



Marketing Management in the Sphere of Hotel and Tourist Services

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ABSTRACT

The relevance of marketing activity management study in the hotel and tourism business organizations is urgent due to increased competition for customers among the organizations of the industry and the tourism industry in general. Deepening competition among hotels hotel industry leads to the fact that the object of the competition is not only on accommodation rates, but also new kinds of proposals to stimulate and motivate consumers, quality, variety of programs to encourage repeat customers' discounts, bonuses, etc. This action leads to the following actions, which greatly increases the importance of marketing research the hospitality industry, allowing identifying trends and areas for further development, management policy, and implementation of key performance indicators of the complex as a whole. Therefore, before each of the domestic hotel, a global hotel business there is a problem of search marketing management techniques that would strengthen a long time, and ensure its own stable position in the competition for the customer. Policy management marketing business hotel and tourist business of the country, the world's states and territories of the resort specialization in their methodology defines essential for efficient operation of a hotel-tourist complex full satisfaction of the needs of consumers of travel services, which suggests them in the necessary production and sales volume, range and quality required with the application of marketing concepts.

Keywords: Marketing, Services, Management, Competition, Innovation

JEL Classifications: M31, M10, M12

1. INTRODUCTION

Hospitality is considered to be one of the basic concepts of human civilization in modern society. As its formation, development, formation, providing welcoming services to people who find themselves, for whatever reasons, outside the house, turned into a profession for a growing number of people who have not yet turned into an industry-hotel and tourist business.

Under hospitality industry is considered a business, a converted visitors to supply people with housing, tourist, traveler, travel staff-food, as well as for the organization of their leisure time, recreation, temporary stay.

Hospitality industry links all similar industries, specializing in serving people traveling through specialized companies: Hotels,

restaurants, travel agencies, national parks, parks of culture and recreation, etc.

Hospitality is formed in an ever evolving hospitality industry.

Hotel business-a business hotel enterprises, independent economic entities with the main purpose of making a profit, as well as meet the needs of users of this service and the achievement of the main objectives of management.

The objects of the hotel industry represent people accommodation facilities. Accommodation facilities-it is not otherwise as objects that give tourists occasionally or regularly accommodation services, lodging, spending the night on a commercial basis, contained in treaty form. The main element is the hotel accommodation facilities, a hotel, etc.

Hotel is an organization of collective tourist accommodation facility that provides accommodation and services required to meet the benefits.

According to many users, the hotel is an institution that gives the right to reside in the commercial-contractual basis and offering its facilities and services. Accommodation is divided into the following types according to different criteria:

- The level of service, range and price of services: Class “luxury” hotels, 1st class, economy class hotels with a narrow service (bed and breakfast) and cheap type of student dormitories
- The location: The city (central, outlying), transit (for highways), suburban, rural, and hotels located near the geographical features (rivers, lakes, seas, oceans, mountains, etc.)
- For natural placement areas (forests, mountains, deserts, etc.)
- The operation of the time a year-round and seasonal.

Systematic hotel sets the scene of a hotel on the hotel market, in its criteria and characteristics, the level of competitiveness in the market, facilitates the customers and experts-professionals to immediately get an idea, and the overall picture of a guaranteed set of services that can be shown the hotel of a certain class (Osipenko, 2014). Hotels, hotels, associations systematized on the basis of their certification, which, in turn, can be carried out both at national and at the international and global level.

Hotel product services is a set of services expressed by the hotel and contains the following elements:

- Provision of services related to the accommodation, overexposure to the night
- The likelihood of eating
- The likelihood of the acquisition of additional services
- Separate standards
- A mandatory fee in terms of value for services rendered.

Hotel services are short-living the hiring of public houses, buildings, rooms, places to stay and places for tents or caravans and assistance within the boundaries of the object of related services to meet the needs of man and society.

More services, implementing hotel companies, complexes may also be provided to institutions of different profile, for example, gastronomic enterprises.

Characteristic features of the hotel product:

- Synchronization of production and consumption of services ()
- Complementarities of services, e.g. their mutual complementarities for the missing criteria
- The dependence of the quality of the hotel product and service provided by the hotel staff its service quality and competence
- Immeasurability hotel product is a service has a cost index only after its delivery and not always immediately
- Complexity is a product formed from a smaller or larger number of services provided by the hotel enterprise, complex

- Flexibility may have to take shape, according to the needs of consumers, world standards of service.

