

HOTEL CHAINS ARE THE FUTURE OF THE HOSPITALITY INDUSTRY

Hotel chain is a union of hotel facilities, that have the same level of maintenance, identic range of services, equal style and approach to deal without clients. As a rule, one hotel may give an idea of others, which are included in this chain. Consequently, hotels which are part of a chain are subordinate to one center, one system of standards of material and technical resources and services. Chains can be national and international.

Despite the fact, that prototype of hotel chains appeared in Europe, it was the USA is considered to be a birthplace of chain hotels [1]. Nowadays, there are more than 100 international hotel chains in the world — from small one, without several dozens of items, to “giant” one, that include thousands of hotels.

The largest hotel chains are:

- Holiday inn;
- Best Western;
- Hilton Corporation;
- Marriott International.

Formation of hotel chains allows to exploit at the global tourist level high standards of service. Every hotel chain can have its own classification, which is based on purpose, location of hotel (resort, business hotel, city hotel). Different kinds of hotels can be included in the same hotel chain.

Altogether, primary benefits of hotel chains, which ensure rapid development and success of chain company in hotel industry are the following:

- Brand, which is recognisable and perceptible by customers of hotel services as guarantee of quality, it allows to avoid high development and promotion expenses; it allows to relatively easy attract and save a client.
- Standartization of a product, unification of supervision system, and staff trainings fetch up set of additional services, provide better occupation rate and enhance effectiveness and breakeven of part of chain.
- Low costs in comparison with independent hotel on consumables, engineering support, decorators, advertisement and marketing of hotel services, owing to procurement scales and therefore price saving and distribution of costs on allows of the hotels in a chain.
- Single system of booking.

Once in a unfamiliar country, many clients of chain hotels know in advance which colour fitted carpet in a hotel suite will be and how many towels must be on a bathroom. Wherever the hotel is located — in Paris, New York or Belarus — guests are waiting for the quality standards due to centralize management, provide on, marketing and service. Service in chain hotel is also under the control of the idea of a detailed follow-up to generally

accepted standards. Corporations require of employees to call a guest by name at least twice, prohibit to communicate sitting.

So, formation and expansion of international hotel chains are conditioned by the development of the global hotel service market and reflect the general tend towards globalization of the economy. Chain forms of organization of hotel business gradually take a leading place among various forms of economy system. Today every fifth hotel in the world is a member of hotel chain. The popularity of the hotel chain is for a reason. The fame of the brand guaranties familiar service and comfort level. Being in a new city or in the other country, you will get the same level of service, which had been already provided in one of the hotel of the chain. Undoubtedly, the future of the hospitality industry is the most efficient way of doing business in the hotel business — international hotel chains.

References

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INFLUENCE OF THE TOURISM INDUSTRY ON THE DEVELOPMENT OF THE ECONOMY IN THE REPUBLIC OF BELARUS

The object of this work is the economy in the Republic of Belarus. The subject is the influence of the tourism industry on the development of the economy in the Republic of Belarus. The aim is to analyze prospects of the development of the tourism industry in Belarus and to find out how they will influence the economy of our country. At the moment, the situation with the tourism industry in Belarus is not so good as it would be desired. The analysis showed that the amount of tourists that leave Belarus is almost twice more, than the amount of those who arrive at our country. And we would like to clear up the main reasons of insignificant visits of Belarus. The first reason is price factor. In Belarus the prices are higher, than for example in Lithuania or Poland. So, when foreigners arrive at our country, they find out that the accommodation here is rather expensive. By the year 2017, there are 44 hotels in Minsk, and only 14 offer cheap accommodation for their guests. One more example is prices in our shops. In Minsk a shop of Spanish brand Zara was opened and the cost of things was higher, than in Poland. Such a situation appears not only when it comes to foreign goods. The price range of our brands also leaves much to be desired. The second reason is lack of advertising of Belarus abroad. Many people don't know about the opportunities of our country.