

The Value of the Client When Forming Marketing Policy of Communications in the Market of Hotel Services

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Abstract. A complex of hotel product promotion is reviewed, the distribution of responsive group of consumers in the relationship marketing is characterized; stages, model of behavioral responses of buyers and the formation of communication goals are specified in the article.

Keywords: hotel; communication; policy; customer; relationship marketing; responsive group of consumers.

Formulation of the problem. Under the conditions of civilized economy the actual importance is the management of one of the components of marketing complex - communications. Communications allow to transfer messages to the consumers to make the hotel business services more attractive to target audience. Communications system in combination with the last element specifically affects a specific market or its segment. This allows, first, to accurately identify the specific needs of the target audience of consumers, and secondly, to create tools that effectively meets these needs. Effective communications with consumers have become key factors of the success of any company. The most important factors contributing to the strengthening of the role of communication is the fact that the various elements are used on the background of constantly changing social, economic and competitive forces.

It's appropriate to highlight four reasons that explain why the role of communication in today's world is growing: the old factors of production (labor, land and capital) have given way to new factors (competence, consumers and knowledge), knowledge has become the main source of competitiveness in the context of business strategy, intellectual capital (information, experience and knowledge) becomes the main asset of the company and its cost can be several times higher than the tangible assets, there is the concept of consumer capital (Customer Capital), which is defined as the value of business relationship with its partners and customers [1].

The communication policy of the hotel company effective management is impossible without knowledge of its most important tools. Marketing in the hotel business is truly a philosophy, customer-oriented, which allows hospitality industry succeed. The basis of the marketing concept is the understanding that achieving the goals of the hotel company is possible with proper identification of the needs of target markets and the ability to deliver the desired satisfaction more effectively than the competitors can provide.

In recent years, together with the increasing role of marketing in the hospitality industry theoretical framework in the field of marketing communications, including a set of methods of influence on the market with the purpose to gain competitive advantage and maximization of profits has been greatly expanded. Marketing research of the domestic market of the hospitality industry requires careful recording and processing of the existing specificity observed in the works of foreign authors, analyzing western business practices with their established laws and unique features. Modern marketing means more than developing a successful product, setting an attractive price and bringing it to the consumer of the target market. Hospitality business must have a continuous communication link with existing and potential customers.

Recent research and publications analysis. Theory of communication refers specifically to value of communication as specific form of human interaction with the transfer of information from one person to another through language and other symbolic systems. Konetska V.P. defines communication as "socially conditioned process of transmission and perception of information in terms of interpersonal and mass communication via channels through a variety of communication tools" [2, p. 39]. According to Borisnev S.V. communication should be understood under "socially conditioned process of transmission and perception of information in terms of interpersonal and

mass communication through various channels and various means of communication" [3, p. 73]. Andrianov M. S. notes that "communication is a semantic aspect of social interaction" [4, p. 89]. Baxter L. Sillars A. and R. Vanhelisti pointed out that "communication is a means by which people construct and maintain their relationships" [5, p. 3], [6, p. 331]. Certain determination of marketing communication tools and proofs of the growing role of communication components in the formation of three basic elements of marketing complex namely market, goods and prices have been presented by Simonyan TV, Kizilova T.G. [7].

Evolution of the concept of "communication" concerning the company resulted in the broadest understanding of this phenomenon from the means of communication transmission to the conditions of the organization functioning.

Milner B.Z. assigns a special role in the communication process to the leader "Organizational communication is the process by which managers develop a system of providing information of data transmission to the large number of people within the organization and certain individuals and institutions outside it" [8, p. 172]. Dominique Wolton highlights three aspects of communication in any organization: "In fact, communication has three sides. Technologies are the most noticeable and bringing satisfaction. The cultural aspect is the most difficult to decode and control. Economic side is the most promising with enormous development of exchanges and technologies" [9, p. 34]. K.N. Volkov notes "Generally communication in the organization is the two-sided process of information exchange (massages) between staff, partners and society" [10, p. 119].

