Business Reputation as a Strategic Asset in the Hotel Industry: Models of Measurement and Evaluation

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Introduction

- In the digital and highly competitive hospitality environment, business reputation becomes a key intangible asset that influences trust, financial stability, and long-term partnerships.
- It directly affects the occupancy rate of the room stock, the level of revenues (RevPAR, ADR), the formation of long-term customer relationships, and access to partnerships and investments.
- The importance of this factor is amplified by the influence of online reviews, social networks, and booking platforms, where reputation signals determine consumer behavior.

Problem Formulation

- Traditional success factors (price, location, service quality) are no longer sufficient.
- Online platforms (Booking, TripAdvisor, Google Reviews) amplify the role of customer perception.
- Lack of a unified methodology for reputation measurement in hotel management.
- Research aim: to justify approaches to reputation assessment as a strategic resource.

Results

- Reputation directly affects financial outcomes (RevPAR, ADR, occupancy). Acts as a driver of consumer trust, investor confidence, and partner relations.
- Need for a multidimensional framework (financial, marketing, digital).

Models of Reputation Evaluation

- **Financial model:** links reputation to revenue, profitability, occupancy.
- **Marketing model:** focuses on brand perception, reviews, loyalty, repeat bookings.
- **Digital model:** evaluates online presence using Big Data, AI, SEO/SEM.
- Together they form a complementary system for assessing material and intangible factors.

Results

Integrated Model (OORI)

- **Online–Offline Reputation Index (OORI):** combines financial, marketing, and digital indicators.
- Tools: AHP, BWM, PLS-SEM for weighting and validation.
- Benefits: identifies key reputation drivers, strengthens long-term competitiveness, and integrates subjective perceptions with objective financial results.

Conclusions

- The OORI model integrates financial, marketing, and digital metrics into a single framework, enabling transparent reputation management.
- It strengthens hotel enterprises by identifying key drivers, increasing trust, and supporting flexible responses to market changes.
- Business reputation becomes not just an indicator of current performance but a strategic resource for long-term competitiveness and resilience.

Thank you for attention !