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SOME FEATURES OF MARKETING-MIX DEVELOPMENT IN THE HOTEL BUSINESS

Today the market of hotel services is one of the most dynamic market areas all over the world. The development of marketing in the hotel business is determined as a priority of companies' business. A rapid improvement of the competition in the hotel sector of economy requires the development of marketing activity in the area of hospitality. The hotel business has its own peculiarities and methods of the development of marketing activity. The marketing term HoReCa connected with the hotel business has been used by businessmen involved into the hotel business quite recently. The abbreviation HoReCa, the first letters of the English words Hotel-Restaurant-Café, is usually used for restaurant-hotel businesses. HoReCa is a specific services market and its marketing-mix has specific features.

First of all, the specific nature of the hotel marketing is caused by the hotel product specificity. The hotel marketing product is a complex of services and accommodation, hotel service and food are staple products.

Marketing-mix in the hotel business is the complex of instruments which help a market entity (a hotel) has effect on the target market. The most important instrument is hotel product - a service with the following peculiarities: the simultaneousness of production and consumption; the production is not for future use, its storage is impossible; quality volatility; seasonability; interdependency of hotel service and traveling aims.

The specific features of the main hotel product – a hotel room – are its time and space fixity. Hotel services are considered the specific hotel product being bought by exchanged deals that means not possession but only a possibility of use at definite time and place. For hotel services it is very important to be quick in solving of problems. Nowadays the clients need prompt and quality services.

The scheme of promotion in hotel business is the way of the customer to the product but not the product to the customer, because the product is rooms, restaurants and other services. The channels of distributing in the hotel business can be divided into direct and indirect ones. The direct channels are mail, e-mail, telephone and fax. The indirect channels are resellers, tourist agents, operators and independent hotel agents.

Communication is one of the most important elements of marketing-mix in the modern hotel business. The communication in the hotel business is a process of informational exchange between clients and a hotel. The means of communication make interconnection with clients and form the hotel image. Advertising, sale

promotion, public relation, personal sale are the most cardinal means of communication. The advertisements in mass media and in the Internet are widely used in the hotel business. The advertisement informs people about hotels and their services. Promotional activity is marketing practice of hotel businesses which motivate clients and resellers by discounts, special actions, different shows and demonstrations. Personal salesmanship in the hotel business is sharing the most important information with one or several clients to motivate customers to buy hotel services. The public relations of a restaurant-hotel complex are aimed at the development of bilateral connections with general public and the formation of a positive attitude to its activity.

The pricing policy in the hotel business depends on representatives of several market segments. In some cases a client can refuse a hotel service because of its price. The hotel business is often a seasonal business and its pricing policy is under the influence of the number of clients in different seasons: 1) the prices rise when hotel services demand grows (summer time, holidays and important events); 2) the prices drop when the demand is the lowest; 3) shoulder season is characterized by an average demand and variation of prices.

Nowadays the development of the hotel business resulted in three additional marketing-mix components forming the standard of hotel services: 1) Staff as main source of the hotel services development; 2) selling and servicing processes. 3) Creating the environment favorable for attracting clients.

Finally, marketing in hotel business has own specific peculiarities which are marked by special feature of hotel product. Specific peculiarities of marketing-mix are pointed out in following elements: hotel service, pricing, promotion and communication between the hotel and the client. There are also special elements of hotel business: staff, surrounding and process of service. These instruments gives the possibility to put into practice marketing activity of enterprises in hotel sphere successful and form positive image of the hotel. That is why a hotel becomes competitive.

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ONLINE PROMOTING OF TOURISM TRAVELLING

The main objective of promotion it is to advance goods and services to the end user. On the example of the report theme, tourist promotion is advance of tours, internships to people who have a desire to go abroad with the aim to spend vacation, internships and study.

To create an online promo it is necessary to know what kind of tourism products will be create, as well as to identify the target audience to know who should focus on