



A STUDY ON CRITICAL SUCCESSFUL FACTORS (CSF)
OF BEVERLY HOTEL AND ITS RELATIONSHIP WITH
COMPANY SALES PERFORMANCE

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APRIL 2010

ACKNOWLEDGEMENT

To Allah the All Mighty, I am very thankful for the great health, happiness, energy and strength you have given me all in my life. First and foremost, I would like to express my highest gratitude to my research supervisor, Mr. Franklin Hazley Lai for his invaluable supervision, guidance and encouragement throughout the research. All his advices and ideas have contributed to the successful of this research.

I would also like to thank Ms. Imelda Albert Gisib, the second advisor for giving her advices and guidance throughout the research. My deepest gratitude also extends to all the staff in Beverly Hotel for their support and guidance in completing this research.

Last but not least, my sincere thanks to all of my friends for their times and helps during this research being carried out. Without their support, this research could not be finished as successful as it is right now.

ABSTRACT

Critical Success Factors (CSF) is the critical factors or activities required for Beverly Hotel to ensure the success in the hospitality industry. Critical Success Factors have been used significantly to present or identify a few key factors that Beverly Hotel should focus on to be successful.

The study will identify the critical success factors of Beverly Hotel and its relationship with company sales performance. In order to achieve this, a list of factors is identified for investigation. A study is carried out systematically to investigate the critical success factors of Beverly Hotel. The success factors are based on the feedback from the respondents.

This research conducted to understand the relationship between critical successful factors (CSF) and sales performance. The aim of the study is to identify the critical successful factors of Beverly Hotel. The result shows the critical successful factors and its relationship with Beverly Hotel sales performance. The implications of this result lead to Beverly Hotel success in the hospitality industry.

CHAPTER 1

INTRODUCTION

1.1 Research Background

For over a decade, people are traveling all around the world. People are traveling because of recreational, leisure and business purpose. Nowadays, traveling has become a popular global leisure activity. Traveling is part of hospitality industry.

Hospitality industry consists of companies within the food services, accommodations, recreation, and entertainment sectors. These industry is mostly depends on the availability of leisure time and disposable income. It involves multiple groups such as facility maintenance, direct operations, management, marketing, and human resources. The hospitality industry is a fast growing field.

According to Gorman (2009), hospitality industry has been exist in the early legal codes and writings of Mesopotamia (c. 2000 BC) and Greece (c. 500 BC).

Williams (2006) in his research stated that tourism and hospitality offers a multitude of venues in which people can consume. It can be related with each others because of the close relationship between tourism and hospitality. The researcher stated that tourism and hospitality has developed into one of the most important global economic activities, due in part to a combination of a transformation of offers and increasingly demand.

Referring to the statistic done by WTO IN 2008, there were over 922 million international tourist arrivals. The World Tourism Organization reported that United States is

gaining the highest total income in hospitality industry for the year 2008 which is \$110.1 billion.

The Travel & Tourism Competitiveness Report 2009 by the World Economic Forum reported that the contribution of travel and tourism to gross domestic product (GDP) is expected to be at 6.0 per cent with the total of US\$ 67.3 billion in 2009 rising to US\$ 187.3 billion by 2019. The report also states that real GDP growth for travel and tourism economy is expected to be 0.2 per cent in 2009 and to an average 7.7 per cent per annum over the coming 10 years.

The hospitality industry is huge, with an associated huge impact on the planet. Green hospitality is a business that serves people while paying attention to its environmental impact, focusing on being more environmentally friendly. Hospitality industry needs to be educate to encourage more action by developing and implementing programs that will reduce consumption, thereby saving money.

Poon & Low (2005) in their research said that the tourism and hotel industry in Malaysia showed an upward trend. It also has been stated that Tourist Development Corporation had engaged in publicity campaigns both locally and abroad to entice tourists to the country.

Wuest et al. (2001) stated that perceptions of hotel attributes as the degree to which travellers find various services and facilities important in promoting their satisfaction with hotel stays. Promotion is important in order to create awareness on the services and facilities provided to encourage people to experience it

Sabah Tourism Board reported that the total of visitor's arrival in Sabah for 2009 is 2,018,166. The total International visitor's arrival in Sabah is 518,341 and 1,499,825 for