

Questions for discussion:

Consider the following while choosing one of the options and writing a business plan.

1. What is the political, economic and social, technological conditions in these countries? Research and find out information about the taxation policies and legislation regarding running business in these countries.
2. Find out information about competition in this country, employment statistics. Find out information about high and low seasons and the number of inbound as well as domestic tourist.
3. What could be complementary and competitive factors that could affect their business?
4. Discuss whether the couple have enough experience to run these properties. Which would be the best option to choose considering their experience?

Further reading

You can find addition information here:

1. PESTLE Analysis of Hospitality Industry: <https://businessays.net/pestle-analysis-of-hospitality-industry/>
2. Hotel PEST Analysis: <https://www.ukessays.com/essays/business/hotel-pest-analysis.php>
3. SWOT analysis: <http://www.businessnewsdaily.com/4245-swot-analysis.html>
4. Difference between SWOT, PEST, STEEP, STEEPLE analysis: <http://pestleanalysis.com/difference-swot-pest-steep-steep-le-analysis/>
5. Hotel business plan samples: http://www.bplans.com/hotel_and_motel_business_plan_templates.php
6. Business plan: <http://www.profitableventure.com/sample-hotel-business-plan/>