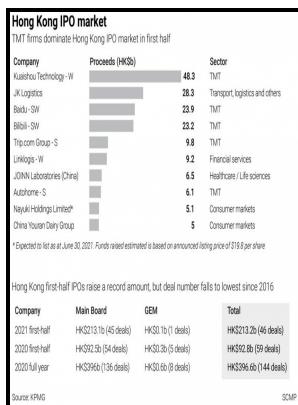


Relationship marketing in Hong Kong's hospitality industry.

University of Derby] - Hong Kong's hotel market enjoys highest revenue growth in Asia



Description: -

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Must

In China, the O2O model has been highly successful through platforms like Taobao and Alibaba; and has taken Hong Kong by storm in the form of Groupon.

MSc in Marketing

While reports some inevitable industry growing pains in the next couple of years, future hospitality trends are still overwhelmingly positive.

Hotel Sample Marketing Plan

To make sure that everything is running smoothly at all times, managers have to find new ways to manage their stress because they cannot afford to lose it or burnout. Also synonymous with the brand are the high level of personal service guests receive, and the extensive range of comprehensive business facilities available in luxurious settings.

MSc in Marketing

We also invite thought leaders and industry experts from renowned organisations as guest lecturers. Besides, the substantial courses enhanced my multi-tasking skill, the group work improved my teamwork spirit and creative thinking.

The Hong Kong Report: Wellness Trends, Growth and Market Opportunities

Is this programme for me? Look for these 4 hospitality trends in the next 5 years: 1. With the emergence of apps, for instance, consumers are now beginning to expect a level of convenience and efficiency that must be catered to.

The Hong Kong Report: Wellness Trends, Growth and Market Opportunities

While eye-catching, these tactical events are only a short-term strategy and are no longer reliable crowd pullers. Because customers expect a lot more nowadays, employees in the hospitality industry, in turn, are forced to deal with long and sometimes irregular working hours.

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