



### Article Title

Yield Management and Performance in the Hotel Industry

### Citation

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### Abstract

This paper presents a model of the impact of customer satisfaction due to service quality and Yield Management practices on hotel performance. A survey of a significant sample of hotel guests shows that customer satisfaction is relative not only to the traditional measures of quality but also to practices of Yield Management and that the satisfaction variables are positively related to the performance of the firm. These results are a starting point for further research with many managerial implications.

### Methods

The survey was conducted from May 1st to June 30th 2002, in an independent three star hotel offering 234 rooms and located in a large African city. During that period, customers were mostly transients of two types, tourists and businesses. Five hundred questionnaires were handed out and customers were interviewed on that basis. A total of 318 questionnaires were usable.

### Results

The results prove that it is difficult to estimate the effect of Yield Management practices alone on customer satisfaction. The different analyses imply that customer satisfaction is relative not only to the product and service satisfaction but also to the practices of Yield Management, those practices influencing the customer's perception of quality.

### Conclusion

This paper is a starting point for further research. The initial purpose was to present a basic model of customer satisfaction with Yield Management and hotel performance.