



# Marketing Strategy

By Manuel Handlechner

GRIN Verlag. Paperback. Condition: New. 36 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Essay from the year 2008 in the subject Hotel Industry Catering, grade: B-, University of Derby, 11 entries in the bibliography, language: English, abstract: The hospitality industry is highly competitive, and the effectiveness of marketing is a major determinant of a hotels immediate business success and long-term survival. Modern hotel managers must be very much involved with the planning and implementation of marketing efforts as an essential part of overall managerial responsibility. To gain competitive advantage the concept of marketing was introduced in the 1960s. According to Kotler et al. (2006) is marketing a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Analysts predict that the hotel industry will consolidate in much the same way as the airline industry has, with five or six major chains dominating the market. Such consolidation will create a market that is highly competitive. The firms that survive this consolidation will be the ones that understand their customers. (Zeithaml 2006) The Sunshine hotel is a very small and independent hotel; therefore it is even more important to...



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