

DOI: <https://doi.org/10.32782/2521-666X/2023-83-17>

УДК 338:24:640:41(045)

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MARKETING RESEARCH OF THE SERVICES MARKET OF HOTEL AND RESTAURANT BUSINESS ESTABLISHMENTS

МАРКЕТИНГОВЕ ДОСЛІДЖЕННЯ РИНКУ ПОСЛУГ ЗАКЛАДІВ ГОТЕЛЬНО-РЕСТОРАННОГО БІЗНЕСУ

The article is devoted to the study of marketing aspects of the functioning and development of the services market of hotel and restaurant enterprises. The modern market of hotel and restaurant business services is a competitive and dynamic environment where companies constantly compete for the attention and loyalty of customers. Attracting and retaining customers is becoming an important task for businesses in this industry. However, success in the hotel and restaurant industry is not limited to providing quality services and creating a comfortable environment. Effective marketing planning and strategies play an important role in achieving competitive advantage. Marketing research is considered as a basis for determining the market opportunities of hotels and restaurants. The concept of the term «marketing research» is defined and the main factors that are the basis for understanding this concept are highlighted. The formation of an effective marketing information system in the hotel and restaurant industry has been studied. Methodological bases of hotel and restaurant services market research are defined. Conclusions and recommendations on improving the marketing strategy of hotel and restaurant business enterprises were formed. The results of the research will help identify the strengths and weaknesses of the market, reveal new opportunities for development, determine the needs and expectations of customers, as well as develop proposals for the promotion of services in the hotel and restaurant business. Therefore, conducting a marketing research of the market of services of hotel and restaurant business establishments is an important step for increasing the competitiveness of enterprises in this field and meeting the needs of customers. Marketing research occupies an important place in the life of any organization and is used by enterprises of all types – from small businesses to large corporations. Marketing research creates a scientifically and practically justified basis for making qualified decisions by managers and top management of the company.

Key words: hotel and restaurant business, marketing research, marketing information system, market, service.

Стаття присвячена вивченню маркетингових аспектів функціонування та розвитку ринку послуг підприємств готельно-ресторанного господарства. Розглянуто маркетингове дослідження, як основу визначення ринкових можливостей готелів та ресторанів. Визначено поняття терміну «маркетингові дослідження» та виділено основні фактори, які є основою розуміння даного поняття. Досліджено формування ефективної маркетингової інформаційної системи в готельно-ресторанному господарстві. Визначено методичні основи дослідження ринку готельних і ресторанных послуг. Сформовано висновки та рекомендації щодо покращення маркетингової стратегії підприємств готельно-ресторанного бізнесу. Результати дослідження допоможуть виявити сильні та слабкі сторони ринку, розкрити нові можливості для розвитку, визначити потреби та очікування клієнтів, а також розробити пропозиції щодо просування послуг в готельно-ресторанному бізнесі. Тому проведення маркетингового дослідження ринку послуг закладів готельно-ресторанного господарства є важливим кроком для підвищення конкурентоспроможності підприємств цієї сфери та задоволення потреб клієнтів. Маркетингові дослідження займають важливе місце в житті будь-якої організації і використовуються підприємствами всіх типів - від малого бізнесу до великих корпорацій. Маркетингові дослідження створюють науково і практично обґрунтовану основу для прийняття кваліфікованих рішень менеджерами і вищим керівництвом компанії.

Ключові слова: готельно-ресторанний бізнес, маркетингові дослідження, маркетингова інформаційна система, послуга, ринок.

Problem statement. The problem of marketing research in the market for hotel and restaurant business is an urgent task in connection with the growth of competition and changes in consumer practices. Dnipro, Lviv, Odesa, Kyiv and other cities, one of the largest cities in Ukraine, are no exception: the presence of quality hotels and restaurants is an important factor for satisfying the needs of local residents and tourists. The growth in the number of tourists and the development of business infrastructures require a thorough analysis of the market of hotel and restaurant services in the city in order to effectively influence it and satisfy the needs of customers. Therefore, conducting marketing research in the market for hotels and restaurants is an urgent and important task.

