

СЕКЦІЯ 2 МАРКЕТИНГОВЕ УПРАВЛІННЯ РОЗВИТКОМ ПІДПРИЄМСТВ

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IMPROVEMENT OF ENTERPRISE'S SERVICE IN TOURISM AND HOTEL MARKET

ABSTRACT. The article deals with features of marketing activity of the enterprises at the tourism and hotel market. The theoretical study and recommendations for improvement of enterprises' tourist and hotel services is determined. The existing system of marketing in terms of the domestic economy is improved.

KEYWORDS: tourism and hotel market, services, staff, business, hotel, organization of marketing activities.

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УДОСКОНАЛЕННЯ ОРГАНІЗАЦІЇ НАДАННЯ ПОСЛУГ ПІДПРИЄМСТВАМИ НА ТУРИСТИЧНО-ГОТЕЛЬНОМУ РИНКУ

АНОТАЦІЯ. Досліджено особливості організації маркетингової діяльності на підприємствах при наданні послуг в умовах туристично-готельному ринку. Значна увага приділена теоретичному обґрунтуванню та розробці рекомендацій щодо удосконалення організації надання підприємствами туристично-готельних послуг з виділенням проблемних місць та знаходження оптимальних рішень з метою удосконалення існуючої системи організації маркетингу в умовах вітчизняної економіки.

КЛЮЧОВІ СЛОВА: туристично-готельний ринок, послуги, обслуговуючий персонал, підприємство, готель, організація маркетингової діяльності.

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УСОВЕРШЕНСТВОВАНИЕ ОРГАНИЗАЦИИ ПРЕДОСТАВЛЕНИЯ УСЛУГ ПРЕДПРИЯТИЯМИ НА ТУРИСТИЧЕСКИ-ГОСТИНИЧНОМ РЫНКЕ

АННОТАЦИЯ. Исследовано особенности организации маркетинговой деятельности на предприятиях при предоставлении услуг в условиях туристически-гостиничного рынка. Значительное внимание уделено теоретическому обоснованию и разработке рекомендаций относительно усовершенствования организации предоставления предприятиями туристически-гостиничных услуг с выделением проблемных мест и нахождения оптимальных решений с целью усовершенствования существующей системы организации маркетинга в условиях отечественной экономики.

КЛЮЧЕВЫЕ СЛОВА: туристически-гостиничный рынок, услуги, обслуживающий персонал, предприятие, гостиница, организация маркетинговой деятельности.

The problem's determination. One of the important areas of effective market economy is improvement of marketing activities' organization. This is problem of tourism and hotel market. The scientifically organized activity is a leading factor in the productivity growth and lower production costs, the foundation of the competitiveness of businesses. According to the current economic conditions it is an important basis for the successful operation of the business tourism and hotel business.

Encouraging managers to think about the prospect of further development, it contributes to the achievement of the set goals and defined marketing policy of the company. It provides more coordinated work in the service provision of tourism and hotel character. In addition, the successful organization promotes the efficient use of resources of the enterprise. We take into account changes in micro- and macro and can quickly respond to them. The importance of this research and especially to the national economy is confirmed.

Analysis of recent publications. Theoretical aspects of effective planning of marketing activities are highlighted in the works of

foreign scientists Abryutina M., R. Braymera A. Grachev, D. Mitchell, T. Saveliev, John. The theory and practice of marketing planning are studied by N. Bilous, V. Geyets, V. Zabrodskoho, Zvyagintsev Y., L. Lukyanov, T. Minich, G. Munina, R. Tyana and others. However, existing approaches for marketing activities in the tourist and hotel services are not sufficiently developed.

The article deals with the scientific study and recommendations for the improvement of service in tourism and hotel market with the release of problem areas and finding optimal solutions to improve the existing system of marketing.

The main results of the study. Organization of tourism and hotel service needs specific forms of its delivery, which depends on the following main factors: the level of scientific and technological progress, the system of production; psychological factors; features environmental protection; as well as on a number of factors due to the nature of the problems to be solved in different levels of management [1, p. 123]. The organization of service delivery is improved and depended on changes in these factors. The specific business tasks needs organization of services delivery, including:

- To determine the function of each employee;
- To develop forms of cooperation work;
- Identify jobs;
- Clearly specify the methods of work.

The nature of the organization of tourism and hotel services is determined by the progressivity techniques and technologies and the level of skills [7, p. 214]. The scientific organization providing services involves the systematic implementation of scientific achievements and advanced experience. It allows to combine technology and people in the same manufacturing process provides the most efficient use of material and human resources, continuous improvement in productivity [5, p. 76].

We study the problem of providing tourist and hotel services domestic enterprises. We choose hotel «GoodZone» as the research object. It belongs to «Inter-Hotel», which operates in the market of hotel services in Ukraine. Business & Relax Hotel GoodZone is a modern four star country hotel European level with impeccable service and excellent conditions for family and corporate entertainment. It effectively combines business and leisure. This hotel is located in the picturesque place 35 km from the city. Dnepropetrovsk, in ecologically clean area, in a pine forest on an area of over 70,000 square meters. It has a wonderful natural lake and a private beach on the river.

