

Task 5: Analyse the six PESTEL factors affecting Kingfisher Hotel residence

Political factors.

Cote d'Ivoire has a stable political environment since 2010 till now compared to previous decade. Ivory coast focused on tourism and on economic growth.

Meanwhile, political instability in west Africa region, e.g. Burkina Faso, Mali, Niger remains a concern.

Opportunities:

Ivorian government support the tourism as well as investment in infrastructure also luxury businesses.

Threats:

Political situation not certain so regulatory changes and possible increases in business tax.

Economic Factors

Cote D'Ivoire has having his best performance in economic growth, with a rapid expansion of foreigner's citizens migration.

Meanwhile the current inflation rate and the fluctuations are creating an issue to the cost of living.

opportunities

The travel business is growing day by day as well as the tourism business.

Threats.

The economic downturns and the currency instability can have bad effect on international pricing and so on.

Social Factors

Cote D'Ivoire has diversity cultural which allowed influence in music and danse.

Meanwhile the African nation cup in January 2024 has changed positively the cultural influence.

Opportunities

Need for hospitality and services experiences:

Threats

Change of consumer habits around international hospitality

Technological factors

Digital transformation and innovation in hospitality is moving faster e.g. on-line booking
Smarter hotel rooms.

Opportunities

With a use of smarter rooms technologies and digital reception

Threats

High cost in investment as well as cybersecurity.

Environmental factors

Cote d'Ivoire made a huge progress in having solo panel for electricity

opportunities

Adaptation of new facilities reducing dependability on local electricity

Threat

High cost for sustainable operations.

Legal factors

Compliance with the government laws as well as health and safety standard requirement

Opportunities

Legal stability for business activities with the decrease in inflation rate from 2.60 to 2.50

Threats

Complexity of requirement may cause dispute