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THE ROLE OF THE HOTEL BUSINESS IN THE MODERN ECONOMY

Abstract: The article considers main indicators of scope and efficiency of the global hotel industry, published in official and unofficial reports and studies: volume of the global hotel market, the profitability per room, cost of accommodation in hotels around the world, service level, occupancy rate of hotel rooms, number of others. The data is classified by country, city, and world's leading hotel chains. The above statistics show the state of the modern hotel industry (the growth rate of the hotel industry, the stability of its position puts the industry on one of the leading places in the world economy) and allows you to develop strategic directions for the development of this sphere.

Key words: volume of the global hotel industry, profitability per room, cost of accommodation in hotel rooms, occupancy of the room stock, level of service, consumer demand, hotel chains.

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Introduction

The hotel business, or the hospitality industry, as historical experience Dating back to ancient times shows, does not fall under the classical marketing theory of the life cycle of the industry - having originated in ancient times, this type of economic activity constantly continues to develop, having reached an unprecedented scale today in the era of globalization. The reason for such an abnormal "behavior" of the industry is obvious and lies on the surface - it is the movement of people, various kinds of travel associated in the early period of development mainly with trade, later-with pilgrimage, and today - with business trips and recreation. The hospitality industry is a multifaceted concept. Thus, the Australian Bureau of statistics defines it as follows: "the hospitality industry includes those industries whose activities are aimed at providing housing, selling alcoholic beverages, providing food and entertainment events."

Today, the accommodation industry is the most powerful system of the economy of a region or tourist center and an important component of the tourism economy. The hospitality industry consists of various means of collective and individual accommodation: hotels, Inns, motels, youth hostels and hostels,

apartments, tourist farms, as well as the private sector involved in the accommodation of tourists.

In line with the pace of development of the tourism industry, the market of accommodation facilities is also developing. Since the level of prosperity of tourists is different, there is a question of the need to provide accommodation facilities at different price levels, but at the same time tourists need good service, comfort and comfort. Accordingly, the level of competition between the placement facilities increases. Hotels should always pay great attention to the promotion of their services. If this is not done, then the most comfortable and at the same time expensive hotel will never be in demand among visitors. Currently, a well-designed advertising strategy plays a role in the successful operation of the placement facility.

From the point of view of fundamental Economics, the hotel business is an economic complex, the development of which is more explained by world economic processes and relations than by internal reasons. The hotel business is also an important catalyst for economic growth in many rapidly developing countries, as it acts as a channel for the redistribution of gross national product between countries, which is not accompanied by the export

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(import) of goods and services. In other words, if the Japanese rest in hotels in the Philippines, and the Ukrainians in Turkey, they not only take out part of the money earned in other industries, but also create new jobs there.

Modern hotel business as an economic phenomenon:

- $\frac{3}{4}$ Has an industrial shape;
- $\frac{3}{4}$ Acts as a hotel product and services that cannot be accumulated and transported;
- $\frac{3}{4}$ Creates new jobs and often acts as a pioneer in the development of new areas and contributes to the accelerated development of the national economy;
- $\frac{3}{4}$ Acts as a mechanism for the redistribution of national income in favor of countries specializing in the hotel business;
- $\frac{3}{4}$ Is a multiplier of national income growth, employment and development of local infrastructure and the growth of the standard of living of the local population;
- $\frac{3}{4}$ Is characterized by a high level of efficiency and fast return on investment;
- $\frac{3}{4}$ Acts as an effective means of protecting nature and cultural heritage, since these elements form the basis of its resource base;

It is compatible with almost all sectors of the economy and human activities, since it is their differentiation and discreteness that create the difference in the potential of the recreational environment, which causes people's needs to change places and learn.

Thus, the hotel business is able to have an active impact on the economy of the region (or country) in which it develops, on its economic, social and humanitarian foundations. Currently, models of the economic impact of the hotel business on the economy have become much more complex and are based not on theoretical concepts and hypotheses, but on statistical data.

The classification of hotels determines the place of a particular hotel in the market of hotel services, makes it easier for customers and professionals to get an idea of the guaranteed set of services that can be provided by a hotel of a certain class. Hotels are classified on the basis of their certification, which, in turn, can be carried out both at the national and international level.

Currently, there are more than 30 hotel classification systems in the world. Each country has its own national standards. They can be grouped into two main groups: the European one, which is based on the French national system, and the point score, which is based on the Indian national system (predominant in Asia and Africa). The most common classification systems are:

The star system is a European classification system based on the French national classification system, which is based on the division of hotels into categories of one of five stars. The level of stardom is

directly proportional to the maximum level of comfort that the hotel is able to provide to its customers. This system is used in France, Austria, Hungary, Egypt, China, Russia, Brazil and a number of other countries.

One-star hotel. Such hotels are usually located on the outskirts, or near the center, but in an unsightly place. As a rule, this is a very small hotel, with 6-10 rooms, which is served by one family. Meals are not allowed here, entry after one o'clock in the morning is prohibited. The small room has two beds, a nightstand and a chair.

Two-star hotel. Such hotels have more amenities. Travel agencies offer accommodation in such hotels most often on sightseeing routes, when a tourist needs only bed and Breakfast. Furniture in the room - a bed, a table, a chair, possibly a sink. Sometimes the level of two stars implies the availability of amenities in the form of a shower and a TV, for the remote control, from which you will have to pay. There are no restrictions on entering at night. Breakfast is usually present.

