

# LITERATURE SURVEY

A literature survey for Radisson Hotels involves reviewing existing academic research, industry reports, and publications related to the hotel chain, its operations, customer experiences, and various aspects of the hospitality industry.

## **Brand Overview and Evolution:**

- Investigate the history and evolution of the Radisson brand, tracing its growth, and strategic developments in the hospitality industry.

## **Hospitality Industry Trends:**

- Examine current and emerging trends in the global hospitality industry, with a focus on how Radisson Hotels have adapted to these trends.

## **Customer Experience and Satisfaction:**

- Analyze studies and guest reviews to understand the strengths and weaknesses of Radisson Hotels in terms of guest experience and satisfaction.

## **Marketing and Branding Strategies:**

- Review Radisson's marketing and branding strategies, including digital marketing campaigns, loyalty programs, and partnerships.

## **Technological Advancements:**

- Explore the integration of technology in Radisson's operations, such as mobile apps, contactless check-in, and smart room features.

## **Sustainability Initiatives:**

- Investigate Radisson's sustainability efforts, including eco-friendly practices, green certifications, and corporate social responsibility.

## **Crisis Management and Resilience:**

- Examine how Radisson Hotels have handled crises, such as natural disasters, health emergencies, and economic downturns, and their strategies for resilience.

## **Employee Training and Development:**

- Study Radisson's approach to employee training, motivation, and development, focusing on maintaining a high level of service quality.

**Market Expansion and Development:**

- Investigate Radisson's expansion strategies, including acquisitions, partnerships, and new property developments.

**Customer Segmentation and Target Markets:**

- Analyze Radisson's approach to customer segmentation and its efforts to target specific markets, such as business travelers, families, or luxury travelers.

**Operational Efficiency:**

- Review practices and technologies implemented by Radisson Hotels to enhance operational efficiency and reduce costs while maintaining high-quality service.

**Regulatory Compliance:**

- Investigate how Radisson Hotels ensure compliance with local, national, and international regulations and standards in the hospitality industry.