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CONCEPTUAL MODEL OF MARKETING TECHNOLOGIES OF CUSTOMER SERVICE

Abstract. *The article considers a conceptual model of marketing technologies for customer service based on an individual approach, which is represented by six blocks: goal setting, analysis, listening, technology, management and control, correction and implementation. The model is based on the "design thinking" and the values framework. The model is tested on the example of «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis». The SWOT analysis of «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» is carried out. The model is evaluated using service performance indicators.*

Keywords: *conceptual model, value framework, design thinking, goal setting, performance indicators, SWOT analysis, technology, management, customer, service*

Introduction. The modern marketing model is based on the perceptions with which a customer perceives a product or service. The conceptual model of marketing technologies is a set of methods and techniques, means of obtaining, processing and handling not only information, but also materials and resources, which will help achieve the planned result. Effective marketing technologies contribute to the analysis and creation of value for the consumer, and form its value. The main technologies are Design Thinking and the Value Proposition Framework. It is the basis for the development of effective marketing technologies for customer service.

"Design of thinking" was proposed by scientists at the Hasso-Plattner Institute of Design at Stanford (D.school). The essence of the technology is to explore new opportunities for solving customer problems by understanding human needs, developing ideas, and generating them. The stages of technology implementation are compassion, problem definition, idea, prototype, and test [Rossokha, Cherednikova, 2020; Berk, 2016; Miller, 2019]. The Value Proposition Framework technology model was developed by Osterwalder A. [Rossokha, Cherednikova, 2020; Osterwalder, 2018]. The value proposition framework is a technology that promotes a service or product in the value plane, taking into account the

needs of the client. This technology is based on the analysis of the relationships between services, actors, and real market needs. It can be used to improve an existing offer, as well as to explore a new one. Thanks to the Value Proposition Canvas, a product or service can be studied through the prism of the preferences and expectations of a demanding customer.

The object of the study is a conceptual model of marketing technologies for organizing hotel customer service.

The subject of the study is suburban complexes near Lutsk, in particular: «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis».

Research methods analysis, synthesis, and scientific abstraction are used to study the essence of the conceptual model of marketing technologies for organizing hotel customer service. Methods of comparison and analysis for the dynamics of the capacity utilization rate of collective accommodation facilities and the number of temporary accommodation and catering facilities. Generalization method for drawing up a SWOT analysis matrix for «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis».

Research results. The conceptual model of marketing technologies for organizing hotel customer service is represented by the main blocks: 1. Block of goal setting. 2. Block of analysis. 3. Listening unit. 4. Block of technologies. 5. Management and control unit. 6. Block of correction and implementation of individual customer service (Fig. 1).

The goal setting block has four components:

1. Mission definition. It is necessary to define the purpose and meaning for which the hotel operates, to outline the priority areas of activity and values. A well-chosen mission ensures success in promoting hotel services. All other elements and structures should be consistent with the mission.
2. Define a vision that describes the desired type of hotel in the future with its values.
3. Defining the goal of creating customer service with an individual approach. That is, the justification of the need for the procedure for realizing the mission and obtaining value for the client from using such an offer.
4. Development of a development philosophy. It outlines the quality policy, management approaches, and integrity.

The block of analyzing the current state is typical for hotels that do not have a development philosophy. The listening block is used by hotels that have declared a development philosophy. The technology block involves the use of such technology models as Design Thinking and the Value Proposition Framework.

