

THE UNIQUE HOTELS MARKET (РИНОК УНІКАЛЬНИХ ГОТЕЛІВ)

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Висвітлено конкурентоспроможність унікальних готелів. Визначено сегмент ринку, на який розраховані послуги, а також переваги у використанні сучасних дизайнерських рішень в інтер'єрі номерного фонду.

The hotel industry is in a period of significant evolution and opportunity. The rapid pace of change and evolving customer preferences is forcing traditional hotel brands to explore ways to cultivate customer loyalty, drive traffic to their direct sites, and capture greater share of wallet. The new and varied competitive threats from third party intermediaries, non-traditional entrants, and start-ups are disrupting the marketplace and placing stress on the traditional ways that hotels do business.

Travelers now expect their lodgings to provide a variety of unique and delightful experiences. In response to this the number of new hotel brands that address this emerging need are popping up at a surprising rate. Brands will increasingly find it difficult to differentiate with the rush to boutique-style hospitality. Hotels need to change the rules of the game by rethinking hospitality beyond solving for short-lived trends.

Most importantly these new trends are challenging industry orthodoxies and will have implications on the way hotels do business. Traditionally, hotels have focused on getting heads in beds. Yet, this continues to pit the conflicting business models of owners with brands and prevents optimization for both parties. The issue is that hotels too narrowly define the purpose of their current assets. Hotels need to rethink the one-to-one relationship of space to utility to explore a combination of options. Owners and brands need to realign goals in order to diversify the customers a hotel can serve.

Becoming an integrator will require hotels to both rethink what resources and capabilities are available to them and how they are deployed. Today, the traditional hotel operates in silos defined by brands and spaces. Tomorrow, hotels will need to face the challenge of learning how to build bridges to access new resources, to balance the use of resources to bring new life to existing capabilities, to mobilize current resources for new partnerships, and to merge outside potential into new opportunity areas.