

COMPARATIVE ANALYSIS OF BRAND POSITIONING IN HOTEL AND RESTAURANT BUSINESS IN POLTAVA REGION

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Review of recent sources of research and publications. Today in the world there is a powerful system of accommodation, which formed the material and technical basis of the tourism industry – hotel and restaurant industry. This is a large number of companies around the world, united by the goal – to provide tourists with the necessary and desired services. In these conditions, the problem of finding new ways to develop the market of hotel and restaurant services, and especially renting them in the market in which they operate, is urgent.

Setting objectives. The following scientists made a significant contribution to the study and study of brand positioning and prospects for the development of hotel and restaurant business enterprises: L. Bezruchko, I. Mykolaichuk, O. Salimon, A. Rasulova, O. Pauk, V. Shevchuk, et al. But we decided to dwell in more detail, on the positioning of brands of hotel and restaurant business in the Poltava region.

Basic material and results. Fluctuations in the world market are due to the fact that countries around the world have been involved in the global hotel industry, being at fundamentally different stages of their social and economic development. This has led to countries participating in tourist flows at different levels, the content of which is determined by the size of the consumer market, the capacity of national economies, the quality of the workforce and other factors.

In the process of using the brand in their own activities (this process is called branding in the world), the following stages should be distinguished (Fig. 1).

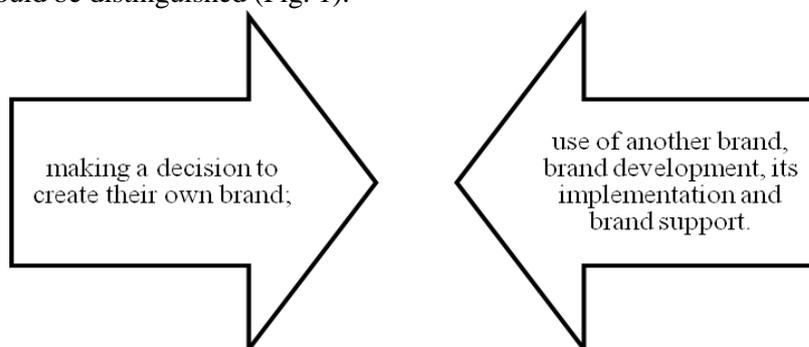


Fig. 1. Stages of hotel branding

The brand becomes an integrated combination of the impression it makes on consumers and the result of their experience in using a product that contains 4 key aspects from the company's point of view (Fig. 2).

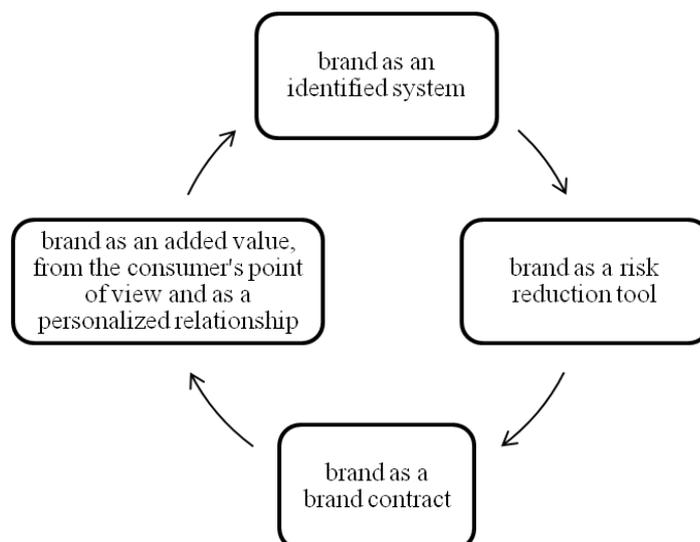


Fig. 2. Key aspects of the brand [1].

The main value and significant difference for consumers and at the same time the basis for creating productive relationships with them are such elements as: culture, employees, hotel development program and means of creating a hotel product (Fig. 3).

Shown in Fig. 3 ways to promote a brand require financial investment and calculation of their effectiveness. When choosing promotion methods, it is also necessary to take into account the specifics of the target audience and the mentality of the people of a particular country or region where the product will be promoted.

Under the branding in the hotel and restaurant business, scientists propose to understand the technology of creating and promoting branded travel services, activities to form a long-term preference for them, based on the increased influence of trademark, brand, advertising, materials and incentives sales to a certain segment of consumers; design and organization of points of sale of services, as well as other elements and promotions in the field of advertising, combined with a separate idea that distinguishes the services of the organization among competitors, create its image, emphasize the position and uniqueness.

