

Contents

Importance of Business Strategy	2
Company Description	3
Possible Strategies and Expectations	3
Sustainability Strategy	5
SWOT Analysis	6
Strengths	7
Weaknesses	9
Opportunities.....	10
Threats.....	11
Long Term Decisions.....	12
Benefits Program	12
Goals of the Program	14
Possible Issues	15
Distribution Channel Strategy.....	15
Issues in Hospitality Industry.....	17
Suggestions	18
Marketing & Covid-19.....	18
Evaluation	19
Conclusion	22

Luxur Hotel Business Strategy Report

Business strategy is a term that refers to the adaptation of different techniques to carry out essential business operations. The primary aim of a business strategy is to ensure that all the operations are executed according to the organizations' demand, and all the objectives are achieved conveniently. The hospitality industry has grown massively across the globe due to the attraction of people towards spending quality time. An effective business strategy has a great significance in helping businesses to acquire the desired objectives in a particular market. The hotels can also develop such strategies that can fascinate the customers towards the services they offer (Newell & Seabrook, 2016). The success of a business heavily depends on the kind of business strategy adopted by the organization. This paper will also discuss the business strategy of a hypothetical hospitality industry organization by considering the different aspects associated with the organization.

Importance of Business Strategy

In today's technologically advanced world, there is fierce competition in practically every sector of life. Individuals must contend with intense rivalry in all aspects of their lives, whether in business or academics, and they must put in their best effort to remain competitive. An effective business strategy is fundamental as every other industry is experiencing intense competition, and the organizations are presenting each other with extremely difficult competition. Organizations are putting up their best efforts to increase their productivity to get a competitive advantage (Campbell, Edgar & Stonehouse, 2011). The enterprises have to raise the overall quality of the goods and services they provide to their clients to achieve the desired

advantage over the competitors. This has assisted them in achieving the necessary level of client satisfaction in the overall business sector. The hotel sector is a profitable and rapidly expanding industry, and many individuals are keeping a close eye on the industry's progress. Throughout the world, and particularly in developed countries such as the United States, the United Kingdom, and China, the customers have a variety of options to choose from as there are many top hotels in these companies. As a result, there has been a significant increase in competition, which has increased the overall productivity of the market.

Company Description

The hotel's name is "Luxur International," and it aims to become one of the top hotels in the hospitality industry. The company will be owned by a highly credible individual who has vast experience in the hospitality industry. The hotel will be located in the commercial areas of Texas, due to which it will be able to attract a large number of customers. The hotel's business strategy will be based on the attainment of desired satisfaction from the consumers, and there will be a lot of strategies and techniques applied in this regard. The hotel will be a four-star hotel, indicating that there will be a set of high quality and luxurious services provided by the company to its valuable customers. The core focus of the business strategy will be based on the adaptation of effective marketing techniques, corporate social responsibility, and the attainment of adequate satisfaction at the consumer's end.

Possible Strategies and Expectations

The company's marketing approach will be geared toward business travel and leisure travel. It will also emphasize promoting tourism in major city centers, convention centers, leisure-oriented hotels, near airports, and many holiday destinations throughout the country. Luxur's development plan will focus on acquiring and owning additional assets. Also, the

company will amend its development strategy to ensure a core emphasis on the distribution of its assets through franchisees. The expansion of the operations through franchises will provide Luxur with a predictable and stable income stream; the company will be able to earn income from franchisee fees in this manner. In addition to marketing strategies, Luxur will also develop a corporate strategy to target business travelers to counteract the effect of increasing prices of tickets, which could reduce the amount of money that a client has on-hand to spend on a hotel room, resort, or other facilities, potentially resulting in an unfavorable shift in the global hotel industry.

This four-star hotel will be a shining example of success, quality, and innovation, and it will serve as the world's foremost international hospitality enterprise. With the help of Luxur's strong management and comprehensive corporate strategies, the firm will be able to distinguish itself from the severe competition in the hotel industry. Luxur's primary competitor will be Hilton, Texas, which has been listed as the 35th largest multinational corporation in the United States. Moreover, a top-class hotel Marriott International is also anticipated as a prominent competitor in this regard. The inventive luxury hotel will create a prestigious tradition complemented with a creative attitude, which will be unique in the industry.