In general, research in the field of communications in the company can provide the following approaches to the definition of the concept:

- management (communication as a management function, transmission of orders and explanations of procedures and operations fulfilled);
- functional (communication as a system of interacting elements for the operation of the company);
- culturological (communication as the means of expressing the organizational culture);
- humanistic (communication as a factor of human development);
- marketing (communication as a process of establishing the connection with customers and creating favorable conditions for the stable profitable activity in the market) [11, p. 23].

Goals. Consumers are engaged in oral communication in the form of rumors, communicating with each other and other contact audiences. At the same time, each group supports communicative feedback with the others. The aim of the paper is to study the complex of hotel product promotion, detect customer values in the formation of marketing communications policy in the hotel services market.

Material presentation. Formulation and implementation of processes of marketing relationship in the company is the basis of efficient management of intercompany relationship contributing to the creation of strong long-term competitive advantages. The interaction of the company benefits from customer service, and based on that determines customer value for the company.

Communication is the process (complex of processes) of message transmission (information) from the source to the receiver (recipient) by the communication channel. This is communication that allows information to perform administrative functions.

The value of communication is determined by its effect on the efficiency and productivity of the organization activity. The role of communication in the hotel company and, consequently, its functions are defined, above all, by the needs of the company. As a mandatory element of the company functioning, communication, however, can be used on a primitive level, providing ineffective management of the company and its interaction with the external environment.

Use of communication instruments by the hotel company in any degree of market coverage is able to adjust the behavior of economic agents, intermediaries and consumers in the direction of improving the efficiency of the final results of its activity.

The choice of means of communication can be carried on the following criteria:

- Possibility of target communications distribution;
- The range and the ability to combine elements of the complex of communications;
- The amount of possible messages;
- Duration of the communication action;
- The nature of the situation and the place of communication;
- Possibility to isolate the impact of competitors;
- The ratio of the communicant to the image of the communication carrier.

Communication technologies are related to the communication management: customer relationship management, supplier chain management, intellectual support of decision-making management of situational management.

Responsive group of consumers is a group of people who show an actual or potential interest in the hotel company or affect the achievement of its goals (Fig. 1).

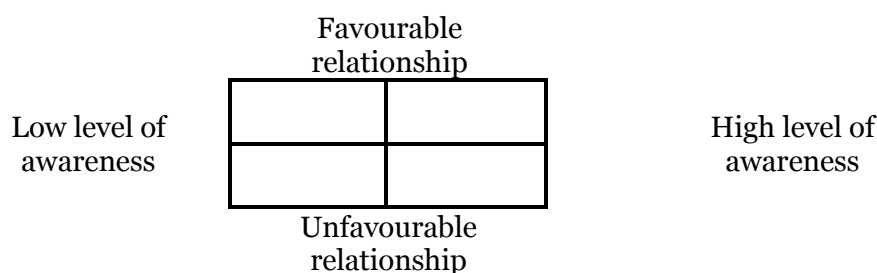


Fig. 1. Distribution of the responsive group of consumers in the relationship marketing

Modern hotel runs a complex system of communication links, so marketing communications program is actually a system of promotion and sales promotion and an important element of marketing complex. The main constituent elements of promotion are:

- Advertising – distribution of information about services using pay channels;
- Promotion – free channels use of information distribution on products and services in the form of public relations to obtain favorable popularity and creating an attractive image;
- Sales promotion – the formation of incentive measures and techniques in order to increase the sale of services.

A special role in the marketing communications is given to advertising. Advertising of hotel – It is paid, and unidirectional no personal appeal which is carried out through the media and other communications promoting this hotel. The object of advertising effects can be both the general public and specific groups of consumers, representatives of the financial industry and business leaders, athletes, and other creative professionals and consumer groups, which require a special hotel offer. Advertising to the general public is usually carried out through the media, through radio, television, print advertising and the popular press.

Communication policy of the hotel company generates coordinated use of tools of marketing communication and its most important part – promoting complex. The modern hotel manages complex system of marketing communications, including communication relationships with their brokers, consumers and various members of the public. Brokers are in communication relationships with their customers and the public. They establish relationships with each other as well as with representatives of other public spheres. Each group thus provides feedback to another group.