Analysis of recent research and publications. The study of the problems of marketing research of the market of services of hotel and restaurant business establishments in recent years has been covered in the works of Antoshkova N. [1], Barabanova V. [3], Gorelov O., Davidyuk Y., Zakharova S., Kotler Ph. [2], Kuznetsova N., Leonteva A., Tkach V., Tsviliy S. [13], Yurchenko N. [4] and others.

The purpose of the article. The purpose of the study is to analyze the process of conducting marketing research and develop practical recommendations for the use of tools to improve the level of services at hotel and restaurant enterprises, taking into account the indicator of satisfaction with the needs of consumers and the implementation of effective marketing activities of enterprises of the hospitality industry.

Presentation of the main material. Scientific studies show a large number of definitions of marketing research, therefore, in order to make the most correct

and justified choice, it is important to take into account the views of different researchers, whether foreign or domestic ones.

Marketing research is a form of study conducted in business and a branch of applied sociology that focuses on the study of the behavior, choices, and tastes of potential consumers, as well as competing institutions and markets in the economy.

In his writings, Kotler Ph. emphasizes that marketing research requires the collection of necessary data, which must be analysed and evaluated, as well as predict the calculations necessary for marketing departments at enterprises [2, p. 8].

Marketing research is an information and analytical support for any marketing activity, without this kind of research the concept of marketing will be incomplete. Research conducted by marketers aims to satisfy information needs. Transparency and predictability of market development is one of the main marketing criteria. The variety of understanding of the concept of "marketing research" by individual authors is presented in Table 1.

Such a variety of formulations of this concept gives us the reason to assert that the opinion among the scientific community on this concept is ambiguous. Most of the authors consider the process of organization and collection of marketing information to be a priority, but the purpose and objects of research take a back seat.

Thus, having studied the definition of «marketing research», the main factors that are the basis of understanding this concept were highlighted: type of activity; a set of measures; systematicity; diagnosis.

Ph. Kotler spoke most meaningfully about the essence of marketing research. In his opinion, marketing

Table 1

Definition of the term «marketing research»

| Author | The essence of the concept |
|--------------------------------------|--|
| American Marketing Association (AMA) | It is what connects the producer, the consumer and the public with the marketer through information used to identify and define marketing opportunities and problems; generate, improve and evaluate marketing actions; monitor the effectiveness of marketing companies; and improve the understanding of marketing as a process. |
| Golubkov Ye.P. | It's a feature needed to connect marketers to all elements of the marketing environment through information. |
| Belyaevsky I.K. | Marketing research is any research activity aimed at satisfying the information and analytical needs of marketing |
| Timonin O.M. | This is the processing and analysis of information that allows the enterprise at a specific moment in time to have the most viable management strategy with a market orientation |
| Neresh K. | This is an objective and systematic search for data, its collection and analysis, which is used for more advanced decisions related to the field of marketing |
| Bosovskyi L.Ye. | This is a circle of data collected in the system, which is necessary according to the marketing problem facing the enterprise. |
| Evans J., Berman B. | Selection, analysis and use of data about a problem related to a product and service |
| Shadrin A.S. | Marketing research is the search, collection, analysis, and communication of information relevant to a specific market situation. |

Source: compiled by the authors [3–5; 9; 10; 12; 13]

research is a separate type of activity, the main purpose of which is to establish feedback between the marketer and the target audience [2].

This formulation indicates the interconnectedness of the marketing research process, which should be carried out not only to establish the level of demand and consumer motivations in target markets, to develop appropriate marketing complexes, but also in the post-production period to monitor the effectiveness of the selected marketing strategies.

According to such researchers in the field of marketing as Neresh K., Pankrukhin A.P., Bosovskyi L.E., Evans J., Berman B., Berezin I., it is systematicity that is an important feature of objects. Each such system has separate elements with a large number of connections, not only with external objects, but also with internal ones, therefore, it has a logical approach to research. Given that most of the processes in our lives are systemic, this approach can be applied to marketing research as well [10].

It is widely known that a system is a set of functional components interacting with each other to achieve a certain goal. Therefore, it can be argued that, subject to proper organization and planning, all elements of marketing research will form a system in which the components will interact with each other, and the purpose of this interaction is to obtain sufficient information to build effective business management in any field.

