

How hotel management perceive the relationship between branding and hotel performance

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The hospitality industry in Jordan has witnessed a visible growth during the past three decades. Marketing and branding is increasingly getting the attention of hospitality managers. Few dispute the value of branding to the hotel industry in creating guest loyalty and market value. The aim of this research is to comprehend how branding influences the performance of the hotel industry in the Kingdom. A survey was conducted among a purposive sample of hotel managers to examine how they perceive the relationship between branding and performance of their business firms. The study concluded that hotel managers positively evaluate the role of branding in enhancing customer satisfaction and determining the success and competitiveness of the hotel business in Jordan.

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