Communications, depending on the final goal influence can be divided into two types:

- Communications related to the development, creation, improving the product and its behavior in the market. This form of communication is aimed primarily at ensuring of effective interaction between all entities of the system, whose goal is to produce tradable goods;
- Communications are related to the promotion of goods depending on the phase of its life cycle. This type of communication is primarily aimed at the promotion goods or services available at the disposal of the hotel business or is already on the market. In this case, the goal is the assurance of potential buyers in purchasing the goods, committing the first transaction or a reminder to existing customers on the implementation of secondary, regular purchases.

It is accepted to single out the following types of responsive groups of consumers of hotel companies:

- Financial circles influencing the possibility of receiving cash means. Banks, investment companies and shareholders are main responsive groups of consumers of financial circles;
- The media spreading news, commenting them and providing their analytical reviews. Owners of newspapers, magazines, radio stations and telecentres are main responsive groups of consumers of media.
- Government institutions, as the hotel management must constantly monitor the work of various government institutions to consult with lawyers on security, truthful advertising and so on;

- Public organizations. The hotel company marketing solutions can trigger objections from consumers associations, movements protecting the environment, organizations of minority groups and many others. Therefore, the department of public relations should help maintaining ongoing relationship with community organizations and consumers of hotel industry;

- Local public. Each hotel company has its own responsive groups of consumers, such as people from nearby districts and local organizations. In the large hotel companies there is usually a special public relations officer to work with the public, who holds meetings with local people, answering questions and helping solve problems;

- Society as a whole. The company must respect the attitude of the public to all activities. The whole image of the hotel company that has emerged in the society affects purchasing behavior.

Internal responsive groups of consumers of any hotel company are the staff and management personnel, volunteers and the board of directors. Large hotels produce information leaflets for internal responsive groups of consumers and use other methods of informing and stimulating. If listeners value their hotel and are proud of it, their positive attitude is transmitted to other responsive groups of consumers (Fig. 2).

Stages		Model AIDA	The hierarchical model of effects	model of innovations-perception
Informative (cognitive) stage		Attention	Awareness Knowledge	Awareness
Emotional (affective) stage	↓	Interest	Liking Advantage Belief	Interest
		Desire		Assessment
Behavioral (behavioral) stage	↓	Action	Purchasing	Testing
				Perception

Fig. 2. Stages and models of behavioral responses of hotel services customers

The responsive groups of consumers are provided with information and financial resources by both parties of the interaction. Competitors form a competitive environment (this includes both the competitive environment in which the company operates, and the competitive environment of hotel services consumers).

The target audience of the hotel is a combination of actual and potential customers, as well as those affecting the decision to purchase. Peculiarities of the target audience significantly affect the decision of the communicator on when, where, and how he would apply to recipients of communication.

The most important part of the target audience analysis is to determine the representations of the hotel company, its services and competitors.

Communication goals are determined by desired response of the target audience. Typically, the hotel company is committed to initiating cognitive, emotional and behavioral reactions of customers (Fig. 3).

At the stage of output goods to market communication efforts should be maximized. Creating awareness of the service and the hotel is primarily through advertising and publicity.