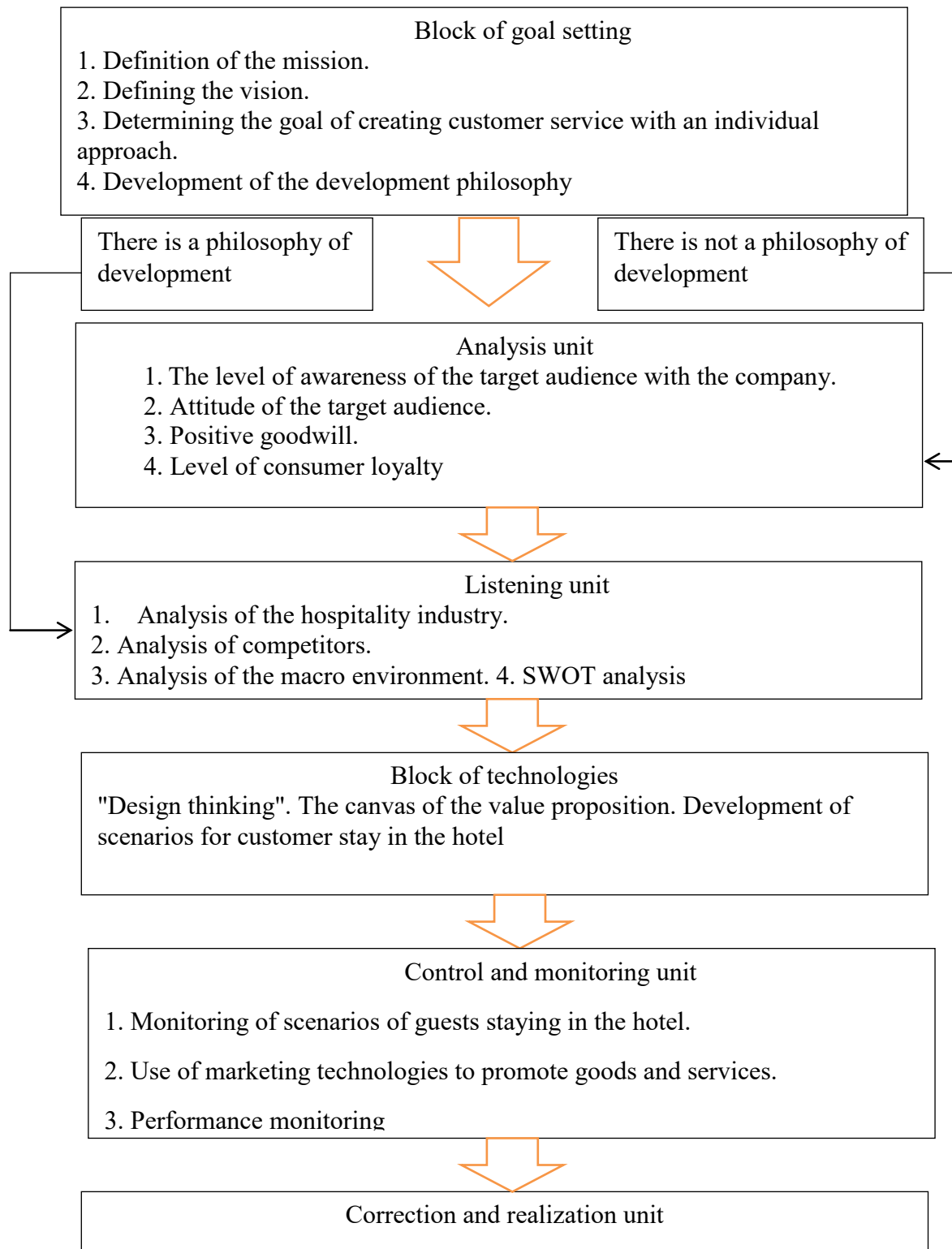


Fig. 1. Conceptual model of marketing technologies for customer service on an individual approach*

** compiled by the author [Polinkevych, Kuzmak 2022; Polinkevych 2022; Polinkevych, Kamiński, Lipych 2021; Polinkevych 2021]*

Performance monitoring should be carried out according to the following indicators [Parkhomenko, Koval, 2018, p. 158]:

1. Number of visits to the site, number of search queries: measured by analytical systems.
2. Behavior on the site, which objects and buttons are clicked more often: shows how well the site is created (using Google Analytics).
3. Response to the newsletter: how many donors responded to the project information.
4. Statistics on social media: which posts are more liked and which give more return (for example, Facebook analytics).
5. Number of implemented projects.
6. The amount of donor funds raised.
7. Number of partnership projects.
8. Number of publications and mentions in the media (using Brand Analytics).
9. Number of volunteers willing to join the brand.
10. Survey of the audience on the website for satisfaction, what needs to be improved, or if there were any difficulties.

