

## EVALUATING THE BRANDS OF HOSPITALITY INDUSTRY IN THE CONDITIONS OF ECONOMY AND IMAGE DEVELOPMENT IN UKRAINE AS TOURIST COUNTRY

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The international experience shows that development of hospitality industry promotes increase in budget revenues at all levels, creates new jobs and favorable tourist image of Ukraine. Branding of hotel business is a process of adding cost to a hotel product due to its advertising, sale, promotion and positioning of clients. It also defines a hotel product, the personality or the place, that should be improved in order to the buyer or the user feel the special, unique benefit which best of all satisfies their requirements. Though for domestic hotels rather effectively to use brands of the known hotel chains to increase the volume of sale of services and respectively to increase own profit, it is necessary to form individual image among consumers for such hotels in the competitive environment. So the article is devoted to specification of essence and justification of brand's evaluation by the companies in the hospitality industry. It investigates the correct and wrong properties of hotel brands. The comparative analysis of the brands in the luxury market segment in Kyiv is executed. Calculation of the hotel brands' market value is performed and their rank in the rating is determined. The subject of article's research is the branding in the hospitality industry in the regional market. The purpose of the article is to investigate the peculiarities of hotel's branding and to evaluate the hotel brands as a tool for improving hotel services in Kyiv market. General scientific methods are used, such as system analysis – to determine the peculiarities of the brands, expert method – to calculate the BrandBeta index that characterizes brand force, profit's advantage and BrandFinance methods – to evaluate the main hotel brands in the luxury market segment in Kyiv. The following results were obtained: the hotel brands by the levels of their market value were ranked and the advantages of branding were defined, such as generating additional income; facilitating the choice of the hotel product by the consumer; promoting the launch of new products in adjacent markets; opening up the opportunities for investing in the future and others. Conclusions: the results of the evaluating the hotel brand in Kyiv market can be used in the hospitality industry as recommendations for justifying the strategy of sustainable development for tourism business.

**Key words:** hotel, hospitality industry, hotel business, brand, branding, brand force.

### Problem statement.

The hotel sector in Ukraine becomes more and more dynamic and prioritized direction of economic activity in the conditions of deep social and economic transformations. The international experience shows that development of hospitality industry promotes increase in budget revenues at all levels, creates new jobs and favorable tourist image of Ukraine. That is the effect lies both in economic and in the social spheres.

Among the numerous factors affecting the efficiency of the activity in the hospitality industry problems, development and deployment of a hotel brand strategy are essential. The brand warns the consumer about a source of goods and protects both the consumer and the producer from competitors who try to provide goods that seem initially identical.

Formation and advance of the hotels' brands is a part of the general marketing complex. For achieving the maximum influence on the market and for the advancement of a brand, it is necessary to combine

marketing tools correctly. Moreover, marketing practices persistently certify that promotion and sale of hotel services should be considered not as a single action, but as an element of the thought-over long-term strategy of the hotel complex branding.

That is why studying of modern scientific and practical aspects of essence determination and the mechanism of evaluation and promotion of the brand in hospitality industry are the basics of the effective development and functioning of this sector.

### Analysis of recent research and publications.

Many domestic and foreign scientists have devoted their works to study marketing tools in the hospitality industry, such as Budnikevych I., Krupenna I., Gavrysh I. [3], Khumarova N., Mykhailiuk O. [10], Kvasniy O. [11], Matsekha D., Buryi S. [12], Mohylova A., Budashko V. [13], Okhota V. [14], Oklander T., Osetyan O., Khidirov S. [15], Parvez Sh., Moyeenudin H., Arun S., Anandan R., Janahan S. [16], Talabi J. [18] and others. The problems to studying the branding in the hotel

business are investigated by Dev C.S., Withiam G. [4], Dick, T.J. [5], Foroudi, P. [6], Gehrels, S.A., Looij J. [7], Ishaq, M.I., Hussain, N., Asim, A.I., Cheema. L.J. [9], Sydoruk, S.V. [17] and others. However, considering the relevance of this subject for economic development and image of Ukraine as a touristic country, it is possible to investigate the process of brands' evaluation in the hospitality industry.

