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THE INNOVATIVE MARKETING APPROACHES IN THE SPHERE OF HOSPITALITY

The paper examines the innovative approaches which are to be used in marketing activity of firms and enterprises in the sphere of hospitality for the purpose of establishing the loyal relationships with customers and satisfaction their needs more effectively than the competitors. The sphere of hospitality is considered to be the producer of such specific product that consumers as a rule buy not because of urgent need, but to obtain benefits in the form of pleasure and to satisfy the needs of higher hierarchy such as the needs of self-actualization and self-esteem. The competition in hospitality sector is significant and the usage of marketing innovations is necessary. In the paper such innovations are classified into the following types: individual approach for every client, electronic management of the hotel, the interactive screens in hotel rooms, the innovational eco-hotel system and unusual solutions in hotel sphere. The individual approach for every client is considered to be the main condition of successful marketing activity of modern enterprise of the hospitality sphere. The mechanism of the service individualization as the process of several consecutive steps is proposed. The practical ways of realization of unusual solutions in the hotel sphere as application of the conception of impressions' marketing are examined.

Keywords: marketing, innovative marketing approaches, marketing of hospitality, individual approach to the client, mechanism of service individualization, innovational eco-hotel system.

ІННОВАЦІЙНІ МАРКЕТИНГОВІ ПІДХОДИ В СФЕРІ ГОСТИННОСТІ

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Досліджуються інноваційні підходи, які є доцільними для використання у маркетинговій діяльності підприємств та фірм індустрії гостинності задля встановлення лояльних стосунків зі споживачами та задоволення їхніх потреб ефективніше за конкурентів. Сфера гостинності розглядається як виробник такого специфічного продукту, який споживачі, як правило, купують не через нагальну потребу, а з метою отримання вигоди у формі насолоди та задоволення потреб вищої ієрархії, таких як потреби в самоактуалізації та самоповазі. У сфері гостинності існує значна конкуренція і використання маркетингових інновацій є необхідним. Пропонується такі інновації поділяти на наступні види: індивідуальний підхід до кожного клієнта, електронне управління готелем, інтерактивні екрани у готельних номерах, система інноваційних еко-готелів та незвичні рішення в готельній сфері. Індивідуальний підхід до кожного клієнта розглядається як головна умова успішної маркетингової діяльності підприємства сфери гостинності. Запропонований механізм індивідуалізації послуги як процес, що складається з декількох послідовних кроків. Досліджуються практичні

шляхи реалізації незвичних рішень в готельній сфері як застосування концепції маркетингу вражень.

Ключові слова: маркетинг, інноваційні маркетингові підходи, маркетинг індустрії гостинності, індивідуальний підхід до клієнта, механізм індивідуалізації послуги, система інноваційного еко-готелю.

ИННОВАЦИОННЫЕ МАРКЕТИНГОВЫЕ ПОДХОДЫ В СФЕРЕ ГОСТЕПРИИМСТВА

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Исследуются инновационные подходы, целесообразные для использования в маркетинговой деятельности предприятий и фирм индустрии гостеприимства для установления лояльных отношений с потребителями и удовлетворения их потребностей более эффективно, чем конкуренты. Индустрия гостеприимства рассматривается как производитель такого специфического продукта, который потребители, как правило, покупают не из-за острой необходимости, а с целью получения выгоды в форме удовольствия и удовлетворения потребностей высшей иерархии, таких как потребности в самоактуализации и самоуважении. В сфере гостеприимства имеет место сильная конкуренция и использование маркетинговых инноваций необходимо. Предлагается такие инновации подразделять на следующие виды: индивидуальный подход к каждому клиенту, электронное управление отелем, интерактивные экраны в отельных номерах, система инновационных эко-отелей и необычные решения в отельной сфере. Индивидуальный подход к каждому клиенту рассматривается как главное условие успешной маркетинговой деятельности предприятия сферы гостеприимства. Предлагается механизм индивидуализации услуги рассматривать как процесс, состоящий из нескольких последовательных шагов. Исследуются практические пути реализации необычных решений в отельной сфере как применение концепции маркетинга ощущений.

Ключевые слова: маркетинг, инновационные маркетинговые подходы, маркетинг индустрии гостеприимства, индивидуальный подход к клиенту, механизм индивидуализации услуги, система инновационного эко-отеля.

