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Became The Biggest Hotel In The
World, And What's Next For The Hotel
Giant SWOT Analysis - What is
SWOT? Definition, Examples and How
to Do a SWOT Analysis

Arne Sorenson, President and CEO of
Marriott International

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Bachelor Thesis from the year 2013 in
the subject Hotel Industry / Catering,
grade: 1,7, International Business
School Nürnberg, course:
Hotelmanagement, language: English,
abstract: The hospitality industry
experiences abundant growth rates,
although it is one of the world's

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toughest markets. Therefore, entrepreneurs need to aim for differentiation in order to gain an uncontested market position. Blue Oceans are more than a natural wonder and a loophole for mass-market participants: It is an efficient strategy management tool that focuses

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on finding innovative business concepts and thus the key to success for adaptive companies. In contrast to saturated Red Oceans, Blue Oceans feature value innovation through an adjusted offering with costs benefits. Similar to the Darwin's "Survival of the Fittest"-approach the Blue Ocean

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Strategy depends on customizing and enhancing an already existing concept with innovative features. In such highly competitive markets, monopolists — those who are able to find a market niche — exhibit the best chances for economic success. W Hotels and MotelOne are two well-established

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paradigms for innovativeness in the hospitality industry. While W Hotels succeeded in adopting an exclusive lifestyle hotel destination with a focus on design, fashion and music, MotelOne concentrated on a premium low-cost oriented design-approach. Together both parties reinvented their

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segment through implementing trailblazing new concepts combined with the value- adding design factor. Moreover, Blue Oceans need to eliminate dispensable options, as W is less formal and more liberal than all its competitors, whereas MotelOne discarded unprofitable amenities like

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telephones, minibars or room service. The economic surplus derives from wider target groups as well as higher profit margins, which is why trendsetting Blue Oceans are classified as a future-proof and promising corporate path.

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The text offers an accessible approach to the subject area with a strong focus on the business, rather than purely an economic context. The style is practical and case study led rather than theoretical and academic. The practical implications of theories will be emphasised and practical examples

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used. This accessible text gives a good understanding of the business environment, outlining the key environmental influences ? economic, social, legal ? as an aid to developing an appreciation of business strategy at every level. The practical implications of theory are emphasised and

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supported by examples. The text includes chapter objectives, student activities, end-of-chapter questions, a glossary and lists of further reading, and there is also a tutor support website. The text is designed to cater for all students studying: ? an undergraduate or postgraduate

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module in the business environment
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Understanding the global hotel
business is not possible without paying

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specific attention to hotel chain management and dynamics. Chains are big business, approximately 80 percent of hotels currently being constructed around the world are chain affiliated and, in 2014, the five largest brands held over a one million rooms. The high economic importance

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of the hotel chains and their global presence justifies the academic research in the field however, despite this, there is no uniform coverage in the current body of literature. This Handbook aids in filling the gap by exploring and critically evaluates the debates, issues and controversies of

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all aspects of hotel chains from their nature, fundamentals of existence and operation, expansion, strategic and operational aspects of their activities and geographical presence. It brings together leading specialists from range of disciplinary backgrounds and regions to provide state-of-the-art

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theoretical reflection and empirical research on current issues and future debates. Each of the five inter-related section explores and evaluates issues that are of extreme importance to hotel chain management, focusing on theoretical issues, the expansion of hotel chains, strategic and operational

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issues, the view point of the individual affiliated hotel and finally the current and future debates in the theory and practice of hotel chain management arising from globalisation, demographic trends, sustainability, and new technology development. It provides an invaluable resource for all

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those with an interest in hotel management, hospitality, tourism and business encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for students, researchers and academics of Hospitality as well as those of Tourism, Marketing, Business and

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strategic business context, in which any hospitality organization operates, and: □ explores the essential requirements and challenges of hospitality business development, and the implications which these present for hospitality operators. □ explains how differentiation and innovation can

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become key to organizational success and provides you with the all of the skills you need to implement your own business development □ examines the shifting nature of demand, evaluating consumers□ behaviour and relating the principles of customer centricity to the business development function □ is

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packed with case studies and industry related examples, which cover a broad range of hospitality sectors including in-flight catering, holiday homes, guest houses, licensed retail, catering, international restaurants and hotels, ensuring you have a thorough understanding of the international

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with the inclusion of senior level executives input, insights and current best practices. By incorporating the latest research and thinking on various strategic topics with the commentary and insights of successful executives this handbook blends cutting edge ideas and comprehensive reviews of

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the subject with innovative illustrations and examples from practice. The strength of the handbook is its combination of academic rigour and hospitality application. The handbook will have a clear reference orientation and focus on key topical issues and problem of interest to practitioners and

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advanced students of hospitality
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career and become a leader in the hospitality industry Maximize profits from franchise agreements, management contracts, and leases Understand and predict customer choices, and motivate your staff to provide outstanding service Manage hospitality businesses and the real

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estate underlying the businesses
Control costs, coordinate branding
strategy, and manage operations
across multiple locations

The late great Peter Drucker defined
marketing as "looking at the business
through the customers' eyes." Even

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though organizations are becoming increasingly customer-focused, marketing is still one of the most misunderstood areas of business. This guide explains what marketing is and the techniques marketers use. Topics covered include: □ The marketing mix □ Pricing policy □ Different methods of

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market research This guide to the fundamentals will be invaluable for anyone aiming to excel in a customer-focused organization.

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Providing practical, field-tested techniques and a complete 6-phase plan, this guide shows you how to make strategy a habit for all organizations, no matter the size, type, or resource constraints.

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