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## THE FORMATION OF ADVERTISING ACTIVITY IN THE HOTEL AND RESTAURANT SPHERE UNDER CONDITIONS AT THE INTEGRATION OF ECONOMIC

In the article defines functions of advertising in the hotel and restaurant affairs and effectiveness of implementation of advertising activity at hotel and restaurant enterprises. Specific features are allocated which related to formation of the hotel and restaurant product and the main elements necessary for the implementation of the high-quality hotel and restaurant product on the world market. The factors trends and the constituents that determine the role of hotel and restaurant affairs in modern society under the conditions global economy where investigated. The results of research in the article can be used by as a source of information for the formation of advertising activity on the market of hotel and restaurant services.

**Key words:** economy, hotel and restaurant business, hotel and restaurant market, the hotel and restaurant product, advertising, marketing.

### Кожухівська Р.Б., Саковська О.М. ФОРМУВАННЯ РЕКЛАМНОЇ ДІЯЛЬНОСТІ У ГОТЕЛЬНО-РЕСТОРАННІЙ СФЕРІ ЗА УМОВ ЕКОНОМІЧНОЇ ІНТЕГРАЦІЇ

У статті визначено функції реклами у готельно-ресторанній справі та зазначено ефективність здійснення рекламної діяльності на підприємствах готельного та ресторанного господарства. Визначено особливості, що пов'язані із формуванням готельно-ресторанного продукту та основними елементами, необхідними для впровадження високоякісного готельного та ресторанного продукту на світовий ринок. Зазначено фактори, тенденції та складники, що визначають роль готельного та ресторанного бізнесу в сучасному суспільстві за умов глобалізації економіки. Результати дослідження у статті можуть бути використані як джерело інформації для формування рекламної діяльності на ринку готельних і ресторанних послуг.

**Ключові слова:** економіка, готельний та ресторанний бізнес, готельний та ресторанний ринок, готельний та ресторанний продукт, реклама, маркетинг.

### Кожуховская Р.Б., Саковская А.Н. ФОРМИРОВАНИЕ РЕКЛАМНОЙ ДЕЯТЕЛЬНОСТИ В ГОСТИНИЧНО-РЕСТОРАННОЙ СФЕРЕ В УСЛОВИЯХ ЭКОНОМИЧЕСКОЙ ИНТЕГРАЦИИ

В статье определены функции рекламы в гостинично-ресторанном деле и обозначена эффективность осуществления рекламной деятельности на предприятиях гостиничного и ресторанного хозяйства. Определены особенности, связанные с формированием гостинично-ресторанного продукта и основными элементами, необходимыми для внедрения высококачественного гостиничного и ресторанного продукта на мировой рынок. Указаны факторы, тенденции и составляющие, определяющие роль гостиничного и ресторанного бизнеса в современном обществе в условиях глобализации экономики. Результаты исследования в статье могут быть использованы как источник информации для формирования рекламной деятельности на рынке гостиничных и ресторанных услуг.

**Ключевые слова:** экономика, гостиничный и ресторанный бизнес, гостиничный и ресторанный рынок, гостиничный и ресторанный продукт, реклама, маркетинг.

**Introduction.** In connection with the complication of the conditions of operation of enterprises in the market of hotel and restaurant services there is a need to identify additional competitive advantages. The desire of business entities to realize hotel and restaurant services and to maximize profits in the face of fierce competition encourages them to re-evaluate their own capabilities, analyze advertising and information activities, study the infrastructure of the hotel and restaurant market. This fact determines the need to study the formation of advertising activities in the hotel and restaurant market, especially in the development and implementation of practical elements for improving the effectiveness of promotional activities of hotel and restaurant enterprises.

**Literature Review.** Among the Ukrainian and foreign researchers who has made a significant contribution to the development of the concept of advertising, the most thorough are the works: Azar V. [1], Burnett J. [10], Fedorova I. [8], Fryburger V. [9], Golda N. [3], Gorbal N. [2], Demyanenko V. [4], Jefkins F. [5], Lukyanets T. [6], Moriarty S. [10], Novikov B. [8], Pearce R. [10], Potapenko S. [4], Primak T. [7], Rottzoll K. [9], Sandage C. [9], Smirnov I. [8], Wells W. [10], Yady D. [5] et al.

However, theoretical positions and practical recommendations regarding to the formation of advertising activities of hotel and restaurant enterprises remain poorly researched. Insufficient attention is paid to the economic mechanism of effective use of funds for this type of activity. The relevance of these problems has led to the choice of research topic.

