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ANALYSIS OF THE INFLUENCE OF HOTEL CHAINS ON THE DEVELOPMENT OF THE WORLD TOURIST INDUSTRY

Summary: The development of global hotel services markets as well as the general trends of the transnationalization of the economy lead to the expansion of international hotel chains. Hotel chains contribute to raising the level of organization of production and tourism services, creating a certain image of hotel services. Their impact on the market is strong and competitive. They are entering new tourist destinations and their network is constantly growing. This trend as well as strong competition between the chains for markets and innovative services will continue in the future

Key words: international hotel chains, tourist destinations, innovative tourist services.

1. INTRODUCTION

The processes of globalization and integration that characterize the global hotel industry today, as well as the industrialization of hotel services, have led to the leading positions of large, well-organized, technically and technologically equipped hotel chains bringing together thousands of hotels worldwide. In the 21st century, hotel chains are an essential element of the economy of most countries in the world and a leader in the development of the global tourism industry.

The operation of international hotel chains is due to the development of the global hotel services market and reflects the general trend towards transnationalisation of the economy. The networked forms of organization of the hotel business gradually occupy a leading position among the various forms of business systems in tourism. Modern international hotel chains, as one of the most profitable elements of the tourism and hotel industry, are looking for optimal opportunities for effective development. The global flow of passengers is actively developing. Taking care of your journey through the world through 2018, reaching 1.4 miles – 6% more than an hour later, UNWTO's international

honors in Europe in 2018 amounted to 713 million. The number of types in Southern Europe increased by 7%, and in Western and Eastern Europe by 6%. In Asia, peak travel times have made 343 million trips, up to 217 million to the Cepo and Southern Ampéia. [1] Currently, hotel corporations are firmly established in the hotel services market. Across the globe, there are hotels in every major city included in major hotel chains. The article presents the features of hotel chains, the impact they have on the tourism sector and their prospects for development. One of the indicators of the quality of hotel services of a tourist site is its affiliation with a certain hotel chain. A hotel chain is an association of hotel companies that have the same level of service, an identical set of services, a similar design and approach to customer service. As a rule, one hotel can give an idea of others involved in this chain. In this way, the hotels included in the chain (network) function in unity, following a uniform system of standards for material and technical facilities and services. Chains may include hotels in one or more countries, ie national or international. There are currently more than 100 hotel chains, the total number of rooms is about 2,000,000 rooms. [2]

On the international tourism market, the largest hotel chains are represented by the following:

1. The Ritz Carlton
2. Four Seasons
3. Holiday Inn
4. Marriott International
5. Sheraton
6. Hilton Corporation
7. Club Med
8. Accor

The operation of the hotel chains allows the promotion of high standards of service in the global tourism market. Each hotel chain can have its own classification based on the destination, location of the hotel (resort, business hotel, city). Hotels of different categories can be included in the same hotel chain. There are also cheap hotel associations such as Formula 1, Stage, Premier Class and others, and hotel associations of prestigious hotels such as Sheraton, Forte, Le Meridien, and more. Most of the largest hotel chains are based in the United States, although the role of other countries in managing the hotel business is growing. Hotels that are part of corporate chains are not necessarily owned by those chains. These hotels can have their own owners, and participation in the chain is fixed through leases, franchises, etc., which gives priority to reservations. International hotel chains create centralized supply companies, training centers, repair and manufacturing companies for furniture and equipment. The role of international hotel chains is undoubtedly very important for tourism, as well as for other industries and the economy as a whole. Let's find out more about what they are.

HOTEL CHAINS

Economic growth in various industries and rising standards of living in developed countries have led to frequent movements of people running businesses and tourists in different regions of the world. Significant investments have been made in the hotel industry for the modernization of the hotel base, new construction, introduction of modern technologies and forms of service. Hotel chains contribute to the proliferation and significant increase in the level of organization of production and tourism services, creating a certain image of hotel services. Tourists appreciate the service as well as the facilities if they are staying in a familiar and comfortable atmosphere of the hotel. Since the 1950s, various models of hotel organization have been created within the organizational structure of hotel management in the global hotel industry.

The first model, the Ritz model, is linked to the name of Swiss entrepreneur Caesar Ritz. Many prestigious hotels in the world bear its name. The main focus of these hotels is on the European traditions of sophistication and aristocracy. This model is currently in crisis.

The second model is related to the name of the American entrepreneur Kемancy Wilson (hotel chain „Holliday Inn“). The model is more flexible in meeting customer needs, coupled with maintaining sufficiently high standards of service. The basic requirements in the hotel chains organized by this model are as follows:

- unity of style (architecture, interior);
- unity of markings and external information;
- spacious and functional hall;
- quick registration of the client;
- numbers for regular customers;
- breakfast buffet;
- flexible tariff system;
- unified management, marketing and communication of services.

More than 50% of the hotel rooms in the world are under the control of the hotel chains built on the second model.