#### **The purpose of the article.**

Article purpose is to investigate the peculiarities of hotel's branding and to evaluate the hotel brands as a tool for improving hotel services in Kyiv market.

#### **Results.**

Hotel business is a complex system that covers a large number of its compound subsectors and has complicated character, providing existence of various type of attention identification to guests and a set of ways to cope with various professional tasks and difficult situations. Complexes consist of the different functional purposes in the hospitality industry, for example, clubs, hotels, boarding houses. Though they have some general characteristics, they are unique and use various ways of expression. While investigating the hospitality industry, it should be kept in mind that various spheres, sectors, and system interconnections exist between hotel complexes and other companies, in many respects similar to them [8].

The brand is a consecutive set of functional, emotional promises to the target consumer. They are unique and comprehended. Additionally, they form and satisfy needs of consumers. The brand can be described as a set of perception in imagination of the consumer [2, 24].

The product of branding creates in consumers imagination a set of unique associations for each person who quite perhaps do not fit realities of the hotel product. Everyone defines it in own way and forms own representation of a hotel product.

Including the fact that clients can personalize hotel business and brands, the relationships between people and hotel products could be set up similarly to the relations between people. Moreover, experts say that the hotel product can have a position concerning the customer (hotel business and brands of expensive services are created with elements defined advantages before the potential client - "try to buy me, I am very expensive, not for everyone", for example, - "Canary holiday").

There are a number of problems facing a trademark of hotels and restaurants, some of them are major: its difference from others, achievements of competitive advantages and a possibility of setting of a higher price. All of that is possible when the buyer is convinced of superiority for this hotel product. The consumer is ready to pay high price for the best (real or apprehended) quality.

Branding of hotel business is a process of adding cost to a hotel product due to its advertising, branding, sale, promotion and positioning of clients. It also defines a hotel product, the personality or the place, that should be improved in order to the buyer or the user feel the special, unique benefit which best of all satisfies their requirements. Necessary condition of success of a hotel business brand is its ability to

keep this added value in the conditions of the competition [23].

This definition emphasizes the growing cost which continuously increases when the consumer buys a hotel economic brand, but not goods or services of the general type. Fees can be connected with confirmation of quality of a hotel economic brand, or to be from area of the status (when the image of a hotel economic brand passes to the consumer), or from the sphere of conveniences (simplification of behavior, connected with search of a hotel product).

The analysis and practical experience demonstrate what nowadays efficiency of hotel business has to form the strategy of a hotel brand directed to formation of devotion of the client. It is possible to develop a hotel brand in any sphere, and not only the hotel product becomes the part of the sphere, but also actually the area, the state or the resort. Positioning, concentrations, segmentation and promise create a basis of the strategy of development hotel business for an economic brand.

From a position allocate to semiotics four signal types that are peculiar for hotels to become brands [23]:

1) the utilitarian signal that it is connected with applied aspects of a product and contains value compliance to appointment, efficiency, reliability;

2) commercial signal which is connected with exchange of value when forming a hotel product. For example, transfer of knowledge about hospitality level for the necessary money or compliance between cost and service speeds;

3) the sociocultural signal connected with social consequences acquisition (or not purchases) a hotel product, with knowledge of membership in groups to which the buyer seeks to belong, or that the hotel product is suitable for the performance of the planned purposes;





4) signal about the mythical values of a hotel product. Myths are heroic stories about a hotel product, such as monuments (myths about locks, the Greek gods, etc.).

Let's carry out the comparative analysis of brands formation of the companies of hotel business in Kyiv. For example, we will analyze the best network hotel in Kyiv, category of 5 stars, including: «Hayat Ridzhensi Kyiv» hotel, «Hilton Kyiv hotel», «Premier Palace Hotel», «InterContinental Hotels & Resorts» hotel.

Positioning of brands of the studied premium class hotels in segments of hotel services are presented in Table 1.

