**Corporate level strategies**

Corporate strategy is a firm’s overall approach to gaining competitive advantage by operating in several businesses simultaneously. Gaining a competitive advantage requires setting a clear purpose for the entire organization and identifying plans and actions to achieve that purpose.

**-Corporate strategy refers to a company's actions with the goal of attaining its goals while gaining a competitive advantage.**

**Business strategy refers to an organization clearly defined, long-term goal for creating corporate value and motivating employees to take the necessary steps to attain customer satisfaction.**

**A company's corporate strategy dictates the scope of its activities and how its business procedures support the company's aims. Strategic management does this by limiting a company's permitted initiatives, which executives choose based on the company's resources and the external environment in which it competes.**

**Portfolio analysis**

One of the most popular aids to developing a corporate strategy that addresses issues in a multi-business Hotel and Tourism organization is portfolio analysis. Portfolio analysis puts the corporate headquarters into the role of an internal auditor. In portfolio analysis, top management views its products lines and business units as a series of investments that will have a return.

**- Portfolio analysis is the study of the components that make up a mix of products with the goal of making decisions that will increase total return. When a corporation sells a variety of products or services, portfolio analysis is required on a regular basis. This entails examining each product separately in terms of profitability, revenue contribution, and growth potential. This study makes it easier to spot goods that aren't lucrative or perform poorly within the group.**

In order to respond to some of these pressures, large Hospitality and Tourism organizations need to pursue a low-cost strategy at a convenient location where they can benefit from economies of scale. Large Hospitality and Tourism organization may also need to adapt their product and service offerings to the condition of local markets in order to be able to accommodate the differences between markets. Being able to strike a balance between these competing demands can be seen as a competitive advantage that adds value to the organization’s portfolio

**-To address the variances between markets, large hospitality and tourism organizations may need to modify their product and service offerings to the state of local markets. Large Hospitality and Tourism firms must seek a low-cost approach in a convenient location where they can profit from economies of scale in order to respond to some of these constraints.**

**Large organizations that operate in highly dynamic and competitive markets face different types of pressure**

1. Pressure to reduce costs
2. Pressure to increase revenue
3. Pressure to increase market share
4. Pressure to be responsive to the market in which they operate
5. Pressure to innovate and stay relevant
6. Pressure to satisfy shareholders and stakeholders
7. Pressure to transfer information, Knowledge, and competencies among business units and functional areas.