

[80]

**MARKETING STRATEGY FOR HOSPITALITY INDUSTRY IN THE NIGERIAN
CONTEXT:“THE MARKETING MANAGER’S CHALLENGES”**

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ABSTRACT

Hospitality is an umbrella that describes all services (marketing activities) that entertain, friendly and generous treatment of guests or strangers in a given place at a given time. This industry embraces tourism, hotel, motel, recreational centre and the likes that provide “**a home away from home**” to the customers. The paper examines and discusses marketing strategy in the services industry with a particular reference to hospitality marketing industry in Nigeria. It is a paper that utilizes some documents on how marketing managers in the hospitality industry will use a service marketing pattern in order to position their marketing activity to gain more market share and build good relationship with their target market that will lead to attainment of their organizational goal. Conclusion was drawn to the importance of using service marketing strategy in marketing hospitality services.