The analysis of the hotel services' world market shows that leaders have strong brands that allow them to keep their positions with little changes. Changes in rating are connected with global financial crises. Fluctuations of positions in the world market are connected with the fact that the countries of the world were attracted to the world hotel industry, being at radically different stages of social and economic development. It led to the fact that the countries take part in tourist flows at the various levels and their size of the consumer market according to ability of national economies, quality of labor and other factors defines.

Positioning of brands premium hotels in Kyiv [19-22]

Positioning of a brand	Logo of a brand
The Hayat Ridzhensi Kyiv premium hotel is almost located in the historic and business center of Ukraine, in only several minutes from the main cultural and entertaining institutions and luxurious boutiques. The walking distance to the main streets of the capital does hotel by ideal option both for business people, and for those who arrived with the purpose to visit tourist attractions. «Hayat Ridzhensi» has Kyiv 234 apartments, including 25 apartments of luxury range which are one of the most luxurious apartments in Kyiv.	
New luxurious «Hilton Kyiv» H-tower located in the building in Boulevard Shevchenko in the center of Kyiv. Within the agreement on joint management with the company of the article of a sofi Homes the hotel became the very first hotel Hilton in Ukraine. The Hilton Kyiv hotel includes 262 apartments with a control system the Smart home, several restaurants and bars, the fitness center and SPA with the indoor pool, the ballroom with a capacity up to 400 people and also business center with 11 multipurpose conference rooms	
Premier Palace Hotel is the prestigious historical hotel. It reflects the metropolitan essence and it is the best in Premier Hotels and Resorts network. It is one of the leading hotels of Kyiv which visit needs to devote the time. The hotel is located in the center of Kyiv from 150 meters to the main city street - Khreshchatyk. Nowadays Premier Palace Hotel is one of the most beautiful hotels in the capital, with faultless service that is chosen by the famous persons and businessmen, stars of sport and show business. In hotel the international delegations often settle down. And all list of the famous visitors includes more than 200 people.	
The first-ever international brand of magnificent Inter Continental Hotels & Resorts is a leader of world hospitality industry for 70 years. We are proud of the fact that we share the profound knowledge of local cultural features with guests and we apply unique technologies in approach to service. Our guests appreciate that they receive high level of luxury and comfort in any of our hotels.	

In the course of use in own activity of a brand by hotels (this process in the world is called branding) it is necessary to allocate the following positions [1]: making decision on creation the own brand; using the other brand, its development and support.

There are special relations between the largest representatives of Kyiv hotel market, in particular, such known brands as «Hyatt Regency», «Hilton», «Premier Palace», «Inter Continental». Feature of such cooperation is the brands' influence (interference) to their participants in the hotel market.

Source to creating the advantages in profit to the object of research is advance in price of a certain hotel product and increase in sales of services. There were no significant changes in the market during the analyzing period. Definitions of advantage in profit is based on comparison of the prices and volumes to sale in 2017 (without branding) and 2019 (with branding use).

Growth of sales confirms the ability to carry out a main objective of activity in a year by «Hyatt Regency», «Hilton», «Premier Palace» and «Inter Continental» brands. For obtaining qualitative results to evaluation (definition of increase in the selling price) we analysed the selling prices of similar hotel services in the selected market segment. The lowest price of similar services in the market is 7.7 thousand UAH, and the highest rate - 15,2 thousand UAH.

According to methodology of evaluation, the following main assumptions and restrictions of profit's advantage method to the brands «Hyatt Regency», «Hilton», «Premier Palace», «Inter Continental» in the

selected market segment were made:

- hotels in this segment of the market have no other intangible assets which provide advantages in profit;

- hotel are capable to increase the planned volume of realization of services;

- in condition of activity's continuation without application of brands during the planning period hotel have an opportunity to support the volume of realization, the price and cost at the level of 2019.

Calculation by profit's advantage method of discounting the cash flows was performed within five years.

In the international practice (which is even more often used in Ukraine) owners of the leading hotel companies use the BrandFinance method to calculating the discount rate (through BrandBeta index). The main feature of the BrandFinance method is that it considers to development of a brand in dynamics.

For discounting the income flow we use the discount rate [1]:

$$R = R_f + BrandBeta \times (R_m - R_f), \quad (1)$$

where  $R_f$  – the risk-free rate of return (discount rate);  $R_m$  – average market rate of return; BrandBeta – index for characterizing the brand force.

