantly influence the image of the hotel.

5. Mobile marketing and applications. With the growing number of mobile users, hotels are actively implementing mobile applications to facilitate booking, convenient communication with guests and service management. Mobile marketing allows hotels to offer exclusive discounts, special promotions or news via push notifications and quick interaction with clients.

6. Emotional marketing and creating unique experiences. Emotional marketing allows you to build a deeper connection with customers through unique events and personalized services.

7. Flexibility and security after COVID-19. The COVID-19 pandemic has had a profound impact on marketing strategies in the hospitality industry. The safety of guests and staff has become a top priority for hotels around the world. In their marketing campaigns, hotels actively emphasize new standards of hygiene, cleanliness and safety measures, flexible booking conditions. Due to the post-Covid situation and the conditions the world is functioning nowadays the hotels should pay attention to their marketing strategy and their strategy for social media.

8. Use of artificial intelligence and data analytics. The use of big data analytics and artificial intelligence allows hotels to more accurately predict the needs of their customers and improve the quality of service. AI is used to manage prices, analyze market trends and create individual offers for each guest.

Thus, marketing management in the hotel industry is rapidly changing under the influence of modern technologies, new consumer expectations and global trends. Digitalization, personalization, mobile technologies and sustainable development are becoming the determining factors for building successful marketing strategies. Hotels that are able to quickly adapt to new challenges and use modern trends gain a significant competitive advantage and strengthen their position in the global market.

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