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Develop the hotel business in the context of the pandemic

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doi: 10.18411/trnio-01-2022-109

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Abstract

The article deals with the stages of marketing development, the concepts of distraction and trust marketing in the tourism and hotel industry. The questions of why tourism is called the industry of impressions and why guests need to have memorable interiors and unusual services provided in hotels are considered.

Keywords: hotel business, strategic development, marketing 3.0, distraction marketing, trust marketing.

Аннотация

В статье отображаются этапы развития разных видов маркетинга в индустрии туризма и гостиничного бизнеса. Рассматриваются вопросы о том, почему туризм называют индустрией впечатлений и почему гостям необходимо иметь запоминающиеся интерьеры и необычные услуги, предоставляемые в отелях.

Ключевые слова: гостиничный бизнес, стратегическое развитие, маркетинг, бизнес после пандемии.

Tourism is often referred to as the experience industry. This is a very beautiful and poetic definition, behind which there are quite specific concepts based on modern marketing research. Hoteliers sometimes argue, is it possible to position a hotel as a place to sleep or should it leave an unforgettable pleasant experience for a guest who will share a unique experience in their surroundings?

To answer these questions, you need to look at the history of marketing development. Examples of product promotion have been known for a long time, but only since the middle of the XIX century, the theory of modern marketing begins to develop.

The rapid development of production technologies during the industrial Revolution greatly increased competition in traditional markets. At this time, industrial production began to produce goods produced by machines in large quantities and at lower prices, which had to be sold, and to look for new markets to sell their products. Subsequently, this stage of marketing development is called Marketing 1.0.

The goal of marketing 1.0 was to sell products or services to mass consumers by studying their physiological needs. The emphasis of marketing promotion focuses on the characteristics of goods or services, and interaction with the consumer was built as a conversation of "one with many", advertising appeals are directed primarily to the consumer's mind.

For example, the emphasis in marketing messages is on the properties of the product and the profitability of the purchase. The channels of interaction were print media, radio, "word of mouth", and later television with the Internet. If we consider the hotel business, it was enough to tell about the hotel, about its services, prices, comfort or prestige.

At this time, the hotel is considered as a room for temporary accommodation that meets the needs of a particular segment of consumers. In the market of tourist services, it is the sale of tours to mass tourists that meet their needs, the opportunity to see the sights or relax comfortably and at reasonable prices.

Since the beginning of the XXI century, information technologies and the Internet have entered the lives of most people and radically changed the marketing itself, which began to be called Marketing 2.0, and the initial stage Marketing 1.0.

The information load on a modern person is increasing, and it is becoming increasingly difficult for marketers to convey information about their product to a potential consumer.

Marketing 2.0-aims not only to satisfy the needs of the consumer, but also to retain it, since the search for a new consumer is quite expensive. Marketers tend to sell products and services to the same people over and over again, who are already well aware of the product or service and are loyal to the brand. Consumers are viewed not only as beings with specific physiological needs, but as informed consumers with their own thoughts and emotions. They are divided into target audiences (CA) with unique needs, so the key marketing concepts become differentiated for each CA, there are their own promotion channels, their own properties of the promoted product or service.

The consumer value of the promoted product already consists not only of functional properties, but also an emotional component is added. Marketing 2.0 does not sell the product itself, but the state that the consumer reaches by interacting or using the product, or takes into account its "defective" state at the moment, as if feeling its "pain" or studying the need for a particular product. Interaction occurs with the consumer "one on one", affecting not only the mind, but also his "heart".

In the hotel industry, services are becoming more standardized, and the consumer is becoming more informed, hence expecting a certain level of service. For example, in any hotel, we expect a service that is not below-stated, defined by the "star" of the hotel, and at the same time, there must be safety, cleanliness, and a certain level of comfort in the room.

In the tourism industry, advertising offers us not only tours, but also to experience "paradise pleasure" or some other unique experience. That is, it is not so much the tour itself (transfer, hotel, excursions) that is being promoted, but first of all the mood, feelings, and unique experience that the tourist will receive during the trip. Thus, tourism becomes an industry of impressions.

Nowadays, the modern consumer has become more informed and demanding, and at the same time, the flow of information that he sees around him is significantly increasing. If we used to select several positions that fit the selection criteria, now we have to choose one of the thousands of suggested positions. On the Internet, along with the websites of hotels or travel companies, there are aggregators that combine and qualify thousands of objects, helping to make the only choice at the moment. In this information flow, it is more difficult to distinguish certain products or services, and marketers resort to various tricks to attract attention to their product. At this time, the concept of "distracting marketing" appears, which should draw attention to a particular product, "distract" it from the products of competitors or other information.

How can a hotel attract attention to itself against the background of its competitors? Of course, the location of the hotel is very important, as well as the uniqueness of the interior and services. At this time, the hotel becomes not only an overnight stay, but a unique place where you can get an unusual experience. A soapy concierge, a tea sommelier, a butler by smell, a gourmet menu for animals, hotels made from ice or a room in the form of a bed located on the mountainside, rooms in caves, cars and tree houses - what hoteliers do not invent for their guests to attract attention.

Types of advertising are becoming more sophisticated, attracting the attention of users who are fed up with information. At the present time, the flow of information that a modern person encounters on a daily basis is increasing and reaches about 3,000 marketing messages per day. When you go to the supermarket, 10,000 marketing messages compete for the attention of the buyer.

In just one television hour, forty or more advertisements are issued, while a magazine or newspaper contains hundreds of advertisements. Every day, we see a lot of logos, billboards, read mailing lists in e-mail, read catalogs, receive phone calls, watch TV shows, listen to programs on radio stations [1].

