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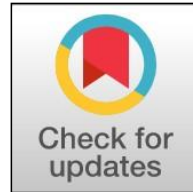
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FEATURES OF HOTEL MARKETING RESEARCH

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Abstract. The article discusses the features of marketing research in the hotel services market to determine the needs of various consumer groups since the products and constantly developing activities of hotel enterprises are built thanks to a strong foundation in the form of well-conducted market segmentation. The article reveals the main criteria for determining the market segment.

Among the main segmentation criteria in the hotel services market, there are geographic, behavioral, demographic, psychographic, depending on the level of guest loyalty, the age of consumer segments and customer expectations of the level of quality of hotel services, also on the purpose of the guest's arrival and on the status of hotel attendance. Methods for determining target segments are the concentrated "ant method", the dispersed "dragonfly method" and the method of cluster analysis and groupings.

The authors considered the specifics of developing and choosing a market coverage strategy, which led to the following conclusions: usually, such strategies are distinguished as differentiated, undifferentiated and concentrated marketing. In this case, the hotel chooses from three options for the marketing mix, the most suitable for implementing the desired result.

Thus, after analyzing the problems of segmentation in the service accommodation market of hotel services, it was revealed that hotel enterprises' productive and dynamic activity is built on a solid basis in the form of a well-implemented market segmentation, which helps to increase the competitiveness of the hotel enterprise.

Keywords: *segmentation, hospitality, marketing, sales, competitiveness, target market*

Introduction. Marketing is a customer-focused way of doing business. This customer orientation must permeate the entire organization. The main goal of marketing in the hospitality industry is to satisfy the client's needs, leading to an increase in the enterprise's income. Wise is the one who anticipates customer needs and takes appropriate action to ensure that they are met promptly. The complex

marketing measures include the company's creation of conditions that stimulate demand and sales of goods and services produced, product policy, pricing policy and the policy of forming distribution channels. As part of marketing, comprehensive research, information systems and planning should be carried out. If marketing is done correctly, that is, if the client's needs are correctly identified, the right product is produced, the reasonable price is assigned, favorable conditions for the sale of the product are created and an effective distribution system is organized. The result will be an attractive product and a satisfied customer.

Marketing research is the systematic collection, analysis and interpretation of information carried out to reduce the uncertainty associated with making marketing decisions.

Marketing research provides an information base for making the right management decisions and allows you to identify:

- problems hindering the effective conduct of business;
- causes of problems and effective ways to solve them;
- the market of potential consumers of services;
- new services that customers need and others.

In addition, research can provide a broad database of information about the current position of the hotel in the market and the niche it occupies.

Marketing information - facts, information, rumors, estimates, numerical and other data necessary for analyzing and forecasting marketing activities.

Currently, the flow of information is constantly growing, and managers need more information. Moreover, this information must be of high quality and reliable. Constantly researching the hotel services market and monitoring the main generating markets is necessary. A small firm that regularly receives business partners from other places can also become a "market" for a hotel in a regional context.

Many hotels are studying the information needs of their managers and are developing marketing information systems.

The marketing information system (MIS) includes the people, equipment and procedures used to obtain information, process it and present it promptly to make effective decisions. Hospitality market researchers should pay attention to where the main flow of visitors to the region comes from and, if possible, seek to establish direct contacts with the structures that send them, offering them the services of their hotel.

A sound marketing system is a compromise between the information that hotel managers want and the information that is needed and available. MIS specialists first interact with marketing managers, assessing the information needs of the hotel. Then

began the collection and processing of information from internal sources obtained with the help of "market intelligence" and marketing research. All information, after appropriate analysis, is sent to marketing managers who plan the development of the hotel and draw up a marketing plan for its development.

In a modern market economy and competition, meeting the consumer's needs is the primary goal of any business. However, managers must understand that it is impossible to satisfy all customers. It follows from this that it is necessary to select your customers carefully. You need to choose for yourself those whose satisfaction of needs coincides with the goals of the enterprise. In order to compete successfully for its customer, an enterprise must develop a set of marketing measures that make the market in which the company wants to enter more attractive to the organization than the marketing measures of competitors. Marketing is not just a business function these days. This is a kind of philosophy, thinking and structuring of the business. This is not another company and not a means of stimulating demand at the current moment. Marketing is an indispensable component of every employee's activity - from the registrar to the member of the board of directors. Marketing tools should not be used to fool the customer and jeopardize the company's reputation. The task of marketing is to create a combination of goods and services that represents actual value in the eyes of the client, creates motivation for the purchase and satisfies his actual needs. The goal of a business is to attract and retain profitable customers.

