

Profit-making ability measurement in International Tourist Hotel

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Abstract

This paper makes a measurement on the operational performance of the international tourist hotel industry in terms of its profit-making ability. The principles and standards for measuring the profit-making ability of the international tourist hotel industry are raised in this paper so as to establish a measurement model on the profit-making ability of international tourist hotel industry. For empirically improving the feasibility and accuracy of the measurement model on the profit-making ability of international tourist hotel industry, this study takes the international tourist hotels in Taipei area as its targets. We apply the profit-making ability measurement model to assess the profit-making ability of the 24 international tourist hotels in Taipei. Furthermore, we also make discussions on the relationships between the profit-making ability and market share. The results obtained by this study will be offered to the international tourist hotels for reference in operational strategies. The results show that market share and profit-making ability of the hotel industry are significantly and positively related. Such results act as important reference for the international tourist hotel industry in its operational strategies in the future.

Keyword :