



## Un estudio sobre la clasificación de empresas hoteleras familiares y su desempeño en las ciudades de Itapema y Porto Belo/SC /Brasil [

2016

text (article)

Analítica

Theoretical background indicates that ownership structure and the type of management can influence performance of companies. According to the typology model of Westhead and Howorth (2007), we analyzed the relationship between management control and ownership structure in the performance of the family owned hotels. The data was collected from surveys applied to managers and owners. We surveyed 92.51% of accommodation options in Costa Esmeralda, Santa Catarina / Brazil. In addition to calculate average scores, a factor analysis was also conducted. Results were classified into five types of family owned businesses. We identified a greater use of objective performance indicators in businesses hiring managers, showing positive financial indicators in this type of business. Subjective indicators related to the hotel industry, from the model of Haber and Reichel (2005), proved to be useful to explain performance. Reaching income goals and maintaining financial health had the highest average in the sample; as well as achieving visitor satisfaction and developing a good reputation, which were the most prioritized goals of the companies surveyed. This work contributes to the research on the classification and organizational analysis of family businesses, and the development of performance indicators in the hotel industry

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