Furthermore, that happens when their needs are met. Then they will not only return to the same hotel, restaurant, car rental company or travel agency, but when talking with acquaintances, they will give the most favorable review of these enterprises. Satisfying the client's needs, leading to an increase in the enterprise's income, is the primary goal of marketing in the hospitality industry.

In the hospitality industry, marketing is often identified with the sale of hotel services, which is not surprising. The activities of the sales department are in full view. His manager organizes tours for clients and accepts them at hotel catering points. Thus, it appears that the marketing functions of this department are in the public eye, while those of other departments are performed behind closed doors. Marketing is often confused with advertising and sales promotion in the restaurant business. We often hear restaurant managers say they "do not believe in marketing," meaning that they are frustrated with their advertising campaign's impact on the public. Advertising and sales in the restaurant business are only components of one of the marketing mix elements and often not the most important ones. Advertising and sales are components of the promotion policy, stimulation of goods and services in the system of marketing

measures to influence the market. Other elements are the product itself, its price and distribution. Marketing also includes integrated research, information systems, and planning.² If marketing correctly identifies consumer needs, promotes the production of a good product, reasonable prices, intellectual stimulation of consumer demand and distribution of the product, then an attractive product and a satisfied customer will result. Marriot developed the new concept behind the Courtyard Hotels chain, General Mills designed the first Olive Garden, Mrs. Fields introduced her famous pastry to the public, and customers flooded into these establishments because they were offered something new. Marketing is about hitting the target. Peter Drucker, one of the management theorists, put it this way:

The goal of marketing is to make the sales super-brisk. This goal is to know and understand the buyer's needs to such an extent that the product or service produced is ideal for him and sells as if by itself.

This is not to say that sales and promotions are unimportant, but they are part of a more significant marketing mix phenomenon. These marketing tools create what we call a "satisfied customer". The only way to offer and sell your product for a better price is to identify your customer's goals and needs, then put what he finds valuable in a handy bag and place that bag in a place that is easily accessible to him. We can give such a definition of the concept of marketing. Marketing is a controlled social process by which individuals and groups acquire what they need and want by developing and exchanging goods and values. The hotel and restaurant business is one of the most important. It is the second-largest employer in the United States, providing approximately 10 million jobs. In more than half of the states, it is the largest branch of the economy. It delivers more than \$400 billion worth of goods and services annually.

The relevance of the research lies in the fact that the development of hotel enterprises in the field of hospitality depends on the qualitative distribution of consumers into groups, taking into account specific criteria, signs and methods of research. Since knowing the peculiarities of the requests and desires of all groups of guests, the hotel creates the most relevant products (services) that meet guests' requirements to ensure a high level of service.

The study aims to reveal the features and Features of marketing research in the hotel services market to determine the needs of various consumer groups.

Literature review. The problems of marketing research of the hotels market of services are devoted to the works of domestic and foreign authors: I.A. Arenkova, G.L. Bagieva, S.G. Bozhuk, T.S. Bronnikova, A.M. Godin, J. Dunbar, F. Kotler, D. Cravens, J.-J. Lambena, M. McDonald, E.V. Popova, M.O. Potolokova, D.V. Solovyova and others. Nevertheless, segment analysis of the hotel services market makes it possible to identify its particular features, which shows that the dynamic activity of hotel enterprises is built on a solid basis in the form of well-implemented market segmentation, which helps to increase the competitiveness of the hotel enterprise.

At the moment, a large assortment of products is presented in Uzbekistan, aimed at different groups of consumers. To ensure the demand for the product, one should consider the peculiarities of consumer preferences and direct production to a specific narrow circle of people. Therefore, it is necessary to conduct a needs analysis and create a specific assortment concept that is resistant to competition.

Market segmentation is carried out due to three stages [5]:

1. *Splitting the market into parts, taking into account the criteria and signs of segmentation.*

2. *The most rational choice of the target audience (segment).*

3. *Positioning of the hotel product on the market.*

Marketing research of the hotel market allows you to run a business successfully with growing profits. It is supposed to study the internal work of the hotel and the collection of information about all competing objects that conduct hotel activities. Also, hotel market research should consider the basic requirements of potential guests.

Conducting marketing research for hotels is very important, as the business's success largely depends on them. They help find out what range of services the hotel can offer its customers and what kind of competition exists in this business segment. These studies can give direction to the hotel to start quickly and maximize profit.

Conducting marketing research on the hotel services market will help identify some tasks, identify errors and eliminate them in time, which is essential for maximizing income and reducing costs.

