

Financial Performance in Daily Hotel and Business Management

Uqbah Iqbal*

History Programme, Faculty of Social Sciences and Humanities, National University of Malaysia, Malaysia

*Corresponding author: Iqbal U, History Programme, Faculty of Social Sciences and Humanities, National University of Malaysia, UKM 43650, Bangi Selangor, Malaysia, Tel: 60389215555; E-mail: uqbah@siswa.ukm.edu.my

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Editor Note

Journal of Hotel and Business Management is an international peer reviewed open access journal that publishes articles related to Asset Performance, Asset Pricing, Business Ethic, Customer satisfaction, Finance Strategies, Hospitality, Hotel Management, Human Resource, Leadership, Mangement Development and Perceived Quality. The current Volume 5, Issue 2 published 10 research articles, 3 book reviews and 1 commentary.

Ahmad et al. [1] aims to develop a preliminary concept of tourist friendly destination from domestic tourist's perspective. A total of 30 respondents chose the purposive sampling method in Kuala Lumpur. Uqbah Iqbal [2] explains clearly about the business practices according to Islamic ways. Topics such as Business Concepts, Business History, Business Rules, Business Division, Business Principles and Prohibited Business have been discussed in detail. Uqbah Iqbal [3] describes the process of establishing a competitive strategy; readers use their experience in their particular business to drive insights and creativity needed to resolve the issue, solve problems and set a new direction. Kelly Semrad [4] analyzes the empirical effects of the non-stationarity demand of seasonal hotel room rate discounting on hotel financial performance as supported by the principles of the rational expectations theory. The study uses a series of unit root tests to determine the time series data properties and then proceeds to a co integration analysis. Stephen C Morse and Eric Beckman [5] develop a displacement analysis decision model that identifies revenue variables, capacity constraints, and decision criteria in making decisions on the acceptance of transient room demand vs. group room demand. Uqbah Iqbal [6] explores 44 common mistakes made in the course of daily business. The errors are categorized into three main causes of the errors of yourself, mistakes and errors in the marketing plan. Also infused with ways to overcome them effectively.

Zenebe et al. [7] aimed at identifying potentials and challenges of ecotourism development at Sheko District. The data was collected by semi-structured interview, questionnaires and fully fledged field site observation. Some data were also accessed from written documents. The data were analyzed by SPSS. Akinci [8] states that intellectual capital is human resource, sustains enterprises and is basic element that makes enterprises strong in the intense competitive environment. Rachel Dodds and Mark Holmes [9] determine if green hotels actually benefited from undertaking environmental practices and integrating these practices into their marketing strategy. After looking at sustainable communications and marketing literature, a total of 2,248 structured surveys were administered to hotels across North America. Rabia Najaf and Khakan Najaf [10] find out the impact of impact of foreign direct investment on the economic growth of Pakistan and Armenia. Their study showing that the foreign direct investment level is increasing in some countries and decreasing in some countries due to terrorism. Rasha [11] examines guests' satisfaction and guests'

loyalty for guests seeking Boutique Hotels in North Cyprus hotels through making new combination between some factors and see its effect on the guests' satisfaction and loyalty such as destination image, political stability of the country, employees' performance and hotels' image. Ismet [12] attempts to study how the tourists' visitation decision was being affected by the political non-recognition. In order to achieve this purpose, appropriate quantitative methods have been underpinned by the perspective of European tourists. Faizal Ayob [13] focuses on examining small-and-medium-sized hotels (SMHs) in Malaysia, specifically their websites, in order to study their e-commerce website stages model. The website evaluation criteria were used to study 193 websites of SMHs to identify the current stage of e-commerce websites adoption in Malaysia. Rabia Najaf [14] analysis the impact of fiscal policy on the economy of India, for this purpose, the author have taken the data from 1981 to 2010 and applied the Johansen co integration test, error correction model and variance decomposition model.

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