The study results of service in hotel «GoodZone» show that the organization of this process on the high level. For the process of customer service provides a minimum set of basic services (Fig. 1). At the hotel enterprises of different types and different sizes number of services may be more or less above [8, p. 93]. These functions may also differ.

However, we find some shortcomings, which will decrease the efficiency of customer service hotel services. Among the most significant are:

- lack of motivational activities at the company for improving the organization and employee earnings, taking into account the quality of hotel services;
- more acceptable forms of incentives for employees working group;
- bottlenecks in the provision of services;
- wages for employees at groups does not correlate to the performance of the company.

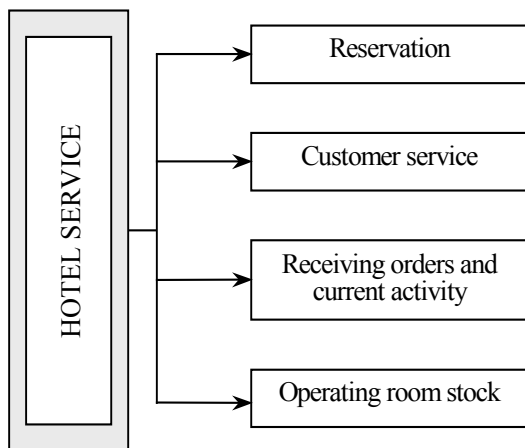


Fig. 1. The main services of the basic structure of hotel services

The analysis of the literature shows that the efficiency of the hotel staff rightly considered as part of the overall effectiveness of social production [3; 6]. Moreover, economic theory efficiency is based on the objectives as a function of the results achieved and resources spent on it.

From the 70's most of the leaders of American corporations began to consider the costs of training as a profitable investment and development departments and personnel-house training centers — both units involved in the creation of profit. One of the options for assessing the effectiveness can be based on human capital theory, according to which knowledge and skills are considered as employees and that its capital revenue and expenditure of time and money to acquire these skills — investment in it.

The researchers say that is a higher economic effect of investment in staff development than by investments in capital goods [4, s.113]. The calculations show that \$ 1 invested in staff development, bringing 3 to 8 dollars in revenue [7, p. 54]. According to the conclusion of the American Society promote training and development in the XXI century the pace of economic growth by increasing training of employees amounted to 2.1 %, due to population growth — 0.4 %, due to capital increase — 0.5 % [8, p. 73].

The development of enterprise and employee training can bring positive economic effects in the form of profit at the expense of guests' satisfaction level of service. For the grateful guest always comes back and brings some of his friends, and rarely returned unsatisfied, even reduce ten potential guests who heard him at a bad recommendation.

The comprehensive training system that combines a set of organizational, operational, technical, information and other measures designed can achieve a high level of hotel services, developed and implemented taking into account the specific conditions of each hotel [9, p. 107]. These conditions have to identify leaders at «GoodZone» based on their vision of the whole enterprise.

We consider it appropriate to create educational and training center in the hotel «GoodZone». It will help the hotel to resolve all issues related to the organization, the level of customer service and capabilities. The functions of this center are to implement the program of training, retraining and training of professionals and support staff; training inside the hotel regular and new methods of quality management personnel; creating a healthy, creative and friendly atmosphere in the hotel, etc.

We propose structure of the workshop on «The effective interaction with the customer in the business of hospitality» (Table. 1). The process of training of hotel «GoodZone» should be constantly. The continuity of the learning process is achieved by planning staff training on semi-annual and weekly sessions with workers holding each department. Each department must have at its training plan for

up to six months and determined the course of the sessions. At the end of semester examinations should be carried out on specific subjects. Results of examinations and tests accounted for the final certification of the end of each year.

Table 1

**THE STRUCTURE OF THE SEMINAR
«THE EFFECTIVE INTERACTION WITH THE CUSTOMER
IN THE BUSINESS OF HOSPITALITY»**

Term time	Events
10.00—10.15	Introduction. General description and relevance of the theme of the seminar
10.15—12.00	The report «Current problems of interaction between personnel with customers. Positive and negative sided process «
12.00—12.30	Coffee Break
12.30—14.00	The report «Meeting the customers to the maximum of their desires and needs. Competent approach to customers. Correct and clear communication. «
14.00—14.30	Performance of one of the participants of the workshop on the subject prepared for them material.
14.30—15.00	Summing up the results. The general conclusion of the workshop.

The relationship between different measures of organization of training at every level and stage of planning vocational training should:

— Define all participants in each learning project (organization trainees, educational institutions of additional professional education teachers) order and orientation activities. It is possible to do the analysis conducted in every department, gathering information from heads of departments;

— Build a plan, identifying training activities, material resources and a methodology for evaluating the learning process. At this stage, it is advisable to compare the possible costs that now funds for

training, thus should be chosen the best option, in which the quality of education will suffer;

— One of the most important and complex issues in the engineering of vocational training is to conduct work on the creation of scientific and technical documentation. It should be developed very quickly, be able to quickly and flexibly adjust to new needs for knowledge.