Also, the point of view of Timonin O.M., the Ukrainian researcher in the field of marketing can be considered close to the opinion of the considered authors. He emphasizes the need for comprehensive

measures, forms of activity, organizational structures, decision-making stages. The main principle of this approach is the interaction of all elements participating in the research process. According to Timonin O.M., only such an approach and consistency can give the desired result [13].

Taking into account the fact that measures and forms of activity, which were planned comprehensively, are essentially the same set of objects or phenomena subject to a certain systematicity, it can be concluded that Timonin's O.M. definition does not contradict the general opinion about disclosure of the content of this concept.

The famous European marketer, professor Lambin J.-J., using his extensive experience in the field of marketing, suggests considering marketing research from the point of view of a process that includes diagnosing information needs. He believes that a stable competitive position is ensured by constant and systematic research of market needs. Thus, it can be noted that professor Lambin prefers such research and believes that only in this way it is possible to obtain data on various factors of the marketing environment.

The hotel and restaurant enterprise operates in the changing conditions of the market environment. The content of research in the field of hotel and restaurant activity includes: studying the state of the problem, setting goals and objectives, selecting a research hypothesis, selecting methods and methods of experiments, their approval. At the same time, it is necessary to study the factors affecting the experiment, the logical scheme of research, the determination of the

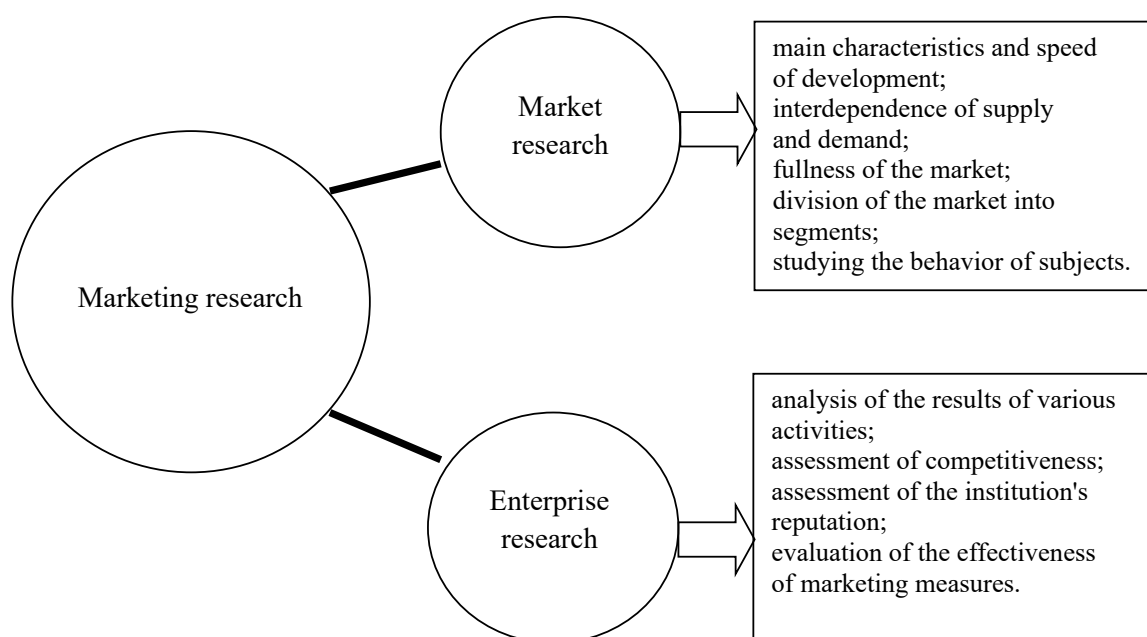


Figure 1. Structure of marketing research

Source: created by the authors [1]

required number of observations, the analysis of the results [1]. The structure of marketing research is shown in Figure 1.

Marketing research includes collecting the necessary information on the problem, conducting an analysis of theoretical aspects and quantitative assessment of results, qualitative analysis in the form of diagrams, graphs, schemes obtained during the study of data and formulation of conclusions.