In such conditions, the effect of distracting marketing becomes weaker, and it is more difficult to stand out against the background of numerous marketing offers, as the human brain begins to perceive them as background information noise, not paying attention to them.

In order to solve this problem, marketers offer many ways to interact with the consumer, including the following.

1. Place ads in unusual places. This makes it stand out from the traditional advertising space. For example, children's tourism is being developed through conducting unusual lessons, as an additional education. The project "Live Lessons" develops children's domestic tourism, advertising their verified tourist routes, hotels, restaurants. The project ensures that all companies involved in this program strictly comply with Russian legislation on the organization of children's recreation. At the same time, small tourists will eventually travel more actively in Russia in the future.
2. Attracting so-called "stars" or celebrities to advertising companies, that is, people who are recognized in society and, therefore, their opinion is trusted. This method has been known for a long time, but with the advent of mass television and the Internet, such famous people have become much more.
3. More frequent changes in advertising campaigns to maintain "interest and novelty". This method is also easier to use in advertising campaigns on television or as advertising on thematic sites or in commercials on the Internet. Hotels organize events on their own sites, which allows you to arrange a separate advertising campaign and at the same time additionally advertise the hotel.
4. Having refused direct advertising of a product or service, advertisers often resort to selling to a specific consumer through mailing lists or direct promotion of the product.

How else can you capture the attention of consumers? The next marketing transformation, Marketing 3.0, gives us an answer to this difficult question. Marketing 3.0 does not try to sell a product, service, or condition after consumption, it takes us to a higher psychological state, appeals to the soul of a person, seeks cooperation, involves a longer interaction, and supports spiritual values.

At the same time, companies have not just a Brand, but also a Mission that is not directly related to the company's activities, but only achieved through it. Most often, the mission can be formulated as "Make the world a better place", although each company has its own way of expressing it.

A few examples.

Marriott International. We are our values. As we grow and evolve, our core values remain the same: putting employees first, striving for excellence, acting with integrity and serving the world. To belong to Marriott International is to be part of a history and culture that you can be proud of.

The mission of the Ritz-Carlton hotel chain is to provide every guest with the utmost care and comfort.

Cooperation with the company is supported by social media, such as social networks, Wikipedia, Youtube, aggregators of all kinds: news, tours, hotels, tickets, etc.

This becomes possible with the advent of "new wave technologies", which include: cheap computers and mobile phones, inexpensive Internet available to many, as well as open source software. All this gives consumers a unique opportunity to become "professional consumers", to unite in communities, so there is a "cooperation of many with many" [1].

Consumer value already includes not only a functional and spiritual component, but also a spiritual one. The principles of marketing shift, and focus on the mission, vision, and values of the company. This is how "trust marketing" appears [3].

Trust marketing is the marketing expected by the addressee, personal and relevant. People allow themselves to be sent personal, up-to-date messages and expect them. In order to start interacting, the marketer must offer an incentive to the client to voluntarily participate in the collaboration. Such incentives can be useful and interesting information for the consumer, entertainment events, lotteries, and even monetary rewards for attention. Having received permission to send messages that should be meaningful to a person, the marketer seizes part of the

consumer's attention and time. During the interaction, the consumer must receive the necessary information for themselves, otherwise the cooperation may be interrupted.

The attention of a person distinguishes such messages from the marketing background of thousands of messages and allows you to tell in more detail about the product or service, their advantages, and the consumer receives a favorable offer for the purchase of the product or service. Next, it is necessary to maintain interest with new incentives, so as not to miss the attention of the consumer, involving him in a dialogue and offering new types of products. The consumer is more likely to purchase the product, since he is already familiar with its qualities. By maintaining a dialogue and fueling interest in new forms of cooperation, the marketer, having captured the attention of the consumer, can offer more and more new products. As a result, the same consumer buys goods or services several times, because he is sure that the company can be trusted and cooperation with it will be mutually beneficial.

Trust marketing is hard work, since its implementation is possible with the automation of many interaction processes with the help of modern programs and the study of human psychology.

Maria Solodar in the book "Sales funnel on the Internet. Tools for automating sales and increasing the average check in business " states that if, on the basis of the psychological principles of customer behavior, you build a system and connect the necessary sales tools for its implementation on the Internet, it becomes possible to communicate with each user personally, sending what he is interested in, making the necessary offers for an unlimited time period and, most importantly, automatically.

How does the transition from the actual production of goods or services to an incomprehensible, almost ephemeral, philosophical understanding of the values of human life take place?

At this time, many entrepreneurs believe that marketing 3.0 is not required at all to promote the company, and if you start living in accordance with such principles, it will entail additional costs and restrictions. But in order to survive and be competitive, to stand out in the market, firms use ordinary marketing, but they already donate part of their income to socially significant causes. And only by highlighting the company's mission, and building strategic goals and objectives around it, using modern Internet technologies and innovations, you can move to Marketing 3.0. Now the company wants to live in accordance with the values it has adopted, and they give it an identity, fill its activities with social values. From now on, any gap between marketing and values is unacceptable.

Thus, we can conclude that the strategic development of travel companies or hotel industry companies, for which the main concern is the person, should be based on trust marketing or marketing 3.0, which can make the company quite profitable. In the modern world, it is recommended that in order to work successfully for modern young people, it is necessary, as soon as possible, to move from the previously reliable and time - tested marketing 1.0 and 2.0 to the new type of marketing 3.0.

The development of social networks and modern Internet technologies has made possible a trusting dialogue between consumers and companies that promote their products, brands, as well as their functional characteristics of goods and services [1].

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