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THE IMPACT OF EMPLOYEE EDUCATION ON FOR THE DEVELOPMENT OF THE HOTEL SERVICES MARKET IN THE CONDITIONS OF DIGITALIZATION

EL IMPACTO DE LA EDUCACIÓN DE LOS EMPLEADOS PARA EL DESARROLLO DEL MERCADO DE SERVICIOS HOTELEROS EN CONDICIONES DE DIGITALIZACIÓN

Elena Potekhina¹

E-mail: elengapotechina@mail.ru

ORCID: <https://orcid.org/0000-0002-7995-7424>

Elena Konovalova²

E-mail: eeekmgus@mail.ru

ORCID: <https://orcid.org/0000-0002-8454-8166>

Natalia Kozlova²

E-mail: zubkovatalja@mail.ru

ORCID: <https://orcid.org/0000-0001-5197-791X>

Aleksandr Shelygov³

E-mail: shelygov@mail.ru

ORCID: <https://orcid.org/0000-0003-1082-628X>

Natalia Rykhtikova⁴

E-mail: nar.prof@yandex.ru

ORCID: <https://orcid.org/0000-0002-5415-8829>

Kostyantyn Lebedev⁵

E-mail: k.lebedev@rgau-msha.ru

ORCID: <https://orcid.org/0000-0003-2896-2060>

¹ Russian State Social University, Moscow, Russia

² Russian State University of Tourism and Service, Moscow, Russia

³ Moscow Polytechnic University, Moscow, Russia

⁴ Russian Presidential Academy of National Academy and Public Administration, Moscow, Russia

⁵ Russian State Agrarian University - Moscow Timiryazev Agricultural Academy, Moscow, Russia

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ABSTRACT

The article is devoted to the substantiation of the prospects for the development of the hotel services market in the Moscow region in the conditions of digitalization. It has been established that hospitality has recently turned from a fundamental concept of human civilization into a powerful industry that unites enterprises that provide various services for entertaining, accommodating, and servicing guests. It has been determined that the trends in the development of the hospitality industry in the Moscow region are the computerization of the hotel sector, the development of economy class hotels, improvement of the technical equipment of hotel enterprises, strengthening cooperation between hotel enterprises, and authorities. It has been revealed that booking modules are widely used in the practice of hotels in the Moscow region. However, this requires hotels to solve certain organizational tasks, including the collection and adequate use of information about the consumer, analysis of the features of communication with customers, as well as the development of staff education.

Keywords:

Market, hotel services, digitalization, enterprise, socio-economic development, education, tourism.

RESUMEN

El artículo está dedicado a la justificación de las perspectivas de desarrollo del mercado de servicios hoteleros en la región de Moscú en las condiciones de digitalización. Se ha establecido que la hospitalidad ha pasado recientemente de un concepto fundamental de la civilización humana a una industria poderosa que une empresas que brindan diversos servicios para entretener, acomodar y atender a los huéspedes. Se ha determinado que las tendencias en el desarrollo de la industria hotelera en la región de Moscú son la informatización del sector hotelero, el desarrollo de hoteles de clase económica, la mejora del equipo técnico de las empresas hoteleras, el fortalecimiento de la cooperación entre las empresas hoteleras y las autoridades. Se ha revelado que los módulos de reserva se utilizan ampliamente en la práctica de los hoteles en la región de Moscú. Sin embargo, esto requiere que los hoteles resuelvan ciertas tareas organizativas, incluida la recopilación y el uso adecuado de la información sobre el consumidor, el análisis de las características de la comunicación con los clientes, así como el desarrollo de la educación del personal.

Palabras clave:

Mercado, servicios hoteleros, digitalización, emprendimiento, desarrollo socioeconómico, educación, turismo.

INTRODUCTION

The current state and development of the economy of the Russian Federation are characterized by rapid changes in priorities. At this stage of development, the country's economy is impossible without tourism, which acts as a catalyst for socio-economic development. In this case, the development of the tourism industry provides a significant job market. Currently, every fifteenth person in the world works in the hotel and tourism business.

