

## WAYS TO DEVELOP HOTEL INDUCTION

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### ANNOTATION

Today, the hotel business is a large set of the most diverse Spectra. Small comfortable hotels and hotels have long taken their place in the development of the economy. Today on their territory there are beauty salons, spas and everything that customers can be interested in. How to achieve your own success in this area? Scales and disadvantages of the hotel business.

**Key words:** hotel, business, cost, properly, sounds, customers

### INTRODUCTION

Such work can be called cost-effective if it is properly organized and takes into account many nuances. Many hotels do not know the sounds from customers, but not everyone believes in such popularity. Why hotel profitable business?

1. The hotel business is closely connected with tourism, so there are additional opportunities for the owner.
2. Hotels and hotel services are always in demand.
3. This type of business has constant development and profitability increases from year to year.
4. You can earn income not only by submitting numbers, but also by selling many additional services and products.
5. This work is almost always supported by the municipalities.
6. If you get tired of doing this, very soon there will be buyers from you who will happily stop this "relay race".

Along with all types of business, there are some disadvantages in this area that must be taken into account before deciding to engage in this business

high initial reserves;

long term repayments;

chaos in sales, seasonality (if you decide to build a hotel on the sea, you can not call from customers in the summer, and in the winter you need to get up);

the small number of skilled workers per hour.

#### Profitability of the hotel business

The subtleties of the hotel business are located in the geographical location of the hotel and hotel. If there is a hotel complex located in the center of Moscow, the complex is located near several historical monuments, then there will be a stable income here all year round. If there is a small hotel in the regional town, the income will also be small. Hotel complexes near the sea will be useful only in the season, but its size is large, and the correct Organization of the enterprise will help not to lose shaky customers in winter.

#### Hotel business risks

The problems of the hotel business are influenced by several factors.

1. Economic . To avoid such risks, you need to be clear about all changes in the legislation, clearly plan the business.
2. Political . This section includes a visa regime, a change in dissatisfaction by the authorities.
3. Private-loss of Reputation, the operation of objects, a threat to the safety of employees or customers.
4. Natural . Other flora-related issues stemming from the pollution risks of nearby watersheds and human exposure.

#### How to start a hotel business?

A pledge of any successful enterprise is planned. The organization of the hotel business begins with the creation of a competent business plan. In addition, it is necessary to collect a lot of information, analyze market demand for services, and analyze competitiveness. What should a business plan include?

The place of the moment;

The form of the institution;

Scope of services;

Set goals.

Subsequently, the financial plan was drawn up in full compliance with the rules and standards. There is not always a lot of own funds and not enough for everyone to open such a business, so you need to think about the methods of financing the project: you can borrow from friends or relatives, or, as a result, pay off the debt by the bank.

Innovative technologies in the hotel business

Holding time is the main task of a businessman at this stage. Innovation in the hotel business will be the key to a successful enterprise and increase competitiveness. What innovative ideas exist?

Connect to Google Hotel Finder, with this service, customers can find the hotel by address;

The latest technology of apartments, free Wi-Fi, providing customers with chargers for accommodation, laptops.

Business-it is important to promote your child. Advertising in the hotel business is not in the last place. From a good side, it is necessary to create a literate text that describes the institution. The main thing is not to hide the shortcomings of customers, but to describe them in the text, they form an excess appearance. If the main transport hubs are not the closest distance from the motel. It can be said that the noise of the road does not drown out the singing of birds, and walking through beautiful places is a pleasure.

Post ads on Internet resources. Spend a few PR campaigns. Focus on the target audience, place the ad in the appropriate media. The role of marketing in the hotel business is very high. It is a conceptual model for the management of the entire enterprise. An incorrectly designed marketing practice system can nullify all work.

Books in the hotel business

Information that is correct and competent to start entrepreneurship can help with relevant information. The main thing is to study all aspects of qualified knowledge. There are popular books on the hotel business, among which should be:

1. "Hotel business. How to achieve perfect service", author Balashova Ekaterina.
2. "Tourism and Personnel Management in the hotel and restaurant business", author Agamirova EV
3. "Hotel and Restaurant Management: a study guide", author Kabushkin NI, to Bondarenko

The development of the hotel business has been accelerating in recent years. Even possible risks do not stop entrepreneurs. The main advantage is the support of such institutions at the state level, since they bring huge revenues to the state treasury. The hotel's activities are especially attractive, aimed at the international sphere, tourist destinations.

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