

Название публикации:

Analysis of the competitiveness of hotel services (On the example of upscale segment hotel)

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Аннотация:

The relevance of the problem range dealt with in this paper consist in having to look for up-to-date methods of managing the competitiveness of hotel companies. The objective of the paper is to explore the competitiveness of hotel services using the case of an upscale-segment hotel. Based on collection and analysis of primary and secondary information, the authors work out an integrated approach to studying the competitiveness of hotel services, with the influence of various factors and the hotel customers' perception taken into account. The results obtained in the research allow giving some recommendations on managing the competitiveness of hotel services while bearing in mind the particular features of the upscale market segment

Ключевые слова:

Competitiveness, Hotel services, Upscale hotels