

# **The Preliminary Study of Dynamic Marketing Capability of Hotel Industry: Generate Indicators from Practitioners**

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## **Abstract**

The aim of this study is to generate the preliminary indicators of dynamic marketing capability in the hospitality sector especially in hotel. The component of the dynamic marketing capability consist of market sensing, market learning and market targeting and positioning. The methods of this study using case in selected seven hotels three star to five star in Jakarta, Bandung, and Banten area. The indicators for three dimension of dynamic marketing capability gain from literature study, interview with practitioner in hotel industry such as general managers, director level, and owners. The present research is expected to extend the prior research contributing to the extant literature by investigating an emerging concepts and deeper understanding of dynamic capability especially in marketing of hotel industry. The contribution of this research to hotel industry can be implemented in order to prepare the policy of hotel industry in Indonesia facing the service economy in the new era.

## **Keywords**

Dynamic marketing capability, market sensing, market learning, market targeting and positioning, hotel industry

## **Biographies**

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