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# **Investigate the Impact of Marketing, Operational, Environment and Strategy Differentiation on Financial Performance of Hotels in Guilan Province**

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**The main objective of this research is to investigate the impact of marketing, operational, environmental and strategy capabilities on financial performance of hotels in Guilan province. This study is an applied research in terms of the purpose and correlation-descriptive in terms of research method. The statistical population of this research includes all hotels in Gilan province. The total number of hotels in Gilan province is 77 hotels. Given the fact that the size of the statistical population is limited, sampling methods are used to determine the sample size. Out of 77 distributed questionnaires, 66 questionnaires were collected and analyzed. In this research, the standard questionnaire of Ramanathan et al. (2016) to measure the variables considered. We used SPSS and Lisrell to analyze the data in this study. The results obtained hypothesis testing indicate that marketing, operational, environmental and strategy capabilities differ in financial performance of hotels in Guilan province.**

**Keywords : Key words: marketing capabilities, differentiation strategy, financial performance, environmental factors**

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