Methodology and results. Having studied the marketing research methodology of hotels, we learned that the priority for the development of the hotel business is competitive. Competition in the market of hotel products and services is based on the improvement of the technology and technology of hotel service, its organization, the qualification of labor resources, the quality of service, the image of the hotel on the

market, the hotel belonging to a well-known hotel brand and others. According to modern foreign research, the hotel business has reached a high level of internationalization with high growth rates and intense competition.

Competition is the rivalry of hotel enterprises as subjects of market relations for the best conditions and results of commercial activities.

Three types of competition are typical for hotel enterprises:

1) functional competition when a large variety of hotel products and services satisfies a specific market need. For example, hotels of various categories can provide accommodation for tourists, and restaurants of various classes can provide food for them;

2) specific competition occurs when enterprises have products and services of the same purpose and similar in many respects, differing in specific essential characteristics for consumers (the location of hotels, the availability of parking lots, the comfort of rooms and others);

3) subject competition arises when enterprises have the same products and services, such as hotels of the same category.

It can be assumed that, in general, hotel enterprises operate in conditions of fierce competition, which has become aggravated in the context of the globalization of the hotel business.

The competitive environment is how hotel enterprises compete in the face of the constant threat of the emergence of new competitors.

The competitive environment and the intensity of competition largely determine the hotel enterprise's activity and have a significant impact on its marketing decisions, plans, and policies.

Each hotel company serves a certain range of consumers and operates in a specific competitive environment, determined by a specific market.

In any marketing research, conclusions about the moods of a significant group of consumers are made based on samples, i.e., opinions, selected representatives of these groups. The researcher uses different methods in collecting information, but they are based on the same technique - asking questions and answering them by the respondent, i.e., questioning.

A questionnaire is a research tool for collecting primary data by a survey method, a formalized list of questions that the respondent must answer.

Questionnaires and questionnaires consist of a series of questions asked to the respondent, who must provide their answers. The main types of questions are presented in Table 1.

Formulating questions is far from easy. When compiling the questionnaire, specific rules must be observed.

1. The question should be short.
2. It is necessary to avoid formulating two questions in one sentence.
3. The everyday language of the respondents and understandable terms should be used, avoiding technical terminology and jargon.
4. The question should not go beyond the experience of the respondent.
5. The question's wording should not contain a hint of the answer the hotel needs.
6. It is impossible to state an incomplete list of possible answers in a closed question, for example, only two answers, one of which is the most acceptable for the respondents.
7. Do not ask unnecessary questions that you can do without.
8. Questions should be presented in a particular logical sequence.

Table 1.

MAIN TYPES OF QUESTIONS

Question type	Description	Example
Closed questions		
Alternative (dichotomous)	A question with two possible answers to choose from	<i>Did you book your ticket by phone?</i> - Yes. - Not
Multiselect	A question with three or more answers to choose from	<i>How did you hear about our hotel?</i> - From friends. - From advertising. - Other
Likert scale	Indication of the degree of agreement or disagreement of the respondent with the essence of the statement made	<i>A small hotel usually provides better service.</i> - Completely disagree. - I disagree. - I do not know. - I agree. - Completely agree
Semantic differential	Scaling oppositions describing perception (put a sign on the line of	<i>Hotel "Kaliningrad":</i> - Big. - Small.

	oppositions)	- <i>Cozy.</i> - <i>Uncomfortable.</i> - <i>Modern.</i> - <i>backward</i>
Evaluation scale	Scale with ranking any feature from "unsatisfactory" to "excellent."	<i>Service in our hotel:</i> - <i>Excellent.</i> - <i>Good.</i> - <i>Satisfactory.</i> - <i>Unsatisfactory</i>
Importance scale	This indicates the degree of importance of any characteristic from "not at all important" to "fundamental."	<i>If it were possible to use telephone services during a long flight, then I would:</i> - <i>Used it.</i> - <i>Probably took advantage.</i> <i>I- Not sure.</i> - <i>Probably did not use it.</i>
Open questions		
Unstructured	Free Answer Question	<i>What is your opinion about the work of the reception service of our hotel?</i>
Word associations	The respondent is asked to choose associations associated with the proposed words.	<i>Bukhara Hotel</i> _____ <i>Hotel restaurant</i> _____ <i>Hotel Spa</i> _____
Finish the sentence	Unfinished sentences (story) are given, which the respondents must complete.	<i>When I choose hotels, the most critical factors for me are...</i>
Story by picture	Respondents are asked to tell what is shown in the picture and describe their associations.	

