



Business Model Innovation as a Strategic Approach in Hotel Enterprises: Chain Hotel Case Study

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Extensive Summary

With increasing competition, it is becoming more difficult to ensure the continuity of businesses. In order to successfully exit this competition process, businesses have to make continuous improvements in both manufacturing and management processes, especially innovation. Innovation is defined as a business idea or improvement of the process, which can find solutions to a problem or market demands. The main purpose of innovation is expected to bring economic value to the business. The business model is seen as a form of representation of strategic-sized choices that are at the heart of maintaining this value that the business creates and creates a value created.

Business model innovation is defined as radically changing in-business processes in order to gain a competitive advantage for businesses or to ensure the continuity of the business. It includes business model innovation, a strategic planning and decision processes, but it is necessary to reach the processes and business environment within the business, the relationships, business resources and needs, changes and improvements in business model innovation.

This research is being done to ensure the continuity of hotel businesses and to demonstrate how innovation in existing business models is realized in order to gain superiority against competitors and maintain this supremacy. In this context, a sample event study will be carried out using the innovation radar scale. Information about the sample event business was obtained using the papers published on the website and this information was examined and it was requested to determine the methods of realization of business model innovation.

As a result of the research, the hotel business keeps its relationship with the customer warm, increasing satisfaction and getting to know its customers better. Thus, by better identifying the goods and services it will offer to its customers, it can be said that customers are trying to understand their demands and demands before they come forward and reach a solution. The case business is seen to have achieved a successful business model innovation. The case business is always open to change and innovation within the framework of a customer oriented management approach, a constitution determined by them with quality and environmental policies and a management that we have an understanding of and implements that will create value for the business and brand can be said to adopt the business model innovation system.