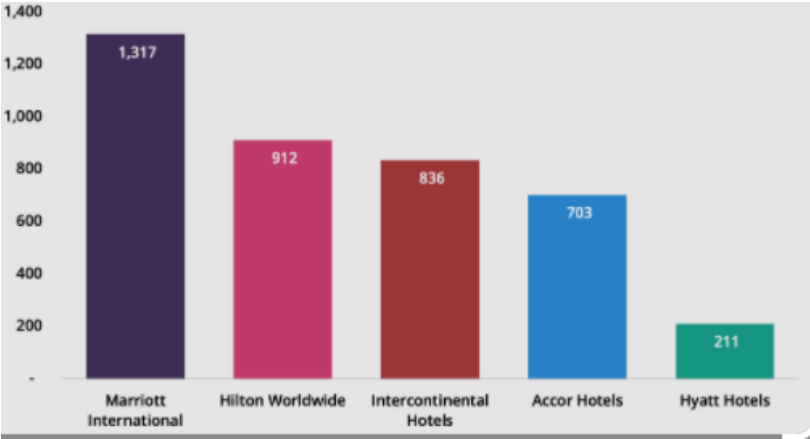


Fig: 1 Luxur International’s competitors ranking based on their market cap

Luxur's mission statement will demonstrate a strong emphasis on two distinct aspects of its business: possession of a highly positive influence and provision of excellent customer service. It wants to be known as the most hospitable business globally, one that provides the best and highest level of hospitality services to its clients to satisfy them and earn their loyalty. Apart from that, personal autonomy and flexibility will be the important components of Luxur's organizational culture. Considering the importance of the company's success, the company will execute operations in such a way that will impact the activities of its stakeholders. On the other hand, the stakeholders will be responsible for acts that have a substantial impact on the company. Therefore, both of them will be working together to achieve a common goal and the success of the company in which they are employed.

The provision of premium quality services to the consumers will help the hotel grow as a brand and enjoy a favorable market reputation by significantly contributing to the external environment and being socially responsible. The hotel will follow the rules to make the managers aware of the decision-making approach to ensure that all the operations are proficiently executed. The company is also considering its social responsibilities (Newell & Seabrook, 2016). Aside from that, the company's mission will also be based on the attainment of targeted financial activities, competitive advantage, and desired consumer satisfaction in the sphere of corporate social responsibility. The mission will pay attention to all of its other parts as well, but its primary focus will be obtaining consumer satisfaction and attraction.

Sustainability Strategy

To be sustainable, a company must be environmentally conscious and advocate for diversity, economic growth, and inclusion in our communities, no matter where they are located.

Luxur International aims to extend its operations throughout Asia, the Middle East, and Africa, due to which the company will be able to expand exponentially. The adaptation of this strategy will help Luxur International in its efforts to compete against competitor hotel businesses. Luxur International will commit to staying ahead of the curve. Creating a corporate social responsibility strategy named the "Eagerness to serve the society" will be a social approach that will emphasize providing helping service to others (Teece, 2010). Marriott hotel has also initiated a similar kind of program, one of Luxur hotel's most demanding competitors. Marriott has also achieved massive success with the help of this program. In addition, it will have a strategic management program that will help it stay on top of the newest trends and developments, maintaining its position as the industry leader. In the future, Luxur aims to expand its operations in 20 countries and operate in more than 50 resorts and hotels under the Luxur brand. In 2022, it will also build a terrific room lobby experience for Next Generation Travelers, which will add more value to the overall efficacy of the company (Jang, Zheng & Bosselman, 2017). In 2024, the business intends to include more programs to attract the desired number of customers. Despite developing quality strategies, the company will also aim to keep its labor costs as low as possible.

SWOT Analysis



Luxor International aims to be a premier hotel at the forefront of the hospitality business for a significant amount of time. There will be a fundamental approach to ensure this achievement: the hotel will implement successful methods that will prove to be extremely useful for the company to maintain its dominant position in a highly competitive market. Luxor International, like the other companies in the industry, will have its own set of advantages and disadvantages to consider. These will be the critical considerations that the company's management will consider to carry out its everyday activities more effectively and efficiently (Danca, 2005). A couple of anticipated Luxor International advantages in the hospitality sector are discussed in greater detail below.