In terms of growth rates, the number of people employed in the field of tourist services is ahead of other industries. In this case, an important component of the tourism industry is the hotel business. Therefore, the accelerated development of the hotel business and the desire to get sufficient profits, as well as the growing solvency of consumers of the hotel product, contribute to the expansion and diversity of hotel activities.

In addition, the spread of the range of additional services in the accommodation facilities leads to the enrichment of the content of the "hotel economy" concept, which contributes to the unification of elements not only of the hotel business but also of other economic sectors. The hotel industry at this stage of development is a set of measures to meet the needs of consumers.

The study of issues related to the development of the hotel industry was reflected in the works of. Zinnatova (2020); Makarova (2020); Rubtsova (2020); Loktionova & Mozhaev (2021); Abacharaeva (2021); Chernyavskaya (2021), and others. Despite significant scientific research on this problem, in-depth research is required on the development of the hotel services market in the Moscow region in the context of digitalization.

METHODOLOGY

The theoretical and methodological basis of the research was: abstract-logical method, methods of induction, deduction, analysis, synthesis, systematization – to substantiate approaches to the development of the hotel services market in the Moscow region in the conditions of digitalization.

The information base of the article was statistical data of state bodies, legislative and regulatory documents regulating the development of the hotel services market in the Moscow region, and the results of scientific research (Lukiyanchuk et al., 2020; Markova et al., 2021; Voskovskaya et al., 2020).

In the course of the research, it is planned to systematize the main aspects of the development of the hotel services market, develop measures to coordinate activities

between participants in the hospitality industry, determine its features in the conditions of digitalization.

DEVELOPMENT

Research shows that the totality of economic relations that are formed in the process of production, sale, and organization of consumption of hotel services form the market of hotel services. They have their specifics. Therewith, most of them exist independently of each other in the intangible sphere of the economy. Together, these services constitute a kind of hospitality service in the hotel industry.

In these conditions, hospitality has recently turned from a fundamental concept of human civilization into a powerful industry that unites enterprises that provide various services for entertaining, accommodating, and servicing guests. The trends in the development of the hospitality industry are the computerization of the hotel sector; the development of economy class hotels; improvement of the technical equipment of hotel enterprises; strengthening cooperation between hotel enterprises and authorities; orientation towards environmental friendliness; acceleration of merger processes; increasing the specialization of hotel enterprises; association of representatives of the hotel industry in associations and unions.

One of the main factors when choosing a hotel business enterprise is safety and comfort level. Taking into account the activities of hotels in the world, enterprises with a wide range of additional unusual services in the Moscow region are gaining popularity among consumers. For example, the Marriott Imperial Plaza Hotel has introduced a special position of "sleep concierge", the DoubleTree by Hilton Moscow hotel directs its attention not only to meet the needs of consumers but also their pets.

The "Crowne Plaza Park Huaming" enterprise promotes a healthy lifestyle, providing all conditions for active sports. The Ibis Moscow Semenovskiy Hotel pays special attention to various smells and aromas. Rightly considering that they create a special atmosphere and mood. Therefore, the main goal of the hotel industry enterprises is to provide impeccable service, exceeding the expectations of consumers; to be recognized as a leader in its segment in its market.

Thus, we can conclude that hospitality has recently turned from a fundamental concept of human civilization into a powerful industry that unites enterprises that provide various services for entertaining, accommodating, and servicing guests. The trends in the development of the hospitality industry in the Moscow region are the computerization of the hotel sector, the development of economy

class hotels, improvement of the technical equipment of hotel enterprises, strengthening cooperation between hotel enterprises and authorities.

In addition, it is necessary to take into account the factors affecting the development of entrepreneurship in the hotel industry of the Moscow region, which include political stability, a free competitive environment, the infrastructure of entrepreneurship, as well as professional personnel (Figure 1).