The third model is an „independent“ hotel chain (for example, „Best Western“). In this case, within one brand, hotels are combined in accordance with some of the same characteristics that do not stand up to certain standards and sets of services, regardless of the country of location.

Members of the chain pay contributions to a common fund that is spent on joint advertising and marketing activities, product promotion. At the same time, their financial, economic and managerial independence is fully preserved. Maybe a combination of the second model and the third. An example is the Accor chain of hotels. It is the largest hotel chain in Europe. It offers hotels of different classes and is marketed under different brands. The brands Pullman, Sofitel, Novotel are high-end hotels. Althea, Mercury, middle-class hotels of the same chain. The French Club Mediterane chain has 172 hotel complexes located in 35 countries

in the world and is continuing its expansion. [3] Upon entering the chain, the hotel does not necessarily become its property. In this case, under the agreement entered into by the major hotel chains (franchisors) and independent hotels joining the chain, the latter is granted the right to use for the commercial purposes the chain logo, technical and commercial information, reservation information systems, technical assistance, the right to staff training, etc. The franchisee pays compensation for this in the contract. The hotel can enter the hotel chain and can be “independent”. Joining the hotel chain implies that the owner of this hotel joins the owners of other hotels under certain conditions. The forms of including hotels in chains vary – purchasing hotel companies, signing franchise agreements or management contracts.

Some of the advantages of hotel chains include the following:

- Buying large quantities of goods and services at wholesale (reduced) prices – since the owner of the chain manages several sites, he can make wholesale purchases and distribute equipment, cleaners, communications equipment, and more. at very low prices;
- Human Resources – The chain provides centralized training for hotel professionals, which significantly reduces the cost of each chain member individually. In addition, participation in the chain allows its members to use the services of high-paid specialists, experts in their fields, for which a hotel would not be able to pay. Not all independent hotels have such facilities;
- Promotion and advertising – At the same time, participants in the hotel chains allow themselves to allocate advertising and promotion costs to each other so that everyone can use the results of their advertising campaigns, spending very moderate means. In addition, the brand of the chain serves as additional advertising;
- Reservations – A centralized reservation system allows individual members of the chain to join their business. A large number of bookings, which could otherwise go to competitors, are made by hotels in the same chain;
- Financing – It is easier for a hotel group to get financing than an individual owner. The chains facilitate the mobilization of capital and direct it to expand or increase its efficiency;
- Centralized accounting system, marketing research, construction and real estate transactions – Employees in these areas can service all hotels in the chain, significantly reducing the respective costs of each chain member individually.

Independent hotels are also undergoing significant changes under pressure from hotel chains. Independent hotels can achieve real benefits by focusing on greater individuality in management techniques and making non-standard and quick decisions. However, in order to compete with the chains, the independent hotel has to make a lot more effort, especially to improve the cost structure.

It should be noted here that the tendency to group hotels in chains is practiced mainly in the United States.

2. INTEGRATION INTO THE HOTEL BUSINESS

Hotels can be grouped in different ways. There are two ways to integrate described below.

VERTICAL INTEGRATION

The trend towards vertical integration (within the industry) has been observed recently in the hotel industry. In recent years, hotel companies have realized that the needs of their guests are not at all the same, but on the contrary, they can vary significantly in terms of price and amenities. Nowadays almost all major hotel corporations have ownership in each of the market segments – modern, first-class and economical.

An example of a hotel selection network is the following one:

Luxury Clarion Inn

Mid-Range – Quality Inn, Quality Suites

Economy Class – Comfort Inn, Friendship Inn, Rodeway

Economy Class – Sleep Inn [4]

HORIZONTAL INTEGRATION

The important thing here is to increase the depth of the profile regarding the activities of the business company, ie. entry into new fields of hotel or transport companies.

3. MAJOR GLOBAL HOTEL CHAINS

MARRIOTT INTERNATIONAL

The US hotel chain Marriott International is one of the largest transnational corporations in the world. According to the corporation, one in four tourists in America stops at Marriott International hotels. The history of this hotel corporation is a vivid example of the realization of the American dream that has been traditional for several generations of American citizens.

Today, Marriott Int. in Washington, he manages hotel groups and hotel associations at various levels, including the world-renowned luxury hotel brands that are popular in the United States. [5] Hotels in this chain – (346 hotels: 250 in the US, 96 in forty-two other countries) offer comprehensive hotel services: high-quality service, a variety of services, including several restaurants, well-equipped health centers, swimming pools, business centers and conference rooms.