Let's characterize «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» by blocks.

Goal setting unit. The mission of the enterprises is to combine a palace and park complex for recreation and entertainment with a health recovery center. The emphasis of these complexes is on relaxation and recovery [Vidpochynok]. Ideal location for these types of businesses outside the city The ideal location for these type of enterprises outside the city. The complexes includes a luxury hotel with luxurious rooms, fashionable restaurants, conference and banquet halls, a spa and a health center.

Services provided in these complexes: sauna, swimming pool, business center, viewpoint, breakfast included, luggage storage, conference room, indoor swimming pool, master classes, wellness treatments, parking, laundry, safe, shuttle service, gym, private beach, Wi-Fi.

The vision of the enterprises is to create an institution where everyone can realize their dreams and fulfill their expectations, as well as receive high-quality health and relaxation services.

Table 1. Characteristics of suburban complexes near Lutsk [Vidpochynok]

Indicator	«Boremel Hills»	«Na Pagorbi»	«Maximus»	«Zagorod»	«Makis»
Number fund	24 rooms	5 rooms	150 places (11 rooms)	120 places	26 rooms (52 places)
Restaurant	150 places (hall)	250 places (hall) 50 місць (banquet)	40 places (hall), 2 banquet (35 та 120 places)	100 places (hall), 50 places (banquet)	100 places (зал)
Pool gym	1	-	1	2 (9 m and 15 m)	1
Gym	-	-	+	-	+
Karaoke	+	-	+	-	-
WellneSS SPA	+	-	+	+	+
Baths, saunas	-	-	-	+	+
Bani-chans	+	-	-	-	-
Cafe	10 places	+	-	-	-

The purpose of the business is to give customers the freedom to fulfill their dreams and desires, which the hotel can realize. The development philosophy should be based on the concept of providing high-quality recreational services on an individualized basis in combination with health improvement.

The management of «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» adheres to the following basic rules and secrets of success: 1. Start individualized service in advance before the guest arrives at the hotel. Study their preferences using social networks, the database of previous stays, and the services they used during their last visit. Develop a "travel map" to give the guest more emotions and pleasure. 2. During remote communication, pay more attention to the client's wishes, provide offers that will be difficult for him to refuse. Create the impression that the offer is created individually for him. Do not interrupt communication with the future guest. 3. A few days before the arrival, send a list of things to take, depending on the type of hotel and what additional services are offered there (swimming pool, bath, sauna, beach, fitness center, spa). 4. Make sure that the guest's positive experience encourages them to share the hotel with the world. This can be done through social media, gadgets, or physically. Do everything to make the client want to tell everyone about your hotel. 5. Participate in the preparation of the guests' holiday. Offer your own, pre-prepared scenario, taking into account all preferences and nuances. Create the impression of caring for the client. Offer new products based on what was liked last time. 6. Personalized approach to each client. Call and inform them that a celebration is planned and you are waiting for this particular client. Get them interested with your attention and make a good impression. Be creative with the invitation. 7. Use the USP. A unique selling proposition (USP) is an offer that is suitable only for a specific person. When creating it, understand that

this offer is suitable for only one person. «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» are very popular because of its individual approach to each client. Creating certain scenarios before the arrival of guests adds a lot of bonuses to the company. Why does it work? The manager does everything with his heart. The customer's satisfaction comes first, and making money comes second. If you put money first, you can't expect a positive and successful outcome. Self-interest does not win. Guests feel the energy, understand who did their best and who made what efforts. The client will want to purchase more additional services if he is sufficiently satisfied with the services he has already used. More individualized, personalized approach - then the client will be really impressed.