Empirical research is based on reliable facts, the collection and analysis of which is carried out using methods based on marketing research of hotel and restaurant activities. In the course, real facts and events in the hotel and restaurant business are investigated, they are analysed and conclusions are drawn.

Marketing research in the field of hotel and restaurant activity, like any research, is aimed at solving relevant tasks, the main ones of which are presented in Figure 2.

Hotel and restaurant activity as a socio-economic direction interacts with objective and subjective conditions, external and internal factors.

Subjectivity in the hotel and restaurant business is related to the fact that it is possible to create images that reflect the existing and future reality with anticipation: hotel accommodation and service quality, long-term availability of hotel staff, changes in purchasing preferences and demand for hotel and restaurant services.

The dynamic development of the hotel and restaurant business has led to the growing role of competition and the struggle for the consumer. Hotel and restaurant enterprises can increase their competitiveness by staying ahead of their competitors. In order to ensure the sustainability of market development, it is necessary to create exclusive hotel and restaurant products.

Evidence of the expediency of conducting marketing research is the versatility of scientific statements and approaches to formulating the essence of research as a process. Given the mentioned formulations, the

following characteristic features of marketing research can be identified as following: research is one of the main functions of the marketing sphere; the conducted studies should provide reliable information, because they influence the adoption of strategic and current decisions; marketing research, thanks to the information obtained, makes it possible to establish the necessary contact between the marketer and other participants in the production process – from the producer to the consumer; the collected information helps to establish cause-and-effect relationships and develop effective strategies that would ensure the appropriate level of competitiveness through the use of information technologies in marketing.

Having comprehensively analyzed the essence of the concept of «marketing research», we can offer the following definition – it is a process of systematic collection, analysis and processing of marketing information for the purpose of planning current and strategic decisions, as well as prompt response to the challenges of time, problems facing any production for effective competition in their field of business.

To effectively influence the behavior of a potential consumer, appropriate marketing measures should be developed, the basis of which is the appropriate marketing research. Thus, the reliability and completeness of the volume of collected information directly affects the final result (the desired behavior of the consumer is a positive reaction). In addition, getting the expected response also creates a target audience, the larger the more successfully the marketing strategies are developed and implemented. In modern conditions, the consumer is the source of ensuring the company's profits, its profitability. A correctly chosen marketing philosophy will make it possible to increase the target audience and the profitability of the enterprise.

Based on the above, it can be concluded that marketing research is the basis of determining the market opportunities of the enterprise and is of great



Figure 2. The main tasks of marketing research

Source: created by the authors [5]

importance for effective and competitive management, including in the field of hotel and restaurant business.

With the increasing role of effective marketing and the active use of modern information technologies, enterprises widely use marketing information systems (MIS).

Marketing information system (MIS) is a continuously operating system. It includes a set of procedures and methods that allow you to regularly collect information, analyze it and interpret the necessary data from various sources in a form that is suitable for the work of marketers.

MIS allow you to solve marketing tasks and manage the company's relations with customers, attracting and retaining customers (application of the CRM system).

MIS can be defined as a set of actions aimed at collecting, processing, analysing, and evaluating data. The main criterion of these data is relevance and accuracy, this ensures the informativeness of marketing decisions. In addition, the timeliness of submission affects material and non-material opportunities, human resources [7, p. 108].

When creating an MIS at the enterprise, which would meet modern requirements, first of all, it is necessary to decide on the distribution of tasks facing the marketing department, rights and area of responsibility. The type and volume of information with which managers will work is also important. The created MIS should demonstrate orderliness and a clear structure. The components of modern MIS are presented in Table 2.

Marketing information has two sources of origin – internal and external. Data received from internal and external sources must be continuously and timely entered by specialists of the enterprise's marketing service into the MIS database.

As a result of processing, analysis and evaluation of this marketing information, MIS allows you to make optimally profitable management decisions aimed at increasing the company's profits. Thus, the creation of MIS is based on the following principles: constant,

continuous data collection, storage and accumulation of information, as well as analysis, processing, evaluation of marketing information. A sample of the MIS model is presented in Figure 3.

