

The performance evaluation for hotel chain industry based on the knowledge management and customer relationship management

謝玲芬, 劉淑梅, 王麗幸, 林立弘

Technology Management

Management

lfhsieh@chu.edu.tw

Abstract

This paper aims to build a performance evaluation model for hotel chain industry. Except the traditional performance criteria, we found that criteria implicit in both knowledge management (KM) and customer relationship management (CRM) are also critical for the hotel industry. To define the key factors for evaluating performance of the hotel industry; the Analysis Hierarchy Process is used to calculate the importance between all the evaluation dimensions and criteria. From the case study in this paper, the evaluating priorities could feedback to the providers to enhance the hotel performance in order to build customers' satisfactions and customers' loyalties.

Keyword : Knowledge management, Customer relationship management, Analysis Hierarchy Process (AHP), Hotel chain