Strengths

Luxor International will thrive on being a market-leading organization with several competitive advantages that will serve as the foundation for the company's overall success in the hospitality industry. Luxor International is headquartered in Texas, United States. These advantages will contribute significantly to the enhancement of the company's general reputation in the existing market and make the transition to the new market relatively simple. In future years, it is anticipated that the company will enjoy tremendous success in the market. One of the primary reasons for this success will be the development of go-to-market strategies for its products by the company.

Whenever the company enters a new market, it will always try to outclass the investors' expectations. Since the hotel will have a definite aim of expanding operations, it will be considered one of the most dominant organizations in this regard (Lubis, Absah, 2019). Aside from increasing income, expansion of operations will also allow the company to improve its economic cycle, resulting in a greater overall quantity of money being earned. Therefore, the

new revenue stream will prove to be highly advantageous to the corporation because it will increase the amount of money that will flow through the organization.

The excellent return a company achieves on its capital expenditures is directly proportional to its financial success. Because of the hotel's effective strategies to reach the required rate of return on its capital investments, it will obtain a substantial quantity of financial reserves, which will be further used to deliver high-quality goods and services to its clients. Goods and services are judged on their overall quality, primarily by how well they are made out of the materials utilized in their production. The hotel has a core focus in this regard because it will access the top suppliers. All of them are highly dependable in terms of supplying high-quality raw materials to the company. As a result, the company will have the opportunity to increase its overall productivity while still providing its consumers with the most reliable and high-quality services.

In the future, the corporation will collaborate with many technology companies to modify its processes to keep up with the latest technologies. Because of this, the business will be able to improve the efficiency of its operations while also developing a reliable connection with its suppliers.

A company's ability to obtain a dominant position in the entire business sector is constantly aided by excess financial resources. As a result, Luxur International will have a strong cash flow, giving its stakeholders the chance to grow its operations and enter more new markets shortly. The fact that the organization will generate free cash flows is, hence, one of its primary advantages.

In the market, the company will be renowned for its effective strategic decision-making, and as a result, it will achieve considerable success. One of the most critical aspects that will

contribute to its success will be its ability to adopt innovative measures. Moreover, the hotel will be more focused on generating new and creative goods and employing automated techniques to carry out its daily operations in a cost-effective manner. As a result, the corporation will enjoy the luxury of scaling its operations up and down in response to the needs and expectations of the marketplace (Danca, 2005). The use of innovation and new technology will always be one of the firm's strengths. As a result, the company will establish a respected position in the market and attain the desired competitive edge.

Weaknesses

Weaknesses are also a significant factor that businesses must consider to remain competitive in today's market. Luxur International, like the other firms, will have certain weaknesses in its own right as well. One of the organization's primary shortcomings will be its profitability and net contribution percentage, as both will be significantly below the industry average during the organization's early days. This can be considered as one of the organization's most significant weaknesses. All of these elements will have a substantial impact on the overall well-being of the company. Compared to its competitors in the hospitality industry, one of Luxur International's shortcomings will be a high rate of attrition in its employees. Because Luxur will invest a significant amount of money in the training and development of its employees to lower attrition rates, the company's cost structure will also increase (Lubis & Absah, 2019). A further disadvantage of Luxur is that, in comparison to its competitors, the day's sales inventory turnover will be low, allowing the hotel to acquire more funds to leverage on the channel. This shortcoming of Luxur International may negatively influence the hotel's ability to grow sustainably. One of Luxur's weaknesses is that the company may face difficulties coping with the

challenges posed by new entrants to the hospitality sector. As a result, the company can also observe a small percentage of its market share decline, which is not a good element.

Consequently, Luxur will have to build an internal feedback process that will receive direct input from the marketing and sales teams to combat such issues. As a result, Luxur's net contribution and profitability ratios may fall short of the industry norm due to being inexperienced during the initial days. In a similar vein, Luxur will have limited success in integrating businesses with a different corporate culture, which will prove to be a significant impediment to its expansion.