Source: Baumgarten L. V. Marketing of a hotel enterprise. / L. V. Baumgarten. - M.: Yurait Publishing House, 2020. - 138 p.[1]

The most complex and personal questions should be asked at the end when the possibility of an adverse reaction from the respondent can no longer spoil the

interview. Researchers should be cautious not to offend respondents with their questions and examples inadvertently.

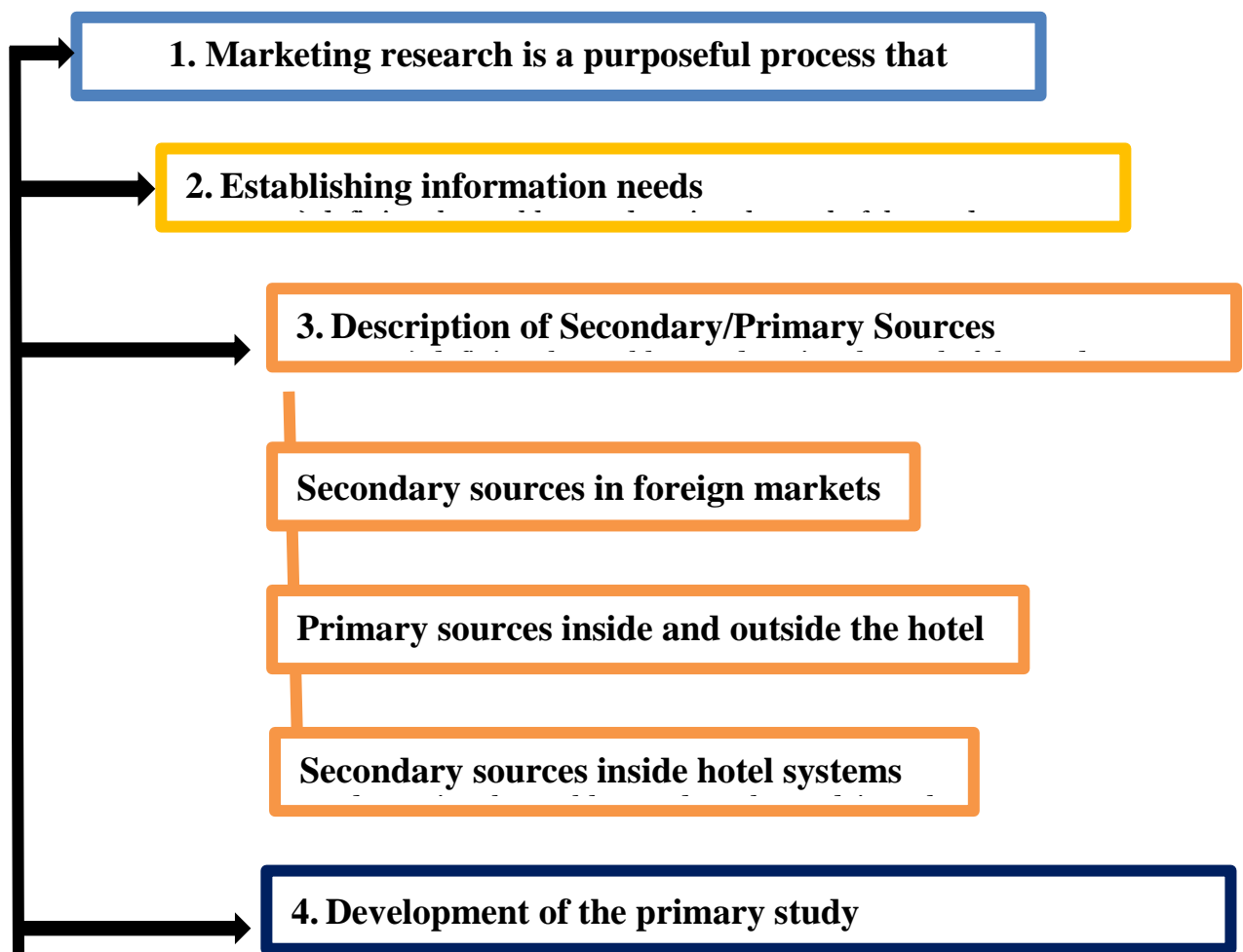
Marketing research is a purposeful process that includes the following main steps:

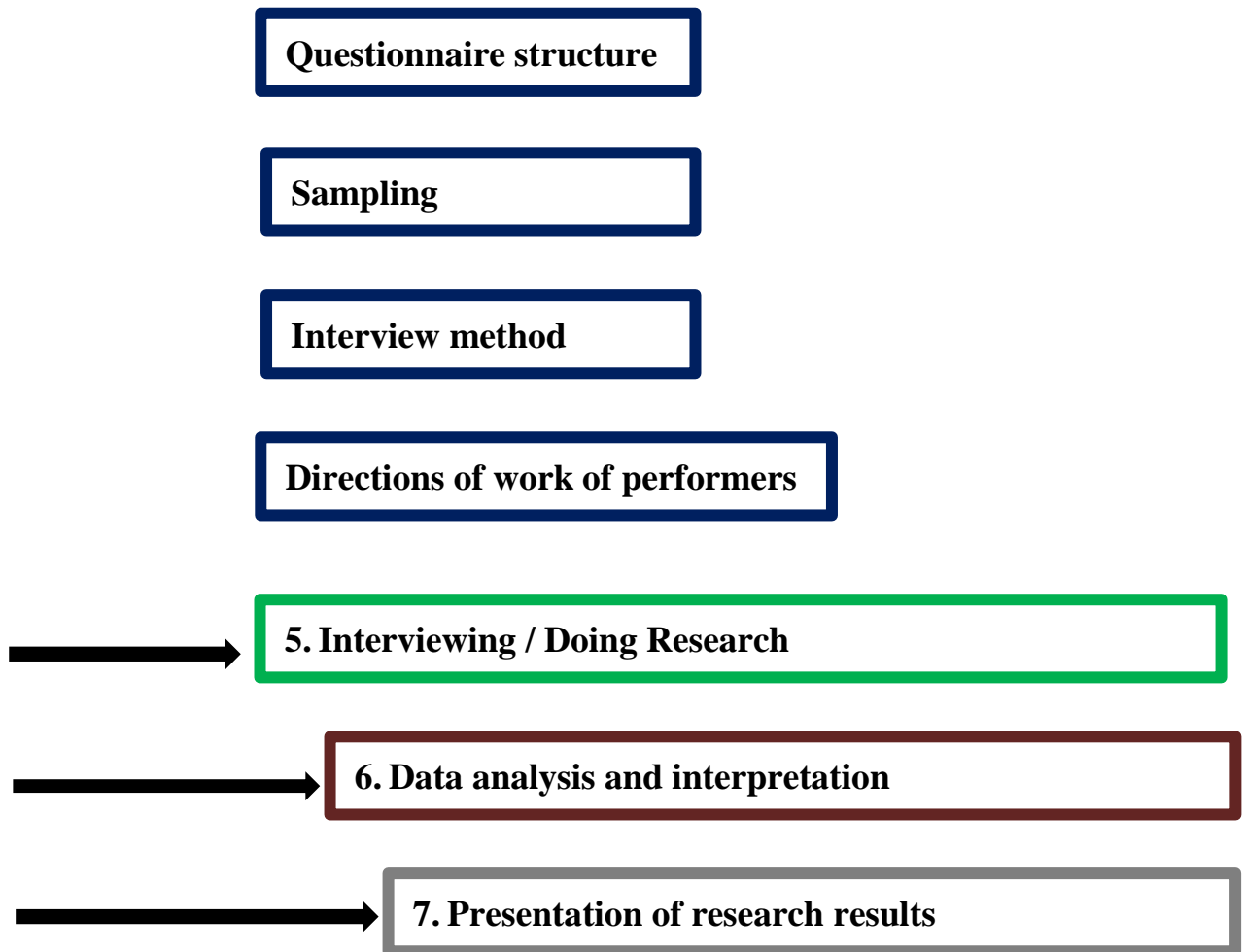
- 1) defining the problem and setting the goal of the study;
- 2) development of a research plan;
- 3) implementation of the research plan;
- 4) interpretation and presentation of results.

The structure of marketing research can be represented schematically (Tab. 2).

To determine the problem and set the study's goal, the joint work of hotel marketing managers and its management is necessary since managers can adequately assess the importance of the problem and offer the best method for finding the information necessary to resolve it. The objectives of marketing research are divided into three types: preliminary, descriptive and analytical.

Table 2. Scheme of the process of conducting a marketing research





Source: Own Elaboration

Conclusion. To implement the positioning, hotel enterprises must inform their hotel staff about the distinctive competitive advantages of the products provided and create a product promotion system using modern information technologies to attract the target audience of consumers.

Thus, after analyzing the problems of segmentation in the hotel services market, it was revealed that hotel enterprises' products and constantly developing activities are built thanks to a solid foundation in well-conducted market segmentation. Properly conducted segmentation enhances the competitiveness of the hotel enterprise. Carrying out segmentation, the hotel company identifies groups of customers connected by a typical demand to allow each selected market segment to choose the appropriate specific offer. Having defined its target segment, the hotel can competently and efficiently carry out its activities.

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