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MANAGEMENT OF MARKETING COMPETITIVENESS OF THE HOTEL ENTERPRISE

The most important factor in the competitiveness of hospitality industry enterprises is ensuring their efficient, sustainable and profitable development. The function of marketing activities of the hotel business should ensure the development of

the hotel enterprise, taking into account the state of the internal and external environment of the service market. This involves conducting market research and developing a strategy of measures that will increase the productivity of the hotel business and meet the expectations of target consumers (customers).

An important prerequisite for choosing a particular marketing strategy is the availability of information about consumers and other aspects of the marketing environment that affect the activities of a hotel enterprise. A marketing information system is presented as a system in which marketing information is formally collected, stored, analysed and presented to managers in accordance with requests [1]. Marketing activities are important because it is, first of all, advertising the hotel and establishing advantages among competitors, since competition in the hotel business is one of the biggest challenges for enterprises in the industry.

Hotel marketing is an umbrella term that refers to the various marketing strategies and techniques that hotels use to promote their business and make a positive impression on customers. The overall goal of marketing analysis is to identify the target market where a hotel can sell its services with the highest profitability. In addition, marketing can be used to carry out ongoing processes: market research, service improvement, product (service) promotion, marketing, monitoring and verification [2].

The key to successful business is well-designed and well-thought-out marketing innovation programmes. To develop the hotel business, new products need to be constantly invented, as evidenced by the following factors: short product life cycle, competition, consumer tastes, market volatility, leading technologies [3].

Today, hotels need to have a well-thought-out communication strategy and be able to maintain relationships with customers and contact audiences through websites, social media (Instagram, Facebook), and the latest technologies: artificial intelligence (chatbot), virtual reality (VR technology), augmented reality (AR function), remarketing, etc. Marketing research of hotel consumers provides information on the beliefs, impressions, customer loyalty and reaction to the quality of services.

In order to increase the efficiency of marketing competitiveness of a hotel

enterprise, it is advisable to constantly analyse the hotel services market and identify profitable segments of the industry. Properly organised marketing activities make it possible to increase the efficiency of hotel enterprises and improve their competitiveness. Management of marketing competitiveness is a strategically necessary component of measures that involve continuous improvement of services, search for new types of advertising, potential customers, improvement of service, etc.

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