According to the reference materials for Ukraine:  $R_f$  is 8%,  $R_m$  on intellectual property is 15%.

To calculating the BrandBeta index we should define the evaluating characteristics of the hotel brands according to expert method (Table 2).

Table 2

## Comparative expert estimations of brands «Hyatt Regency», «Hilton», «Premier Palace», «Inter Continental»

Characteristics	Points	Points for separate brands			
		«Hyatt Regency»	«Hilton»	«Premier Palace»	«Inter Continental»
Sale level	0 – 10	5.0	6.0	4.0	3.0
Stay time in the market	0 – 10	4.0	5.0	3.0	3.0
Position in the market	0 – 10	4.0	4.0	3.0	3.0
Fate of the market	0 – 10	4.0	4.0	3.0	4.0
Price premium	0 – 10	7.0	6.0	5.0	4.0
Sale growth level	0 – 10	5.0	3.0	4.0	3.0
Price elasticity	0 – 10	5.0	6.0	3.0	4.0
Advertizing efficiency including on the Internet	0 – 10	6.0	7.0	5.0	4.0
Marketing support	0 – 10	5.0	6.0	5.0	4.0
Brand force	0 – 10	7.0	7.0	7.0	7.0
Together	0 – 100	52.0	54.0	42.0	39.0

Source: own calculations based on the expert's data

The BrandBeta index is determined by the following formula [1]:

$$BrandBeta = 2 - 0.02x,$$

where  $x$  – indicator assessment value of a brand.

So, BrandBeta index is 0.96 for «Hyatt Regency» hotel (52 points of expert estimation); for «Hilton» hotel – 0.92 (54 point); for «Premier Palace» – 1.16 (42 points); for «Inter Continental» – 1.22 (39 points).

Thus, according to BrandFinance method [1] and formula 1 the discount rate is:

for Hyatt Regency

$$R_1 = 8 + 0.96 \cdot (15 - 8) = 14.72\%$$

$$\text{for Hilton } R_2 = 8 + 0.92 \cdot (15 - 8) = 14.44\%,$$

for Premier Palace

$$R_3 = 8 + 1.16 \cdot (15 - 8) = 16.2\%,$$

for Inter Continental

$$R_4 = 8 + 1.22 \cdot (15 - 8) = 16.54\%.$$

By means of the fixed discount rate we can calculate the cost of the Hyatt Regency brand, using the profit's advantage method.

The value of the Hyatt Regency brand is given in Table 3.

Table 3

## Calculation of market value of «Hyatt Regency» brand

Indicators	Units of measure	the 1st year	the 2nd year	the 3rd year	the 4th year	the 5th year
With using brand «Hyatt Regency»						
Average cost of services	thousand UAH/ unit	11,70	11,70	11,70	11,70	11,70
Financial result before taxation	thousand UAH/ unit	4,80	4,80	4,30	4,30	3,90
Sale volume	thousand UAH	280,80	292,50	339,30	362,70	409,50
Financial result before taxation the general	thousand UAH	115,20	120,00	124,70	133,30	136,50
Without using brand «Hyatt Regency»						
Financial result before taxation	thousand UAH/ unit	3,00	3,00	3,00	3,00	3,00
Sale volume	thousand UAH	260,00	260,00	260,00	260,00	260,00
Financial result before taxation the general	thousand UAH	72,00	72,00	72,00	72,00	72,00
Advantage at financial result (profit)	thousand UAH	43,20	48,00	52,70	61,30	64,50
Discounting coefficient at the rate of 14.72%	-	0.87	0.76	0.66	0.58	0.50
The specified advantage cost in financial result (profit)	thousand UAH	37,60	36,48	34,78	35,55	32,25
Market value of a brand (thousand UAH) 176,66						

Source: own calculations based on the researching data (for business secrecy the data are approximate, but it reflects current trends)

So, calculations of the market value of «Hyatt Regency» brand demonstrate the level 176,66 thousand UAH based on the profit's advantage

method. Determination of the cost of the «Hilton» brand is presented in Table 4.

