

## **Ways to Use Marketing Research in Enhancing the Range of Services in Hotels**

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**Abstract:** Hotels should seek out data regarding the demographics, preferences, and needs of their target audience to create more tailored campaigns. Market research can be conducted through surveys, focus groups, or customer testimonials that help hotels gain a better understanding of their target market.

**Keywords:** Tourism, Accommodation, Marketing, Tourists, Travel.

### **Introduction.**

**Relevance of the research topic.** In today's service economy, marketing research is important to evaluate the quality of accommodation companies, to better understand the real potential customers, to achieve high performance indicators and the quality of services provided.

The practical importance of marketing researches of different target orientation and depth is unquestionable for any service companies, because the results of such researches are the basis for developing and making strategic decisions.

By conducting marketing research in small hotels, there is a high probability of finding ways to increase the range of services and increase the number of customers coming to them.

**Existing problems in the research topic.** It is possible to determine the behavior of consumers and their need for a range of services only through marketing research conducted by the company. The most important aspects of analysis of deployment tools services buyers are:

1. Analysis of purchase values of placement services.
2. Analysis of the motivation of consumers of hotel services.
3. Analysis of the level of satisfaction of the client with hotel services.
4. Identify unmet customer needs.
5. Attitude of consumers to hotel products and hotel organizations.
6. Factors affecting consumers of location services.
7. Implementation of the process of organizing the decision-making process for the purchase of hotel services by the consumer.

The results of this analysis can be used in the segmentation of the accommodation services market, as well as in monitoring the preservation of the hotel's competitive advantage.

First, it is necessary to determine the meaning of the concepts of "service quality" and "customer value". Perception of service quality is a subjective judgment of certain consumers based on the correspondence of desired and actual. The smaller this discrepancy, the greater the customer's positive perception of service quality. Often, hotels focus all their efforts on significantly improving the quality of services. However, this is not always necessary for consumers, because, as a rule, they are only interested in such quality of service that corresponds to the material capabilities of the customer, that is, the quality of service should correspond to its price.

Assortment is the composition and proportion of different types of services provided by the

enterprise. It is known that the first hotel companies offered their guests a limited set of services - accommodation and food, but with the complexity and differentiation of human needs, the range of additional services began to expand significantly.

The expansion of the system of additional services helps to form the hotel business as an area of economic activity, which brings more and more stable income over time.

The variety and versatility of the list of additional hotel services provided allows the hotel company to win the tough competition in the accommodation market. According to experts, as a rule, the ratio of income from basic and additional services of a residential facility with a developed infrastructure is 60-40%. Additional services are an integral part of any hotel. At the same time, it should be noted that the range of additional services available in the hospitality enterprise must be constantly updated, supplemented and changed if necessary.

This is primarily due to the fact that hotel services must meet the changing needs of customers over time. Therefore, expanding the scope of additional services should become one of the strategic directions of deployment tools. Convenient development of this field of accommodation agents is impossible to imagine without external and internal conditions, available resources that directly affect the daily operation of the hotel, and competent management of this field of work. It is worth noting that financial issues are not always in the first place in the organization and development of additional services. By increasing the range of services in the means of placement, it is possible to attract not only foreign or domestic tourists, but also city residents to visit the hotel complex.

Science-based suggestions and recommendations. In order to study in detail the issues of expanding the range of services in deployment tools, it will be necessary to consider the technology of development and implementation of new services on the example of foreign and domestic experience in this field. It should be noted that foreign hotels are serious about expanding the scope of additional services. This is due to the fact that a careful study and a competent strategy for the introduction of a new service is not only a guarantee of the successful operation of the entire enterprise, but also an additional factor of the company's competitiveness.

The services that generate additional income in hotels are very diverse. Tourists accustomed to modern conveniences can no longer imagine rooms without hair dryers and outlets for laptops. Expanding the range of services in accommodation centers increases the possibility of attracting tourists from different parts of the world.

In contrast to the services provided abroad, the mechanism of creation and introduction of new services is not so perfect in the placement tools operating in our country. The development of a set of additional services is the main element of the hotel's product strategy, because services are the main part of the hotel's product. Some of the offered services are included in the room price, some services are offered for an additional fee. First of all, the basic price includes accommodation and catering services, the list of additional services is very different from the main ones, and their range depends on the class of accommodation vehicle. Hotels in the upper segment of the market offer up to 20 and 30 and more types of additional services. The most common services in accommodation facilities include transportation services, excursion services, entertainment services, room flowers, drinks and food ordering services.

Successful promotion of services in accommodation tools requires serious marketing research based on the correct identification of the needs of guests. It is necessary to clearly understand who will be the guest of the hotel and what he expects to receive from him, as well as what services are important for different categories of customers. In other words, it is necessary to correctly determine one's position in the market and convey information about the range of new services to buyers.

After management has defined the service concept and marketing strategy, the company must evaluate the attractiveness of the new value-added service from an economic point of view, that is, conduct a business analysis. First of all, it includes sales, expenses and profit forecast. Placement tools for sales

forecasting should study sales trends for analog services. Also, to assess the risk, it is necessary to estimate the minimum and maximum levels of the expected trading volume.

When the position of placement tools in the market is defined, it is necessary to maintain the quality of all services. The hotel client must provide services at the level of the declared category of the enterprise in terms of price and content.

It is very important to correctly present what kind of service to the customer, its advantages and advantages at the initial stage of selling the service for quality sales of the product in placement tools. This phase includes training employees on the new additional service technology.

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