The components of MIS are also the following subsystems: internal reporting of the enterprise, data from marketing intelligence and marketing research, as well as the results of analysis of marketing decisions.

The internal reporting subsystem is formed from information coming from internal sources. The subsystem includes data generated by specialists of marketing services, i.e., orders, sales volumes in the distribution system, the price of the company's goods or services, the volume of production, costs for transportation and sales of products, etc. Depending on the requirements for the amount and type of necessary information, internal sources can be data from any divisions and services of the enterprise, to production departments.

Today, many enterprises collect information about consumers (name, address, phone, date of contact) after the first response, for example, after a call from a consumer, a visit to a website in response to an advertising message. The availability of information that identifies the consumer, in the future, allows to solve the task of marketing – to retain the client, to meet his requirements.

Internal reporting information is information provided by various departments of the enterprise, it is used to evaluate the level of work, identify problems and opportunities of the marketing department [1].

Marketing intelligence is a continuous collection of data on the activities of competitors, constant monitoring of changes occurring in the external marketing environment, which allow specialists of the marketing service to develop and adjust the company's marketing plans. Information about competitors can be obtained from annual reports on the activities of competing enterprises, from publications about competitors, their

Table 2

Structure of marketing information system (MIS)

| Structural part | Filling the structural part | Designation of the structural part |
|---------------------------------|--|---|
| Information block | enterprise database based on collected information | the content of such a base will be determined by the field of production of the enterprise and the nature of products or services |
| Statistical bank | a set of methods of statistical processing of information used by modern specialists | a set of methods of statistical processing of information used by modern specialists |
| Bank of models | a complete mathematical description of the relationships between the factors controlled by the enterprise manager and the expected results | such a set of mathematical models helps to make optimal marketing decisions |
| Information processing software | information available in the database, according to the methods and models included in the enterprise's MIS | The reliability and completeness of the available information, its correspondence to modern realities, the ability to track dynamics thanks to the presence of archives |

Source: created by the authors [11, p. 44]

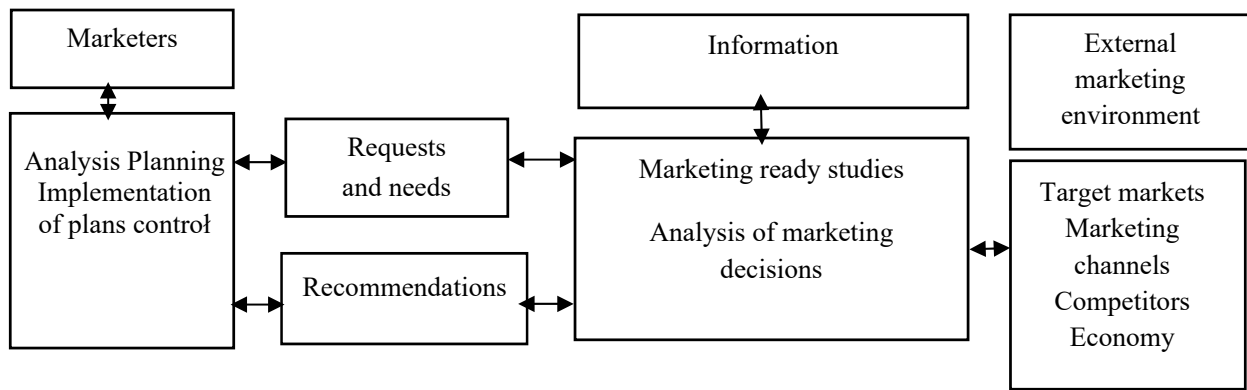


Figure 3. Marketing information system

Source: created by the authors [6]

speeches, advertising in mass media and in the Internet. Changes in the external marketing environment are possible changes in technologies, consumer demand, target markets, the economy (volume and growth rate of production, money emissions, inflation, etc.), foreign trade, legislation, state policy, for example, in the field of taxation, control and business regulation.

Enterprises and firms create marketing intelligence departments for the purpose of collecting relevant external marketing information, as well as its protection.

The availability of current, reliable information about competitors allows the company's management to make timely, effective advertising decisions.

