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PECULIARITIES OF PROMOTING HOTEL PRODUCTS USING THE WEBSITE

Website is one of the means of advertising a hotel and its services, it should be informative, attractive, persuasive and promote the product itself.

According to analytics of the Common Sense Advisory company [2], the top reasons why website visitors leave pages include not only the lack of a version of the site in their native language, but also the design, inconvenience of use, and problems with payment; the site loads too slowly due to improper site optimization, as well as too many graphics and animations; consumers need to enter a lot of personal information, too long and incomprehensible legal agreements; functions, information and navigation are not clear, and the site does not accept a credit card.

Based on this, the website should be considered in terms of such concepts as functionality and usability. In this context, the website should have the following qualities: input data; compliance with the tasks of visitors; content quality; navigation and information structure; form and transmission of data; page layout and design; search; help, feedback and error tolerance.

According to the research [1], the content of hotel websites and their persuasive impact varies depending on its level. Thus, the websites of five-star hotels contain more information about the history, privacy policy, security and visual images.

Whereas mid-range and economy hotel websites are more intuitive in terms of navigation. However, the website of any hotel, regardless of its class, should meet the basic requirements of “usability” in order for it to perform its main functions.

In addition to the problem of distinguishing the content of a website from a class, there is also another problem: the presentation of a version of a website in other languages of the world. After all, the consumers of the hotel product are not only residents of the country where the product is presented, but also foreigners. Websites must be presented in 2 or more languages, where English is already a default requirement due to the status of the international language, and the presence of a site in other languages will already depend on the main target audience.

According to the Organization for the Advancement of Structured Information Standards (OASIS) [3], over the past year, almost half of the luxury hotel brands have updated the language versions of their sites. However, most hotel websites are simply transposed from one culture’s language to another without cultural considerations, so sometimes the information on the site can have a different effect, and the pictures can be completely offensive or have a negative connotation.

In this regard, there are problems associated with the adaptation or localization of the website, that is, the transformation and transfer of the website from one cultural environment to another.

Localization is a form of intercultural communication, in which the transformation of the text in the process of translation affects not only the area of the language, but also involves the adaptation of the sociocultural features of the original language, taking into account the cultural specifics of the language of potential users.

Localization includes linguistic, physical, business, cultural and technical aspects. Based on this, when localizing websites, it is necessary to:

- take into account the language and cultural peculiarities of the country for which the site is being created;
- use the rules of usability which are traditional for this country;
- adapt buttons, navigation, graphic elements;

- think over behavioral scenarios of a foreign language user;
- adapt the structure of the site, because the type of thinking in cultures differs.

Thus, hotels that place information on their website about a hotel product should be interested not only in the effectiveness of the website itself as a marketing tool, but also in the efficiency of the communicative potential of the site and the correct interpretation of its content by recipients.

So, there is a need for localization of websites in order to solve the problem of adaptation of the textual and visual content of the website and ease of use. In addition, many companies and hospitality enterprises can recommend a linguistic and cultural audit in order to improve the quality of the advertising product in the hotel market.

References:

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2. De Palma, D. A. & Beninatto, R. S. (2006). *Can't read, "Won't buy: Why language matters on global websites*. Common Sense Advisory.

3. Organization for the Advancement of Structured Information Standards (OASIS). URL: <https://www.oasis-open.org>.

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