RITZ-CARLTON

The name of these hotels is in itself synonymous with luxury and excellence, a worldwide symbol of the finest, elite service. All 36 hotels (20 in the US and

16 in Australia, Korea, Mexico, Spain, Singapore, Hong Kong and Bali) offer 24-hour customer service (rooms are cleaned twice a day). [6]

HILTON HOTELS

The Hilton Hotel was set up in 1919 by Conrad Hilton, transformed in 1946 into the Hilton Hotels Corporation. As the most established name in the industry, Hilton Hotels & Resorts is a global leader in hospitality, featuring style and innovative thinking. The Hilton name has more than 92 years of experience behind it and continues to be synonymous with “hotel” thanks to its innovative approach to products, amenities and services. With more than 550 hotels in 79 countries across six continents today, Hilton welcomes guests in more countries than any other full-service hotel chain. [7]

FOUR SEASONS

The luxury hotel brand is suitable for families with children. It has a 24-hour service, combined with an authentic and elegant setting of the highest quality. Four seasons pay a home away from home for those who appreciate it. From one hotel, the chain is expanding to 93 hotels in 39 countries. For over 50 years, they have built up reliability, trust and connection with their guests. [8]

4. IMPACT AND PROSPECTS OF HOTEL CHAINS

Today, the world is in the process of a global economic boom, divided into massive blocs, such as the European Union (EU), the North American Free Trade Agreement between the United States and Mexico. The EU is an economic union that has removed national restrictions not only on trade but also on the movement of labor and capital. As industrial, commercial and tourism links develop in the EU, the need for hotel services is increasing. The North American Free Trade Agreement is probably a similar catalyst for the development of the hotel business.

Given the current trends in the development of international trade and tourism, it is easy to predict the direction in which international hotel corporations will develop. It is expected that tourist inflows to the Pacific will increase to the same extent as in recent years. In this regard, the development of resort hotels in Indonesia, Malaysia, Thailand, Vietnam and Mexico is planned. There are also prerequisites for the further development of the hotel industry in the countries of Eastern Europe and Russia: there, some hotel companies have changed their strategy from building new buildings to old ones. There are currently several trends inherent in the hotel services market. They are inherent in both hotel chains and independent hotels:

Globalization. A number of US and Canadian network structures have created new hotels around the world. In addition, international companies invest in the hotel industry in North America.

Consolidation. As the industry becomes more mature, corporations are either absorbed or merged. If we talk about the influence of hotel chains on the development of the hotel business in the regions, we can highlight the models, advantages, and disadvantages of their presence on the market. As most of the hotel chains are represented by corporations domiciled in the United States, the influence and involvement of that country in the hotel business is generally increasing:

- Hotel chains dictate the standard of service that is becoming international;
- The chains have extensive experience and are competitive with local businesses;
- Development of the regional economy;
- Provide education and training services to local staff;
- Purchase and reconstruction of hotels with reduced occupancy on the beds.

The impact of hotel chains can be economically assessed and culturally assessed. From an economic point of view, they invest in the development of regions and cities. Foreign investment has a positive effect on the financial situation of the regions. New jobs are being created, taxes are going to the Treasury. But at the same time it is difficult for local businesses to compete with the chains as they have unsustainable employment. The cultural side is that the hotel belonging to the chain, as a rule, becomes a landmark and center of the business and cultural life of the city. Corporations invest a lot in the development of customized services and customer care, and have been very successful in doing so. After all, the whole world uses their services and is quite satisfied with the quality. A single-chain hotel operating in India and Saudi Arabia should have completely different approaches to guests, this is the direction in which hotel corporations are improving.

5. CONCLUSION

Obviously, hotel chains will continue their triumphant development in the United States in the future, increasing its membership. Despite the fact that there are independent hotels in the United States today that offer a high standard of service (in particular, Essex House in New York, Brown Palace in Denver, Mark Hopkins, Hi Fairmont in San Francisco, etc.) use some of the techniques, which are characteristic of hotel chains. The synergy between all parties involved has a beneficial effect on the development of hotel chains. As industrial, commercial and tourist links develop in the EEC, the need for hotel services is constantly increasing.

At present, hotel chains are a very strong catalyst for the development of the hotel business, because within them there is a strong competition that affects both the quality of services and the price of the tourist services offered. Their influence on the market is very pronounced and competitive. They are entering more and more new cities, their network is growing. This trend will continue in the future, as will the strong competition between them for markets and the provision of innovative services.

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ANALIZA WPŁYWU ŁAŃCUCHÓW HOTELOWYCH NA ROZWÓJ ŚWIATOWEGO PRZEMYSŁU TURYSTYCZNEGO

Streszczenie: Rozwój światowych rynków usług hotelarskich oraz ogólne trendy transnarodowej gospodarki prowadzą do ekspansji międzynarodowych sieci hotelowych. Sieci hotelowe przyczyniają się do podnoszenia poziomu organizacji produkcji i usług turystycznych, kreując określony wizerunek usług hotelarskich. Ich wpływ na rynek jest silny i konkurencyjny. Wkraczają w nowe kierunki turystyczne, a ich sieć stale się powiększa. Ten trend oraz silna konkurencja między sieciami o rynki i innowacyjne usługi utrzymają się w przyszłości

Słowa kluczowe: międzynarodowe sieci hotelowe, destynacje turystyczne, innowacyjne usługi turystyczne.

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