

## Genesis of the Essential Content of the Hotel Service as an Object of Consumer-Oriented Marketing

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### *Abstract*

*In the article development of theoretical foundations and methodological provisions for the formation of an integrated approach to the development of a marketing strategy for hotel services, the use of marketing mix tools to ensure the effectiveness of marketing communications with hotel consumers services.*

**Keywords:** *genesis, hotel service, consumer-oriented marketing, marketing strategy, communication, quality, manufacture*

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### ***Introduction***

The priority direction for solving social and economic problems the especially at the regional and local levels is the development of the service sector. The hotel services market is gaining in importance since it traditionally belongs to those spheres of the economy, the subjects of which are capable of providing high profitability indicators, and, therefore, dynamically developing, being a promising and highly profitable type of entrepreneurial activity. The dynamic development of the hotel services market is accompanied by a technological revolution in the service sector, which predetermines a sharp aggravation and change like competition in this area of the economy.

In a market economy, Uzbekistan manufacturers hospitality services are faced with the problems of finding clients, survival, competitiveness and other factors of the negative impact of an unstable market environment. In these conditions, the economic and organizational problems of creating and implementing a comprehensive strategy for the development of marketing of hotel services are actualized, the purpose of which is to form end-consumer-oriented, relatively inexpensive and effective marketing tools based on the use of modern technologies, which predetermined the need for this research.

### **Literature review**

The degree of elaboration of the scientific problem. Scientific development of the problems of development of consumer-oriented marketing, modeling consumer behavior in the system of the marketing complex, building marketing communication systems, including in the service sector, are reflected in the works of Aleshina I.V., Ambler T., Arenkova I.A., Bagieva G.L., Belousova D.A., Blackwell R., Budrina A.G., Golubkova E.P., Grishina V.T., Danko T.P., Dubrovina I.A. ., Komissarova T.A., Kotler F., Kulibanova V.V., Lovelock M., Maslovoy T.D., Miniarda P., Nikolaychuk V., Novatorova E.V., Ovchinnikova O.V., Pankrukhina A .P., Platonova N.A., Podorozhnoy L.V., Rozdolskoy I.V., Angel J., Khristoforova I.V., Tsvetkova N.V., Yuldasheva OU, Yanenko M.B., etc.

The problems of hotel business development in the face of increasing consumer demands and increasing instability of the marketing environment were considered in the works of Bell D., Balashova E., Burnatseva E.R., Vakulenko R.Ya., Volkova Yu.F., Galeeva R.B., Egorov V.F., Kuksovoy I.V., Kumar N., Kuskova A.S., Lanskova D.P., Medlik S.M., Morozova M.A., Rice E., Rodionova N.S., Sadardinova L.K., Trout J., Walker J. R. et al.

Creative research of certain aspects of the problematicthe development of a strategy for the development of marketing of hotel services was implemented in the works of L.V. Baumgarten, N.A. Voskolovich, A.P. Durovich, D.K. Ismaev, A.M. Maigova, E.I. Makrinova, M.A. , Skobkina S.S., Turkovsky M., Fedko V.P., Firsova I., Hudson S., Chudnovsky A.D. and etc.

**The purpose and main objectives** of the work. The purpose of the study is to develop theoretical foundations, methodological provisions for the formation of a comprehensive strategy for the development of marketing of hotel services and directions for its implementation, from the perspective of consumer orientation.

**The goal is achieved** by solving the following research tasks:

- to study the genesis of hotel services as an object of consumer-oriented marketing and substantiate a conceptual approach to the formation of an integrated strategy for the development of marketing of hotel services in an unstable market environment;

- to generalize and analyze the behavior models of consumers of hotel services to identify effective tools and technologies for marketing influence on it;
- to carry out an empirical marketing study of the market environment of the hotel business to form an information base for the development of a comprehensive strategy;
- develop a methodology for positioning manufacturers of hotel services based on ranking marketing mixes;
- to substantiate the conceptual provisions for the formation of an integrated marketing strategy for hotel services, ensuring its customer orientation, and formulate recommendations for the practical implementation of these provisions.

**The object** of the research is commercial organizations that provide hotel services.

**The subject** of research is methods and tools formation of a comprehensive strategy for the development of marketing of hotel services focused on the consumer.