The analysis of hotel services «GoodZone» indicates the need to improve the training of service delivery. The objectives of the training may include:

— Improving the understanding of the regulations, rules, professional standards (qualification requirements) related to the evaluation of the system (eg, room quality, service culture to improve occupancy, which means increased profits and therefore wage workers);

— Improving skills to listen and use (culture of language, culture, behavior, rules of talks on the phone);

— Reducing the number of complaints received.

All above objectives define the training program. The topics for training courses at «GoodZone» will increase its professional level given in the Table. 2.

Once the program is installed and the place must be chosen — the institution which concludes an agreement on a course of advanced training specific group. The success of the training program largely depends on the man who will be directly involved in training. It is necessary to attract highly qualified teachers. Individual properties (the ability to speak well, to organize the work of others, be the inventor, inspire great achievements) are important when selecting an appropriate teacher.

The requirements for educational software documentation and the training of employees are provided a list of requirements for the competence, results of previous studies and the need, therefore, corrective action. In general specification requirements for educational software documentation on vocational training is reflected in the document that defines the objectives and expected learning outcomes.

The organization of all services in hotel «GoodZone» are not smoothly, not as required system. It is necessary to introduce new measures to improve the existing system of hotel services of «GoodZone», based on international standards.

Table 2

THE TOPICS OF TRAINING COURSES AT «GOODZONE»

№	Topic number of subjects
	<i>Cycle overall humanitarian and socio-economic disciplines</i>
1	Fundamentals of Hospitality Marketing
2	Administrative and Labor Law
	<i>The cycle of general professional subjects</i>
1	Fundamentals of guest service in the hotel complex
2	Fundamentals of quality provision of services
3	Fundamentals of sanitation and hygiene in hotels
4	Professional ethics, psychology, communicative
	<i>Cycle of special disciplines</i>
1	Technology Operating hotels
2	Modern Methods of guest service in hotels
3	Professional standards, norms, standards
	<i>Study business and role-playing games the use of slides, video clips and movies</i>
	<i>Consultations</i>
	<i>Qualifying exam</i>

For a more rational organization of labor departments in the booking process and operation of the number of rooms in the hotel «GoodZone», should use international standard of color marking structures arrival and contingent guests (Fig. 2).

These designations should be used in hotel «GoodZone» when:

- scheduling arrival;
- formation of operational documentation (color designation employment the number of rooms);
- maintenance (map guest receipt of payment, caps, pins, badges, towels for the pool, etc.).

The introduction of these designations will reduce the time to telephone or electronic explanation between departments at «GoodZone». It will promote the proper organization of their service. The result is efficient, quickly organized settlements guests without constant corrections and various excesses.

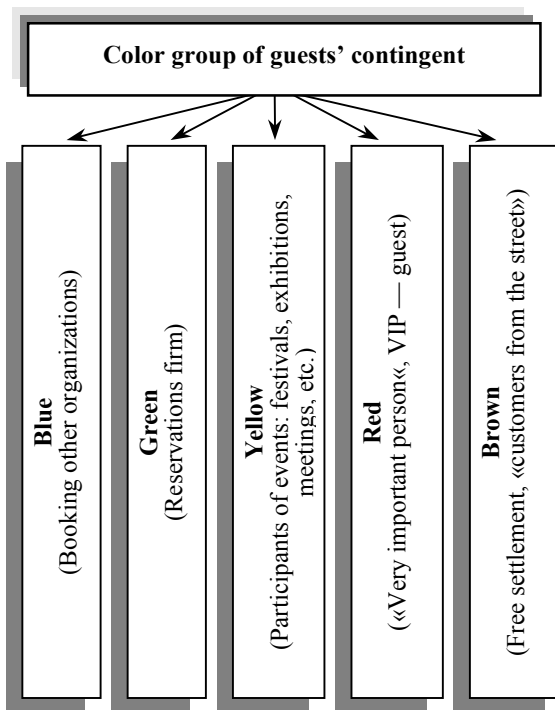


Fig. 2. The color patterns
of arrival and guests' contingent

This program of hotel services organization of «GoodZone» does not need huge the financial costs, so this method of improving the organization of labor in the provision of services is very attractive. We chose color at reservation department according to the standards. For effective organization of hotel service you need:

- the administrator give list of numbers where you need to make things and time passing;
- to analyze and predict the situation unusual departure guests;
- If for any reason the registration lasts longer, you need to offer a drink, juice, coffee, glass of wine, mineral water, depending on the status of the group.

All these details should be spelled out in the instructions specialists. We need to develop service standards our guests by management taking into account the specific characteristics of the existing hotel.

Conclusions. The increasing professionalism of employees brings a great satisfaction and new ideas. It promotes the development of creative and beneficial work organization and results of the company.

In modern conditions the staff is a critical resource that needs to intelligently manage. The new approaches of employees training are the concept of lifelong learning by creating educational and training center.

The effective organization of departments in the booking process and operation of the number of rooms in the hotel «GoodZone» suggested using the international standard of color marking structures arrival and contingent guests. It provides a quick and smooth operation of maintenance service hotel.

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