

DETERMINATION OF MOTIVATION FACTORS IN THE HOTEL INDUSTRY

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ABSTRACT

The paper discusses the economic foundations of hotel operation efficiency and the influence of motivational factors on hotel efficiency. When considering the ways of increasing the economic efficiency of hotel operation, increasing the influence of motivation is presented as an important factor. Issues related to tourists' motivations can be defined as incentives, what motivates a person to travel. Customer motivation is one of the most effective marketing ways to promote the company's development and promote its products on the market. In order to attract and retain customers, loyalty programs are presented, which all hotels have developed individually. It is a marketing strategy used by hotel chains to attract and retain business at their properties. The program works to attract customers, especially business or other frequent hotel guests, to favor that particular brand or hotel group by offering discounts or privileges when choosing a hotel.

Keywords: Hotel industry, Economic system, Hotel product, Motivation.

Introduction

The formation and development of the hotel industry is characterized by certain economic indicators, which are mainly determined by the volumetric realization of the hotel product and qualitative indicators.

The economic system of hotel industry the volume of visitor flows in the industry;

1. The condition and development of the material-technical base;
2. Indicators of financial and economic activity of industry enterprises;
3. International hotel industry development indicators.

The modern pandemic, in the background of Kovid-19, showed us even more that the hotel is directly related to the flow of tourists arriving in the country, which is directly related to the efficiency of the hotel's operation. The characteristic indicators of the volume of tourist flows are:

- The total number of tourists, including organized and unorganized;
- number of tour days and beds;
- The average length of the tourist season in the country or region (average time).

In the hotel industry, where the product is the service, guest relations play an important role in the effective operation of the hotel.

Like any other subfield of the economy, the hotel industry needs a certain structure and integrity of management, which ensures its competitiveness.[2]

Guest hospitality in the hotel industry implies such a wide range of services that leave tourists with positive emotions after leaving the hotel. This concept can be explained as the production of service with the manifestation of personal attention to guests, the ability to feel their wishes and needs. In the hotel industry, guests must be provided with all their requests and needs as possible.

Based on this, it is important to increase the motivation of guests, which can be achieved in different ways.

High standards of customer service are an important factor for the further dynamic development of the hotel and for raising the motivation of guests.

In the hotel industry there are "loyalty programs", which are important motivators for tourists.

A hotel loyalty program is a marketing strategy used by hotel chains to attract and retain business at their properties. The program works to attract customers, especially business or other frequent hotel guests, to favor that particular brand or hotel group by offering discounts or privileges when choosing a hotel. [1]

The perfect definition of loyalty was formulated by scientist Oliver in 1999, according to which it creates the basic loyalty of the customer to continuously buy or become the owner of the offered product/service in the future, at the same time, to buy the same brand or set of brands, regardless of market influences and competition for brand substitution. Marketing events of companies.

Creating and maintaining customer loyalty is especially important for companies operating in the service sector, because as a result of loyalty, their financial benefits increase due to repeated purchases.

The concept of "loyalty programs" or "frequent guest programs" has been known in the hotel business since the beginning of the 80s of the last centuries, when the first of them, InterContinental Hotel Group's priority club awards, was created. Now there are several dozen international "loyalty programs" that include the activities of chain hotels, which have been put into practice by independent hotels and hotel chains in individual countries.

The popularity of loyalty programs is due to their special "usefulness" for both interested parties. Hotel guests have the opportunity to travel more often or more comfortably at a relatively low cost, and for hotels themselves this is an excellent opportunity not only to retain service users without much effort, but also to regularly increase the number of regular customers. [1]

Loyalty program, which is an important motivator, offers the hotel client to become a member of the discount system.

After joining the club, points will be credited to the card each time the guest visits a chain hotel that supports this program. Sometimes points are also given for dinner in a restaurant, use of a business center, etc., their number is directly proportional to how often the guest stays in hotels and uses certain services, in exchange for the purchased points, a member of such a club system can receive certain bonuses, i.e. Services, their range is very wide. [1]

The hotel's loyalty program provides discounts for corporate clients who do not stay at the hotel, but use the restaurant services, banquet halls, etc.

In the chain of branded hotels there are gold and silver cards, which have various privileges, e.g. Gold card gives 10% discounts, and silver card - 8%. Then comes the premium category card - issued upon the tenth arrival at any hotel in the network or after a total stay of 15 nights. With this card you can get 10% discount on accommodation, 5% on restaurant and lobby bar services, 10% on wellness center services. In addition, an exclusive card issued after a full stay of 30 nights. This card provides 20% discount on accommodation, 10% on restaurant and lobby bar services, 20% on wellness centers. Members of the Distinguished Guest Program receive additional perks, including free check-in or late check-out up to 4 p.m.

There are external and internal factors of guest motivation.

Internal motivations of tourists can be considered:

- attitude - towards the environment, place, people or subject conditions (formation of positive or negative feelings);
- Establishment of attitude - regarding observation, gaining knowledge and perception of understanding;
- Establishment of certain values or beliefs towards a subject or event;
- Providing certain comfort and service standards.

External factors of motivation are the circumstances that affect tourists, so that they can make certain decisions. These factors include:

- The place of origin, which is somewhat related to nostalgia;
- Shopping and shopping centers related to international fairs;
- International cultural events (festivals, etc.);
- International scientific symposia;
- International entertainment centers (national and theme parks, gambling places, etc.);
- International sports events;
- any landmark that attracts tourists;
- Places related to nature (rivers, seas, lakes), flora and fauna, etc.

In addition to the above, tourists' motives are influenced by a number of other factors that should be taken into account when studying demand for tourism products and forming service programs. It is customary to distinguish between dominant and secondary factors of tourist motivation, which have certain opportunities to increase their influence on consumer behavior and the decision-making process of travel and tourism product selection.

As we can see, when discussing the ways of increasing the economic efficiency of hotel operation, increasing the influence of motivation is presented as an important factor. Issues related to the motivation of tourists can be defined as the incentive of what motivates a person to travel.[3]

In general, human travel is related to pleasure, active or passive recreation, entertainment, etc. Each person on the trip presents himself quite individually. It directly depends on age, education, life experience, marital status, income and other factors.

Consumer motivation is a set of processes that induce, guide, and support consumer behavior. Motivational behavior can be conditionally divided

into three types based on the number of people motivated collectively: motivation of an individual person; Motivating the behavior of a small group and motivating the whole group, which has an unlimited number. [6]

In general, customer motivation is one of the most effective ways to promote the company's development and promote its products on the market.

Also, the product buying behavior model includes the following categories: marketing incentives (product, its price, distribution methods and sales promotion); Irritating conditions affecting the human individual (economic, political, cultural,

social, scientific and technical); awareness of the buyer (his characteristics and his purchase decision-making process) and the buyer's responses (product, brand, supplier choice, time of purchase).

It follows that customer motivation is one of the most effective ways of promoting the company's development and promoting its products on the market.

Thus, motivation can be defined as an incentive or what drives a person to travel. In general, the motives that guide the tourist are diverse. Motives are primarily determined by travel goals. The purposes of the trip may be very different from each other and related to – recreation.

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