Three-star hotel. This is the most common type of hotel in the world. The room of such a hotel should have all the amenities: a telephone, a TV, perhaps a mini-bar. There are single and double rooms with one large bed, as well as with separate ones. There are triple rooms for parents with a child: usually it is a double room with an extra bed or with a folding sofa. The service of hotels in different countries of the world can differ significantly from each other. For example, in Europe, a three-star hotel offers fewer services than in Greek three-star hotels. They have certain patterns: usually, the higher the comfort and the more additional services provided, the further away from the center the hotel is located.

Four-star hotel. These are hotels with a high level of service, designed for people whose earnings by European standards are average and above average. The four-star hotel is distinguished by an increased level of comfort and a good location, it can be located in the city center or on the first line of the beach. There must be a secure Parking lot. Large hotels have their own taxis and minibuses. This category involves a lot of additional free services, the ability to use gyms, courts and swimming pools and various hotel shows, such as discos. In a four-star hotel, the room is furnished like a normal living room, with standard appliances. Color TV with remote control, refrigerator, mini-bar, air conditioning, security system, mini-safe, telephone with long-distance access. Some hotels provide a thermal press for Ironing, and there is a remote light control system. In such hotels, you can order both a standard single or double room, and rooms with an improved layout, which includes not only a bedroom, but also a living room or kitchen.

A five-star hotel is a city with all the necessary infrastructure for life. The hotels have several restaurants (with European and national cuisine), bars,

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a nightclub and shops. As well as hairdressers and laundries, fitness and business centers, swimming pools and beauty salons. Rooms in them are very different: from single rooms with one bed to multi-room apartments. The most modest room in a five-star hotel is a single room with one double bed. This is followed by double rooms, they come in two varieties: with two beds or with one large one. Higher in rank is a double room, which can be two-story, usually with a bedroom or bedrooms upstairs. There are bunk rooms that include 2-3 bedrooms, a couple of living rooms and offices and rooms for servants or security. For business travelers, some five-star hotels have business rooms - with multi-channel telephone, computer, Fax and meeting room. In any room of a five-star hotel, there should be a full set of necessary cosmetics in the bathroom, Slippers in front of the bed, a mini-bar, a telephone, a color TV, air conditioning and other luxury items that facilitate everyday life.

The economy of the hotel industry is primarily affected by the following economic factors:

- General state of the economy;
- average per capita income;
- unemployment rate;
- local currency exchange rate;
- level of taxation;
- Bank interest on loans, etc.

At the same time, socio-economic factors also play an important role in the development of the industry:

- distribution of the population by income level;
- level of education;
- lifestyle;
- crime rate;
- tourism development, etc.

The state of the industry also depends on the legislation:

- tax and labor legislation;
- licensing rules;
- sanitary and hygienic requirements;
- fire safety regulations;
- laws on consumer rights, etc.

The load of hotels in resort regions is affected by:

- a fairly rapidly changing fashion for recreation;
- difficulties in obtaining a visa;
- working conditions of transport companies.

Economic indicators are also influenced by internal factors:

- adopted management and control system (especially cost control system);
- level of services provided;
- labor relations.

Therefore, the hotel administration must constantly pay attention to improving the working

conditions of the staff, reducing the turnover of the workforce and improving the overall atmosphere in the work team.

As for tariffs for hotel services, any hotel, as well as every enterprise on the market, faces the formation of a pricing policy. Every new player in the hotel segment inevitably asks the question, what price should be set.

Few calculation methods are known. One of them, the simplest method of pricing, is when a certain margin is added to the cost per number. It is, alas, not applicable for hotels that are just entering the market for the reason that they have absolutely nowhere to get information about costs. Consultants, including specialists of Colliers International, calculate the cost of costs, they are defined as a percentage of the estimated income calculated on the basis of expert coefficients. Based on these calculations, the hotel operators recommend the price, but, as a rule, later, due to various circumstances, it is still adjusted.

In international practice, there are other methods for calculating the average price per room. For example, the so-called Hubbert method, which "links" the average price per room to the costs incurred by the investor during construction. The proportion is as follows: for every thousand dollars of costs, there is \$1 of the price per room.

The disadvantage of the "Hubbert formula" is that it links the price level to the "historical" values of construction costs and does not take into account current costs. But for preliminary calculations, this method is quite applicable.

Actually, the calculation methods are exhausted, and the methods of promotion and implementation of services in the market, that is, marketing strategies, are only emerging.

The first step towards implementing a successful PR campaign is to collect information and analyze the customer base. This helps to identify and eliminate service deficiencies, and to position yourself correctly in the highly competitive Metropolitan market. Moscow hotels prefer to study the needs of their clients on their own, although specialized consulting companies are involved for large projects. So, in the Moscow Sheraton Palace hotel even established the position of a marketing analyst. This is the exception rather than the rule. In practice, even in world-famous hotels, the promotion of hotel services is attributed to the marketing of the enterprise, and not to public relations. As a rule, information about changes in customer requests can come through one of three channels: questionnaires, personal conversations, and summary statistics.

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