



THE DIFFERENCE BETWEEN TWO BRANDS (HOTELS) BUSINESS SYSTEMS IN TOURISM AND CATERING

Abstract: We live in a world where everything revolves around brands. Thirty years ago, the most commonly used word in the jargon of large corporations was the term "marketing". Today, a new word that has already become inseparable from marketing is the word brand and the term branding, which is derived from it. In marketing, the brand is a symbolic representation of all product-related information. A product is anything that is offered on the market that meets the needs and desires. However, it is much more than just a physical object. It is a complete "package" of benefits or pleasures that the buyer believes he gets if he buys the product. It is the sum of all physical, psychological, symbolic and service characteristics. The brand is created with long-term, persistent and patient work on the formation of its own offer. It is well known that all attempts to create brands do not lead to brands. Careful planning and constant long-term investment are the foundations for creating a "strong" brand. It should be known and always kept in mind that the once created brand is not a guarantee of eternity. The brand is created and created, but it changes and loses over time. Creating a strong or strong brand is focused on consumers. The purpose of the seminar work is to emphasize the importance and role of the brand in the hotel industry. Moreover, we have studied the relationship between the level of satisfaction of guests and hotel brands. Herein, as an example, I have described two of the best hotels in Macedonia, the Alexander Palace Hotel and the New Star Hotel as a brand. We have thus explained what these Hotels offer, what are the differences between them. That is their strengths, weaknesses, opportunities and threats.

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Brands play an **important role in organizing the market**; they make it easier for products to stand out and for consumers to better understand the benefits of each specific good, thereby helping them to make decisions. The importance of guest retention becomes a critical issue.

Your brand is far more than your name or logo. It encompasses everything from the personality and the values of your hotel to your customers' perceptions, notions and experience. It represents who you are, what you believe in and how you want to be perceived by your audience.

Taking the time to invest in hospitality branding design could be the most important thing you do, so let's start by assessing why it is so important. Being able to create such an impressive and successful brand presence is often thought to be something only attainable by those prestigious hotels with lengthy histories of movie-star guests. But the reality is that, in today's globalized, digitized world, every hotel can build their own unique brand presence and utilize it to set them apart and drive them towards more successful results.

With the advancements in online and offline technologies, the entire world is your marketplace. But to take advantage of this, your brand needs to catch attention and stand out from the crowd.

Guest experience extends beyond your premises, and is integral to your ongoing communications. A deftly-crafted social media presence will help you cover your bases, but you must remember that the goal of every single initiative you have is to delight your customers and encourage them to keep coming back to you.¹

Increasing brand loyalty in the hospitality industry can be the difference between winning guest approval or losing it, so building your brand strategy towards this end goal is of critical importance.

Every hotel needs to have a credible face and, very often, branding becomes the face that engages your potential audience, delights them at every touch point of their journey and eventually earn their trust. Building brand identity is arguably one of the most effective ways of spreading the good news about your business.

The stronger your brand story, the more likely to convince your audience to stay with you, and then come back and stay again. Turning prospects into guests and guests into ambassadors is key to hotel success, and it is almost impossible to achieve without great branding.

If you give your customers a good enough reason to feel strongly about why they should care about your hotel and what it can do for them, they have a better reason to make the transition from fence sitters to actual guests.

For the past twenty-five years, the hotel industry has firmly embraced and embraced the value of branding as an essential component of its marketing strategy, especially given the broad segmentation of the hotel brand. Most accommodation companies have developed multiple brands to cater to multiple market segments (Jiang, Dev, and Rao 2002)

In addition to the choice, companies offer a number of products including Starwood, Marriott, Hilton, and Accor. This strategy seems to be accepted in terms of hotel operations. This strategic segmentation is based on the idea that the brand name is part of the award process. Touching on what is essentially intangible by providing a concise method of establishing a certain quality of property by providing important information to customers about their products and services.

Branding shows that consumers use the brand name as an important quality mark. Therefore, consumers are usually willing to pay a higher price for brands, which they see as a high level of quality. In addition, a well-managed brand can discourage competition. Beyond the benefits of awareness and image, brand capital results from the benefits of marketing efficiency and improved brand-related performance and the effect of long-term brand based on customer loyalty. Brand equity also enables the supply chain to expand its brand in different markets. For example, in the hotel industry, the level of brand equity may be related to the brand's ability for geographic expansion to expand across franchises, and to develop under brands.