For more society use the hotels, difficulties are what is known under the name “derived demand” because a few stops or eat in the hotel for a well-established reputation, or “name” of the hotel complex. The main reasons for hotel services are covered in consumption causes a temporary visit or a long period of a particular area or time of it in some special way (Sozinova and Fokina, 2014).

Demand for hotel services, terms and conditions presented an unstable business data depends on the time of year and is subject to seasonal fluctuations; especially it concerns the resort areas. This requires the use of additional staff in the season, which often has no interest in providing timely and quality services to consumers. In addition, the lack of funds for fixed costs impairs the quality of the hotel product.

Selling of a hotel product depends not only on the hotel staff, but also on internal quality hotel product (facilities, comfort, culture, level of service, the hotel’s image).

Hospitality and hotel product realization thus require high professional skills, art of strategic and operational management, high spiritual culture, the best human qualities and high training of personnel.

2. MATERIALS AND METHODS

Theoretical and methodological basis of writing was the work of the classics, economic and management publications in the definition of marketing management, marketing as a science, marketing, hotel business, domestic and foreign scholars, human resource management, capacity, overall organizational training hotel companies and destinations, the economic processes of internal and foreign policy activity of hotels (Gupta, 2012).

The research methodology is based on the dialectical method, system and strategic approaches to the analyzed objects. Scientific provisions, conclusions and recommendations made in the paper are based on the use of combined methods of historical and logical analysis, comparison and synthesis, induction and deduction, economic-statistical method and expert assessments.

Information base of research were the laws of the Russian Federation, the official publication of the state statistics, management of social and labor relations in the sphere of tourist business of employment agencies, hotel complex, the International Labor Organization, thematic collections and directories (Nadtochy et al., 2016), information published in scientific publications and periodicals, Internet resources.

When writing operation using data characterizing development trends of the organizational and social and labor relations in the system of hotel complexes, marketing research, both external and domestic labor market.

3. DISCUSSION

The desire to achieve, success, business development becomes a daily concern and a concern for many market participants, on behalf of managers, personnel, marketing service of hotel services. In order to stand the competition of the modern market of hotel services and expand the existing scale of the territory, staff, hotel companies need the most important and essential tools: Revenue and profits. And so every day increases the need for effective hotel management methods, the use of new technologies such as management costs (Winer, 2000; Silnov, 2016), and the introduction of the newest development and personnel management techniques, allowing achieving high results and creating a competitive advantage in the domestic market and the world of services.

Currently, the main guarantor for success is to find a hotel enterprise needs and target markets needs of consumers and the supply of the desired customer satisfaction, more efficient than the competition, ways of providing services.

For this effective hotel management process (Zakharov et al., 2016) is necessary to correctly apply and use the basic management policy of the enterprise marketing and managerial personnel services.

Management and marketing are two complementary and interrelated spheres of business enterprises. Today, the evolution of marketing associated with the trend of modern market for manufactured and supplied products, in particular, with the growing importance of such factors as the quality of goods and services, their compliance with international standards (Chen, 2016), the attachment of consumers to the brand and the company-branded commitment to consumers, unwinding global reservation systems of services, focus on innovative technologies, strategic alliances, ethical standards in the enterprise, etc.

The current concept of marketing leads to the problem of the value of the enterprise, facing the achievement of the final result-profit while maintaining or strengthening the well-being of the consumer and society as a whole. This concept encourages a balance of three factors: the desire for maximum profit, accounting for the needs of consumer goods to meet their public interest and tourism.

In the context of global change, sanctions, political games changed the very definition of the tourism industry (Oleinikova et al. 2016). The one-dimensional concept of tourism that is linked primarily to tourists, travelers, vacationers, with the process of organization of tourist trips, giving way to a multi-dimensional concept-hospitality industry, during which binds all related sectors of the economy, based on the service maintenance people through specialized companies: Hotels, restaurants, transport companies and travel agencies, entertainment, sports, cultural, entertainment and gambling establishments. It now works and operates one in six people of working population of our planet.

Increased growth of the total number of tourists in separate corners of the world space, the national territory has the necessary impact

on the development and improvement of tourism infrastructure and its most important component-the hotel sector, competitive market for the hotel industry-seeking to get their share of the business and are trying to persuade customers to release their cash accumulation on receive hotel services available to them as much as possible in a larger complex, presented in the hospitality industry (Balachandran, 2004).

