

Strategic Alternatives for Penetrating Foreign Markets Hotel Groups

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Candidate's background

Graduated in 2006, the Faculty of Hospitality, Tourism and Commercial Management at the University "Mihai Eminescu", Timișoara, specialization: Tourism-Services, general average of 9.23, Master diploma in 2008 in International Tourism Services at Academy of Economic Studies Bucharest. Main disciplines studied: hotel management, evaluation of tourism enterprises, project management, organisational culture, sustainable tourism and services, tour operations management. Has held various positions in the hotel and travel industry from 2002 till 2012. From 2012 academic year - present PhD assistant at Mihai Eminescu "University "Timișoara with teaching and research activities for the disciplines: sme management, services management, management and human resources management.

Brief presentation of the research project

With 1 billion tourists reached by 2013, tourism and lodging industry remains one of the most important opportunity to grow the world economy. The research results provide useful information concerning coordinates of emergence and consecration hotel market groups, measurement of quantitative and qualitative market presence of hotel groups and entering foreign markets alternatives by analyzing advantages and disadvantages concerning Greenfield investments (wholly-owned subsidiary) vs. collaborative entry modes and first mover vs. late entrant advantages and the importance of legal forms for the hotel groups development. The work comes to integrating common elements discussed in the literature independently and proposes an approach better contextualization of the theme.

Keywords: *Strategy, alternatives, hotel groups, foreign market, entrance, development*

Research methods

Methodology of research comprise theoretical research, which will involve the identification and development of basic concepts, hotel group, strategic alternatives, hotel practices, foreign markets etc. The documentation and data collection on developments hotel groups in the world, quantitative and qualitative measurement of the presence of market hotel groups by identifying the most important hotel groups present on the market.

The data necessary for the research, developing reports, case studies and reviews are available in a large extent on sites specialized statistical institutions, national and international organizations. Studies depend on the accuracy of existing data and existing standardization.

The work is structured in five chapters, as following:

Chap. 1 Coordinates of the emergence and consecration hotel market groups

Chap. 2 Expansion theory and practice on hotel groups

Chap. 3 Measurement of quantitative and qualitative market presence hotel groups

Chap. 4 Hotel groups present on the international market

Chap. 5 Identifying new solutions for developing hotel groups

Research outputs and their implementation

The purpose of this research, is to provide an integrated approach to hotel groups in the context of entering foreign markets. The solutions to the pressing challenges is a clear objective of the research. Identifying new solutions for hotel development groups is also a main objective. The research and final paper will be useful to both academics, specialists and decision makers.

Auxiliary elements that may support the research

Over time has participated in national and international tourism fairs as an exhibitor, info tour in different tourist destinations, followed the training course manager in tourism activity in the Institute Irecson Bucharest, attended as an auditor at Balccor 2013 operational management. From 2012 till present, teaching, seminar, practical work and research activity for the disciplines: Management SME, Management Services, Management and Human Resources Management at “Mihai Eminescu” University Timișoara, passion for the hospitality industry.

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