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THE MARKETING CONCEPT IN THE WORLD MARKET OF HOTEL SERVICES

Marketing function is considered not only as one of the aspects of business activity, but also as the concept of all aspects of hotel business. The marketing role consists not only in satisfaction of demand, but also in the trade organization. Marketing takes an estimation of consumer demand for the starting moment in hotel business. It is possible to name marketing the philosophy of hospitality based on that point of view, that continuous yield and a sustainable development in the market are possible to reach by comparison, prediction and satisfaction of requirements and desires of the visitor.

Marketing is based on preliminary investigation of the market estimate demand. It can include a definition of possibilities for the hotel and its niche in the market. Marketing can be considered as long development of a product, sales promotion, sale, monitoring and summarizing. These are components of a marketing cycle. It is necessary to investigate the market for definition of market segments which are the most favorable for concrete hotel and its product. But the basic efforts should be focused on sales promotion and its sale (especially at weak congestion of the hotel). It is necessary to define characteristics of the hotel product, its quality in the ratio with the price, to define consumers, requests and to generate supply according to it.

Marketing process includes the following stages for any hotel:

Stage 1. Decision what the hotel can offer clients.

Stage 2. Definition of client`s needs and stimulation of his/her demand.

Stage 3. The supply of services of hotel. After demand has been stimulated, it is necessary to answer a question: "How to offer services of hotel to clients?"

Stage 4. Hotel preparation. After summarizing of research of rendering services it is necessary to prepare the hotel. Forecasting is a part of marketing process. The qualitative forecast is as important as the quantitative forecast. You should know not only the quantity of clients, but also who these people are and what they expect from the hotel.

Stage 5. Satisfaction of needs and expectations. Process passes to satisfaction of inquiries of the client. Employees should not only work well, but also well understand why they do it. *Stage 6.* Measurement of satisfaction of clients` inquiries and an estimation of activity results. The evaluation sheet is necessary to each organization. It should be not only a simply financial report, but an objective estimation of working process. It is necessary to watch improvement, to encourage it, to carry out analyses and to decide where to make changes and how to improve results of activity.