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СФЕРА ОБСЛУГОВУВАННЯ, ТУРИЗМ ТА ГОТЕЛЬНЕ-РЕСТОРАННЕ ГОСПОДАРСТВО

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FEATURES OF ADVERTISING SUPPORT FOR HOTEL SERVICES IN QUARANTINE

Karyna Tymoshenko

ORCID ID: 0000-0002-1231-5355

Candidate of Economic Sciences, Associate Professor

Simon Kuznets Kharkiv National University of Economics, Ukraine

The period of the pandemic became a difficult test for the whole sphere of tourism and hotel business in particular. The most difficult were the hotels focused on the external inflow, the reception of foreign tourists. The hotel industry accounts for 1.3% of Ukraine's GDP, and the dynamics of national accounts, compared to 2019, shows that the revenues of collective accommodation in 2020 decreased by 50%. Analysis of statistical data and other materials of the State Statistics Service of Ukraine (Gosstat), the National Bank of Ukraine (NBU), the Ministry of Finance of Ukraine showed that particularly high rates of GDP decline were observed in the field of accommodation and catering (II quarter: -58.1%, III quarters: -17.9%), provision of some types of services, in particular in the sphere of hotel and tourist business (II quarter: - 27.1%, III quarter: - 25.1%) [1].

The majority (60-70%) of collective placements did not withstand financial pressure and lack of income, and therefore closed completely or temporarily. However, there are those who "remained afloat" and began to actively find other ways to develop hotel recognition.

Hotels have an advantage over many businesses, since consumers in quarantine are not just thinking about how they're confined, but also what they plan to do once their freedom to travel returns. That's why it's vital time for hoteliers to prepare your marketing messaging, which may matter more than ever.

The analysis of hotel sites of Ukraine and the world allowed to allocate a number of methods of advancement of leading hotels in the conditions of the world pandemic. In particular:

- Development of a wider range of services. For example, the possibility of

calling medical staff to the room in case of poor health; separate diets for vegetarians, vegans, people with diseases of the digestive system, etc.

- Modernization of rooms, carrying out repair work. During a major pandemic, when there are not many visitors, you can make the hotel better.

- Offers rooms for self-isolation with additional medical care. There may be situations where families are forced to live with a potentially infected person who poses a danger to family members. To avoid such cases, world hotels can offer guests temporary accommodation in compliance with all quarantine regulations.

- It is also necessary to pay attention to advertising on social networks. For example, now is a great time to record videos because they are terrific search-engine-optimization fodder and can form a basis for all types of other content. It is no secret that a significant number of potential customers are users of social networks, and therefore advertising on platforms such as Instagram, Tik Tok, Facebook, plays an important role in encouraging guests through competent advertising. Also, a large number of institutions replenish their staff with SMM-managers who are professionally engaged in the promotion of hotel advertising in the social networks.

- Use of new technologies in the form of online walks around the hotel (360-degree view technology or panoramic web tour). Most hotels resort to advertising in the form of a virtual tour of the hotel. This technology allows you to immerse yourself in the atmosphere of the future location and clearly determine whether the concept of the institution suits your own tastes.

- Advertising not only on commercial sites, but also on travel aggregators. Hotels are expanding the range of recognition beyond their own site. For example, cooperation with a service such as Booking.com. This gives you the opportunity to read reviews of independent customers and get acquainted with the services, pricing, availability of seats in a compact and understandable form.

- Holding promotions and raffles. For example, some hotels introduce so-called loyalty programs, which allow you to accumulate bonuses for relevant services, and then use these points when paying for the service. Or creating a system of discounts for regular customers, guests with a certain social status. These measures stimulate wider interest among various segments of the population [2].

- Planning and conducting a webinar can be a very effective way to answer frequently asked questions about the hotel, amenities, destination, advantages, new products and/or services. This also can be a means to introduce new team members and is an especially effective marketing tactic in business-to-business applications because 91 percent of professionals say webinars are their favorite content format for learning. If webinars aren't your thing, then make an FAQ video and push it out on LinkedIn, YouTube and other social/media portals. Or create an FAQ section that can be added to your website.

Thus, hotels are trying to maintain their popularity and work for the future, so that today's costs can be recouped when the pandemic ends. If in 2019 the hotel industry of Ukraine spent on average 35% of capital on advertising, in 2020 this number reaches 46% [3].

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