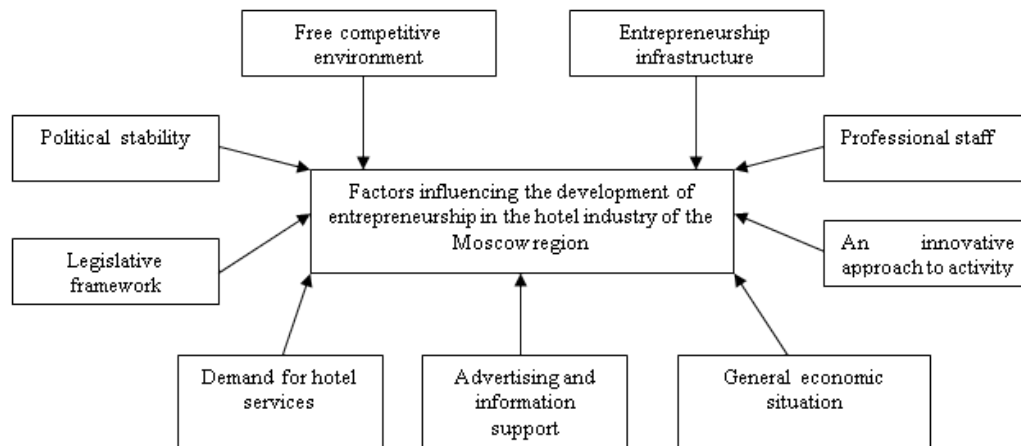


Figure 1. Factors influencing the development of entrepreneurship in the hotel industry of the Moscow region.

Currently, the tourist infrastructure of the Moscow region is rapidly developing, the service is becoming better, which makes it a significant attraction not only for Russian tourists but also for foreign ones. Research shows that a necessary condition for the development of tourism in the Moscow region is the functioning of the hotel industry at the international level because tourist flows directly depend on the state of the hotel sector, the quality and price of basic and additional hotel services.

Therefore, the variety of interests of consumers of hotel services determines the modern segmentation of the hotel market and the variety of hotels in the Moscow region. For a tourist, a hotel is a business card of the region, it creates its image sometimes to a greater extent than other factors. Therewith, the cost of hotel services is from 30 to 50% of the total expenses of a tourist, and the quality of service is valued by tourists 4 times higher than the price of a tourist product.

Recently, there has been a tendency to increase the capacity of some new hotels in the Moscow region due to the significant growth of tourism and economic prerequisites. The construction of larger hotels is primarily due to economic considerations. With an increase in capacity, the expediency of using more powerful and modern technological and engineering equipment appears, the ratio of the working area to the total increases, the auxiliary area is reduced, as well as the area of corridors, halls, passages in relation to the area provided directly to the guests, which leads to a decrease in specific construction costs.

The work of service personnel is used more efficiently in large hotels in the Moscow region, the number of

administration is reduced in a specific ratio, customers can be provided with a larger set of services while reducing the hotel's costs for them. At the same time, it is advisable to increase the capacity of hotels up to a certain limit, after which hotels become difficult to manage.

The practice has shown that the demand for hotel services in the Moscow region is formed following the needs of business tourists, so the highest load of hotels occurs on weekdays (80-90%), while up to 30% on weekends. The average level of the workload of four- and five-star hotel enterprises is about 60%. The demand for hotel services from both domestic and foreign tourism continues to grow, as the business activity of tourists has significantly increased.

As the analysis shows, the most advantageous position is for economy-class hotels of the European standard and high-quality budget-type hotel enterprises that have been able to improve their economic indicators. To develop the hotel business in the Moscow region, it is proposed to use the mandatory certification of hotel services in order:

- to prevent the sale of services, goods, certain types of work that are dangerous to the life, health of consumers, their property, and the environment;
- to assist consumers in the conscious choice of services, goods, and types of work;
- to ensure compliance with mandatory norms, rules, requirements for the protection of the natural environment, the use of natural resources, and ensuring environmental safety;

- to harmonize standards, norms, and rules with international standards, recommendations, norms, and rules concerning the requirements for accommodation facilities and tourist services.

If not use mandatory certification, then there is a risk of abuse and dishonesty on the part of the owners of hotel enterprises in the Moscow region. There is a risk for consumers of hotel services because nothing can guarantee the compliance of hotel services with the declared category. Therefore, it should be noted that the owners of hotel enterprises will not be able to raise the category or assign it independently.

