

Hospitality management industries

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Hospitality management industries Resort consumers are unique people with varied tastes and preferences and are an integral part of the tourism industry since they are known to be people who love finest hotels and restaurants, enjoy a spectrum of luxury resorts, diverse cultures and fine Eco-lodges. They are dynamic demographic, demanding , exploring and hoteliers must be alert and strive to meet the demands and needs of this segment.

In the coming decade, the consumer will be looking for resorts encircled by attractions and tourist sites, shopping malls and entertainment joints, subjected restaurants and hospitals with highly qualified staff. In order to be relevant in the market in the coming decade resorts must give a comprehensive accommodation at reasonable prices suited for all their clients since pricing is a crucial variable in this market due to the cut throat competition (Fevzi and Levent 102).

In addition, diverse cuisine ranging from Chinese, African, Japanese and western is a necessity for resort owners to satisfy their customers taste buds. These consumers love to do their business with pleasure and developers must find peaceful and discrete sites away from the noise and crowds that will offer the visitors with unrivaled ambiance (Fevzi and Levent 106).

The resorts must excel in the delivery of quality for its clients endowed with well-trained staff who are welcoming and caring thus making the resort a place to fall in love with. Unlike any other destination in the world, resorts must be the essence of diversity, distinctive and final action venue in the coming decade.

Fevzi and Levent (88) points that resorts must work to integrate their services thus ensuring maximization of their sales thus earn profits.

Commendably, the future prospect of the resorts will be realized in large part by the capacity to foresee and take advantage of change. It is empirical to identify what will be required to survive in the competitive market and developers must invest in meeting customers needs and desires . The successful corporation of the year 2000 surveyed 600 senior resort executives around the globe with the intention to point out what will make a successful business in the next century. The results showed resorts must use and develop a management bank to tackle the diversity of the market place and employ it.

In conclusion, to effectively and efficiently integrate expectations in future, developers must empower their staff and involve them in day-to-day operations of the business to make sure success. Information technology has become part and parcel of our daily lives since we should be in information fast lane to effectively respond to customer queries.

Product branding is also important to make sure easy identification, keep your products in the customers mind and be a market leader in this competitive tourism sector.

Work cited

Fevzi Okumus, Levent Altinay, and Prakash Chathoth. Strategic management for hospitality and tourism. Amsterdam: Butterworth-Heinemann, 2010. Print.