Listening block. Here is the SWOT analysis matrix of «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» (Table 2). The SWOT matrix describes the relationship between the strengths and weaknesses of the company, on the one hand, and the threats and opportunities in the external environment, on the other. Based on this, the main directions of strategic development of «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis», in our opinion, should be: search for investors; development of rural green tourism; promotion of energy saving; implementation of sports programs, recovery programs, body cleansing, relaxation; creation of appropriate conditions for leisure.

Table 2. SWOT analysis «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis»*

Strengths	Weaknesses
1. Favorable economic and geographical location nearby. 2. Availability of restaurants and recreation areas. 3. Pools with warm water. 4. Located near Lutsk. 5. High professional level of the team.	1. Not all of the territory has developed road infrastructure. 2. The system of using renewable and alternative energy sources is underdeveloped. 3. There is no system of separate collection of solid waste throughout the community.
Opportunities	Threats
1. Growing popularity of rural, green, and cultural tourism among the population of Ukraine and Europe. 2. The possibility of using Internet resources to promote the community. 3. Use of non-traditional healing methods.	1. Continuation or freezing of the military conflict in the East of Ukraine. 2. Outflow of qualified personnel outside the community. 3. The Covid-19 pandemic. 4. Difficult political and economic situation in the country.

* compiled by the author

Technology block. "Design thinking involves empathy, which is the first stage. It involves consulting with experts, assessing the physical environment, incentives, and intentions of consumers. The clients of «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» seek to receive new services at an adequate price. In addition, they want

to relax morally and physically, and realize their dreams. When defining the problem, we use observation, abstraction, and study the motives for purchasing services and products. The main motivations for ordering services at «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» are to relax and realize individual dreams that they cannot get in other similar facilities. Difficulties faced by customers are routine and mundanity, and the desire for change. At this stage, an idea arises that is related to the client's personal expectations. During brainstorming and customer requests, the main areas to be developed in the hotel are identified. In particular, the hotel launched recovery and body cleansing programs, which are important for most clients today. The proposed services are tested among individual customers at a trial price. These services have shown significant demand, so they are highly effective.

The framework of the value proposition involves identifying narrow target groups of consumers. The main target group is young people over the age of 12, with or without families, mostly women and men working in high-paying jobs. Customers cannot travel far from their place of residence and stay away for long periods of time. The next step is to assess the environment in which the client operates. This is mainly a business environment, with overtime, high labor and energy costs. The assessment of the environment of «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» is presented in Fig. 2.

