

Название публикации:

Methodological approaches to assessing the innovative potential of enterprises in the hotel business

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Сведения об издании:

Espacios

Volume 39, Issue 27, 2018, 9p

Аннотация:

This paper reports on the development of a set of techniques for assessing the innovative potential of enterprises in the hotel business. It is established that determining a set of assessment indicators is central to methodological support for assessing the innovative potential of enterprises in the hotel business. Achieving objective assessments of the size of this innovative potential requires making the right choice when choosing a system of indicators. Furthermore, it helps to have as many indicators as possible determined quantitatively. It is proven that it helps to carry out the procedure of assessing the level of innovative potential using a set of methods of taxonomic analysis - classic, modified, and unified ones. Implementing this approach by consecutively completing all of its stages enables an effective analysis of innovative activity by a studied group of hotel enterprises to assess their innovative potential. This approach also implies access to financial and economic indicators via statistical reports and enables the use in analysis of economicstatistical methods that can help assess innovative potential as effectively as possible.

Ключевые слова:

Competitiveness, Effectiveness, Enterprise, Hotel business, Innovative potential, Loyalty, ManagementA