Table 4

**Calculation of market value of «Hilton» brand**

Indicators	Units of measure	the 1st year	the 2nd year	the 3rd year	the 4th year	the 5th year
With using brand «Hilton»						
Average cost of services	thousand UAH/ unit	12,50	12,50	12,50	12,50	12,50
Financial result before taxation	thousand UAH/ unit	4,50	4,50	4,20	4,20	4,20
Sale volume	thousand UAH	325,00	350,00	375,00	387,50	412,50
Financial result before taxation the general	thousand UAH	117,00	126,00	126,00	130,20	138,60
Without using brand «Hilton»						
Financial result before taxation	thousand UAH/ unit	3,00	3,00	3,00	3,00	3,00
Sale volume	thousand UAH	260,00	260,00	260,00	260,00	260,00
Financial result before taxation the general	thousand UAH	78,00	78,00	78,00	78,00	78,00
Advantage at financial result (profit)	thousand UAH	39,00	48,00	48,00	52,20	60,60
Discounting coefficient at the rate of 14.44%	-	0.87	0.76	0.66	0.58	0.51
The specified advantage cost in financial result (profit)	thousand UAH	33,93	36,48	31,68	30,34	30,91
Market value of a brand (thousand UAH) 163.34						

Source: own calculations based on the reserching data (for business secrecy the data are approximate, but it reflects current trends)

The market value of «Hilton» brand by profit's advantage method is determined 163,34 thousand UAH.

Determination of cost of the «Premier Palace» brand is presented in Table 5.

Table 5

**Calculation of market value of «Premier Palace» brand**

Indicators	Units of measure	the 1st year	the 2nd year	the 3rd year	the 4th year	the 5th year
With using brand «Premier Palace»						
Average cost of services	thousand UAH/ unit	12,50	12,70	12,70	13,30	13,50
Financial result before taxation	thousand UAH/ unit	4,50	4,70	4,70	4,90	4,90
Sale volume	thousand UAH	187,50	215,90	254,00	305,90	337,50
Financial result before taxation the general	thousand UAH	67,50	79,90	94,00	112,0	122,50
Without using brand «Premier Palace»						
Financial result before taxation	thousand UAH/ unit	3,00	3,00	3,00	3,00	3,00
Sale volume	thousand UAH	165,00	165,00	165,00	165,00	165,00
Financial result before taxation the general	thousand UAH	45,00	45,00	45,00	45,00	45,00
Advantage at financial result (profit)	thousand UAH	22,50	34,90	49,00	67,70	77,50
Discounting coefficient at the rate of 16.2%	-	0.86	0.74	0.64	0.55	0.47
The specified advantage cost in financial result (profit)	thousand UAH	19,35	25,85	31,36	37,23	36,42
Market value of a brand (thousand UAH) 150,21						

Source: own calculations based on the researching data (for business secrecy the data are approximate, but it reflects current trends)

So, the market value of the «Premier Palace» brand on the basis of a profit's advantage method is determined 150,21 thousand UAH.

Determination of cost of the «Inter Continental» brand it is presented in Table 6.

Таблиця 6

#### Calculation of market value of «Inter Continental» brand

Indicators	Units of measure	the 1st year	the 2nd year	the 3rd year	the 4th year	the 5th year
With using brand «Inter Continental»						
Average cost of services	thousand UAH/ unit	12,00	12,50	12,70	12,70	12,70
Financial result before taxation	thousand UAH/ unit	4,50	4,50	4,50	4,80	4,80
Sale volume	thousand UAH	228,00	237,50	292,10	292,10	342,90
Financial result before taxation the general	thousand UAH	85,50	85,50	103,50	110,40	129,60
Without using brand «Inter Continental»						
Financial result before taxation	thousand UAH/ unit	3,00	3,00	3,00	3,00	3,00
Sale volume	thousand UAH	218,50	218,50	218,50	218,50	218,50
Financial result before taxation the general	thousand UAH	57,00	57,00	57,00	57,00	57,00
Advantage at financial result (profit)	thousand UAH	28,50	28,50	46,50	53,40	72,60
Discounting coefficient at the rate of 16.54%	-	0.86	0.73	0.63	0.54	0.47
The specified advantage cost in financial result (profit)	thousand UAH	24,51	20,81	29,30	28,84	34,12
Market value of a brand (thousand UAH) 137,58						

Source: own calculations based on the researching data (for business secrecy the data are approximate, but it reflects current trends)

Thus, the market value of «Inter Continental» brand on the basis of the profit's advantage method is 137,58 thousand UAH.