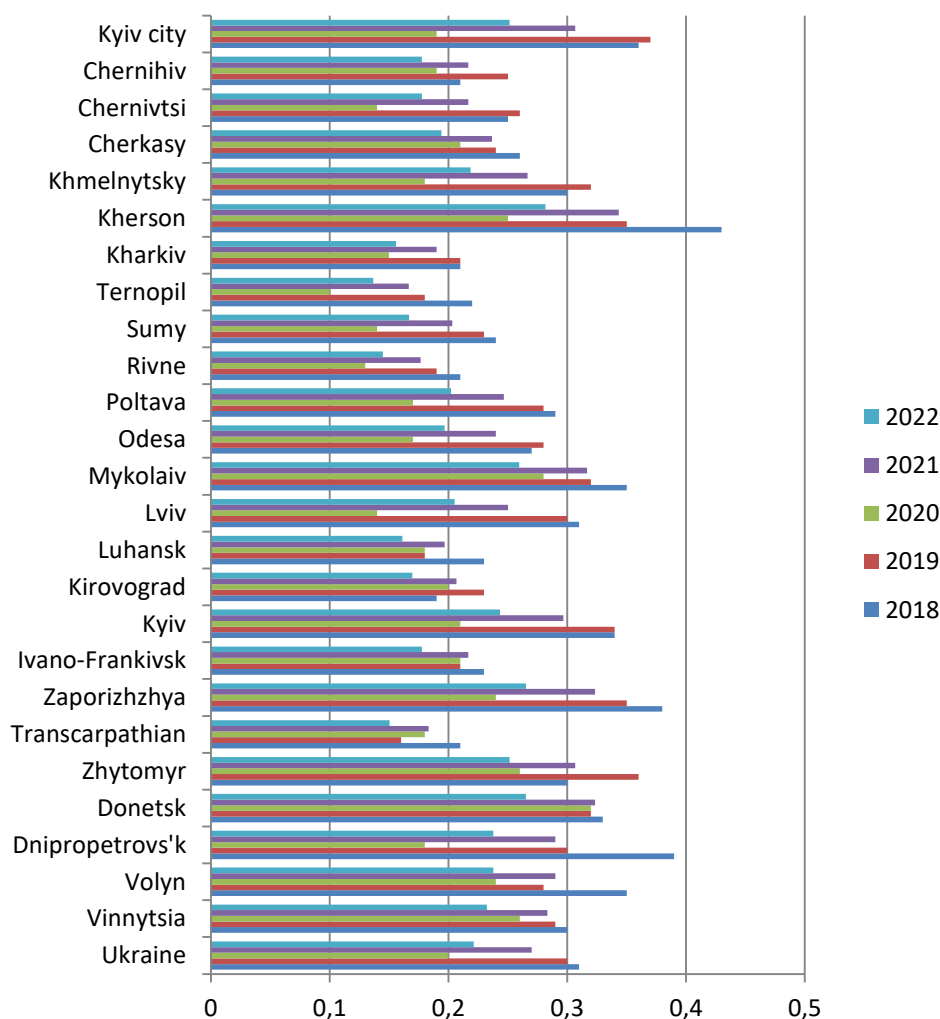


Fig. 2. Dynamics of the capacity utilization rate of collective accommodation facilities in 2018-2022

[Polinkevych 2021; Statistical data]

According to European and world standards, the capacity utilization rate of collective accommodation facilities should be close to 70 % [Bondarenko, Kulinyak, Prokopyshyn-Rashkevich 2019, p. 166]. However, no region of Ukraine has this level of indicator. It is worth noting that it decreased in 2022 compared to 2018 by 28.6 pp, and in 2022 compared to 2021 by 18 pp. The consequences of the post-pandemic crisis have a negative impact on the environment of the hotel industry. It shows the effectiveness of investments made in collective accommodation facilities. This indicator is extremely low and declining every year. Therefore, investors do not invest in this market, as investments are very risky.

The next stage of the value proposition framework is to identify the "pains" at «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis». The main problems that need to be addressed immediately are the following: the weak level of development of the

YouTube channel, the active use of hidden advertising BTL technology, the lack of event marketing in the activity.

The main benefits that customers will receive from staying at «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» are: 1) active and passive recreation at the guest's choice. Active recreation can be realized in the golf club, tennis, fitness, alpine park, water aerobics, yoga, kinesiology, mini-football, Nordic walking, bicycles and quad bikes, power yoga, super-surfing, fly-yoga. Passive recreation can be in art space: art gallery, medical center, spa, restaurants (a temple of healthy organic food, delicious national cuisine and refined European cuisine); 2) fulfillment of dreams related to the realization of preferences. The main factors of assistance are highly qualified staff who will develop a vacation scenario for you personally and adjust it if necessary. The factors of benefit for customers that «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» has are: 1) cheaper vacation compared to analogues in other cities, including abroad; 2) close location to the client, lack of customs and other formalities; 3) combination of rest with treatment and sports, rehabilitation; 4) creation of a fairy tale for the visitor and romanticism, which is lacking in everyday life. The main services that are most popular among visitors are: 1. Hotel: economy, standard, superior, single and two-room suites, executive suites, club house, residence on the water. 2. SPA: one-day programs (SPA-Day "Anti-age SPA", SPA-Day "Regeneration", SPA-day "Relaxation"), three-day programs (Anti-stress SPA-weekend, Oriental-style weekend, express body recovery, SPA Detox program). 3. Art: art space with artistic elements. 4. Medical center: detox classic, re-energy, fitness, detox basic, detox light, detox body&mind, anti-stress weekend, productivity program. 5. Sports: tennis, fitness, alpine park, water aerobics, yoga, kinesiology, mini-football, Nordic walking, bicycles and ATVs, power yoga, super-surfing, fly-yoga. 6. Restaurants: delicious national cuisine and refined European cuisine. 7. Golf club: children from 6 years old are allowed to visit the club. 8. Events: weddings, birthdays, conferences, banquets, dating parties

