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Халықаралық онлайн конференцияның еңбек жинағында Қазақстан Республикасында және шетелде қонақ үй және мейрамхана бизнесінің дамуының өзекті тенденциялары қарастырылған.

В сборнике материалов международной онлайн конференции рассмотрены актуальные тенденции развития гостиничного и ресторанного бизнеса в Республике Казахстан и зарубежом.

The proceedings of the international online conference discuss current trends in the development of hotel and restaurant business in the Republic of Kazakhstan and abroad.

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BRANDING AS AN IMPORTANT COMPONENT OF HOTEL BUSINESS COMPETITIVE STRATEGY

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Branding is an important component of the competition strategy in the hotel market. Much attention is paid to brands, especially in times of economic instability. In 2008-2010 many international hotel companies have entered an era of exacerbation of the “brand war” instead of the “battle for the customer” due to increased competition caused by lower sales and profits. It is important to note that the main international high-class hotel companies are among the most famous brands in the hotel industry. Thanks to the brand and the right brand positioning, a high-class hotel company can even outperform its competitors in a difficult period in the industry. However, the brand can cause irreparable harm to the financial health of the company during a crisis if the hotel’s customers’ expectations associated with the brand may differ in practice from the actual experience gained.

O.M. Cunill, F. Kotler, J. Bowen, J. McKenzie define a brand as a name, term, sign, symbol or design or a combination of the above, used to describe the goods or services of a particular seller in order to distinguish it from competitors[1].

Brands not only make the product attractive to consumers, but also give confidence to the manufacturer, increase the reputation of the industry and the country, national brands become an important part of the image of the state and its reputation.

The brand or trademark makes the product easily recognizable.

In developing brand distinctive features, the brand name is important, which should be easy to pronounce, easily recognizable and memorable. The name should also be translatable into foreign languages in case of work in foreign markets, not cause negative emotions, suggest that certain benefits and qualities are present, should be suitable for legal protection.

Brands attract consumers, giving them the impression of good quality and high consumer value compared to all alternatives.

F. Kotler identifies the following conditions conducive to effective branding, which help to decide whether to build a brand[2].

Consumers are often committed to only certain brands. Therefore, the main benefit of the brand is the formation of consumer loyalty. The promotion of some hotel brands in Russia is hampered by their absence in the local market. At the same time, some hotels have strengthened their brand so well, influencing the “direct” client, that they are successful in cities even without a brand presence. For example, Four Seasons is associated with customers in the upscale hotel segment, and other upscale hotels are often forced to develop marketing strategies as an extension to the image of this strong competitor.

Product quality and standards should be easily maintained.

If a brand gains a high-quality image, then consumers expect to receive the same quality in all structural objects. Changing standardization and different marketing policies reduce brand value. For example, everyone knows about the Marriott standards, they have become a kind of common name in hotel branding and successfully help the company conclude more and more management contracts in different regions of the world.

Brands have played a key role in the diffusion and globalization of international hotel chains.

Advisers from Arthur Andersen identified five key reasons for the growth of strong brands:

1. Typically, strong brands have the largest market share.
2. Often, buyers are willing to pay a higher price for accommodation in a branded hotel.
3. Usually they provide a higher return on investment.

4. Thanks to brands, various means of growth are possible.

5. Brands create customer loyalty and ensure stable cash flows[3].

The leaders of hotel companies working for prestigious hotel brands can provide financing for the planned activities at lower costs than their competitors working in companies with weak branding. Also, weak brands are most often absorbed by strong ones. If the owner of the company has a strong brand with a stable reputation, then it is much easier to get a new management contract or franchise contract, which is so important for dynamic development in a period of difficult economic conditions.

The hotel market is considered one of the highly profitable businesses and attracts a lot of investment. The payback of a hotel of three stars and above takes a long period of time, since at the initial stage it requires large investments. Tourism, along with other factors, depends on the development of the hotel market, since it is the comfort in the room that ensures the comfort of the entire trip. Traditionally, the countries with the largest number of hotels per square are countries with developed infrastructure and tourism like the USA, Japan, and European countries. Table 1 shows the growth in the number of accommodation facilities in Kazakhstan in recent years.

Table 1- Number of accommodation establishments for 2014-2018.

	2015	2016	2017	2018
Republic of Kazakhstan	2 338	2 754	2 987	3 322
Akmolinskaya	319	292	281	287
Aktubinskaya	70	86	98	102
Almatinskaya	306	400	449	519
Atyrauskaya	65	75	85	91
Zapadno-Kazakhstanskaya	58	68	72	74
Zhambylskaya	126	146	154	178
Karagandinskaya	208	225	232	253
Kostanaiskaya	107	111	119	139
Kyzylordinskaya	75	90	90	98
Mangistauskaya	63	83	78	82
Yuzhno-Kazakhstanskaya	131	177	224	
Pavlodarskaya	78	101	97	97
Severo-Kazakhstanskaya	66	91	101	112
Turkestanakaya (since 2018)				148
Vostochno-Kazakhstanskaya	371	455	505	537
Nur-Sultan city	160	194	218	213
Almaty city	135	160	184	286
Shymkent city (since 2018)				106

The hotel market of Kazakhstan is actively developing; global hotel chains have come to the country, which increase the level of service and set new quality standards. Over the past ten years, the number of hotels and hotels has tripled. The largest number is located in three regions of the country: East Kazakhstan, Almaty and Akmola. The total number of rooms in the locations in Kazakhstan for 2018 is 71,858 places[4].