**Aims and Objectives.** The main objectives of the article are to define and to formulate the principles and methods of forming advertising activities in the market of hotel and restaurant services in the conditions of globalization of the economy. For construction of effective advertising activity of the enterprise in the hotel and restaurant sphere taking into account various factors of influence.

**Results.** The interest in advertising as a phenomenon of modern life is due to the multifaceted nature of the phenomenon itself and not less complex perception of its various people and social groups. Advertising serves different purposes, affects the economy, ideology, culture, social climate, education and other aspects of our life. Given the diversity of forms and methods of advertising and generalizing the scientific experience in this field, it is necessary to highlight five main features that we think are inherent in advertising: informative messages; ability to persuade; mass and all-public nature; one-sided orientation and non-personal character; full control at all stages of the advertising process.

**1. Advertising – integral part of the marketing system.** Advertising is an integral part of the marketing system and the channel for disseminating information on the market. Therefore, the formation of more complete knowledge about advertising is impossible without studying its main functions, that is, “the role of advertising” in the economy and society in the process of

communication [5, p.76]. In our opinion, advertising has 6 main following functions: information, communication, exhortation, social function, economic, controlling. According to the functions of advertising there are also such effects that can be obtained from the advertising activity in fig. 1.

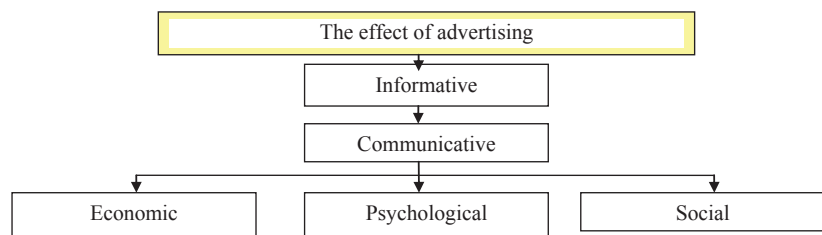
Advertising is a complex and dynamic process, which for many centuries is a constant human companion. The nature of advertising, its content and forms constantly changed under the influence of scientific and technological progress, with the change of socio-economic formations and in accordance with the requirements of people at a particular historical moment. However, the effective implementation of advertising activities in the hotel and restaurant industry is impossible without a comprehensive study of advertising processes and characteristics of this industry.

**2. System of advertising activity at a hotel and restaurant enterprise.** To study the advertising activity of a hotel and restaurant enterprise as a communicative system, one should consider a process in the form of a closed loop, where the main elements are: a hotel and restaurant enterprise; advertising agency is a special department of the hotel and restaurant enterprise; an advertising distributor; consumer of hotel and restaurant products.

These four elements form the outer contour of the movement or frame of the system, and the middle of which it is being built is a hotel and restaurant service (fig.2).

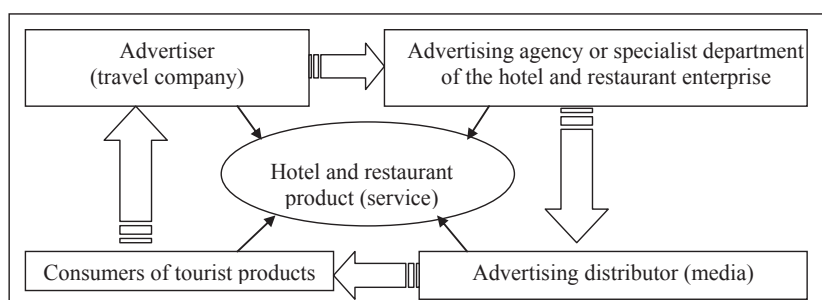
Based on the research carried out the concept of “hotel and restaurant product”, it has been established that the characteristic feature of the process of formation of modern advertising activities of hotel and restaurant enterprises is the acquisition of a new role as a result of taking into account the specific features inherent in to hotel and restaurant in the management process.

That is, advertising has become an integral part of the marketing system, the level of development of



**Fig. 1. The main varieties of the effect of the implementation of advertising activities by the hotel and restaurant enterprise**