**Main part.** The service sector is a large and dynamically developing sector of the economy of the leading developed countries of the world. Trends and patterns of development of the service economy in an unstable market environment presuppose its focus on meeting consumer demand through the development of services in the market.

Expansion of the range and availability of services is an important component of the socio-economic development of society, which contributes to its harmonization and the formation of a high quality of life of the population.

Modernization of the domestic economy not only contributed to the development of traditional types of service activities, but also stimulated the rapid development of new types of services for Uzbekistan, provided on a commercial basis: financial and credit, audit, consulting, design, travel, hotel and other services.

The growth of incomes of the population, the transformation of the lifestyle, an increase in the cultural and educational level, an increase in business activity have formed a demand for new types of services, have updated the importance of consumer requirements for the quality of service, in connection with which the demand for a range of tourist and hotel services is increasing.

The tourism industry plays an important role in today's global economy. In recent decades, it has been one of the most rapidly developing and fairly profitable types of economic activity.

It should be emphasized that an increase in the total number of arriving citizens stimulates the development of hotel infrastructure.

The potential dynamism of the development of Uzbekistan tourism is objectively determined by the expansion of the types of accommodation facilities in the hotel services market. Accommodation services are a backbone tourism industry, especially regional .

It should be noted that the efficiency of the regional hotel market depends on the availability of infrastructure facilities for the hotel industry, as well as the producers of these services, which form a range of hotel services taking into account demand potential consumers.

In the practice of the hotel business, it has become widespread a marketing concept that implies the formation and strengthening of long-term and sustainable relationships by hospitality service

providers, customer-oriented and based on the desire to obtain mutual benefits.

Currently, hospitality service providers offer a wide range of services that are able to meet the diverse needs of consumers. At the present stage, the development trends of the hotel services market include the deepening of the specialization of hotels, the formation of international chains, the emergence of new hotels, the introduction of computer technologies to solve various production problems, including to speed up the process of booking a hotel room.

In this connection, the content of the concept of "hotel service" is being modernized, which consists in improving its qualitative characteristics, which requires studying the genesis of its essential content as an object of consumer-oriented marketing.

Hotel service in the narrow sense is the subject of a contract for the reimbursed provision of hotel services. The regulatory framework of Uzbekistan does not contain a specific definition of the concept of "hotel service". In normative legal acts, scientific sources, marketing and economists, economists actively use the concepts of "hotel services", "accommodation services", "hotel product", etc. [16, p. thirteen].

Marketer M. Tarkovsky gives the following definition:

“Hotel services are short-term, publicly available renting of houses, premises, rooms, sleeping places, as well as places for setting up tents or caravans and the provision of related services within the boundaries of the facility” [18, p. 15]. A distinctive feature of hotel services from other similar services is that they can be provided only by hotel service providers.

Scientists-economists believe that hotel services form the necessary conditions for a short-term stay of consumers in terms of business travel, on vacation and in other cases. Main service is a service for the provision of short-term accommodation for consumers [1, 2, 3, 4, 7, etc.].

