

**Название публикации:**

The Features of The Marketing Strategies Formulation and Their Application In Hotels (by The Example of Business - Hotels)

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**Аннотация:**

The purpose of this research work was to study the features of the marketing strategies formulation and their application in hotels (by the example of business hotels). To analyze the existing problem theoretical empirical methods, quantitative and qualitative analysis methods, data aggregation methods, factor and structural-functional analysis methods, expert evaluation methods, information, reference and statistical data structuring and classification methods, comparison method and expert evaluation method were used. As a result of the study, approaches to the "marketing strategy" and "business hotel" concepts were concretized. The assessment of the state and prospects of development of business hotels in the Russian Federation was given. According to the analysis of the hotels activity, the authors concluded that segmentation strategies are often used by business hotels to formulate a development strategy. The authors in the case of the Ibis Kaliningrad Center hotel gave the recommendations for the formulation of the marketing strategy for hotel enterprises. The article will be useful for scientific studies in the marketing strategy formulation of the hotel business and practical value in the marketing strategies implementation in business hotels.

**Ключевые слова:**

marketing strategies; business - hotels; differentiation strategy