Source: constructed by the authors



**Fig. 2. System of advertising activity at a hotel and restaurant enterprise**

Source: constructed by the authors

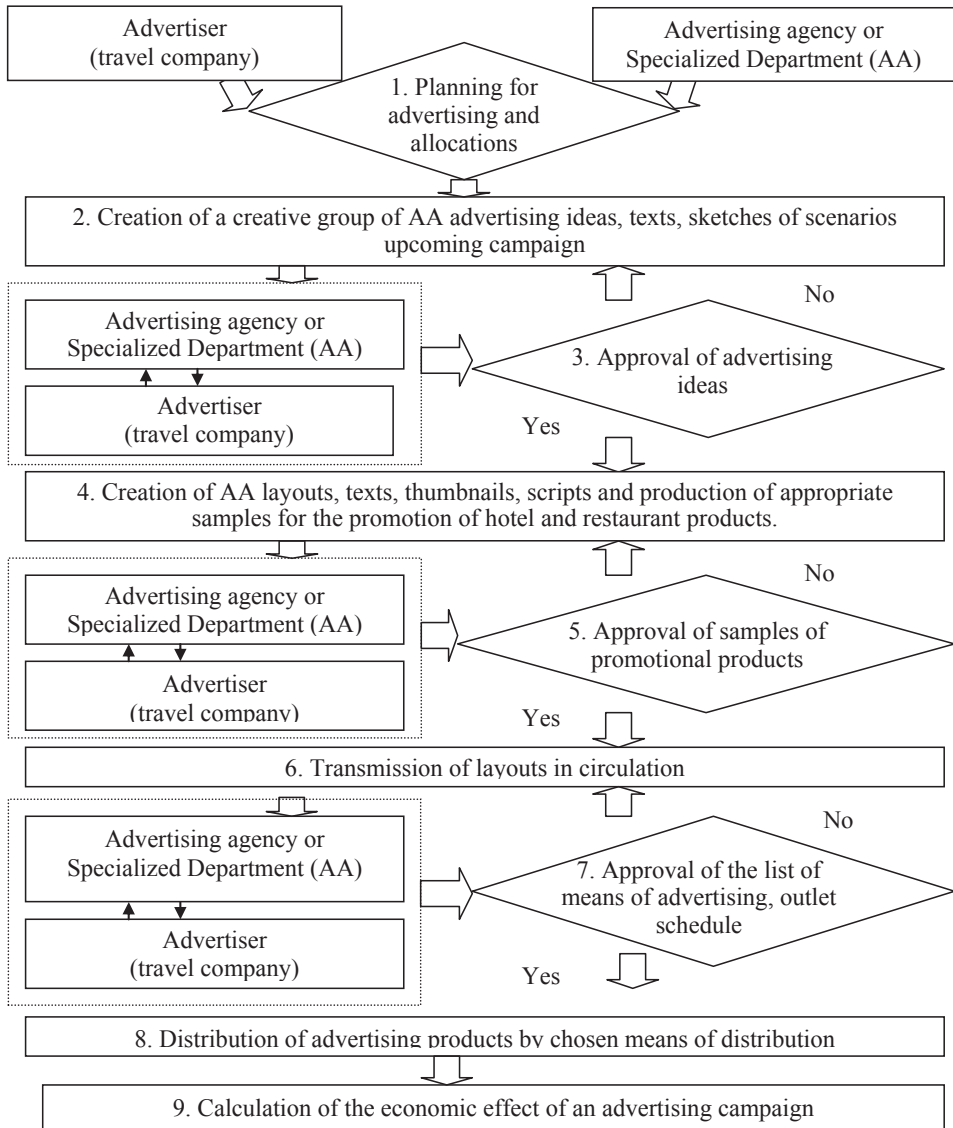
which determines the quality of the hotel and restaurant product, the efficiency of the industry and adaptation to modern market requirements. The process of forming an advertising activity at a hotel and restaurant enterprise is presented in fig. 3.

The urgency and importance of the developed process of formation of advertising activity at the hotel and restaurant enterprise is that the structure of the world market is constantly complicated and marketers need to adequately respond to these changes. When planning an effective advertising campaign, tourism can not ignore the specifics of this industry and the characteristics of a hotel and restaurant product.

Based on the research conducted, it is determined that the hotel and restaurant product has certain specific properties that must be taken into account for planning the company's advertising strategy. Firstly, the hotel and restaurant product combines services and goods. Secondly, the demand for a hotel and restaurant product is elastic and depends on the prices for hotel and restaurant services, the level of customer income, climatic, political, economic, environmental and social

conditions. Thirdly, an important aspect in the process of implementing a hotel and restaurant product and the formation of advertising activities is a diversified pricing system, which depends on the policy of the hotel and restaurant enterprise, the individual characteristics of customers and the characteristics of the market in which it operates. In addition, the hotel and restaurant sector is characterized by a gap in time between the moment of price setting and the moment of purchase product. Fourthly, the places of sale of a hotel and restaurant product are usually remoted from the places of its consumption. That is, a customer who purchased a product through a travel company needs to bridge the distance to where its needs will be met. Fifthly, the hotel and restaurant products are the result of a complex action of several enterprises, each of which has its own goals in organizing the advertising process.