The general rating estimation of brands' market value in the luxury market segment is in Table 7.

Таблиця 7

#### The place of the leading hotel brands in rating on brand force among the main competitors

Name of a hotel brand	Cost of a brand, thousand UAH	The place in rating on brand force
«Hyatt Regency»	176,66	1
«Hilton»	163,34	2
«Premier Palace»	150,21	3
«Inter Continental»	137,58	4

Thus, the calculation results defined that the hotel «Hyatt Regency» brand wins the first place among other hotel brands, which is 176,66 thousand UAH.

Researches showed that the brand provides numerous advantages to the hotel business:

- 1) allows to gain additional income;
- 2) make the process of the choice of a hotel product easier;
- 3) marks the hotel companies and its services among products of competitors;
- 4) promotes the successful launching the new products on the adjacent markets;
- 5) opens a possibility of investment into the future.

Though for domestic hotels rather effectively to use brands of the known hotel chains to increase the volume of sale of services and respectively to increase own profit, it is necessary to form individual image

among consumers for such hotels in the competitive environment.

#### Conclusion.

Therefore, the leading hotel chains in Kyiv have powerful brands with strong positions in the market and high loyalty of clients that gives to hotels considerable advantages. In particular, it reduces risk of the competition, improves brand's stability to the possible economic or market crises, softens the consumers' reaction to the price fluctuations, opens opportunities for brand's expansion. At the same time the market of hotel services is very crowded. New players appear every year and it's very important to improve managements of the brand constantly. In a complex of the perspective directions of hotels brand development in Kyiv it is necessary to allocate the following: to use the integrated marketing

communications actively; the advertising campaign should be focused on remembering the brand by consumers; to maintain the loyalty of the clients, positive image of the company with sponsor's actions, placement of post materials in outlets; to offer new types of service as consumers become more exacting in the choice of hotel; to improve technology and the organization of placement, paying more attention to each client and quickly answering any questions, problems and shortcomings.

Thus, modern conditions of the competition demand further differentiation of the hotel services

provided under a certain brand taking into account specific needs of separate groups of clients. This specialization provides the creation of various trademarks under one brand focused on the concrete segments of the hotel market and should be the base to the further studying.

**The publication contains the results of studies conducted on the state budget research topic «The development of a mechanism for commercialization of innovative products» (0118U003572)**