The marketing research subsystem periodically, as necessary due to the emergence of certain tasks (production of new goods, services; changes in the growth of production, sales, inventory, number and size of transactions, etc.), collects and analyzes market information using appropriate special collection methods (for example, selective method) and information processing.

Marketing research is complex planning, collection, analysis and description of data required in the specific marketing situation in which the company is located.

The marketing decision analysis subsystem is an automated system that allows the management of the company's marketing services, using mathematical models and modern methods of statistical information processing, to process and analyse the company's internal reporting, marketing information from external sources, marketing research data in the necessary direction. The result of this work is obtaining information necessary for making effective marketing decisions.

Thus, any enterprise is interested in creating its own information system that would meet their needs and requirements, satisfy in terms of receiving and processing internal and external marketing information. Of course, the impact on the creation of such an information base depends on the financial and technical capabilities of the

enterprise, understanding and choosing the sources of receipt of the necessary data, which will later influence the adoption of marketing steps.

MIS, being computerized marketing systems, are actively used in the management of firms and enterprises. The modern pace of doing business requires a quick response from the company's management. Accordingly, there is a need for prompt collection and analysis of a large amount of information collected from external and internal sources. Modernity requires the use of information technologies by marketing services, which accelerate and increase the accuracy of the analysis of the collected information, help to form reports in various directions of marketing research.

Therefore, the formation of a marketing information system is a necessary component of effective enterprise management, and marketing research provides an opportunity to comprehensively capture the information necessary for making strategic decisions.

Marketing research of the market of hotel and restaurant services consists in collecting and processing huge volumes of information. Analysis of data on the services market provides wide opportunities for those who have this information. The purpose of marketing research is to determine the state of the hotel and restaurant services market and the most effective methods of influencing it. Research is quantitative and qualitative.

In the course of market research of hotel and restaurant services, the main methods of collecting marketing data (secondary and primary data) are used. Let's consider several definitions of primary and secondary information. According to the opinion of Neresh K.M., primary should be considered such information, which is obtained for the purpose of solving the tasks of marketing research, while secondary is information previously collected for other purposes, which are related to the problem of the same research. So, Neresh K.M. emphasizes that the

main difference is that the researcher collects primary information independently, and secondary information is obtained from a source [3]. According to Kotler Ph., secondary information is information that already exists somewhere, having been collected earlier for other tasks. Primary information is information collected for the first time for any specific purpose. So, Kotler Ph. says that the main difference between secondary information and primary information is that secondary information has already been collected once, and primary information is collected for the first time [2]. According to the opinion of Belyaevskiy I.K., primary is considered specially collected information for specific marketing needs of the firm, it does not exist until the moment of its collection. And secondary information is the company's internal information that already existed before and was collected by the company for various purposes. So, Belyaevskiy I.K. holds the view that for the first time information is selected for clearly defined needs, and secondary information is used if the goals of its collection coincided with the goals of marketing research [12, p. 59]. There are several methods of collecting primary information on the market of hotel and restaurant services. The most popular are survey, experiment and observation. According to Belyaevsky I.K., the purpose of the survey is to obtain primary information from the respondent, revealing the respondent's thoughts or actions. The essence of this definition is that thanks to the survey as a research method, it is possible to determine the opinion of consumers and their point of view. According to Krasin F.A., a survey is a method of collecting primary information in research, which involves an oral or written address of the researcher to a set of respondents with questions, the content of which represents a problem, registration, statistical processing of answers and their interpretation. According to this definition, the main difference of the survey is that

it involves oral or written communication with the respondent using questions [12, p. 60].

The survey method is based on receiving data from respondents. Respondents answer questions about the attitude to the product or service, recognition and popularity, about their interests, etc. The stages of preparation for the survey are presented in Figure 4.

Another method of data collection is an experiment. According to Golubkova E.P., the experiment helps to collect primary information among similar groups of people, but with the distribution of different tasks. In addition, it is necessary to control all factors that may not be the result, and compare different values in the reactions of groups [3, p. 92].

And the last method is observation. In marketing research, observations can be made for different purposes. They can be used as a source of information to obtain additional information about the object being studied [8].

