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Article Title

A yield management model for five-star hotels: Computerized and non-computerized implementation

Citation

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Abstract

The purpose of this study was to propose an enhanced yield management (YM) model that was developed based on the previous models and to test the applicability on five-star lodging properties in Turkey to identify the related problems. The proposed model overcomes some of the limitations of previous ones. It was specifically developed for full service, upscale hotels, namely for five-star lodging properties with or without a computerized yield management system (CYMS). Examination of the actual implementation stages provided useful insight in determining the applicability and the problems related to the application of the model.

Methods

The proposed five-stage Yield Management model was tested on lodging properties that use a CYMS and on properties without a CYMS using a self-administered survey questionnaire, which was developed based on the pilot study observations and from the previous studies.

Results

Findings indicted that the proposed YM model can be used by all upscale properties (with or without a CYMS) to manage their revenue and yield. Findings suggested that the application of the model is likely to improve the operational and financial performance for both type of properties.

Conclusion

The findings of this study suggested that the five-star properties in Turkey using either a computerized or a non-computerized system face some serious problems. Some of these problems were related to implementation while others were caused by limited usage of technology or limited technological knowledge. Properties can easily overcome the problems related to implementation by paying more attention to how each step is implemented and by constantly monitoring the implementation stages and results.