

innovations hubs and accelerators. Places like Silicone Valley, where education and innovations go side by side, is a good example of it, though it could include whole countries, as it happened with Singapore. Co-development will also become very common, though some companies still need time to adjust to the idea that their production will not be only their property.

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CHARACTERISTICS OF MARKETING ACTIVITIES OF HOTEL CHAINS

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One of the characteristics of the hotel business is the development of hotel chains as an event of internal marketing. Hotel chains are considered as a marketing technology in the market of hotel services [1, 2].

A hotel chain is a combination of several hotel companies into a collective business, carried out under a certain management within the general concept of product promotion and under an individually recognizable brand name. The enterprises of the hotel chain are characterized by a strict adherence to corporate values and names of services, high quality accommodation and service, architectural unity of buildings and interior design.

Hotels can be grouped into hotel chains as a result of the construction and purchase of enterprises by a hotel company, conclusion of a franchise agreement with a well-known hotel franchisor as well as signing of a hotel management contract. Therefore, the hotel chain, in addition to full members, in most cases includes associate members who participate in the business on the basis of franchise agreements. In these cases, the chain is not liable for losses on franchise transactions and is not entitled to the income, except for its due payments under the franchise agreement.

It should be noted that each type of hotel that is a part of the hotel chain has its own brand name, which is used for the hotel of a particular chain. Therefore, the consumers who use the services of a certain hotel chain have a

clear idea of the quality of service and accommodation in the company belonging to this chain, regardless of its location. This allows hotel chains to advertise and book rooms long before the new hotel opens. The name of the new hotel and its details are included in all possible national and international guidebooks.

Marketing technologies for the organization of hotel chains have a number of advantages, the main of which are:

- servicing a large number of customers through redistribution between hotels in the chain;

- using a single centralized reservation system, which allows to increase the room occupancy of all enterprises participating in the chain;

- using centralized purchasing of large consignments of goods and services (equipment for rooms, linen, sanitary items, etc.) at wholesale prices;

- financing of collective business by obtaining additional investments, mobilization of the capital and its use to expand and increase the efficiency of business operations;

- conducting a flexible pricing policy in case of changes in the market conditions;

- using of a centralized accounting system, conducting general marketing research, construction, real estate transactions significantly reduces the corresponding costs of each participant in the chain due to using the services of the professionals dealing with the issues mentioned.

Participation in the chain allows businesses to effectively promote hotel services on the market and save significantly on promotional activities through the distribution of total costs among the participants in the chain. All hotels in the chain can use the results of advertising campaigns, having insignificant expenditures. In addition, the advertising function is performed by the brand name of the chain.

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