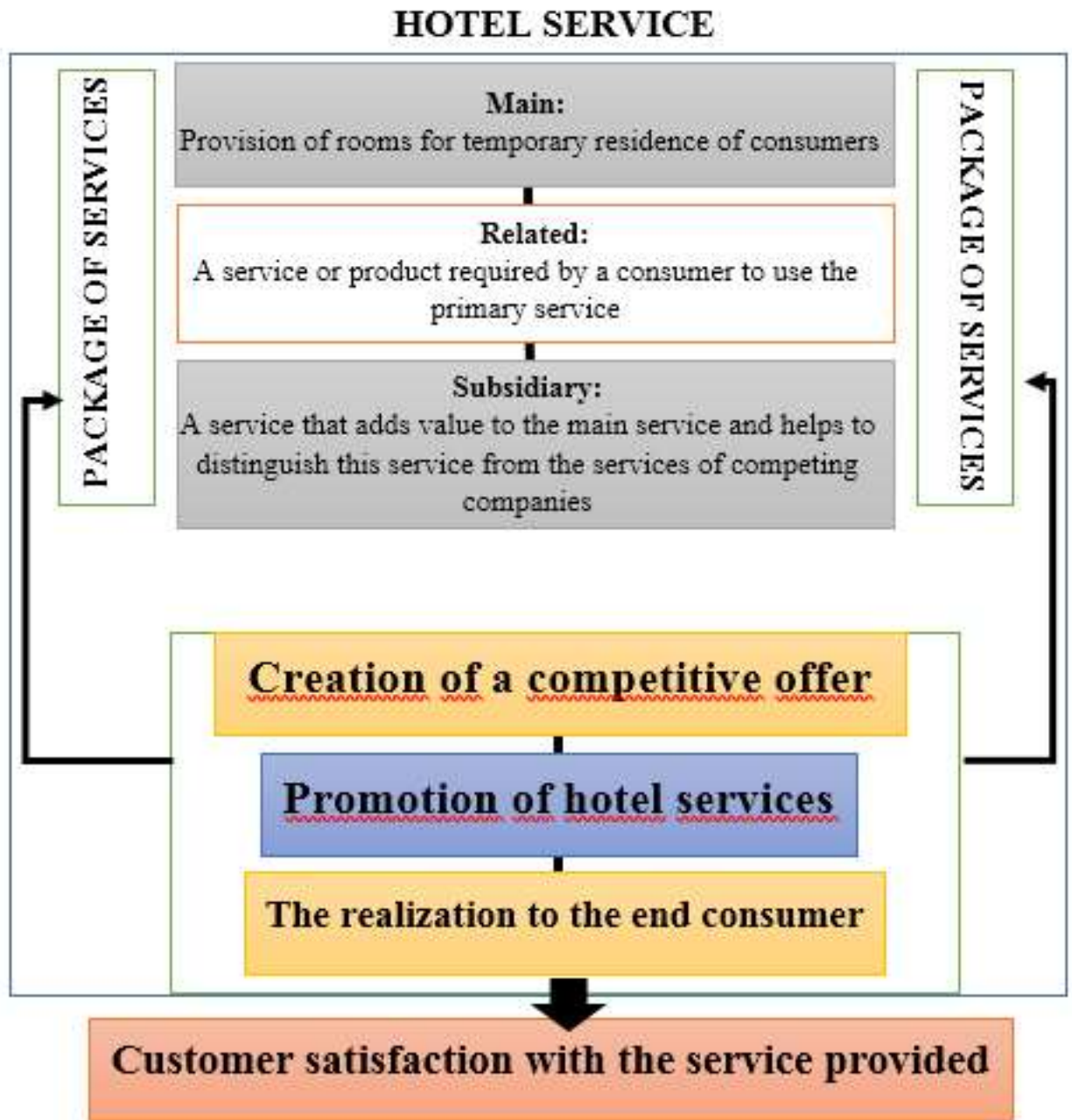
A. V. Sorokina does not define the term "hotel services", but discloses the content of accommodation services, which is as follows:

“... firstly, special premises (hotel rooms) are provided for use; secondly, services are provided that are carried out directly by the hotel staff - a porter for receiving and arranging guests, maids for cleaning hotel rooms, etc. ” [16, p. 36].

According to AS Kuskov, “a hotel service is an organized interaction between the guest and the hotel staff, continuously influencing the guest throughout its duration” [11, p. 36].

The analysis of the genesis of the concept of "hotel service" made it possible to formulate the conclusion that to date there is no substantive definition of a hotel serves as an object of marketing since most authors characterize a hotel serves as the provision of a hotel room for temporary residence and the provision of other services that are aimed at achieving a common goal - creating conditions for a comfortable stay both in the room and in the hotel as a whole.

The study of scientific ideas about the origin, nature, formation and development of hotel services as a component of the post-industrial economy allowed the author to prove in the research work that it should be considered as a complex of services to satisfy consumer needs for temporary accommodation (main service), provision of additional and related services, creation of comfortable conditions for staying in a hotel with a high level of service. (picture 1).



**Figure 1.** The structure of a hotel serves as an object of consumer-oriented marketing

The main hotel service is the provision of rooms for temporary accommodation of people. Therefore, a hotel of any category must meet safety and hygiene requirements, provide emergency medical care, safety [1, 2, 4, 7, 10, etc.].

Ancillary hotel services are services or goods that a consumer needs to use a basic service. In upscale hotels, these are: telephones in rooms, restaurants, bars, laundry and dry cleaning services, hairdressing services, transportation services, toiletries and etc. [1, 3, 6, 7, 10, etc.].