Hotel brands first create value for the guests to convince them of the level of quality. As customer loyalty grows, the brand owner can profit in brand value through price premiums, reduced price elasticity, increased market share, and rapid brand expansion. Finally, companies with successful brand gains in the financial market are by improving shareholder value.

¹ Origin of the brands - Al and Laura Reis

The hotel industry is one of the key segments within modern international tourism. With the advancement of technology, communication and transport, increasing mobility of people and the desire to travel and explore the world are determinants that have contributed to the development of the hotel industry and its increasing importance within the international tourism and global economy. It should be emphasized that the development of this industry is directly proportional to the development of tourism which covers the largest flow of goods, services and people, so the role and importance of hospitality is constantly growing primarily due to the increased differentiation of tourism services in throughout history they have changed.

Hospitality mean an activity related to offering accommodation overnight, but today this term has a much broader definition that covers the entire industry that deals with accommodation and food for tourists, as well as offering additional services related to their stay in order to satisfy their desires and needs in the best possible way. It is characteristic to note that in modern conditions of intensive technical progress, the material base of the hotel industry is developing rapidly and is constantly being improved and modernized, which contributes in creating great competition in this market.

One of the principal ways in which companies in the hotel industry can differentiate themselves is through consistent delivery of higher quality than competitors. At the same time, it is concluded that excellent quality can give them a potential competitive advantage that leads to superiority in offering services and making a profit. When talking about the quality of services, it should certainly be emphasized that the better quality service results in high costs. But investments are usually worth making, as greater consumer satisfaction leads to increased hotel attendance and higher profits.

The brand expansion strategy works in part for the hotel industry, as guests choose different types of hotels depending on their purpose of travel, and expanding the brand with a known name allows users who depend on trusted brands to save time and search costs. approach is successful when consumers immediately imagine similar attributes and benefits to the extended concept based on the established brand name. The financial advantage of expanding the brand is that it offers companies not only with higher revenues but also with savings in market costs.²

Hotel Alexander Palace is a leading hotel in Macedonia, located on the right side of the river Vardar, near the City Park, only 3 km from the city center, in the immediate vicinity of the most important administrative, cultural and historical buildings. The hotel has 135 air-conditioned rooms including 22 suites: junior, executive and presidential suite. All rooms are fully equipped with: direct telephone line, 32 "and 42" LED Smart TV, satellite and cable TV, high speed wireless internet, internet connection, mini-bar, etc. The hotel also has a modern congress and banquet center, consisting of multifunctional conference rooms with a capacity of 1800 seats and 4 smaller halls with full technical equipment for business meetings. The restaurant "a la card" and the aperitif bar offer a wide selection of national and international specialties and a wide range of high quality local wines at the Skovin winery.³

The hotel has a SPA and fitness center with modern fitness equipment, indoor pool, saunas, steam bath and Jacuzzi. For sports fans the hotel has 6 tennis courts with a hard surface (plexicushion) and 2 basketball courts.

The hotel has a garage with a capacity of 40 vehicles and a large parking space in front of the entrance. Other hotel services:

- 24 hour reception and concierge service;
- 24 hour room service;
- Renting vehicles;

² Ristevska-Jovanovska, S., Marketing of Services, Skopje, 2012 p.311

³<https://aleksandarpalace.com.mk/mk/%D0%BF%D0%BE%D1%87%D0%B5%D1%82%D0%BD%D0%B0/>

Airport transfer (group or individual);
Parking (underground garage and outdoor parking);
Laundry and dry cleaning;
Gift and souvenir shop.

Breakfast; Free use of the Spa Center, Free use of gym, Free WiFi connection in a hotel room, Single Room, Double Room, Junior Suite, Deluxe Suite, Presidential Suite.

The following services are included in all wedding packages: APARTMENT FOR YOUNG PEOPLE - With wedding breakfast included in the room - at the request of young people

Champagne for toast
Wedding cake (number of floors according to number of guests)
Decorative chair covers
Decorative ribbons on each table
Candlestick with a candle on each table

On the main table Torch Entry Ceremony Enter the space where peace and harmony reign, a place where the borders of East and West merge in perfect harmony. Your senses are stimulated by natural materials of stone, wood and cotton. Luxury surrounds you, time stops and you are overwhelmed by the feeling of deep relaxation.

Hammam and sauna, Classic massage you can choose from several types of massages, including: classic massage for relaxation, body treatments with honey, chocolate, aromatherapy and peeling.