The types of observations can be classified according to several parameters, as shown in Figure 5.

Summarizing the above, it can be stated that marketing research of the market of hotel and restaurant services demonstrates a fairly large selection of methods of obtaining information. Each of them has its own disadvantages and advantages, so it is necessary to carefully evaluate the prospects of the chosen method.

Conclusion. Marketing research is a necessary stage for determining the market opportunities of hotels and restaurants. It helps businesses discover their competitive advantages and understand the needs and expectations of their customers. The results of marketing research allow you to understand potential market segments, their size, trends and advantages. It helps hotels and restaurants identify their competitive advantages and develop strategies aimed at meeting the needs of their customers.

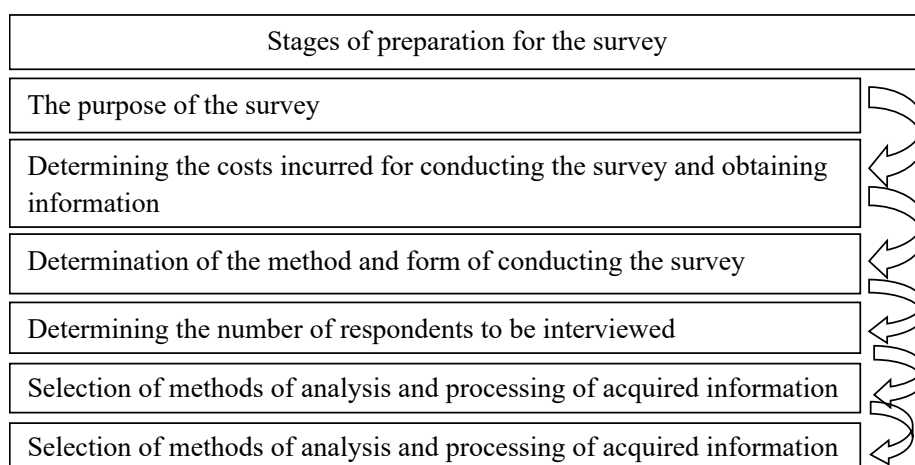


Figure 4. Preparation for using the survey method

Source: created by the authors [12]

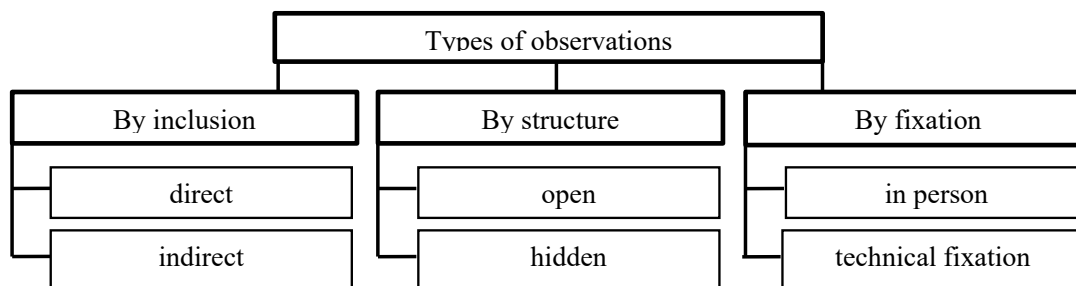


Figure 5. Classification of types of observations

Source: created by the authors [8]

It is studied how MIS is formed and what role marketing research plays. This system, based on the above-mentioned studies, is an important step in ensuring effective management of hotel and restaurant enterprises. This allows you to collect, analyze and use the necessary information for making strategic decisions. The marketing information system, built on the basis of marketing research, provides constant updating and analysis of information about the market, consumers and competitors, which allows hotels and restaurants to stay abreast of changes in the industry and make informed decisions.

Methodological foundations of hotel and restaurant services market research help to determine the correct approach and methodology for conducting research. This includes choosing convenient methods of data collection, analysis and interpretation of results. Methodological foundations of hotel and restaurant services market research include the use of various methods of data collection and analysis, such as questionnaires, observations, focus groups, statistical data analysis, and others. It is important to use methods that best suit the research objectives.

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