The development of scenarios for customers' stay at the hotel is individually tailored to the client's request, but before arrival, a virtual scenario of their stay is created for each client, which is guided by the staff of «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis».

Management and controlling unit. Monitoring of the service efficiency is carried out according to the following indicators, which are shown in the table 3–5.

Table 3. Performance indicators of «Boremel Hills», «Na Pagorbi» in 2020–2022 years*

Indicator	2020	2021		2022
	«Boremel Hills»	«Boremel Hills»	«Na Pagorbi»	«Boremel Hills»
1. Number of visits to the site, number of search queries: measured by analytical systems, units.	8385	11584	8328	1720
2. Behavior on the site, which objects and buttons are clicked more often: shows how well the site is created (using Google Analytics)	Spa & Wellness, price, Sport	Medical Center, price, Spa & Wellness	Spa & Wellness, price, Sport	Price, Spa & Wellness
3. Response to the newsletter: how many donors responded to the project information, %.	58,7	64,7	52,1	63,8
4. Statistics on social media: which posts are more liked and which give more return (for example, Facebook for analytics, YouTube-analytics)	Facebook 5428 users YouTube 20 users Instagram 4905 users	Facebook 5890 users YouTube 25 users Instagram 4935 users	Facebook 480 users YouTube 0 users Instagram 3101 users	Facebook 6200 users YouTube 27 users Instagram 4965 users
5. Overall hotel rating, points	4,5	4,9	4,2	4,7
6. Number of partner projects, units.	6	10	2	16
7. Number of publications and mentions in the media (using Brand Analytics), units.	78	110	98	129
8. Surveying the audience on the site for satisfaction, what needs to be improved, and whether there were any difficulties	yes	yes	yes	yes

* compiled on the basis of management accounting data at «Boremel Hills» [The official page of the “Boremel Hills”] “Na Pagorbi” [The official page of the „Na Pagorbi”] and own research.

«Boremel Hills» opened on October 12, 2019. «Na Pagorbi» opened on August 12, 2021

Table 4. Performance indicators of «Maximus», «Zagorod» in 2020–2022 years*

Indicator	2020		2021		2022
	«Maximus»	«Zagorod»	«Maximus»	«Zagorod»	«Maximus»
1. Number of visits to the site, number of search queries: measured by analytical systems, units.	8385	3458	10584	4128	11220
2. Behavior on the site, which objects and buttons are clicked more often: shows how well the site is created (using Google Analytics)	Spa & Wellness, price, Sport	Price, Sport	Medical Center, price, Spa & Wellness	Price, Spa & Wellness	Price, Spa & Wellness
3. Response to the newsletter: how many donors responded to the project information, %.	51,7	48,5	59,7	51,2	60,8
4. Statistics on social media: which posts are more liked and which give more return (for example, Facebook for analytics, YouTube-analytics)	Facebook 921 users YouTube 3 users Instagram 6702 users	Facebook 23812 users YouTube 0 users Instagram 4253 users	Facebook 1000 users YouTube 4 users Instagram 6786 users	Facebook 23812 users YouTube 0 users Instagram 4318 users	Facebook 1200 users YouTube 5 users Instagram 6826 users
5. Overall hotel rating, points	3,9	3,2	4,0	3,4	4,2
6. Number of partner projects, units.	5	2	8	4	11
7. Number of publications and mentions in the media (using Brand Analytics), units.	51	48	69	65	89
8. Surveying the audience on the site for satisfaction, what needs to be improved, and whether there were any difficulties	yes	yes	yes	yes	yes