Problem statement. Nowadays the strong competition takes place almost in every field of activity, especially in the sphere of hospitality. The firm's task is to identify and to satisfy customers' needs more effectively than the competitors. In practice most foreign firms, which work in the sphere of tourism industry and hotel industry, use different special innovation methods in marketing activity to form the loyal relationships with their customers. Such methods must be systematized to form the theoretical and methodical approaches of marketing innovations in hospitality industry, which could be used by the firms for building the loyal relationships with their customers.

Latest research and publications analysis. In accordance with latest research and publications analysis, innovational marketing approaches are in great importance in successful business and in building the loyal relationships with consumers. Among the authors, whose works

are dedicated to studying of theoretical and practical aspects of this question we can't, but mention B. Aggarwal [1], D. Yankelovich [2], I. Bilik [3], I. Budnikevich [4], E. Djandjugazova [6], L. Ivanova [7], D. Matseka [8], M. Rega [10] and others. Nowadays the consumers' loyalty is one of the determining factors of firm's competitiveness. At the same time the loyalty must be true. It means that the customer buys the firm's services not because of his habit or convenient location of the firm, but because of his loyalty to the brand. Such customer makes regular purchases of the firm's services, doesn't respond on competitors' proposals and also spreads positive responses about the firm. One loyal customer means more, than several occasional ones, and so most of the firms use the conception of customer relationships marketing, which means, that customer is to be considered as business partner and such partnership must be mutually beneficial. To build such partnerships, the firms and enterprises of hospitality sphere use innovational marketing approaches, and this experience is to be learned and systemized for regular perfection and further practical usage.

The purpose of article is to systemize the innovational methods of marketing, which are used by the firms in sphere of hospitality and to form theoretical and methodical approaches of marketing innovations in this sector.

The main results of the research. In process of formation and development, the firms' philosophy of business had constantly been changing from rather primary form, such as the conception of production perfection, to the modern conception of customer relationships marketing. The last one includes components of other conceptions (the conceptions of marketing, of social and ethical marketing, of impression marketing) and also has its defining characteristic, orientation on building of long term loyal relationships with clients. In practice the firms, which work in the sphere of hospitality, use different innovational methods of marketing in order to attract the customers and to satisfy their needs more effectively, than the competitors (Fig. 1).

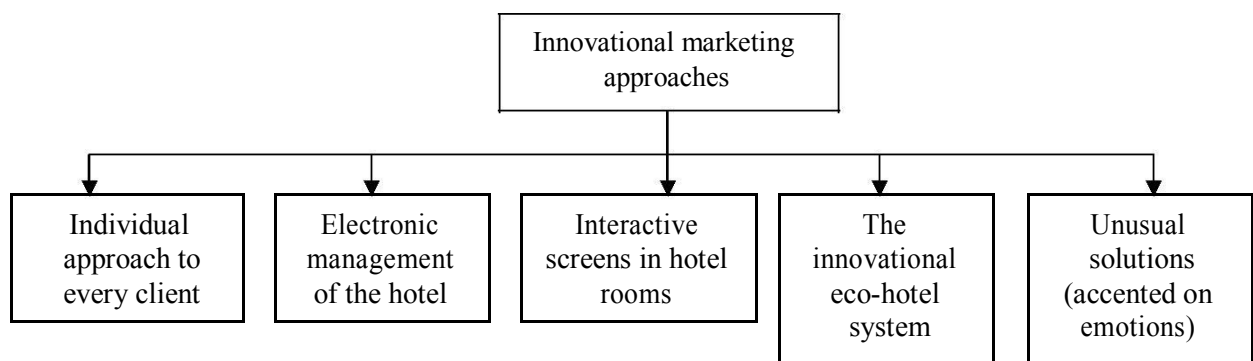


Fig. 1. The Innovational Approaches in Marketing of Hospitality

Source: created by the authors based on [1 – 10].

The first thing that firm's managers must realize is the individual approach to the client. The approach must be taken into account not only on the stage of interactive marketing, when the process of service is in action, but it must be the basis, the foundation of firm's philosophy.

The mechanism of service individualization can be divided into several stages (Fig. 2). The first stage takes place while the service is developing, before the firm proposes it on market.