Table 2 - Occupancy of hotels (bed places), %

	2015	2016	2017	2018
Republic of Kazakhstan	22,8	22,7	25,0	23,2
Akmolinskaya	13,3	16,8	17,4	14,7
Aktubinskaya	19,9	20,2	20,3	20,7
Almatinskaya	20,4	19,3	19,7	19,6

Atyrauskaya	28,0	27,7	26,7	26,2
Zapadno-Kazakhstanskaya	31,8	31,4	33,4	31,2
Zhambylskaya	17,9	15,7	17,0	18,8
Karagandinskaya	20,5	17,6	17,8	20,6
Kostanaiskaya	21,9	21,1	28,4	28,7
Kyzylordinskaya	18,9	18,3	20,7	17,1
Mangistauskaya	28,2	20,7	21,8	25,2
Yuzhno-Kazakhstanskaya	16,8	17,5	19,7	
Pavlodarskaya	26,0	20,6	27,2	29,6
Severo-Kazakhstanskaya	25,3	21,4	25,4	26,4
Turkestanakaya (since 2018)				19,3
Vostochno-Kazakhstanskaya	26,1	25,3	24,7	28,6
Nur-Sultan city	25,1	27,9	31,4	20,4
Almaty city	26,3	26,3	29,8	29,4
Shymkent city (since 2018)				20,1

As we see in Table 2, on average, hotels in the country are filled only by 20-25%, depending on the season, the most populated hotels in the country are in the West Kazakhstan and Atyrau regions, and in the city of Nur Sultan[4].

The average hotel in Kazakhstan has 3 stars, 21 rooms with an average cost of about 11,000 tenge per day. An interesting fact is that the main reason for visiting hotels for Kazakhstanis is personal reasons, while visitors from abroad mainly come for professional and business purposes.

One of the main problems of hotel service in Kazakhstan is the inflated prices that exceed the prices of similar offers in the main tourist cities of the world. Given the limited service and high prices, Kazakhstan is losing attractiveness in the eyes of visitors as a tourist destination. Therefore, it is very important that the hotel has a good image and a recognizable brand among people. This will allow you to have regular guests and attract new people.

The most important question during branding is: “What is the point of investing in your brand”? The reputation and attractiveness of the brand are formed through the influence of uncontrolled and controlled communications. Therefore, many Kazakhstan hotel brands experience difficulties in promoting for foreign customers. Distrust or negative image of the country (“Kazakh - poor quality”) leave their mark on local brands. Branding plays a fundamental role in promotion strategies. Of course, it would be easier if hotel companies provided a hotel product, while others assigned it a brand name by analogy with manufacturers from Taiwan. But real power is concentrated in the hands of brand owners. Therefore, it is important for Kazakhstan companies to create their own brands in the hotel business.

A strong brand has loyal customers. This is confirmed by the fact that a significant number of buyers refuse to buy substitutes even at lower prices.

There are some reasons why brands are developed:

- Top managers want a portfolio of diverse products to allow the hotel chain to diversify risks.
- The variety of brands in the hotel industry can be attributed to the desires of market leaders to satisfy their own needs, rather than the needs of customers.
- Brands are created as a response to stimulating growth in a saturated market and the need for rationalization, taking into account the heterogeneity of hotels.
- Create a new brand more cost-effective than restore existing hotels.

The competitive advantages of upscale hotels should be highly unique in order to differentiate the hotel’s offer from competitors, to make it clear to customers that the hotel has the right to raise prices for a certain set of services necessary for the client. Thus, the competitiveness of an upscale hotel is the result of the presence of unique competitive advantages, without which the effective functioning of the hotel is impossible.

If you are determined to create a good image, then you need to think about how to attract people to yourself.

Emphasize the benefits. Many forget about it. For example, it is more important for a guest to know that hotel employees are ready to help solve his problems.

Find out what they think of you. Search through TripAdvisor, Airbnb, and Booking reviews to understand why you are loved the most and what needs to be fixed. And do not forget to leave answers.

Go beyond the walls of the hotel. If your hotel is located in an attractive area (it can be either mountains or the center of a metropolis), then add this to the commercial. Visitors must understand where they will come!

Optimize your hotel website. Website optimization is the basis of online promotion. If you miss this item - do not expect reservations and good sales.

Target. Understand who your main consumer is, make basic bets on this particular audience. But do not forget to experiment, this way you will find potential customers that you could not think of.

Work on social media posts. Post useful content regularly. Hold various events with prizes, motivate guests to relax with you. Anything can be a motivator: from an all inclusive format bar to a Jonas Brothers concert.

Be sure to conduct a competitive analysis. Perhaps it is precisely the ideas of competitors that will help you find your selling chips.

Branding is an indispensable part of the competitive strategy in a period of difficult economic conditions - it is part of the anti-crisis competitive development program. Valuable brands are least sensitive to the crisis. Without branding, the future of a high-class hotel group in the post-crisis period is extremely uncertain - customers monitor the emotional and rational characteristics of the brand and the price-quality ratio.

It seems necessary to study the impact of global economic instability on the development of the hotel market, on the formation of competitive advantages and the competitiveness of five-star hotels and brands.

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ҚАЗАҚСТАНДАҒЫ ҚОНАҚЖАЙЛЫҚ БИЗНЕСІНІҢ ҚАЗІРГІ ЖАҒДАЙЫ

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Туризм әлемдік және отандық экономиканың ең интеграцияланған саласы болып табылады. Халық шаруашылығының 30-дан астам саласы онымен өзара іс-қимыл жасайды. Қонақ үй шаруашылығы туризм инфрақұрылымының ажырамас бөлігі бола отырып, бизнестің