

Modern trends in the development of world trade require flexibility, adaptability and an innovative approach from market participants. Companies that are able to respond effectively to changes and use new technologies will have a competitive advantage in the global economy.

References

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A COMPARATIVE ANALYSIS OF FIVE-STAR HOTELS IN MOSCOW

Hotels are more than just places to sleep; they are vital components of the tourism and hospitality industry, offering travelers safe and comfortable refuges. The aim of this research is to compare five remarkable five-star hotels in Moscow: Radisson Blu Olympiyskiy Hotel, Safmar Grand Hotel, Metropol Hotel, Safmar Aurora Hotel, and National Hotel, focusing on their distinctive features, amenities, locations, and services.

Nestled in Moscow's bustling business district, just 4 km from Red Square, the Radisson Blu Olympiyskiy Hotel welcomes guests with 379 thoughtfully designed rooms across 32 floors, including 75 luxurious suites that offer breathtaking views of the city. The hotel's large windows create an inviting atmosphere, and each room is equipped with amenities like a safe, minibar, coffee machine, and high-speed internet. A highlight of this hotel is the grill restaurant, FILINI, where culinary delights are prepared in a traditional bake, making it a must-visit for food enthusiasts.

Located on Tverskaya Street, the five-star Safmar Grand Hotel is close to many of Moscow's beautiful historical landmarks and cultural

hotspots. With 385 rooms designed to evoke a greenhouse ambiance — complete with lush green carpets and a stunning fountain in the lobby — this hotel is a feast for the senses. Guests can enjoy amenities such as complimentary tea, coffee, and bottled water, along with 24-hour room service. The hotel also boasts a restaurant, a fitness centre with a swimming pool, a spa, and a business centre, making it ideal for both leisure and business travelers.

A short walk from the Kremlin, Red Square, and the Bolshoi Theater, the Metropol Hotel is a historic gem. With 346 elegantly appointed rooms over six floors, each space features modern comforts like a minibar, air conditioning, and a coffee machine. Guests can unwind at the hotel's spa or enjoy a meal at the Metropol restaurant or the Chaliapin bar, which provides room service around the clock. Notably, the hotel is home to «SAVA» a restaurant that proudly holds a MICHELIN star, offering guests a taste of culinary excellence without leaving the premises.

For those seeking luxury, the Safmar Aurora Hotel is an excellent choice, situated within walking distance of Red Square and famous shopping centres like GUM and TSUM. With 232 rooms, including 35 luxurious suites and three uniquely designed accommodations, this hotel provides an intimate yet opulent experience. Guests can indulge in a well-stocked minibar filled with snacks and sweets and enjoy personalized room service delivered by a dedicated butler. The hotel also offers free Wi-Fi, a contemporary business centre, concierge services, a fitness centre with a swimming pool, and a VIP lounge.

Finally, the National Hotel stands in the historical heart of Moscow, with views of Red Square and easy access to the Kremlin and Bolshoi Theater. With 202 rooms across seven floors, this hotel combines classic elegance with modern amenities. Guests can savor fine dining at the «Beluga» restaurant, which holds a MICHELIN star, or unwind at the «Alexandrovsky» bar. Each room features thoughtful touches like a minibar and coffee machine, along with a pillow menu that allows guests to choose their preferred comfort level.

Each of the five-star hotels discussed possesses unique features, missions, and atmospheres. The choice of a hotel by guests is heavily influenced by its image, and the atmosphere and services provided play critical roles in this decision-making process. As demonstrated through this analysis, Moscow's hotels not only offer luxurious accommodations but also reflect the rich cultural and historical tapestry of the city, making them essential pillars in the tourism and hospitality industry.

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