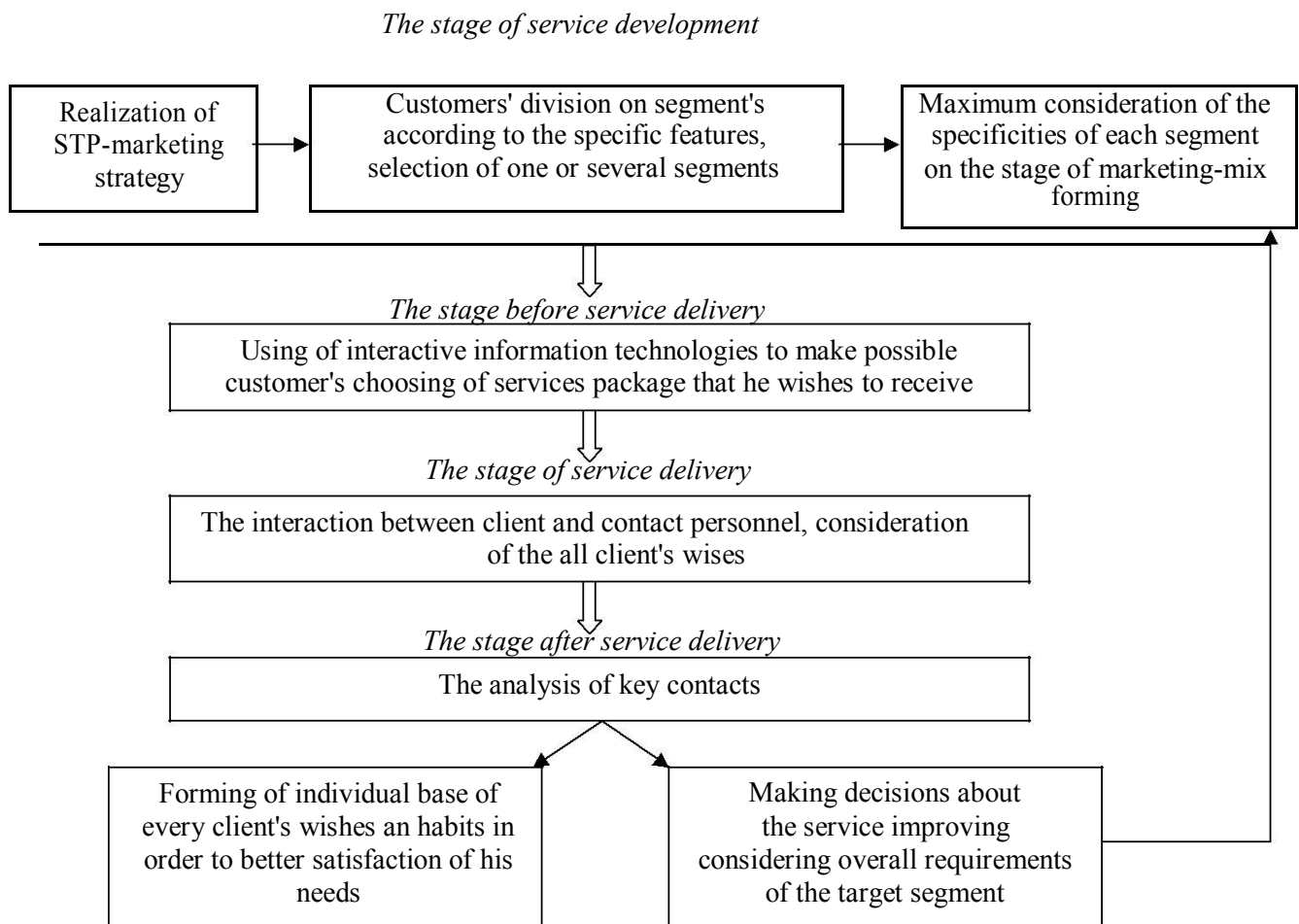


Fig. 2. The Mechanism of Service Individualization

Source: created by the authors based on [4; 6; 8; 10].

The manager's task is to make market segmentation according to specific features, to make targeting of one or several segments and to choose the strategy of positioning of the firm on the targeted segments.