Beauty treatments Different face and body treatments, tailored to your skin type. Body treatments in SPA -chocolate body treatment with massage -chocolate body massage ,body peeling with sea salt with lavender and menthol and massage body peeling with chocolate massage, massage with body detoxification with honey, massage and detoxification of back with honey - aromatherapy of the whole body, relaxing massage, sports massage, Facial treatments in SPA -treatment with face mask, peeling with massage -facial peeling with aromatherapy ,aromassage ,facial peeling with chocolate massage Sports fields .

The best premium fitness center at the Alexander Palace Hotel. There are unique individual and group exercise programs that are fun and positive, in a pleasant atmosphere, for all ages and lifestyles. With the most modern equipment "Cybex" and "Technogym", individual wardrobe and cafe, they have everything you need to make your guests look and feel their best.

The fitness center includes: -personal trainer; cardio equipment (Treadmills, Ellipticals, Recumbent and Upright bikes, Stepmills, Stairmasters); -individual displays for all cardio equipment; -sports equipment for increasing muscle mass and strength; complete equipment ,benches, weights, shoulder, chest, legs, arms, abdomen and back - for professionals and amateurs; stretching room; nutrition and exercise program; accessories in the park; cafe; wardrobe; sauna and jacuzzi; massage.

The tennis club has 6 tennis courts with a hard surface (plexicushion) and 2 basketball courts and a coffee bar that offers a pleasant atmosphere for training and enjoyment.

New Star Hotel

New Star Hotel was officially opened in July 2006 and since then has been considered one of the best restaurants in Skopje. The hotel opened later, in May 2012, offering 62 sophisticated guest rooms, aiming to become one of the leading destinations of the world elite. They have a capacity of 120 beds (beds), 2 fully equipped conference rooms, breakfast room, 2 spacious swimming pools, tennis courts and various other amenities. Offers sophistication, equipment and all technical means needed for successful implementation of workshops, seminars and conferences. They have a rich selection of cold and hot appetizers prepared from the highest quality products. Various delicacies, many types of cheeses, salads, fried vegetable specialties, seafood and other inspiring

accessories. We have an exemplary team of professionals who strive to make the New Star Hotel a leading force in Macedonia.⁴

Location New Star is located in the quieter part of the city about 6.5 km from the center. As tourist attractions near the hotel you can visit are Matka Canyon, Turkish Bazaar, Skopje Fortress. Other places: Skopje City Mall, Boris Trajkovski Sports Center and others. Accommodation Each room besides the comfortable furniture radiates warmth for every family, modern style attractive for every tourist and professional equipment for every businessman. The rooms are equipped with: Central air conditioning, Wi-Fi, Laundry, Cable TV, Safe, Mini bar, 24-hour front desk service, Transportation services Restaurant We have a wide selection of cold and hot appetizers prepared from the highest quality products. Various delicatessen products, many types of cheeses, salads, fried vegetable specialties, seafood appetizers and other inspiring accessories. Visit the hotel-restaurant New Star and enjoy the unique taste of roast lamb, beef and other types of meat, homemade bread, delicious barbecue and NEW STAR specialty in a pan.⁵

Difference between these brands The difference between a successful and a failed brand is that a successful brand carefully goes through all the steps of creation and development, while a failed brand in the branding process these steps are either left out or not planned in detail. Creating a successful brand requires time, painstaking organization, planning and work, and useful tools. Successful brands have a clear vision of their identity and image, a realistic view of the market, real values and an appropriate positioning strategy. In short, as well as the best, branded products must be adequately "ticked" and "packaged".

In order for a Hotel to receive the epithet brand, it needs to be well positioned on the market, to be visible and recognizable, to have constant quality, to continuously communicate with the public through advertising campaigns and other ways of communication, to have life, to have them clearly choose the target groups, to have an affordable price, effective promotion, own story to tell, to be nicely packaged, to have an image and identity, regional significance. Basic elements of the brand are Identity, Value, Recognition, Awareness The brand as an important element of the product, has great importance for both manufacturers and consumers. For consumers, it brings a number of benefits.

The brand facilitates the selection of the Hotel, which is of great importance in conditions when a large number of hotels with similar criteria are offered on the market. Contributes to creating a certain experience for the guests and also creates habits for their return visit. Satisfies certain emotional needs of customers and creates a status in relation to others In addition to consumers, the brand creates a number of advantages from the perspective of manufacturers, The brand provides control, Creates an opportunity for independent pricing policy (relative to competing companies) The brand facilitates the launch process of a new product. Promotion actions are facilitated, and this contributes to cost savings incurred for promoting the company, hotels or products.

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