Opportunities

As far as Luxur's opportunities are concerned, there are external strategic components that the international hotel brand must consider in its planning. Using the web platform, the hotel may reach out to a more significant number of potential customers. Luxur will have to make substantial investments in the web channels over the next few years, including many resources. As a result, this investment will provide the hotel with a new source of revenue. Moreover, the corporation could also take advantage of this extraordinary potential by using big data analytics to discover and cater to the needs of its clients in a more comprehensive manner.

Similarly, Luxur hotels will have the potential to capitalize on consistency in their free cash flows, which can be used to invest in adjacent product sectors. Due to its substantial liquidity, the multinational hotel chain will be well-positioned to capitalize on opportunities to invest in the most cutting-edge technologies, while also expanding into new product sectors. Additionally, modern technology will provide Luxur with a once-in-a-lifetime opportunity to implement a differentiated pricing approach to enter a new market segment. As a result, the hotel will be able to strengthen long-term connections with its loyal customers by providing

outstanding services and attracting new and potential consumers by providing value-oriented offers. If the organization's core skills are successfully applied, a similar scenario might occur with other field goods that Luxur International will plan to buy. Additionally, a more flexible taxation policy and environmental rules might have a significant impact on the way businesses operate and present a unique opportunity for key participants in the sector, such as Luxur, to increase their profitability. The company will also allow the customers of the international hotel chains to take advantage of cheap interest rates on credit; the low rate of inflation will help maintain more stability in the business as a whole.

Threats

Over the past few years, there has been a substantial increase in the number of industry competitors, which has put downward pressure on profit margins and the overall revenue of the different hospitality organizations. Additionally, highly profitable products also have a seasonal demand, which means that any unusual occurrence or scenario during the peak season could have a short-term impact on Luxur's revenue and profits shortly. Furthermore, the possibility of substandard products and fake imitations of the company's products will be a significant danger to the company's products in developing economies and underdeveloped nations. Even a slight increase in the price of raw materials due to cost-push inflation will pose a danger to the hotel industry since it will raise the entire costs of doing business and reduce profit margins for the establishment. Since Luxur will be an international hotel chain with locations in numerous countries, the company will also be vulnerable to variations in currency exchange rates.

Consequently, the dynamic political atmosphere in international marketplaces worldwide will have an impact on the primary business strategy of the company. Finally, the corporation will have to take a proactive approach to develop innovative items superior to those of its

competitors. Throughout the next couple of years, Luxur International will introduce several goods, many of which will be developed in reaction to product developments by other significant participants in the market. As a result, the supply of innovative items will not be consistent, resulting in revenue fluctuations between low and high levels.

Long Term Decisions

To address the opportunities and issues for Luxur hotels, the STAR approach will be a valuable and unique tool since it will provide a complete, objective organizational study based on analytical principles and concepts. According to the STAR strategy, the Luxur hotel will have to specifically target its employees' training requirements to upgrade the intellectual skills framework of its employees. Both on-the-job and off-the-job training will become integral components of Luxur Chains' human resource development strategy aiming at increasing the organization's effectiveness by providing employees with skills and knowledge that will enable them to perform better in their current jobs. Training will be provided to each employee on an individual basis, according to his or her training requirements. Furthermore, to evaluate the efficiency and consequences of training, the critical evaluation will be carried out continuously following the specified models. The process of systematic learning and growth will be used to polish the skills of individuals and groups. In addition, the organization will use Return on Investment to analyze the monetary benefits it will receive from the STAR strategy over a specific period in exchange for a particular investment in a specific program of training mentioned above.

Benefits Program

Global hospitality has been involved in several marketing methods that have been influenced by relationship marketing, specifically during this current age of digitalization. The

utilization of effective loyalty programs will help to develop a long-term and continuous relationship with the customers. Innovative solutions will be sought by international hotel chains such as Luxur to retain clients and differentiate themselves in an increasingly competitive environment. Luxur's customer loyalty program will be a critical tool for the company since it will allow it to acquire and keep a large number of consumers, resulting in increased profitability (Lee, Tsang & Pan, 2015). This program will be highly beneficial to Luxur's consumers, which will result in its widespread dissemination and proliferation throughout the hotel sector. Luxur will recognize and reward its customers for their increasing loyalty in the context of providing excellent customer service. This will entail using "Luxur rewards points" to increase customer satisfaction and build brand loyalty.

