

Classification of hotel performance measurement indicators presented in international scientific research

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Abstract

The present manuscript studies and classifies the different performance variables and measures of hotels, recorded in international scientific journals. Through the Content Analysis of 79 scientific papers, this manuscript reaches a main conclusion regarding hotel performance indicators measurement. Although researchers have acknowledged that the concept of hotel performance is complex and manifold (and as such it is depicted and assessed with various and diverse indicators and groups of indicators in international scientific literature), still the majority of them measure hotel performance in a way that does not express its multidimensional nature in their studies as they focus on a relatively small number of the above indicators. This paper

mainly contributes to further classifying hotel performance indicators and introduces a novel codification that allows researchers to better understand indicators and hotel executives to use them more effectively.

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