In the absence of mandatory certification of hotel services in the Moscow region, the following disadvantages may be observed: the possibility of non-compliance with the service level and the specified category of the hotel; unauthorized assignment of the category; unfair competition. The latter position, first of all, has a direct connection with the activities of international hotel operators in the market of the Moscow region, since the level of services of hotels of international brands corresponds to the declared category.

Therewith, one of the promising trends in the development of the hotel industry in the Moscow region is an orientation

towards environmental friendliness. At present, the environmental movement is becoming increasingly popular. People are increasingly changing their habits and preferences caring for the ecological balance. Hotels in the Moscow region are also involved in this process and try to comply with the "eco-hotel" concept as far as possible.

The hotel market of the Moscow region has been experiencing active development over the past few years. A large number of hotels were built and renovated in preparation for the FIFA World Cup in Russia, but despite this, there are not enough eco-hotels in the region. There are not enough hotels built according to environmental standards in the Moscow region. Under these conditions, the ecological activity of the hotel is based on 12 main criteria and includes environmental management at the enterprise, monitoring of water and energy consumption, waste management, educational work among employees and guests, cooperation with the community in which the enterprise is located.

Research shows that the success of the hotel business in communicating information about available services to potential customers largely depends on how well information technology systems are developed in the hotel business (Fig. 2).

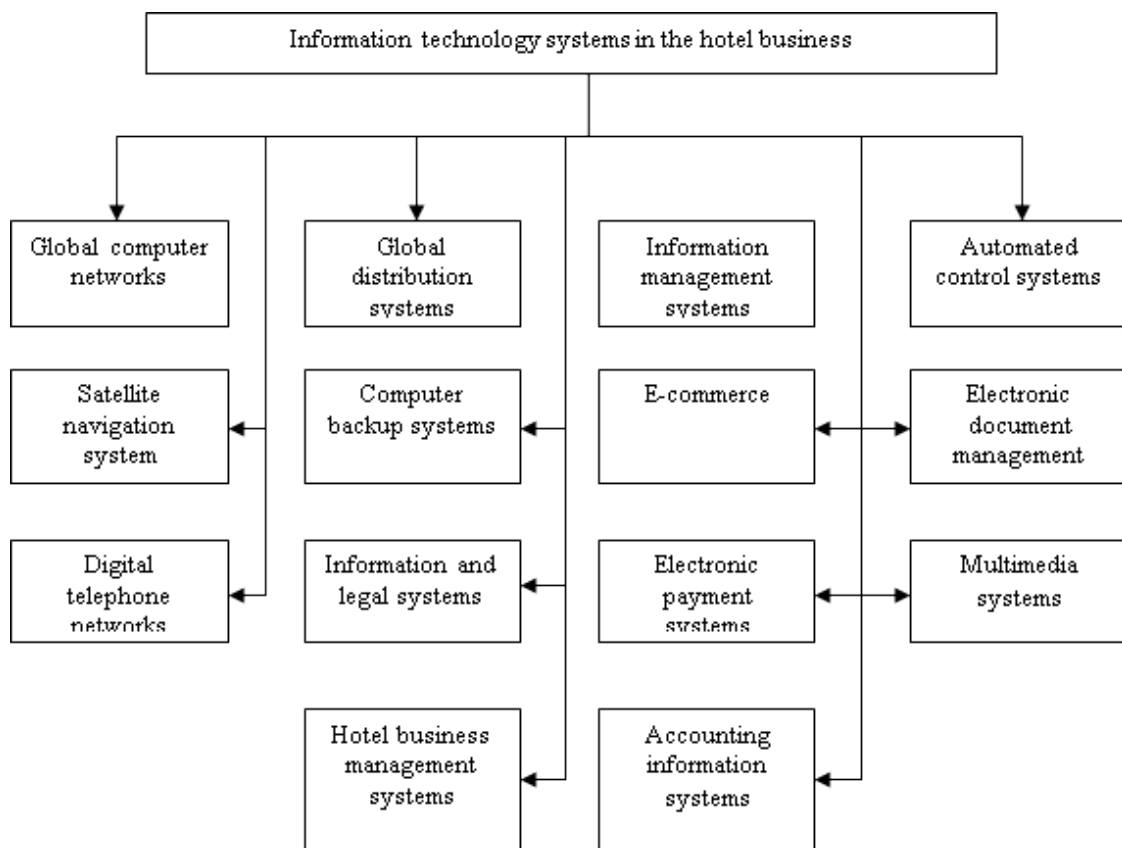


Figure 2. Information technology systems in the hotel business.

