

CHARACTERIZING THE USE OF NON-FINANCIAL PERFORMANCE INDICATORS IN HOTEL INDUSTRY

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This articles aims to identify the dynamic of relations between the most important non-financial performances indicators used within the hotel industry of João Pessoa. To achieve this objective 31 hotels were analyzed and 15 performance indicators were investigated. The instrument used for data collection was a questionnaire. To accomplish the objective proposed, three multivariate methodologies were used: the clusters' analysis, the multidimensional scaling and factor analysis. The procedures were performed through STATISTICA for Windows. The results showed empirical evidence of the existence of relationships between non-financial performance indicators based on the identification of three distinct groups of performance indicators.

KEY WORDS: hotel industry, performance indicators, multivariate analysis.