* compiled on the basis of management accounting data at «Maximus» [The official page of the “Maximus”], «Zagorod» [The official page of the “Zagorod”] and own research. «Maximus» opened on 21.06.2019. «Zagorod» opened on June 23, 2017

Table 5. Performance indicators of «Makis» in 2020–2022 years*

Indicator	2020	2021	2022
1. Number of visits to the site, number of search queries: measured by analytical systems, units.	5892	6248	7123
2. Behavior on the site, which objects and buttons are clicked more often: shows how well the site is created (using Google Analytics)	Spa & Wellness, price, Sport	Price, Spa & Wellness	Price, Spa & Wellness
3. Response to the newsletter: how many donors responded to the project information, %.	43,5	45,8	49,8
4. Statistics on social media: which posts are more liked and which give more return (for example, Facebook for analytics, YouTube-analytics)	Facebook 1850 users YouTube 0 users Instagram 4915 users	Facebook 1980 users YouTube 0 users Instagram 5206 users	Facebook 2100 users YouTube 0 users Instagram 5837 users
5. Overall hotel rating, points	4,0	4,2	4,3
6. Number of partner projects, units.	6	8	11
7. Number of publications and mentions in the media (using Brand Analytics), units.	28	54	75
8. Surveying the audience on the site for satisfaction, what needs to be improved, and whether there were any difficulties	yes	yes	yes

* compiled on the basis of management accounting data at «Makis» [The official page of the “Makis”] and own research. «Makis» bought by new owners in December 2020.

Thus, in 2022, the performance indicators of the service sector improved slightly. However, the following main shortcomings can be identified: 1) a low number of publications and mentions in the media about «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis»; 2) the social page on YouTube has a meager number of subscribers. The YouTube page is practically not maintained by suburban complexes; 3) social networks Facebook and Instagram are more active against YouTube. Instagram is the most popular; 4) very low activity of discussion of materials posted on YouTube, Facebook and Instagram.

Correction and implementation unit. It consists in the development of measures to correct deviations of actual indicators from the planned ones in the form of improving the development strategy, mastering new types of non-traditional health improvement. The company is expanding its activities. In particular, new types of art recreation, sports recreation and health improvement are being developed on the territory.

Conclusions. It has been established that the modern marketing model is based on the perceptions with which a customer perceives a product or service. Marketing technologies are based on the relationships that arise in various areas, marketing, management, production, in each business process using consistent operations, techniques and actions. The main technologies are Design Thinking and the Value Proposition Framework. The essence of Design Thinking is to explore new opportunities for solving customer problems through

understanding human needs, developing ideas and generating them. The value proposition framework is a technology that promotes a service or product in terms of value, taking into account the needs of the client. On this basis, a conceptual model of marketing technologies for customer service based on an individual approach is built. The marketing tools for customer service based on an individual approach are: advertising, sales promotion, public relations, personal selling, Internet marketing, branding, franchising, telemarketing, merchandising. The assessment of «Boremel Hills», «Na Pagorbi», «Maximus», «Zagorod», «Makis» according to the conceptual model of marketing technologies for customer service based on an individual approach allowed to identify strengths and weaknesses, to identify gaps in the hotel's activities.

Subsequently, based on the generalizations and conclusions of the conceptual model, it is necessary to develop a customer service program based on an individual approach in the following stages: determining the target audience of the product; developing a stay plan; creating a product; selecting partners; adding extra services and experiences; expanding the product; promoting the product; packaging the product.

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