Often, like the first impression, the first information received about the hotel and the list of its services becomes a decisive factor when choosing a hotel and the number of services chosen by the consumer. That is why it is important to use modern information technologies that can satisfy any consumer in the Moscow region with information.

Innovative methods of improving the functioning of systems and communicating information to potential consumers are also gaining momentum in the conditions of fierce competition in the hotel business. Therewith, the use of modern mobile applications in hotels in the Moscow region can become a significant marketing tool that will allow solving many tasks: creating own image, supporting the brand and increasing customer loyalty to it, optimizing communication processes, creating a certain information space.

At the same time, mobile application technology is a relatively new form of innovation that is just entering the hotel services market of the Moscow region. Therefore, its capabilities, advantages, and disadvantages of using it in the hotel services market are not sufficiently studied. That is why it is especially relevant to study the methods and techniques of using mobile applications in the hotel business, to study the effectiveness of their use, as well as to determine the specifics of their application.

Therewith, a mobile application is a program installed on a particular platform that has certain functionality that allows performing various actions. These programs are developed in a high-level language and compiled into the native code of the device. There is complete customization here, the application consists of a platform and modules (functions). Therefore, the hotel chooses which module is interesting for it, and which is not. The main intention is to make the platform as simple as possible for the hotel and convenient for guests.

The reliability of the presented approaches is confirmed by the fact that guests, especially foreign ones, need a map of the Moscow region in which the hotel is located, while such a map should work without a network connection. Therefore, the installation of the loyalty module will allow transferring the complexity of the questionnaire and registration of loyalty cards to an electronic form. This will save the guest from the need to constantly carry such cards, and the hotel saves time and money. The hotel can also save on messages and e-mailings with the Push notification module.

The booking module and the phone book of hotel rooms are widely used in the practice of hotels in the Moscow region (Agamirova et al., 2017; Zavalko et al., 2017; Poltarykhin et al., 2020). However, this requires the hotel to

solve certain organizational tasks: the collection and adequate use of information about the consumer; the features of communication with customers will be different even because they live in different countries and on different continents, but technological solutions should eliminate communication barriers without creating additional problems for the hotel staff; taking into account the personal needs of the client, in particular, a flexible approach of check-in and check-out time depending on the schedule of his/her travel; a more serious approach to the social communication network, which allows expanding the client base and additional information about the client.

However, using a special mobile application for a smartphone, it is possible not only to book a room but also to check in and check out from the hotel. This software allows facilitating the organization of a banquet, conference, or another event. The new technology allows making adjustments, for example, postponing the coffee break time, changing the number of chairs in the hall, in real-time, and without contact with the hotel staff.

Along with the convenience for customers, mobile applications provide hotels with several economic advantages, in particular, the optimization of staff work logically implies cost savings for the hotel: mobile applications, with proper and effective use, can reduce the labor resources used to process guest requests due to additional automation. Additionally, hotels in the Moscow region can save on printing promotional materials, since updating offers in digital form does not require printing costs. Moreover, there is no need to purchase additional equipment, since the software is installed on the guest's digital media.

CONCLUSIONS

Thus, we can conclude that hospitality has recently turned from a fundamental concept of human civilization into a powerful industry that unites enterprises that provide various services for entertaining, accommodating, and servicing guests. The trends in the development of the hospitality industry in the Moscow region are the computerization of the hotel sector, the development of economy class hotels, improvement of the technical equipment of hotel enterprises, strengthening cooperation between hotel enterprises and authorities.

In addition, booking modules are used in the practice of hotels in the Moscow region. However, this requires hotels to solve certain organizational tasks: the collection and adequate use of information about the consumer; the features of communication with customers will be different even since they live in different countries and on different continents, but technological solutions should eliminate communication barriers without creating additional problems for hotel staff.

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