FIRM PERFORMANCE IN A HOSPITALITY CONTEXT: A STRUCTURAL MODEL

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This research investigates the relationship between hospitality, customer orientation and firm performance in the context of the hotel industry. The study employs Structural Equation Modeling (SEM) to test the conceptual framework and hypotheses. Hospitality and customer orientation contribute to firm performance; all hypotheses were supported and all direct effects were significant. The research aimed to increase the sales and consequently the profit, and help the firm increase the market share. The implications of the findings are discussed with respect to the hospitality and hospitality management literature. The study contributes to the understanding of how hospitality and customer orientation influence firm performance, and provides empirical evidence for the effectiveness of hospitality and customer orientation in the hotel industry.