Ancillary hotel services are services that add value to the main service and help distinguish the

service from those of competitors. An additional service can be served in the hotel: a large, well-equipped business center, luxurious beauty salon; wellness center with a wide range of services; cinema and concert hall; rich library; observation deck, etc. [1, 3, 6, 7, 01, etc.].

While remaining basic, the accommodation service is taken for granted by consumers. The services that distinguish this hotel from others are of great interest. In most cases, these are additional services. Consequently, the definition of hotel services as a type of activity to meet the needs of consumers of services determines the presence of specific features inherent in all types of services, and distinctive features characteristic of this type of service.

To solve research problems, it is advisable to consider distinctive features of hotel services that distinguish them from other types of services.

1. Consistency. The process of producing a hotel service is characterized by a sequence of actions provided in a specific order. The first stage in the process of producing a hotel service is ordering hotel rooms, registering consumers at the hotel, providing information about the services included in the range of services.

The second stage of the hotel service production process is accommodation and provision of the entire range of services included in the room price (organization of cleaning work in the room, use of the safe in the room, replenishment of the minibar, etc.). The provision of hotel services included in the room rate, which does not meet the expectations of consumers, testifies to the low quality of the entire complex of hotel services.

The third stage of the hotel services production process is formed by additional services, which can be classified into three groups:

- additional services provided by manufacturers hotel services free of charge (calling an ambulance, use of a first-aid kit, delivery of correspondence to the room upon receipt, wake-up at a specific time; providing boiling water, needles, thread, one set of dishes and cutlery).
- additional services provided by manufacturers of hotel services for a fee with the consent of the consumer, i.e. the consumer can demand their provision, and the manufacturer of hotel services is obliged to provide them on the same terms for all consumers. The conditions for the provision of hotel services are regulated by the price list or other written document, which must be brought to the attention of all consumers in the hotel;
- additional exclusive services.

At the same time, the service is complex, and the consumer's impression of the provision of hotel services is formed as the sum of impressions from the consumption of various components of the service.

2. Hotel services can act as an integral element in the process of providing other services, in particular tourism, education, medical and other services leaving a permanent place of residence.

3. The inconsistency of the quality of hotel services. Manufacturers

hospitality services must create and declare a certain level of quality that meets the perceived needs of consumers, and then demonstrate the declared level in the process of service.

The quality from the point of view of the performer is determined by the owners and management of hotels, staff, society represented by the government and other organizations that control the activities of hotel enterprises [6, 7, 8, 12].

The quality of hotel services from the point of view of the consumer is the property of a hotel product to cause him to perceive the service received as meeting his requirements (expectations) [6, 7, 8, 12, 15, etc.].

The level of guest satisfaction is determined by his purely personal perception of the degree to which he fulfills the expectations he has formed.

Consumer expectations are shaped by their experience and information obtained through personal or non-personal marketing communication channels. In this regard, consumers choose manufacturers of hotel services and, after providing services, compare their perception of the service received with their expectations. There are different points of view regarding the definition of the quality of hotel services and the factors that shape it.

M. Kobyak believes that the main factors influencing the perception of the quality of services of a hotel company include the following: safety, reliability, availability, reputation, behavior of service personnel, understanding of needs, competence, completeness of the offered services, environment and infrastructure [ 7].

**Conclusion.** In the context of the developed strategy, the marketing approach is the methodological basis for the formation of a comprehensive package of hotel services in the following areas:

- study of consumer preferences and determination of the socio-economic portrait of the consumer of hotel services, taking into account exogenous and endogenous factors, identification of needs in the range of services, pricing policy of manufacturers of hotel services and quality of service;
- Formation of a list of potential partners capable of meeting the needs of the target audience, and will also correspond to the interests of the strategic development of the hotel;
- development of the structure of a complex package of hotel services for the main types of services included in the complex, including the creation of an innovative hotel service according to the stages proposed by the author.

Thus, based on the results of the analysis of the state of the hotel services market in the Bukhara region, it can be concluded that the infrastructure of the hotel sector is underdeveloped. Therefore, the proposed recommendations should contribute to the development of the regional market of hotel services, ensure the maximum correspondence of the characteristics of hotel services (products) to the requirements of customers, for which it is necessary to select such parameters of services (products) and the corresponding elements of the marketing mix that can provide competitive advantages for the development of the regional hotel business.

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