

FEATURES OF PROVIDING THE COMPETITIVENESS OF MODERN HOTEL SERVICES

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As you know, hotel facilities are the most important element of the tourist infrastructure, the quality of services provided, and the competitiveness of which completely depends on the development and perfection of competitive relations in the market of hotel services.

Modern conditions, characterized by the growth of competitive relations, oblige service market subjects to take a more organized and purposeful approach to solving problems in the service sector. In the conditions of the globalization of the services market in the field of the tourism industry, the problems of improving the quality of service provision in hotel enterprises operating in a competitive environment are becoming actualized. Hotel management is the main and important component of tourism infrastructure. The management system for providing hotel services is characterized by multifunctionality and complexity, which obliges the employees of this sector to create comfortable living conditions, taking into account the study of the heterogeneity of the needs of guests who tend to choose the best living conditions in accommodation facilities. The dynamic development of the tourism industry predicts not only an increase in the number of hotel complexes, but also the improvement of their activities, which is realized in the fierce competition of the market of tourist services.

For competitiveness in this market, it is necessary to improve the quality of guest service, develop new organizational and economic approaches, improved management methods, and innovative solutions. The ultimate goal of developing and implementing strategic programs for the development of the hotel industry is to build customer loyalty on the basis of ensuring the high quality of services provided. At the same time, the hospitality industry – as one of the developed types of economic activity in international business, where significant capital is concentrated, has a significant impact on the growth rates of the national economy, the level of employment of the population, the steady growth of mixed industries, etc., which collectively actualize the problems of its rational management.

In this regard, the formation and development of a modern and profitable hotel industry requires the improvement of the quality

management system of hotel services, the attraction of investment resources, the development of innovative elements and the development of strategic programs.

The situation in the market of hotel services stimulates the search and implementation of new, modern, more effective and relevant promotion technologies. In particular, we are talking about mandatory safety standards and the implementation of updated safety standards is already taking place.

Competitiveness cannot be achieved without the formation of certain competitive advantages, that is, such characteristics of the hotel enterprise as a whole and the hotel product offered by it, which favorably distinguish it from competitors.

In the conditions of digital transformation, a special competitive advantage can be the hotel company's focus on being ahead of the curve in matters of expanding the introduction of modern technologies into its operations.

The war and the critical state of the economy increase the uncertainty of the environment, which creates special conditions for ensuring the competitiveness of hotel enterprises, complicating this process and increasing the variety of accompanying risks.

Ensuring the competitiveness of a hotel enterprise is one of the elements of management at all its levels: strategic, tactical and operational.

Today, most hoteliers understand the importance of a more active and diverse use of digital technologies, but feel certain difficulties in implementing it. In order for the use of modern technologies to become a real competitive advantage of the hotel, it is necessary to ensure the following conditions:

- regular marketing research of competitors;
- constant feedback with consumers of hotel services;
- systematic improvement of personnel qualifications (especially in the field of acquisition and development of competencies related to digital technologies);
- timely and complete informing of potential consumers about technical and technological innovations on the territory of the hotel.

In order to create opportunities to increase the competitiveness of the hotel product and the hotel enterprise as a whole, it is necessary to receive timely information about the state of the market, about the expectations and preferences of future guests, which is impossible without active regular marketing activities.

One of the current trends in hotel product promotion today is inbound marketing, which is focused on gradually building trusting relationships with customers.