Dominant role in the hospitality industry are the Hotel Corporation, which lasted a network around the world and draw in its service hundreds of millions of people. Establishment of global hotel chains and alliances mean quite the newest formulation of emphasis in the hospitality industry, this innovative world of implementation technologies, trends techniques.

In modern conditions of hotel complexes and the scope of their activities run into fierce competition, which allow them to seek out and apply for new ways, methods and techniques for the implementation of its services on the market (Mudie et al., 2006). Competition intensifies under the influence of such important factors as the development of absorption and consolidation strategies (for example, the purchase of the American chain Motel-6 the French company Accor, Days Inn joined the Holiday Franchise Systems, etc.).

The appearance on the market of newly hotel complexes that have the latest technology to provide the services of the service makes to develop competition to an even greater extent the existing businesses, implementing its activities. In this case, already on the market of hotel complexes has to implement the marketing strategy of development, encouraging the client system fixed base visits, in order to strengthen its position in the competitive environment and does not involve its activities in the bankruptcy stage in a changing political, economic and market reality (Chung, 2000).

In order to implement their work with a high level of competitiveness of the hotel service should and must develop unique and your own marketing plan, based on the data previously obtained in the implementation of activities, namely information about products sold on the consumer market, on the state of the market, on the selected target customer segments, the creation of short-term and long-term framework to attract and retain customers.

In general, the marketing plan contains the following items shown in Figure 1.

Creating a marketing plan, and the planning highlights points of hotel business activity is applicable not only in large complexes, as well as in hotels and small scale.

Efficient and competent marketing plan takes into account the three main directions of the hotel business: To implement the right products and services to the right market at the right time. For the successful application and implementation of the plan should include the establishment responsible for its implementation in full of persons and set a defined period during which the hotel hopes to reach the planned figures presented in the prescribed plan.

Figure 1: The main points of the marketing plan

Main fields of application allows the marketing manager and the head to look and to consider the functioning and work of the most graphically hotel as a commercial enterprise on the part of the consumer. This requires an assessment of satisfaction with the quality of guest services, maintenance, and determines the effectiveness of impact assessment on further activity of visitors.

The workers of marketing departments are involved in defining and establishing pricing policies, as well as make suggestions on the development of the hotel improve the market competitiveness of the services strategies are crucial to achieving the goals and objectives of the hospitality industry, as well as the main result is, of course profit.

The main objective of marketing is the preliminary study of the market to include the identification and establishment of the maximum capacity of the hotel on the market, as well as the location or choice of alternatives already available, options.

The process of market research is needed to determine the market segment that will be most favorable for the particular hotel and it represented and sold product, but major efforts have to be focused on the promotion of goods, services and selling at the most competitive price.

Every hotel business entity shall determine the type of clients that will be acceptable to him, which is necessary and logical to engage on the basis of the location and characteristics of the hotel, so the work of marketing employee begins long before the opening of the hotel (Mamycheva et al., 2016), and even the development of a plan of its creation.

Market research group of individuals set combining existing or potential customers, creating them on various parameters:

The geography of the major source markets, the purpose of visit, solvency and behavioral characteristics. In the future, the division into segments follows from dividing by customers who are primarily oriented to price, and those for which the price is not critical in the choice of purchasing services.

The main purpose of segmentation is an addictive activity of the hotel complex to the needs of the largest group of customers and the establishment of the price of services promotion strategy in order to be most beneficial in the implementation and implementing the plan.

The most acceptable is believed that the scope of hotel business covers three main segments based market, which in turn gives the company a minimum of 80% of revenues (Morse and Smith, 2015). But not a few important still is the seasonality of demand, which normally leads to the fact that the influence of the individual segments of the market for the hospitality industry may vary depending on the time of year.

Thus, the marketing has been putting in the proper form, standards-compliant products in this area of the hotel business marketing is no different from other consumer marketing consumer products company. Yet there is a certain difference of hotel products and general consumer goods, hence the marketing policy also has its own uniqueness and originality of the activities.

Hotels, as well as restaurants, sell tangible products (accommodation, meals, etc.) and intangible services (hospitality). There is a visible difference between marketing products and services provided by the hotel business. The product can be shown, and the visitor is able to determine its value quickly. Lodging marketing is more complex due to the immateriality of the concept of “service” (Bursk, 1967).

