

Competitive Strategy that Affect to the Competitive Advantage for Hotel and Resort in Samut Songkram Province

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Abstract : This research paper investigates whether the development of environmentally friendly practices by luxury hotel resorts can be used as a strategy for gaining competitive advantage through differentiation, and suggests ways to do it. The focus is on luxury hotel resorts in Samut Songkram Province, Thailand. A questionnaire was utilized as a tool to collect data. Statistics utilized in this research included frequency, percentage, mean, standard deviation, and multiple regression analysis. Findings indicate that environmentally friendly development of hotel resorts in Samut Songkram Province has a very limited use as a corporate strategy. Only two luxury hotel resorts had it incorporated in their strategy, it is not much used in marketing indicating environmental issues are not seen as important. This was confirmed through the interviews with the managers that it is not seen as important issue to promote.

Keywords : competitive advantage, competitive strategy, Samut Songkram Province, hotel and resort

Conference Title : ICEBMM 2015 : International Conference on Economics, Business and Marketing Management

Conference Location : Prague, Czechia

Conference Dates : March 23-24, 2015