



## Article Title

Price formation of tourist hotels of the city of São Luís/Maranhão

## Citation

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## Abstract

A hotel is a business establishment that provides accommodation and food services, and for that, it has physical structures that meet the specific and basic conditions to receive guests, in exchange for payment. Pricing in this sector may have a focus on cost, market competition, and the perception of value. The formation of price takes into account demand, segmentation, weather, competition behavior and characteristics of the property, among others. The aim of this paper is to analyze the pricing strategies in the lodging facilities in São Luís, Maranhão, Brazil. The study is justified by the importance of pricing for hotel management, from the reality of the hotel industry in São Luis. We adopted descriptive research procedures, predominantly quantitative in a sample of 31 hotel companies of São Luís, with managers from these establishments. Data were analyzed with support software R version 3.2.1. The research shows that the hotel chain in São Luis do Maranhão uses tools and price management strategies recommended by the legislation and other support for price management. It is concluded that there is an effort of the management of hotels to professionalize the calculation of daily rate, using techniques that give them more security in the decision and pricing, abandoning the informal or empirical methods, without abandoning the market research.

## Conclusion

Price is an element of the marketing mix that generates revenue and therefore should be planned to minimize the effects of the business environment, increasingly dynamic and threatening to companies. The features of the hotel enterprises are the provision of bed and food, but many offer also other aggregated services that will influence the daily rate. Hotel companies can use a variety of techniques and tools, from the manager's knowledge, to the costs of the services and the prices of the competition. In this study, we verified a balance between micro, small and large-sized companies in the lodging industry in São Luís, as well as regarding the type of management, independent units, national and international chains. As for cost strategies, the

most used is the variable or direct method, as the national legislation recommends, though the majority also uses a second method of support, with emphasis to the absorption method and the ABC, to the formation of prices. In conclusion, it appears that there is an effort of the management of the hotels in San Luís to make the calculation of daily rate more professional, using techniques more reliable for making decision about prices, abandoning the informal or empirical methods.