4. RESULTS

The unique feature of marketing and hospitality industry can be seen from the above discussed and characterized features of the hotel product and services, its fixity in time to market arena.

The presence of the most important products of the hotel-hotel rooms-is a constant criterion of choice of the customer.

It becomes sometimes impossible to change the number of rooms, to increase in a short period of time, to save their original form for future sale or to follow the constantly changing needs of visitors and privileges.

Therefore, the demand for this type of hotel business is constantly fluctuating product. Sometimes the hotels can sell their work without profit-empty, or vice versa at the peak of the season to experience overcrowding and an overabundance of hotel visitors.

All of these trends, the factors to be considered in the implementation of business activities, but also need to take into account the nature of the investments, cash receipts hospitality

industry. By the number of such income can be: Investment in land, buildings and property inside the building. The three key factors in the success of the hotel are: The right location, the required capacity and the high level of use.

Hotel marketing can be analyzed as a cycle, which occurs with an assessment of existing and potential markets for hotel products. The next element of the marketing cycle is the formulation of what should be the product and its development. With sufficient information about the market, you can pinpoint specific market segments. Product development includes both the range and type of hotel services, and pricing in order to achieve compliance with its chosen segments.

The final element of the marketing cycle is the monitoring of performance indicators and their consideration. At this stage, the comparison of actual results with the plans and the budget, evaluation of the effectiveness of marketing activities in order to provide an information basis for the changes in the market and in the hotel policies (Frolova, 2014; Frolova et al. 2016).

If the hotel marketing is conducted professionally (Rutherford and O'Fallon, 2007), its image and position in relation to competitors become so obvious, and the specificity of services so recognizable that the customer perceives the logo or trademark of the hotel as a guarantee of a certain quality level.

Hospitality in essence must take into account every nuance associated with the guest stay, justifying and even somewhat exceeding his expectations. It should reflect the individuality, the development of which begins with the atmosphere formed by controlling personality, and manner of service completes inherent personnel.

Key strategies of hospitality industry include:

- Price leadership strategy is the strategy minimize costs, that predict undeniable factor in this strategy is the implementation of the additional costs of better tourist services, design and provision of high standard services
- Differentiation strategy allows to acquire a competitive advantage by producing unique services that have no analogues that do not produce competitors: For example, we can talk about the unique characteristics of the services: The highest quality of service, presented in a mini-hotel (which by definition is adopted level of service below than at 5*); numbers fast and easy reservation form at any time of the day on the hotel's website
- There is another strategy for the development and competitiveness of enterprises hospitality industry, the so-called focus strategy. But do not lead to a competitive advantage in these conditions in the market of hotel services focusing only on a narrow segment.

Strong development of the global hotel industry over the last 2-3 decades has led to fierce competition for markets hotel product. In the ensuing struggle for the client (visitor, tourist) in the last decade become a winning marketing strategy competition used for each set individually (Liang, 2012).

Another factor contributing significantly to the formation of the current situation in the market of hotel services, is the strategy of branding-brands-receiving in recent years more and more widespread, and the concept of crowding hotel services, which had its not a small value a few years ago.

Implementation of a select successful hotel development strategy will lead to the strengthening of the competitive advantages and increase the value represented by the business.

A modern hotel business industry has a lot of risk, various types of resources, limited in cost and geographical location, and the rapidly changing situation on markets, consumer-oriented, shrinking in recent years, due to internal and external economic factors. Therefore, for hotels, especially mini-hotels are difficult to survive in the reality of political differences (Shih et al., 2016).

Rising competition is one of the major reasons for the development of marketing policy and its application in the hotel industry. Sale of internal services is a broad field for the hotel business. There are many probabilities to attend to customers in restaurants, stores, and in the provision of various additional services.

Payment rates customers is a significant part of income, so the marketer, as well as the department as a whole should make efforts weight in order to maintain and not lose regular customers base and newly found (Seric et al., 2016), using all possible means to attract and distribution of advertising available services. The incumbents in hotel sales and marketing services, has to know everything about the hotel and its potential clients.

Marketing course of categories are just one of the steps that the hotel business is used to increase the efficiency of their business in the market. Implementation of the company's restructuring, one of the ways to increase competitiveness, as one of the bases of the existing hotel complex Saint-Petersburg defined scope of work has been assigned to each manager. up to 30 people-parallel, additional staff, which required doubling back office were hired, round the clock call-center was established on the basis of the reservation department, whereas before treatment and after 21 h to 9 am is not accepted.

