



Shelden Wen

Performance of Hotel
Management
Collaboration



Performance of Hotel Management

Shelden Wen



The purpose of this empirical study is to examine the corporate effects in the lodging industry from a hotel owners perspective. Linking the concepts of corporate strategy and core competence, eight corporate strategies are proposed relating to hotel property financial performance and contributing to hotel owners core competence. Based on a three-year sample provided by Smith Travel Research, four hypotheses are tested with regard to the effects of hotel owners corporate strategies and core competencies. The findings strongly support the existence of corporate effects and the influences of corporate strategies on hotel financial performance. Based on the relative importance of the eight strategies, a hotel owners expertise in implementing superior strategies regarding segment, brand, operator, location (i.e., MSA), brand diversification, and location specialization are identified as the core competencies of the best-performing owners. The results reveal that a hotel owners core competencies may influence its hotels differently. This study also suggests that the collective influence of multiple corporate strategies may have a strong impact on a hotels financial performance

- [People Who Mde Aust Grt-Her200](#)
- [The Perfect Scandal](#)
- [Perils of Pauline](#)
- [Per amore o per niente](#)
- [Performance of Solar Electric Powered Deep Space Missions Using Hall Thruster Propulsion](#)
- [Perfect Secrets](#)
- [People of the Covenant : Introduction to the Old Testament](#)
- [Per colpa dei dollari](#)
- [Per Discutere Di Auschwitz : Le Domande Perenni, Le Tendenze Della Ricerca, I Problemi Ancora Aperti](#)