Furthermore, the Luxur hotel's loyalty program will also gain a competitive advantage in the field of digital hospitality. These programs will be integrated into mobile services and ensure a high-quality guest experience, client data protection, booking channels, data-driven personalization, and customer retention. Luxur will benefit from the critical integration of such digitalization activities, which will result in a valuable synergetic influence. The performance of the business will be improved via the use of an integrated system of innovative solutions and cutting-edge technology that will work together to minimize operating costs and enhance revenue while maintaining or improving quality. Luxur hotel's highly trained marketing team will achieve tremendous success. It will be acknowledged as the greatest customer service and sales team globally by ensuring that it concentrates on catering to the demands of customers throughout the travel industry (Morris, M. H., Pitt). The company will expand its operations and promote its products and services in 10 languages to serve more than 5,000 customers in 20 countries from head offices worldwide. The company will precisely comprehend customers'

particular requirements as a result of these efforts. There are numerous options for it to take advantage of external marketing aspects in various regions.

The Luxur Loyalty Program will consider the situation of the market based on the repercussions of Covid-19 to meet the requirements of its customers better. This means that the Luxur hotel will ensure that all the necessary precautions are being implemented and the customers' health is the priority. The hotel will also provide the facility of free checkups and a Covid vaccination facility which will add more value to the company's reputation. Furthermore, the corporation will also establish free camps at different locations where people can get checked for the disease due to the pandemic. Moreover, the hotel will provide frequent customers with fascinating packages and free services during holidays.

In addition, the Luxur guest loyalty program will consist of consumer association cards and unique discounts that will reward customers for accumulating a particular number of points. Furthermore, incentives for rebooking will be used to attract customers to return to a business. Aside from that, the loyalty program will also allow hotels to observe customer behavior patterns and organize client databases to keep up with market developments.

Goals of the Program

Luxur's loyalty program will serve a variety of objectives, including customer retention, revenue growth, and the acquisition of customer data. As a result, the loyalty program will comprise a series of accomplishment activities associated with the brand's strategic objectives. Management will regularly make partial modifications to the basic loyalty program, which would help the company evaluate the essential aspects of the program. Moreover, it will also consider the current level of customer satisfaction as well as the company's brand equity while making the changes. When all the loyalty program features are combined, the brand impartiality

and customer satisfaction will provide a thorough light into the program's success and effectiveness. An effective loyalty program is highly important for long-term viability, because if a loyalty program lacks efficiency, then the organization would not conveniently achieve customer satisfaction.

Possible Issues

Seasonality in business is a bottleneck issue in the hospitality industry that has an impact on loyalty programs. This is a problematic component because it prevents a company from achieving its strategic objectives as effectively as it could. As a result, most techniques that are influenced by the adverse effects of seasonality have been established. When considering varied sectors such as cruise and nautical tourism, an increase in seasonal impacts demonstrates the favorable results of these industries. The existence of seasonality will be supported by the notion of sustainable growth in a progressive manner. Although the company will incorporate a seasonal element into its business model, the development of the tourism sector will be highly complex and challenging to manage. The client will be a key stakeholder for the Luxur hotel, and a company that maintains a good relationship with the customers is held in higher regard by the consumers.

Customers' rights and service standards in the hotel industry need to be addressed explicitly by particular rules and regulations, mainly due to technology innovation and globalization. As a result, significant steps will be implemented to stimulate the long-term strategic expansion of Luxur's loyalty program to enhance the tourism industry's state.

Distribution Channel Strategy

Marketing in the hotel industry necessitates a thorough awareness of the significant distinctions between marketing services and marketing commodities, among other things.