The company also realigned work with global booking systems Galileo, Amadeus, Worldspan, and Sabre. Its hotels are present in their bases from the beginning of 2015, it Rinaldi paid him 15% of the cost of each booking. Approximately two-thirds of this amount, the tour operator translated retailers-travel agencies-as an agency fee (Bell, 1993). But sometimes the failures occurred. A year later, Rinaldi was replaced by a connecting partner (it was the company "Nota Bena"), which provided a more transparent control over the transaction. Today, the global system has become the main sales channel. About 80% of clients come in Rinaldi through travel agencies, and network load, thus increased to 78.6%.

Various channels of promotion: Participation in exhibitions, promotion of the network through the global reservation system, enabling the flow of foreign customers, hotels own website online, contextual advertising, placement of information on relevant

websites and partner sites. Since 2003, he engaged in the Help Hotel Russia, which reveals the appearance of a network in a certain region. It works with “Snark” network book, as publishing advertising in publications sold there, the sponsor of the concert hall at the Finland Station.

The main task is to cover all the possible “space” where a potential customer may search for information for an upcoming visit to St. Petersburg.

With regard to the anti-crisis measures, it is, first of all, the price offer. For example, the price was set at a flat in most hotel chains, excluding the hotel premium category-1600 rub for a single room and 2000-for a double. The ability to prompt decision on prices for rooms is an important priority of the mini-hotel.

It is planned to rebrand-Rinaldi Hotels Group to become Rinaldi Group. Under this brand you prefer to operate business centers, maintenance of buildings and facilities, catering. In the near future it is planned to organize your own laundry, which will, in addition to the services of hotels, also provide commercial services.

The structure of the whole organization is so constructed that it is possible to offer a full range of services, which guests may need: Transfers, the development of sight-seeing tour, tickets for cultural events, as well as search for an interpreter. The management company, having in the active travel company with the operator’s license for the development of regions, for example, can offer a package of services, including hotel accommodation on more favorable terms, as well as sightseeing tours.

Thus, the hotel complex is currently focused on the St. Petersburg market, expanding its activities. At the forefront of the city and to the European market of tourist services. That is the main strategy of the company is a market development strategy.

Hospitality, in its essence, must take into account every nuance associated with the guest stay, justifying and even somewhat exceeding his expectations. It should reflect the individuality, the development of which begins with the atmosphere formed by controlling personality, and manner of service completes inherent personnel.

Thus, the state of the modern hospitality industry can be described as a sphere, which is affected by a variety of factors internal and external business environment. The latter circumstance explains the importance attached by recent market research, based on which further every hospitality enterprise builds its own strategy for the promotion and sales.

5. CONCLUSION

Modern hotels offer consumers not only the services of accommodation and food, but also a huge variety of entertainment, transport, communications, excursions, as well as sports, medical services, beauty salons, etc. Service set varies depending on the class of the hotel.

Such a variety of services is dictated by the significant competition in the hospitality industry. The owners of the hotel are compelled to follow the changing preferences of customers and strive to fully satisfy them. Therefore, the success of the hotel industry depends largely on meeting customer needs and service quality of the staff involved in this area.

To a greater or lesser extent, hotels restaurants, bars and other services can also be used by the local population, but the hotel’s main function is to provide people who are away from home overnight and ensuring their basic needs.

The work of hotel marketing can contribute by analysis to assess the demand, with which you can determine the appropriate market opportunities, the location or choice of alternative sites, as well as to create the most suitable concept. Also marketing can implement a continuous process of market research, product development, its promotion, marketing, monitoring and verification.

For hotels it is important that each service provided corresponds to the client’s expectations, which the hotel hopes to attract. Visitors hotel estimate provided services to them in style to communicate with them by phone and in person; by the way they greet and solve their problems in obtaining services. That is why marketing makes each employee, as the administrative and support staff to think about the client and to do everything possible to build and maintain the representation of the client that he-the highest value in the hospitality industry, the needs of which must be as best as possible to meet.

If the hotel marketing is conducted professionally, its image and position in relation to competitors become so obvious, and the specificity of services, so recognizable that the customer perceives the logo or trademark of the hotel as a guarantee of a certain quality level.

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