

“PLEKHANOV Russian University of Economics”

Discipline – “The economic strategy of development of  
the hotel enterprise”

Theme 1: “Strategies for the development of the hotel  
business”

Practicum

S. S. Skobkin, Doctor of economics, Professor, Department of hospitality,  
tourism and sport industry

# Themes of the essay

## Theme 2. Strategies for development of hotel business

1. Formulate the main content of the structural theory of demand development in the hotel business and determine the place of the Russian hotel industry in this process.
2. What is the strategy of globalization?
3. What is the development strategy for the hotel product?

## Themes of the essay

Theme 2. Strategies for development of hotel business

4. What is the strategy of differentiation?
5. What is the strategy for cost leadership?
6. What is the strategy for applying new technologies?
7. What is the development strategy of the brand?
8. What is the strategy of combining brands?

## Themes of the essay

Theme 2. Strategies for development of hotel business

9. What is the strategy of international marketing?
10. What is the national trademark strategy?
11. What is the strategy of integration vertically, horizontally, "forward" and "back"?
12. What is the specialization strategy?
13. What is the strategy of an independent hotel?

## Themes of the essay

Theme 2. Strategies for development of hotel business

14. What is the franchising strategy?
15. What is the strategy for contract management?
16. What is the customer retention strategy?
17. What is the growth strategy?
18. What is the consolidation / merger / acquisition strategy?
19. What is the specificity of growth strategies?

## Themes of the essay

Theme 2. Strategies for development of hotel business

20. What is the strategy for increasing the value of the company?
21. What is the strategy of diversification of the hotel product?
22. Give a brief description of the market of hotel services in Moscow.
23. List the strategies of the leading hotel companies in Moscow.

# Tests

## Test 1.1

Does the development of the global hotel industry include the following strategies:

- a) globalization of the hotel business;
- b) development of the hotel product;
- c) marketing research;
- d) differentiation of the hotel product;
- e) cost leadership;
- f) development of new technologies;
- g) franchising of trade marks;
- h) vertical integration of enterprises in the hospitality industry.

# Tests

## Test 1.2

Is the process of globalization manifested through the implementation of the following strategies:

- a) concentration on one kind of activity (only hotels);
- b) integration with other types of business (restaurants, tourism, gambling, etc.);
- c) motivation (stimulation of enterprise employees);
- e) diversification (development of product features).



# Tests

## Test 1.3

Are the most common directions of differentiation in the hotel business:

- a) location of the hotel;
- b) the historical value of the hotel building;
- c) on the condition of the material and technical base of the hotel;
- d) by class of service and the range of services;
- e) for staff;
- f) quality of nutrition;
- g) the program of encouraging regular guests;
- h) by trademark or image;
- i) by the availability of enterprises of souvenir trade.

# Tests

## Test 1.4

Do basic technologies include in the hotel business:

- a) qualification standards;
- b) methods of cleaning rooms;
- c) recipes for cooking various dishes in restaurants;
- d) standards of serving dishes;
- e) the manner of dealing with guests;
- e) standards of telephone etiquette;
- g) ways to promote services to the market, etc.

# Tests

## Test 1.5

Do key technologies allow in the hotel business:

- a) ensure that the hotel achieves a competitive advantage;
- b) reduce the cost of the product;
- c) reduce the length of stay of customers in the hotel;
- d) to maximize revenue from sales;
- e) to achieve and maintain high standards of service;
- e) occupy a significant niche and accurately positioning themselves in these types of services in the market.

# Tests

## Test 1.6

"Smart hotel room", as the leading technology of hotel business allows:

- a) connect the room with the reception service of the hotel
- b) manage the registration of guests;
- c) receive discounts from service prices;
- d) manage the mini-bar;
- e) provide telephone communication, Internet access, obtaining reference information and additional services.