THE EFFECT OF INNOVATION ACTIVITIES ON ORGANIZATIONAL PERFORMANCE: A RESEARCH ON HOTEL BUSINESSES*

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ABSTRACT

Innovation is one of the most important competition methods for establishments. The aim of this study is to determine how the innovation activities are perceived by business executives, and to specify their effects on business performance. For this purpose, a questionnaire is prepared by utilizing the literature. The questionnaire consists of three parts. In the first part "Causes of businesses innovation", in the second part "Innovation measuring expressions" and in the third part "Statements showing the business performance" are there. As a result, in order to ensure the continuity of businesses in intense competition conditions, it is important to emphasize innovative activities to keep pace with the market. It is seen in the direction of the data obtained from the businesses we have reached that the innovation activities of the businesses affect the performance. The results of the study can help tourism establishments in Turkey to adopt innovative logistics technologies and develop better strategies and also can make them innovation based tourism service providers.