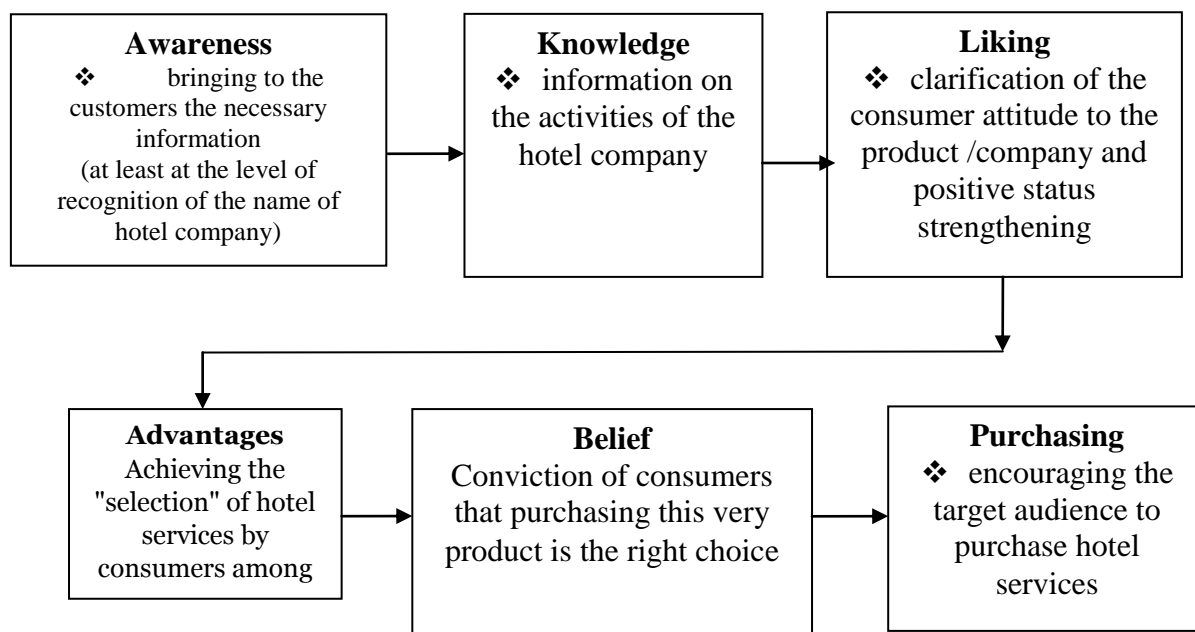


Fig. 3. Formation of communication purposes

Sales promotion methods are useful for the "push" to the customers product testing, and personal selling can be used to encourage retailers to undertake the sale of goods. At the stage of growth advertising and publicity continue to maintain its relevance and sales promotion can be reduced, because this stage requires less prompting. At the stage of maturity advertising campaign conducted less intensively, and it has a reminding character because consumers already are aware of well-known trademarks. The role of sales promotion increases.

At the stage of decline only sales promotion is actively used, and other elements of MCS (mass communication system) is drastically reduced.

Communications policy of the hotel is a system of principles in relation to the interaction, exchange of information with external organizations or systems, followed by any subject of communication. In a narrower consideration it is the use in practice of the art or science of implementing the interaction between the communicants.

Marketing communication policy (marketing policy of communications) is a set of actions of the hotel company to ensure effective cooperation with all its customers to meet the needs of consumers and receive profit.

Every company of the hospitality industry plays a role of communication and the source of generator of various means to promote a product in the market. That is why in recent years the role of marketing communications significantly increased, the most important component of which is a complex of promotion.

Formation of the communication policy begins with definition of a target audience, which constitutes potential and clientele of a hotel (hotel guests, tour companies), different social groups, the general public, certain professional circles, that is all those who make decisions about buying or affects this decision. Just the nature of the target audience influences on resolution of the communicator as to what he has to say, how, when and where.

The complex of hotel product promotion on the market is a set of methods of action on the market situation in a competitive environment with the aim of conquering the target share and maximize profit (table 1).

Table 1

The complex of hotel product promotion

Methods	Content
Advertising	Advertising in various media, outdoor advertising, «commodity» ads (the output of the brand and "slogans" companies) and so on. There are the following types of advertising: accented, innovation, branding, brand advertising.

Public Relations	Publicity, presentations, conferences, business tours, press tours, business lunches, corporate parties, seminars, receptions, etc.
Sales Promotion	Lotteries, contests, bonuses, coupons, certificates, "gold" cards, awards, etc.
Internet Promotion	Creating one's own websites, participating in a variety of Internet-projects targeted at a particular segment, the use of virtual tours, Internet broadcasts, etc.
Event marketing	Association of the hotel product and its brand with widely reported in the media event (tennis or chess tournament, festival, charity event, etc.).
International tourist exhibitions	Participation in international tourism exhibitions in target areas (ITB (Berlin, Germany), WTM (London. UK), FITUR (Madrid, Spain), ATM (Dubai, UAE), and so on.).
Personal sales	The benefit of the buyer in the decision-making process, the formation of his belief in the need to purchase.
Managing customer relationship	Creating and maintaining a favorable climate in relations with clientele of a hotel and important clients.

Indicated in the table 1 elements of the hotel product promotion as well as features of communication policy exist in every hotel according to: the area of the hotel (number of rooms, subdivisions) strategic directions of activity, the general strategy of the hotel, the hotel location, and the hotel type (urban, resort, etc. etc.).