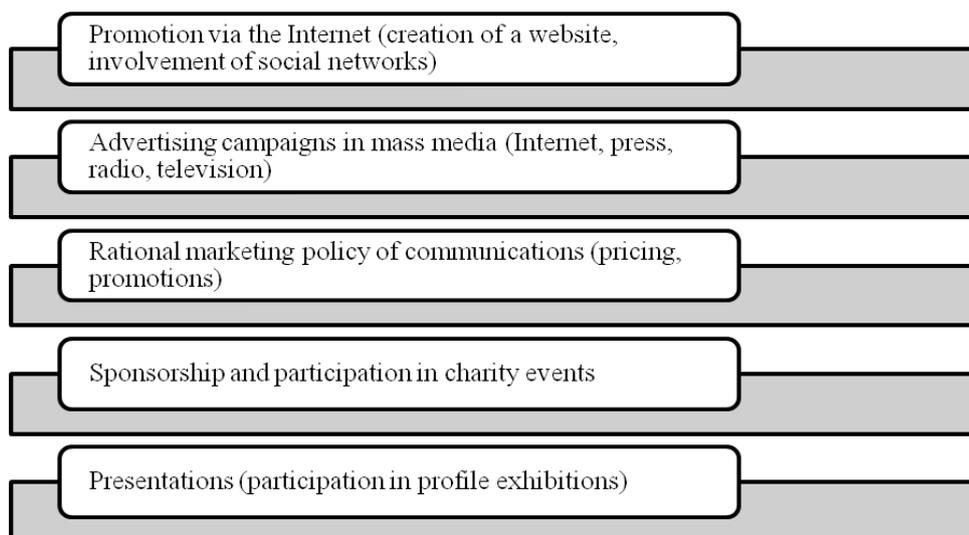


Fig. 3. Components of effective brand promotion

The main task of branding of the hotel and restaurant business is the formation and further development of the consumer's positive associations associated with its brand.

International hotel brands such as Radisson (Kyiv, Bukovel), Accor Group, (Mercury Hotel, Kyiv 2017) Hiltonheraton Hotels & Resorts, Marriott International, Rixos (Truskavets), Leading Hotels – Donbass

Palace, Opera have entered the hotel market of Ukraine. (Kyiv) Inter Continental (Kyiv and Lviv, Kron Plaza Lviv) Reikartz Hotel Group unites 34 hotels in different cities of Ukraine [3].

Today, the services of the hotel and restaurant business in the field of tourism are in great demand and require improved service quality at a high level and diversity, in order to attract more customers. The modern development of the hospitality industry is aimed at creating innovative technologies that will help to obtain as many customers as possible, the maximum number of sales, gaining the trust of the guest, the formation of a positive image of the enterprise. And this requires improving the quality of services and improving technology.

Today, there is virtually no hotel business that does not use a variety of electronic control systems. Currently, the main innovation in the field of e-government systems is a system that allows hotel employees to communicate directly with the user through a web service, and the user can get complete information about this hotel online, book a room and more. Of course, there are electronic restaurant management systems. For more convenient operation of restaurants and created an interactive menu. The interactive menu is a screen built into the table at which visitors are seated. With the menu, they can see all the dishes presented in the restaurant, including their photos. While the food is cooking, you can entertain yourself by reading the local news or spending time with a couple of simple logic toys.

Among the many factors and factors influencing the efficiency of the hotel business, the problems of positioning the hotel brand are important. The brand warns the consumer about the source of the product and protects both the consumer and the manufacturer from competitors who try to provide products that initially seem identical. We will conduct a comparative analysis of the formation of brands of hotel business enterprises in Poltava. The subject of analysis – the best chain hotels of Poltava category of 4 stars, especially: hotel «Premier Hotel Palazzo» [3] and hotel «Reikartz Gallery Poltava» [6], and also hotel «Relax Park Verkholy» [7], «Grand Alley» [5], «Aristocrat» [8], «Everest» [9]. The positioning of brands of the studied hotels in the segments of premium hotel services is presented in table 1.

The best four-star hotel in the city Premier Hotel Palazzo is located in the center of Poltava, surrounded by restaurants, colorful cafes, shops, boutiques, museums, theaters and art galleries. Staying in a hotel guarantees incomparable aesthetic pleasure. The building itself is built in a spectacular classical style of the late XIX century. The wonderful panoramic windows of the rooms offer stunning views of the historic part of Poltava. A hotel operator is a company that specializes in the professional management of the hotel's operations to ensure its high profitability.

The main activity of the Premier hotel chain is professional management of hotels, both (networked and independent), as well as consulting and technical support of hotel facilities, from the design stage, commissioning and reorganization of long-standing facilities. Today Premier includes 16 hotels, more than 2100 rooms in 12 tourist destinations in Ukraine [14].