Businesses must take into account the distinctive aspects of their tourist experiences and the behavioral factors and motives of their traveling customers. Due to the provision of high-quality services, it is anticipated that Luxur hotel will be a popular choice for travelers from all over the world who will choose to stay at this location while on their journey. The company will provide exceptional customer service through innovative products, services, and luxuries to provide it a competitive advantage over its competitors. Luxur will take all the necessary steps to become a forward-thinking and innovative worldwide leader in tourism and hospitality. Luxur's marketing approach will encourage clever design, authentic hospitality, the most up-to-date culinary concepts, and a long-term commitment to the global community as a whole. Another aspect of the Luxur Hotel's business distribution channel strategy will be the importance of service differentiation to customers (Green & Lomanno, 2012). In particular, the services provided by the company will be differentiated by their high quality, the incorporation of information technology frameworks into distinctive aspects of service delivery, and the maintenance of the highest possible standards.

Luxur's distribution channel strategy will include collaborating with local businesses to showcase the country's culture. Creating partnerships with local businesses can efficiently reduce the cost of marketing while also making the promotion design more appealing to customers, and providing a greater range of coverage. Luxur will try its best to purchase an original business segment from a new partner company in the tourism industry as it is done by its major competitor "Marriott." This partnership will not only benefit the hotel in terms of marketing and promotion, but it will also contribute to the overall business climate in the surrounding area. So Luxur's talent and engagement with local businesses will serve as the most effective marketing strategies available to the company. It will effectively add value to clients' experiences, and

compete in a fast-paced world. Customers will be satisfied because the company will demonstrate a thorough awareness of the competitive and demanding innovation necessary for developing a culture of teamwork that will result in customer happiness.

For example, the site of the Marriott hotel in Brazil is a trendy tourist destination throughout the world, attracting millions of visitors each year to this beautiful country. As a result, the hotel business in Brazil has experienced tremendous growth, as evidenced by strong occupancy rates and an increase in average daily rate (ADR). Similarly, Luxur can also adopt such techniques because a significant increase in transaction volume will help the hotel maintain its enthusiasm, resulting in a more substantial boost in the hotel's operating profits.

Issues in Hospitality Industry

In recent years, many aspects of the global hotel sector have been subjected to various internal and external difficulties. Although the hotel industry has historically represented a lucrative investment opportunity in various countries, investors would face stiff competition in the market. For example, several chains of huge multinational hotels throughout Brazil have made it impossible for the upcoming businessmen to maintain their businesses in certain places. Marriott International, Hilton Worldwide, Hayat Hotel, Intercontinental Hotel, and other important key players such as Accor Hotel are prime examples of this. Furthermore, due to the simplicity with which raw materials can be obtained and the size of the domestic market, the developing economy of Brazil continues to be an appealing destination for investors. These things can be considered and analyzed by Luxur for the effective implementation of the developed strategies.

Suggestions

Marketing is regarded to be both a science and an art simultaneously because it involves selecting a target market and establishing lucrative long-term connections with customers. The company has a primary goal of identifying, attracting, and retaining a targeted client base by providing excellent and extraordinary customer value. As a result, it is recommended that Luxur identifies a target audience through market segmentation and targeted marketing to meet the needs of each customer. Additionally, the company might provide a value proposition, a collection of values or benefits that a corporation promises to provide in exchange for achieving client happiness. Due to technological innovation, trends in destination markets are moving faster than the changing wants of travel consumers, which is progressive. Travel and commercial businesses must connect their strategic goals with the tourist industry's shifting trends to thrive and compete in the digital age. The hospitality industry must consider this fast-paced environment to respond to customer needs on time.

Additionally, organizations in the tourist and hospitality sector, such as Luxur Hotel, must be familiar with the approach of incorporating new trends into their marketing strategy to achieve their corporate objectives. It is critical to perform market research to discover potential customers' demands (Xiao & O'Neill, 2012). A successful destination marketing strategy is, therefore, essential to effectively advertise items and services that meet the needs of the target audience.

Marketing & Covid-19

The COVID-19 pandemic has created a negative environment, disrupting nearly every industry and another form of social activity. When it comes to enterprises, tourism is one of the most adversely affected sectors because it depends on movement and travel. Aside from that,

there are severe limitations on international and domestic travel to keep the virus from spreading. As a result of the pandemic's lockdown, previous research has shown that tourism-related industries and businesses will suffer severe impacts due to the lockdown. On the other hand, increased adventurous travel and tourism will simplify these diseases to spread to the most remote parts of the world. Therefore, action must be taken as soon as feasible and with as little delay as possible to combat the pandemic. Luxur will play a critical role in raising public awareness and promoting cautious actions through social media platforms. Policymakers and the investment sector will benefit from it since it will propose answers to assure the continued viability of the tourism industry.

