

APPLICATION OF CORPORATE IDENTITY ELEMENTS IN «PRESIDENT-HOTEL»

At the moment there is a tough competition in the hotel market due to the fact that the market is filled with a large number of different hotels ranging from five-star hotels to those that have been opened quite recently and do not have a star category.

Corporate identity simplifies the development of marketing communications, reduces the time and costs of their preparation, promotes corporate spirit, unites employees, develops a «corporate patriotism», positively affects the visual environment of the firm and the aesthetic perception of its goods.

Thus, the style of the company is today the basis of the entire communication policy of the firm, one of the main means of fighting for the customer, an important component of the brand for the buyer, an important component of branding.

The objectives of forming the image of the hotel enterprise are:

- increasing prestige;
- creation of corporate identity;
- improving the promotion of services provided by the enterprise;
- facilitation of the hotel enterprise entry into the international market [1].

Corporate identity in hotels is used in many of its attributes. For example, in the «President-Hotel» it is used in the external design of the building facade, interior cladding, in hotel furniture and accessories (carpets, bedding and bedding, decor elements, etc.), and undoubtedly in all types of advertising.

Also, «President-Hotel» standardizes the corporate identity and prescribes special provisions about it in their statutes. A striking example is a mandatory uniform for all hotel employees with elements of corporate style, standards of quality and speed of service, prescribed norms of communication with customers and attitude to them.

The emergence of a special image is facilitated by the presence of «branded» services or some zest — something special that competitors do not have. Therefore, in the formation of a positive image of the hotel plays a major role in the presence of its distinctive features or special «zest», which will attract customers by its unusualness.

Corporate identity is always created for a certain target audience, which should be distinguished from the general number of people. The target audience of hotels can be such layers of population as: tourists, couples, foreigners, etc. It is necessary to choose a certain style and create an image that is sure to be remembered by customers.

Also the specificity of the hotel business is that the client makes a choice of the hotel «blind», he can be guided only by promotional materials and information on the Internet, as well as the appearance of the facade of the hotel building, information desk when booking in person. It is important to convince the client to book a room here and now.

In addition, the information should be «branded», that is, using corporate attributes — logo, font combinations and color scheme. All these aspects will help to create a consistent image of the hotel that will attract the attention of customers. Fulfillment of all the key points described above when defining the concept of corporate identity is without a doubt the key to success for the hotel [2].

References

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2. *Зайчикова, А. С.* Исследование вопросов применения элементов фирменного стиля в индустрии гостеприимства / А. С. Зайчикова [Электронный ресурс] // КиберЛенинка. — Режим доступа: <https://cyberleninka.ru/article/n/issledovanie-voprosov-primeneniya-elementov-firmennogo-stilya-v-industrii-gostepriimstva>. — Дата доступа: 27.11.2023.