



## Article Title

**The impact of entrepreneurial orientation on marketing performance: An analytical study of a sample of five star hotels in Jordan.**

## Citation

**By: Khaled Atallah Al-Tarawneh. In: African Journal of Hospitality, Tourism and Leisure, Vol 8, Iss 5 (2019); AfricaJournals, 2019**

## Abstract

The study aimed to measure the impact of entrepreneurial orientation on marketing performance in five-star hotels in Jordan. To achieve this a study model was designed that included entrepreneurial orientation as an independent variable represented by its four dimensions (proactive thinking, uniqueness, innovation, and risk taking). The study population consisted of (36) five-star hotels in Jordan, and the questionnaire was the main tool for data collection where the final number of the study sample was (100) from senior managers and sales managers, as well as marketing managers in the researched hotels. The analysis of data was done by using the (SPSS ) package to analyze the impact of the independent variable (in all dimensions) on the dependent variable (marketing performance). The study found a set of results, the most important of which is that the five-star hotels in Jordan have entrepreneurial orientation and a high degree of direction, and that ability helps the hotels to explain their marketing performance. The results of the study showed that the four dimensions of the entrepreneurial orientation differ independently from one another in terms of importance and impact on marketing performance. It was found that the proactive thinking and uniqueness, and innovation dimensions are the most important and able to explain the performance of hotels operating in Jordan. After accepting the risk taking aspect it turned out that it is not of great importance in the hotel sector, where it showed a very limited effect on marketing performance. The study recommends that the hotels under study need to maintain an entrepreneurial orientation and continuously strive to update and keep pace with rapid industry developments, as well as, the need to stimulate training and motivate managers and staff in the hotels under study because of the importance of doing this in achieving effective marketing performance.

## Summary

Based on the data analysis, the research concludes the following. The results shows a statistical significance impact of Entrepreneurial Orientation with its dimensions

proactive thinking, uniqueness, innovation, and risk tolerance on marketing performance in five-star hotels in Jordan. There is a statistical significance impact of adopting proactive thinking, uniqueness, innovation, on marketing performance in five-star hotels in Jordan. There is a statistical significant negative impact of adopting risk taking on marketing performance in five-star hotels in Jordan.