Although most hotels have implemented cost-cutting measures to prepare for the circumstances following the Covid-19, hotels cannot suspend their distribution channel strategies in real-time, which would harm their ability to recover fully (Morris & Pitt, 2010). As a result, management will implement effective marketing methods to meet client demand, even during the smart lockdown phase, to ensure success. Luxur will develop a marketing strategy for the period leading up to and following Covid-19.

Evaluation

Luxur will evaluate its progress by observing the feedbacks of consumers on social media. If the positive feedback is more significant than the negative feedback, it demonstrates the operations' effectiveness. If it does not happen, the company will focus on making the required improvements in the processes. In addition, Luxur will acknowledge and value its customers' positive feedback and comments and expresses gratitude for their generosity. This will make the brand appear more genuine, caring, and compassionate on social media platforms worldwide.

Luxur's social communication strategy will allow the company to respond to dissatisfied customers almost immediately, compared to the industry average of approximately 10 hours for a brand to respond to customers on social media. The average user, on the other hand, would only have to wait 5 hours. After reviewing tons of tweets in a month, the management will react within three hours and respond to the queries and feedbacks of each customer. Due to this social communication strategy, the Luxur social media team will be able to communicate with and respond to customers in real-time. When it comes to assisting clients in any way, the hotel management will take a different approach than its competitors.

The feedback gathered from social media platforms will help inform the Luxur hotel's management plan, but it also helps improve the hotel's destination marketing. An example in this regard is Marriott's brand development of a unique promotion campaign dubbed 'Expect Better,' which has generated a great deal of interest in the company's products and services. Occasionally, the official campaign hashtag, #ExpectBetter, is not included in the mentions of the campaign. However, words associated with the movement can be tracked by marketing personnel through observation and analysis of evaluations surrounding the campaign, which assesses the overall effectiveness of social media marketing initiatives. Therefore, Luxur can also consider such strategies for performance evaluation.

Secondly, Luxur will frequently review its social communication approach to ensure that dissatisfied consumers receive responses within 5 hours, rather than Marriott's 10-hour response timeframe. Due to the prompt response, customers will experience minor irritation and will be more willing to provide Luxur with constructive feedback. Additionally, on average, the social media team will respond to 5 tweets in half an hour to lower the average time to respond to a month's worth of tweets. Luxur's active social media presence would help reduce unfavorable

evaluations while also increasing web traffic for the company. The brand will link its social customer care with its in-app support by utilizing an expansion tool that can provide the most optimal customer service experience. As a result, all of Luxur's social media channels will be closely monitored to respond to customers' issues as quickly as possible.

Conclusion

Luxur Hotels will be a global hospitality corporation with operations in more than 20 countries throughout the world. Luxur Hotel will maintain several franchises and aims to own a number of the world's luxurious and well-regarded hotel brands. It has different prominent competitors such as Marriott, the third-ranked global leader in the hospitality business globally. Luxur will develop an effective corporate strategy and will concentrate on distributing its operations through franchisees. The company's marketing approach will be geared toward business travel with a particular emphasis on promoting tourism in major city centers, convention centers, leisure-oriented hotels, close to airports, and many holiday destinations worldwide. In upcoming years, Luxur's development plan will focus on acquiring and owning additional real estate and developing strategies to place greater emphasis on the distribution of its assets through franchisees. Luxur will have a presence in 20 countries and will operate more than 50 resorts and hotels under the Luxur brand. The company will also provide a value proposition, a collection of values or benefits that a corporation promises to provide in exchange for achieving client satisfaction. As a result of technological innovation, trends in destination markets are moving faster than the changing wants of travel consumers, which is a good thing. Travel and commercial businesses must connect their strategic goals with the tourist industry's shifting trends to thrive and compete in the digital age. By following all of these techniques, the hotel will be able to achieve its goals, while also gaining a significant competitive advantage over its competitors in the broader hospitality market.

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