Effective segmentation is the first step on the way of service individualization, it makes possible for the firm to understand the common specificities of target segment and to form the active marketing-mix in accordance to this. Many methods of segmentation have been worked out by the scientists in the field of marketing and service marketing, such as the method by A.R. Winkler (according to the European lifestyles), the VALS-system, the method by G. Gun (the segmentation in tourism sector) and others.

On the stage before service delivery the firm may use interactive information technologies, which make possible for the client to form his own package of services by choosing more attractive and useful among the all that the firm proposes. While this not only so called "must-be" services can be proposed, but also the attractive ones. For example, the Hotel Affinia (New-York, Chicago,

Washington) proposes its clients to enter the website before arrival and to choose one of the different pleasant little things. The Hotel Palazzo Magnani Ferroni (Florence) makes especial accent on aromas. During room reservations service staff ask client about his aroma's preferences, even about such preferences in different time of day and night, to consider it while room flavoring [4]. On the next stage, the stage of service delivery, the interaction between client and service staff takes place. The task of contact personnel is to find out all client's wishes about service process to satisfy them now and to form the client's personal portrait to individualize his service in future. The task can be accomplished better using the specialized electronic system that provides special electronic customer database. Such experience is successfully applied by the hotel chain of "Ritz-Carlton". The other innovational approach in hotel industry is the electronic management of the hotel. It means the creation of specialized system that connects all the employees and gives them the next opportunities by the using of Web resource: effectively obtaining of all necessary information about hotel; making room reservation; access to the widest possible set of sales channels, etc [9]. The next innovations in hotel sphere are interactive screens in hotel rooms or other places, visited by clients. The screens enable to find the necessary information about hotel, restaurants, country or territory of residence, monuments of history and culture, entertainment institutions.

One more innovation that combines effective marketing method of customers' attraction with social and ethic aspects, is the creation of innovational eco-hotels system. The system is designed to ensure the client's comfort and to save the environment by using natural sources of energy. It includes the next solutions: solar panels on the roof for water heating; air generators for electricity; producing of heat and power from household waste; system of rainwater collecting; converting food waste to fertilizer; thin layer of soil and greenery on the roof as sound and warm insulation etc.

But maybe one of more interesting and creative innovational approach in marketing of hospitality is the next one that includes aspects of conception of impressions marketing. We are talking about the original solutions in hotel sphere, the proposition for the customers, who are travelling for the purpose of obtaining of unforgettable impressions and emotions, the hosting services in unusual and places and conditions. Among such propositions are the next ones: hotels in ancient castles, monasteries, cathedrals, in the former prisons, in caves, in hollows and homes on trees, in underwater hotels and others [5]. The examples of more unusual hotels are Crazy House Hotel (Vietnam) that has a form of a chimerical angles tree with spiral steps, Green Plaza Shinjuku Capsule Hotel (Japan) that is like the spaceship or submarine with room-niches, Propeller Island City Lodge (Germany), named after the novel of Jules Verne "Floating Island" etc. Speaking about elements of the conception of impressions marketing in hotel sphere, we can't but mention about the accent on romantic emotions and emotions of fear. For the customers, who enjoy unusual otherworldly stories, there are many hotels, covered with legends about ghosts, poltergeist and other ulterior things. For example, Hotel del Coronado (USA), Fairmont Banff Spring Hotel (Canada), Hotel Hoshi Ryokan (Japan) and others.

Conclusions. The sphere of hospitality is the rapidly developing branch of industry, where the significant competition takes place. This fact requires using the marketing innovations in hospitality business to form loyal relationships with clients and to strengthen market position. One of the main marketing innovations in hospitality industry is the individual approach to every client.

The mechanism of service individualization is considered to be the process of several consecutive steps: the realization of STP-marketing strategy and working out of effective marketing-mix for every segment on the stage of service developing; using of interactive information technologies to make possible customer's choosing of services package that he wishes to receive on the stage before service delivery; the interaction between client and contact personnel, consideration of the all client's wishes on the stage of service delivery, the analysis of key contacts on the stage after service delivery. Other innovations in hospitality marketing is implementation of innovational eco-hotel system as the application of social and ethical marketing conception, realization of unusual solutions in hotel sphere as the method of impressions' marketing conception and also the usage of electronic hotel management system as the way of increasing of efficiency and interactive interconnection with clients.

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