Thus, the result of tourism activity is to form a hotel and restaurant product, which is the result of the efforts of many enterprises and for the implementation of which a set of complex heterogeneous elements is needed.



**Fig. 3. Block-diagram of the algorithm for the formation of advertising activities at the hotel and restaurant enterprise**

Source: constructed by the authors

**3. The factors influencing the advertising activities of hotel and restaurant enterprise.** For planning the company's advertising strategy, it is necessary to take into account the constant variability of the quality of hotel and restaurant services, which depends on many factors, conditionally we are divided into three groups. The first group includes factors that are not directly dependent on the company: for example, the natural, climatic, political, economic and environmental condition of the country during the travel of the client. The second group is connected with the work of the enterprise hosting the visitors.

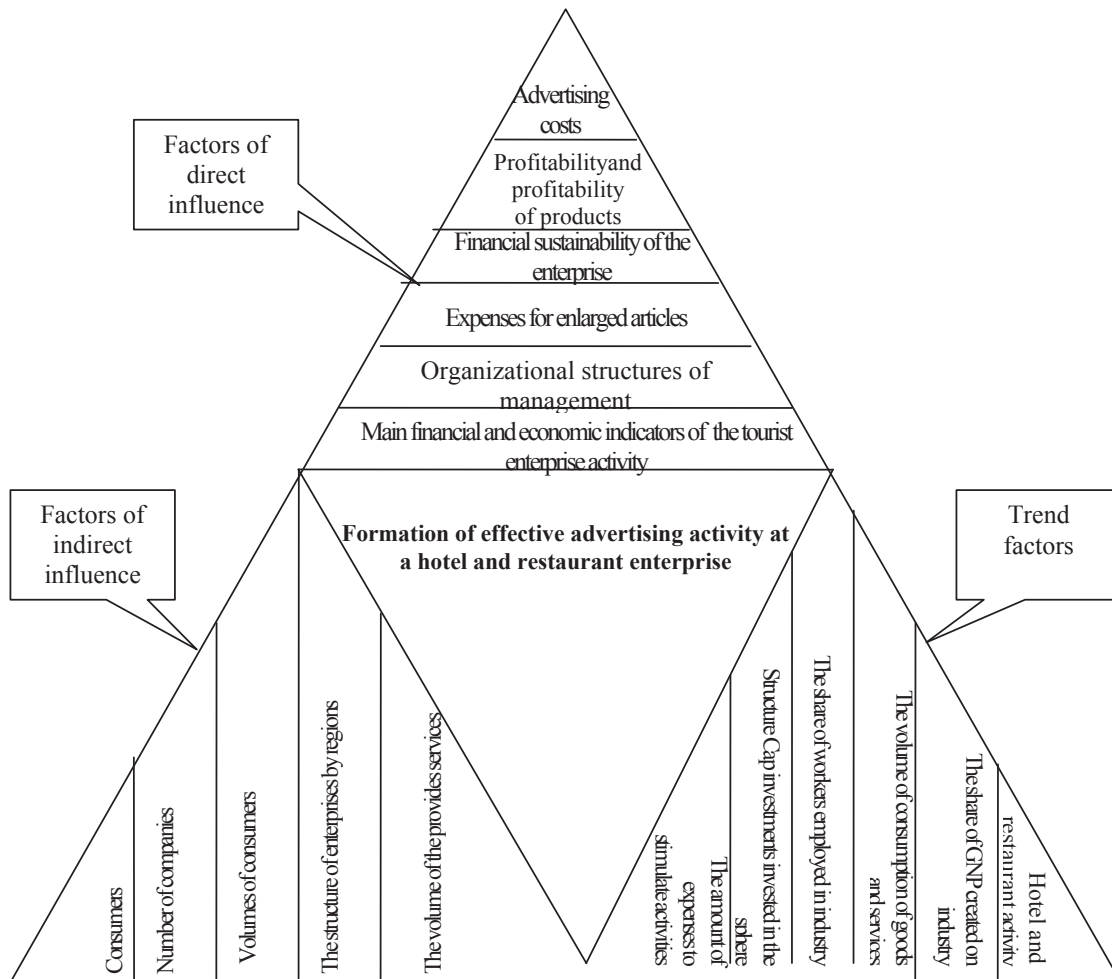
The last group of factors includes subjective features and the uniqueness of the consumer himself. The subjects of the hotel and restaurant market function in a complex system under the influence of many factors. Therefore, tour operators and agents need to study market trends and respond in a timely manner to changes in the environment. In accordance with the marketing direction of the research in the article, we have identified economic factors, which are grouped into three blocks by the degree of possible influence on them.

