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PERSPECTIVES OF THE INTERNET-BRANDING IN HOTEL BUSINESS

The term «brand» in Ukraine has become popular recently, but has already become a whole search area. In western countries it happened 50 years before. There is no single definition of the brand. Everybody has it's own idea of this concept, but there is one generally recognized formulation: brand – it is a trademark and related associations.

Marketers and brand-managers have learnt how to «build» and «destroy» brands, and the best of them are analyzed and studied.

Nowadays there is now single definition of branding. In marketing this term is used to identify a set of measures, the purpose is to increase brand awareness and to form loyalty to the brand. Branding is used in a variety of business areas, and the hospitality sector is not an exception.

Presently, many hotels and even more hotel chains focus their efforts on the formation sustainable competitive advantages and strengthening the image of their own business. Thereby, the special attention is paid to branding, which purpose is to make customers «fall in love» with brand and it's services, to increase the adherence of customers.

Branding, for Ukrainian hotels, is a new concept, but a lot of global giants are already successfully using the conception of branding. Because of this, the names such as «Marriot», «Holiday In», «Ritz», «Hilton», «Accor», «Four seasons» are giving birth to the associations of something reliable and qualitative in people's mind.

The secret of a successful hotel's branding is to understand what does the customer want, what does he really expect of your product or service, and to develop a model of building and developing the brand in accordance with it.

Another aspect of successful branding is to track the latest trends in hospitality area and to put them into practice. For example, if the popularity of healthy lifestyle is increasing, it makes sense to pay attention to «ecological» image of your hotel. (The use of natural materials in interior, cuisine for vegetarians, etc.)

The appearance and development of the Internet led to the separate component of branding – Internet branding. In Internet the meaning of brand becomes larger than in traditional world.

How to pass the information about brand to potential customers of hotel services? In 21 century Internet - branding comes to the rescue. And it begins from creation your own website. A good hotel website – it's an effective tool in marketing and indispensable assistant in creation a positive hotel image in customer's eyes.

The process of building and development of brand in Web can be divided into two phases. At first, a formation of awareness of audience is happening. At this stage the basic tasks are customer's awareness of brand, understanding in which category it is and what it is itself. On the second phase the most important tasks are: strengthening of brand and customer's loyalty and closer interaction with them.

On this basis, the basic methods of formation and promotion of hotel brand in Internet is image advertising in Internet, sponsorship, public relation organization in Web and building the partnerships.

The traditional branding has become an integral part of marketers and top-managers work, but the Internet-branding only have to do it. Nevertheless, nowadays we have to prove the importance and efficiency of branding in Internet less and less. Of course, the pioneers in this area are Western and big national companies, but eventually all who are going to achieve significant results and to take their place in consumers minds, will begin to move in this direction.