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Globalization strategy in the hotel industry.

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Author Affiliation : Hong Kong Polytechnic, Hung Hom, Kowloon, Hong Kong.

Book : [Globalization strategy in the hotel industry](#). 1995 pp.352 pp.

Abstract : The international hotel industry is big business. The publication examines ways in which major international hotel chains and companies, such as Marriott, Shangri-La and New World/Ramada, have developed and implemented international strategies to expand in an increasingly competitive environment. The publication includes a discussion of the current climate of the hotel industry, including human resources, organizational change, cooperation and new technologies. The publication is examined, and a summary is presented of the current climate of the hotel industry.

three areas: America, Europe and Hong Kong. The book uses data from case interviews with key managers and hotel representatives, extracts from a wide variety of statistical sources to support the analysis.

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