

A Review of Strategic Partnerships and Alliances in Hotel Business Expansion

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Abstract: Strategic partnerships and business alliances have emerged as a powerful approach for hotel industry expansion, market penetration, brand strengthening, and customer service enhancement. This review paper examines the role, types, benefits, challenges, and future scope of strategic alliances in hotel business expansion. Supported by secondary literature and theory, this review evaluates how hotel chains utilize collaboration with global brands, tourism boards, airlines, technology companies, and local businesses to improve operational performance and growth.

Keywords: Strategic Partnerships, Business Alliances, Hotel Expansion