Market segmentation is the process of dividing the market into different groups of users, each of which may require different services or marketing complexes.

Segmentation of the hotel services allows:

- Select the most promising (attractive) target market segment;
- To meet the needs of customers as much as possible;
- Set achievable and realistic goals;
- Choose the optimal marketing strategy;
- Increase the competitiveness of the hotel;
- Optimize marketing costs.

Market segmentation is performed on different grounds. There are three options for market segmentation of hotel services: 1) consumer groups, and 2) the parameters of production, and 3) by major competitors.

Segmentation of the hotel services is provided by the following characteristics: geographic, demographic, psychographic, and behavioral.

Geographical segmentation, it is dividing the market into different geographical units: countries, states, regions, counties, districts, cities, and so on.

Demographic segmentation, it is division of the market into groups of consumers based on demographic characteristics: age, gender, family structure, family life cycle, income, occupation, education, religion, race, and nationality.

Psychographic segmentation, it is division of the market into different groups of consumers based on the basis of belonging to a social class, lifestyle and personality type. Behavioral segmentation, it is division of the market into groups of consumers based on their awareness about the hotel, its attitude towards the service user status and so on. Also qualitative characteristics are used for segmentation: nationality, group and individual features. Methods of market segmentation in terms of the needs and benefits are developed.

Conclusion. The main functions of modern hotel marketing are a complex of thorough market research, demand, tastes and desires of consumers and the directions of marketing activities, assortment of planning services, creating demand, organization of advertising and sales promotion activities, planning of marketing operations, formation of price policy of the hotel.

Marketing hotel services is the process of their development, promotion and implementation, focused on identifying and meeting the specific needs of customers.

For the efficient and effective business activity in a market economy it is necessary to obtain timely and reliable information about changes in the market, the dynamics of the internal and external environment. Therefore, various activities for the collection, processing, storage, transmission and analysis of information is a leading one in the practice of large hotels. Active informational and research activity is a prerequisite for the effective implementation of marketing plans.

Structural marketing research of hotel services market can be presented as follows:

- 1) study of the characteristics of the hotel services market (hotels, customers, competitors);
- 2) assessment of the market potential of the hotel and its market share;
- 3) analysis of sales of existing distribution channels;
- 4) study of trends in business activity;
- 5) assessment of the financial and economic situation;
- 6) ongoing monitoring of target markets;
- 7) degree of market saturation by the hotel services, introduction of new services;
- 8) predicting long-term trends in the market development;
- 9) study of competitors activity;
- 10) analysis of the level of customer satisfaction by services.

Organization of marketing research should be based so as to provide their comprehensive systematic nature and scientific approach.

In general, the marketing research process consists of the following stages:

Stage 1: defining the problem and setting goals of market research;

Stage 2: selection of information sources;

Stage 3: Collection and analysis of the secondary information;

Stage 4: obtaining of preliminary information;

Stage 5: Analysis of data, development of conclusions and recommendations;

Stage 6: Presentation and use of the results obtained.

In the hotel business in the system of communication plays an important role personal selling. At the basis of improvement of the efficiency of personal selling there is knowledge of behavioral personality types, the ability to correctly identify and analyze them. Communication can create a positive impression that will increase customer satisfaction by the purchased hotel product.

Prospects for future research. As the use of various technologies of promotion (advertising, public relations, sales promotion, direct marketing, etc.) in the communication policy of hotel company requires systematic and successive approach, the communication efforts should be straight forwarded and based on a careful analysis of the target audience. Therefore, special attention should be paid to the study of factors of "motivation", "relationship" and "stimulation" due to their direct influence on the decision-making process.

Примечания:

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УДК 338.488.2:640.412

**Важность клиента при формировании маркетинговой политики коммуникаций
на рынке гостиничных услуг**

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Аннотация. В статье рассматривается процесс продвижения гостиничного продукта, распределение ответственной группы потребителей в маркетинговой системе, этапы, модель поведенческих реакций покупателей и формирования коммуникационных целей.

Ключевые слова: отель; связь; политики; клиент; маркетинг отношений; ответственная группа потребителей.