All hotels of the chain are united by a single standard of quality of services. Despite the fact that hotels are united by the general standard of the company, each of them tries to keep the individuality and the style of service, and also tries to adhere to relative independence in decision-making on some positions of the enterprise.

Analyzing the hotel fund of the network, you can see that most hotels are located in the city center or near it. This is advantageous, as the hotel can be reached quickly, thanks to a well-developed transport network and for guests within walking distance are the main historical and architectural monuments. Due to the official classification of hotels according to the capacity accepted in Ukraine, namely: up to 150 seats (not more than 100 rooms) – small capacity hotels, from 150 to 400 seats (up to 300 rooms) – medium capacity, more than 400 seats (over 300 rooms) – large capacity.

World chains enter the Ukrainian hotel market with caution, so they are mainly represented by one or two hotels. The exception is the Reikartz Hospitality Group, which has 35 hotels. In particular, under the brand of business hotels Reikartz Hotels & Resorts operates 23 hotels, which were systematized hotels by capacity evenly distributed throughout Ukraine, the rest of the hotels of the lower star segment [10].

Hotels of this brand provide a segment of 4-star accommodation, which are most in demand in the market of hotel services in the country.

Table 1.

Positioning of hotel and restaurant brands in Poltava

Brand positioning	Brand logo
<p>The 4-star Premier Hotel Palazzo is considered a highlight and a landmark of even such a famous tourist center with a rich historical and cultural heritage.</p>	
<p>The new modern hotel "Grand Alley" is located not far from the center of Poltava, next to the main business, cultural, historical, entertainment and sports facilities. A short walk from the hotel is Korpusnyi Park – a place for recreation of Poltava residents and guests of the city.</p>	
<p>Hotel "Reikartz Gallery Poltava" is located in the historical, business and cultural center of the city of Poltava. The convenient location allows guests to easily reach the train or bus station.</p>	
<p>Hotel "Aristocrat" is located in the center of Poltava, near the theater. N. V. Gogol, 5 minutes walk from the Korpusnyi garden. Local restaurants are about 5 minutes' walk away.</p>	
<p>Panas Myrnyi Museum is a 15-minute walk away. Marusia Churai Memorial is a short walk away. The Karl Liebknecht bus stop is next to the Everest Hotel, about a 5-minute walk away.</p>	
<p>The complex is located just 10 kilometers from the center of Poltava, on the 352nd kilometer of the route Kiev - Kharkiv, turn to the village of Verkholy, in the village of Sosnivka.</p>	

We will make a certain classification of selected hotels in Poltava by capacity. Small capacity: Alley Grand Hotel (21 rooms), Everest Hotel (30 rooms), Reikartz Gallery Poltava Hotel (45 rooms), Aristocrat Hotel (46 rooms), Relax Park Verholy (72 rooms). Medium-sized hotels are represented by 1 institution: Premier Hotel Palazzo – 101 rooms. Analysis of hotels by price policy (class number – standard was taken for analysis) showed that the lowest minimum cost of living in the hotel "Everest" - 820 UAH, in the hotel "Everest" – 850 UAH, in the hotel "Grand Alley" – 1300. UAH, in the hotel "Reikartz Gallery Poltava" – 1413 UAH, in the hotel "Premier Hotel Palazzo" – 1450 UAH, "Relax Park Verkholy" – 2600 UAH [3].

Note also that each hotel has its own restaurant, which operate independently of customers staying at the hotel. They have a wide range of services and a flexible schedule, many of them work to order (weddings, birthdays, themed meetings), they are equipped with appropriate equipment for the convenience of events.

Although the global pandemic has slowed down the development of the hotel industry in the world and in Ukraine, but all crises will end sooner or later, so it is appropriate to identify prospects for further development of these hotels Fig. 4:

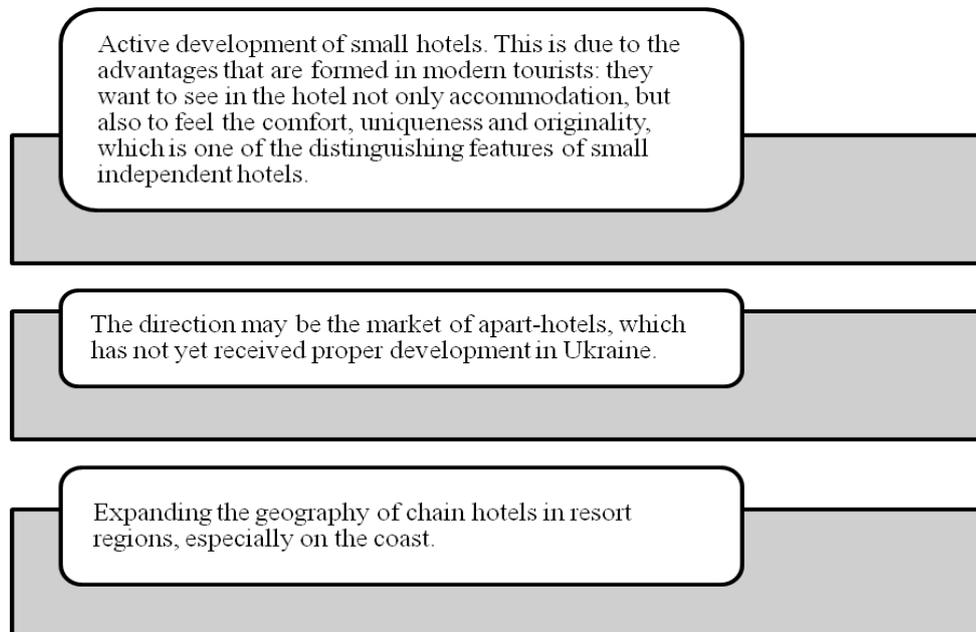


Fig. 4. Prospects for further development of hotels in Poltava

The tourism industry in many countries has been in place for decades and, despite the negative trends caused by COVID-19, will recover quickly and grow steadily, providing employment for millions of people, which will have a positive impact on the economy. In domestic conditions, tourism can and should become the driving force behind the formation of a market mechanism of management and the receipt of significant funds to the budget. Therefore, the Government of Ukraine should focus on creating favorable conditions for the hotel industry, which will stimulate not only the entry of foreign brands into the Ukrainian market, but also the creation of domestic hotel chains that meet the highest international standards [11].

The peculiarity of such cooperation is that the mutual influence (interaction) of the brands of these participants in the hotel market. The source of profit benefits for the object of study is to increase the price of a particular hotel product, as well as increase sales of goods. There were no significant changes in the market during the period under review.

Conclusions. Thus, the leading hotels of Poltava have powerful brands with strong market positions and high customer loyalty, which gives hotels significant advantages. In particular, it reduces the risk of competition, makes the brand resistant to possible economic or market crises, mitigates consumer reaction to price fluctuations, opens opportunities for brand expansion. At the same time, the market of hotel and restaurant services is very crowded, new players appear every year, so it is important to constantly improve brand management.

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Порівняльний аналіз позиціонування брендів у готельно-ресторанному бізнесі Полтавського регіону. Мета статті полягає в аналізі позиціонування брендів у готельно-ресторанному бізнесі в Полтавському регіоні. Розглянуто етапи, які проходять готелі у процесі використання у власній діяльності бренду. Встановлено, що бренд стає інтегрованим поєднанням того враження, яке він справляє на споживачів, і результатом їх досвіду у використанні продукту та містить чотири ключові аспекти з погляду підприємств. Головним завданням брендингу організації готельно-ресторанного бізнесу є формування й подальший розвиток у споживача позитивних асоціацій, пов'язаних з торговою маркою. У результаті дослідження було визначено, що серед численних чинників і факторів, що впливають на ефективність підприємницької діяльності готельного бізнесу, важливе значення мають проблеми позиціонування готельного бренду. Розглянуто поняття брендингу в галузі готельно-ресторанного бізнесу, також було виконано порівняльний аналіз найбільш рейтингових готелів у місті Полтава за кількістю розміщення та ціновою політикою стандартних номерів, виявлено ефективність і переваги діяльності мережевих готелів. Перспективами подальших досліджень є визначення потенційних напрямів розвитку бренду мережі готелів України.

Ключові слова: бренд, готельно-ресторанний бізнес, туризм, фактори, регіон.

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Bakalo Nadiia, PhD (Economics), Associate Professor. **Viktoriia Makhovka**, PhD (Economics). **Hliebova Alla**, PhD (Economics), Associate Professor. **Comparative Analysis of Brand Positioning in Hotel and Restaurant Business in Poltava Region.** The purpose of the article is to study the analysis of brand positioning in the hotel and restaurant business in the Poltava region. The article considers the stages that hotels go through in the process of using the brand in their own activities. It is established that the brand becomes an integrated combination of the impression it makes on consumers and the result of their experience in using the product and contains 4 key aspects from the point of view of enterprises. The main task of branding of the hotel and restaurant business is the formation and further development of positive consumer associations associated with its brand. The study found that among the many factors and factors influencing the effectiveness of the hotel business, the problems of positioning the hotel brand are important. The article discusses the concept of branding in the hotel and restaurant business, also conducted a comparative analysis of the rating hotels in Poltava, the number of accommodation and pricing policy of standard rooms, identified the efficiency and benefits of chain hotels.

Key words: brand, hotel and restaurant business, tourism, factors, region.