

### **STRATEGI PEMASARAN HOTEL DALAM MENGHADAPI PERSAINGAN GLOBAL**

**H. OKA A. YOETI**

**Abstract** Competition in business environment is the most influencing factor of marketing strategy for enterprises, including hotels. The ability to survive and succeed is determined by optimizing the use of all resources and assessment of current competition atmosphere. Choosing the right strategy based on strengths, weaknesses, opportunities, and threats identification will significantly effect the positioning of hotels in the market. This paper presents an introductory assessment of existing position of hotels, followed by a discussion on competition strategy available. In addition to that, an overview of current competi-tion in the market should give a better understanding of the matter. Kata kunci: persaingan, strategi pemasaran hotel