The mechanism of formation of effective advertising activity in the hotel and restaurant enterprise on the basis of system analysis of economic factors of influence is shown in fig. 4.

The analysis of factors allows companies to detect changes in the structure of hotel and restaurant flows and on their basis to coordinate economic activities and advertising, in particular; to study the total amount of services and to determine the priority directions for the promotion of a hotel and restaurant product; assess the level of competition in the national market and review the range of services offered. Consequently, the need to analyze the factors of influencing the advertising activities of the hotel and restaurant enterprise is due to the direct dependence of the subject of economic activity on the national strategy of tourism development of the state, which, at the same time, should correspond to the trends that are emerging in the international market.

**4. Model for forecasting the results of an advertising campaign.** In order to prevent inefficient spending of funds by tourism enterprises, a model for forecasting the results of an advertising campaign was developed within the research. When developing this model all elements of the system are divided into two parts. The first is the definition of the forecast value of the total amount of allocations for advertising activity, the second – the distribution of budget funds, depending on the means of distribution of advertising.

The basic set of equations is based on calculated coefficients of variability and the following set of equations is obtained:



**Fig. 4. The system of factors influencing the advertising activities of a hotel and restaurant enterprise**

Source: constructed by the authors



$$\left\{ \begin{array}{l} Y_1 = \frac{1000 \cdot 1,04 VA \cdot X_1}{1,04 AU_1} \\ Y_2 = \frac{1000 \cdot 1,02 PA \cdot X_2 \cdot X_3}{1,02 AU_2 \cdot X_2' \cdot X_3'} \\ Y_3 = \frac{1000 (1,02 OV + 1,01 PS \cdot X_4 + 1,01 VO + 1,01 VM) X_5}{1,02 AU_3} \\ Y_4 = \frac{Y_1 \cdot 1,04 AU_1 + Y_2 \cdot 1,02 AU_2 + Y_3 \cdot 1,02 AU_3}{1000} \end{array} \right. , \quad (1)$$

where,  $Y_1$  – expenses for advertising activity in the press on the basis of 1000 consumers, UAH; VA – cost of advertising space, UAH;  $X_1$  – periodicity release period, element;  $AU_1$  – audience (circulation), persons;  $Y_2$  – expenses for external advertising activity per 1000 consumers (viewers), UAH; PA – price of the advertising plane (1 shield), UAH;  $X_2$  – number of designs, element;  $X_3$  – periodicity of output, months;  $AU_2$  – audience (number of potential audience contacts with one advertising space per month), individuals;  $Y_3$  – expenses for exhibition activity per 1000 consumers (visitors), UAH; OV – organizational fee, UAH; PS – price for 1 m<sup>2</sup> of the equipped exhibition space in the exposition, UAH;  $X_4$  – number m<sup>2</sup>, element; VO – cost of additional equipment, UAH; VM – advertising material costs, UAH;  $X_5$  – number of events (exhibitions), element;  $AU_3$  – audience (number of contacts of the audience with the exposition), persons;  $Y_4$  – volumes of total expenses for advertising activity in the press, outdoor advertising and exhibitions (budget of advertising campaign), UAH.

All the calculations we are offered to do are made using the Excel program, which calculates the macro to calculate the simulated values for entering the input data of a certain period with a quarterly interval. We believe that this period is optimal, since the pair regression equation, on which the model of prediction of the results of advertising activity in the hotel and restaurant enterprise is constructed, better reflects the economic situation in a stable environment. Therefore, to calculate the forecast advertising budgets for the following years, hotel and restaurant companies need only update the incoming database. All other indicators will be calculated automatically for the specified new conditions. The disadvantages of a prediction model include the need for a significant sta-

tistical base to obtain appropriate coefficients of variation and its continuous updating (ideally quarterly).

**Discussion and conclusion.** We believe that such model is convenient and effective in planning the advertising activities of a hotel and restaurant enterprise for the next years. However, for using it you need: firstly, constantly update the information base; and secondly, in determining the values of factors do not exceed the limit of one-third of the scale of variation and, thirdly, with a sharp change in the external environment, immediately revise the calculated regression equation.

In connection with the complication of the conditions of operation of enterprises in the market of tourism services there is a need to identify additional competitive advantages. The desire of business entities to realize restaurant enterprise services and to maximize profits in the face of fierce competition encourages them to carry out advertising and information activities, to study the infrastructure of the restaurant enterprise market and to form the effective advertising activities in the market of restaurant enterprise services.

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