#### **ОЦІНКА БРЕНДІВ ГОТЕЛЬНОЇ ІНДУСТРІЇ В УМОВАХ РОЗВИТКУ ЕКОНОМІКИ ТА ІМІДЖУ УКРАЇНИ ЯК ТУРИСТИЧНОЇ ДЕРЖАВИ**

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Міжнародний досвід показує, що розвиток готельної індустрії сприяє збільшенню доходів бюджету на всіх рівнях, створює нові робочі місця та сприятливий туристичний імідж України. Брендінг готельного бізнесу – це процес додавання вартості до готельного продукту за рахунок його реклами, брендінгу, продажу, просування та позиціонування клієнтів. Він також визначає готельний продукт, особистість чи місце, які слід вдосконалити, щоб покупець чи користувач відчували особливу, унікальну вигоду, яка найкраще відповідає їхнім вимогам. Хоча для вітчизняних готелів досить ефективно використовувати бренди відомих готельних мереж для збільшення обсягу продажу послуг і відповідно для збільшення власного прибутку, необхідно все ж формувати індивідуальний імідж серед споживачів таких готелів у конкурентному середовищі. Таким чином, стаття присвячена конкретизації сутності та обґрунтуванню підходу щодо оцінювання бренду компаніями в готельній галузі. Досліджено правильні та хибні властивості брендів готелів. Здійснено порівняльний аналіз брендів у сегменті розкошу на ринку Києва. Проведено розрахунок ринкової вартості брендів готелів та визначено їх ранг у рейтингу. Предметом дослідження статті є брендінг в готельній індустрії на регіональному ринку. Мета статті – дослідити особливості брендінгу готелю та оцінити бренди готелів як інструменти для покращення готельних послуг на ринку Києва. Використано загальнонаукові методи, такі як системний аналіз – для визначення особливостей брендів, експертний метод – для розрахунку індексу BrandBeta, який характеризує силу бренду, метод переваги прибутку та BrandFinance метод – для оцінки основних брендів готелів в сегменті розкошу на ринку м. Київ. Отримано такі результати: проранжовано бренди готелів за рівнями їх ринкової вартості та визначено переваги брендінгу, серед яких отримання додаткового доходу; полегшення вибору готельного продукту споживачем; сприяння випуску нових послуг на суміжні ринки; відкриття можливостей для інвестицій у майбутнє тощо. Висновки: результати оцінювання брендів готелів на ринку Києва можна використовувати в готельній індустрії як рекомендації щодо обґрунтування стратегії сталого розвитку туристичного бізнесу.

**Ключові слова:** готель, готельна індустрія, готельний бізнес, бренд, брендінг, сила бренду.

#### **ОЦЕНКА БРЕНДОВ ГОСТИНИЧНОЙ ИНДУСТРИИ В УСЛОВИЯХ РАЗВИТИЯ ЭКОНОМИКИ И ИМИДЖА УКРАИНЫ КАК ТУРИСТИЧЕСКОГО ГОСУДАРСТВА**

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Международный опыт показывает, что развитие индустрии гостеприимства способствует увеличению доходов бюджета на всех уровнях, создает новые рабочие места и благоприятный туристический имидж Украины. Брендінг гостиничного бизнеса – это процесс увеличения стоимости гостиничного продукта за счет его рекламы, продажи, продвижения и позиционирования клиентов. Он также определяет гостиничный продукт, индивидуальность или место, которые следует улучшить, чтобы покупатель или пользователь почувствовали особую, уникальную выгоду, которая лучше всего удовлетворяет их требованиям. Хотя для отечественных гостиниц достаточно эффективно использовать бренды известных гостиничных сетей для увеличения объема продаж услуг и, соответственно, для увеличения собственной прибыли, необходимо все же формировать индивидуальный имидж среди потребителей для таких отелей в конкурентной среде. Таким образом, статья посвящена уточнению сущности и обоснованию подхода по оценке бренда компаний гостиничной индустрии. Исследованы правильные и ложные свойства гостиничных брендов. Проведен сравнительный анализ брендов в сегменте люкс рынка в Киеве. Произведен расчет рыночной стоимости гостиничных брендов и определено их место в рейтинге. Предметом исследования статьи является брендінг в гостиничной индустрии на региональном рынке. Целью статьи является исследование особенностей брендінга отелей и оценка гостиничных брендов как инструмента улучшения гостиничных услуг на рынке г. Киев. Используются общенаучные методы, такие как системный анализ – для определения особенностей брендов, экспертный метод – для расчета индекса BrandBeta, который характеризует силу бренда, метод преимущества прибыли и BrandFinance метод – для оценки основных гостиничных брендов в сегменте люкс на рынке г. Киев. Были получены следующие результаты: проранжированы гостиничные бренды по уровням их рыночной стоимости и определены преимущества брендінга, такие как получение дополнительного дохода; облегчение выбора продукта отеля потребителем; содействие выходу новых продуктов на смежные рынки; открытие возможностей для инвестирования в будущее и др. Выводы: результаты оценки гостиничного бренда

на киевском рынке могут быть использованы в гостиничной индустрии в качестве рекомендаций для обоснования стратегии устойчивого развития туристического бизнеса.

**Ключевые слова:** гостиница, гостиничная индустрия, гостиничный бизнес, бренд, брендинг, сила бренда.

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