

THE OPPORTUNITY FOR THE INTRODUCTION OF PREDICTION MODELS IN HOTEL MANAGEMENT CASE STUDY HOTEL DEVA ***, DEVA, ROMANIA

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Abstract:

In modern hotel management, the need for prediction is acute. Hotel managers must make managerial performance projections for at least one year, based on the results of the previous year. Based on the performance indicators of hotel management, we have sought to create a prediction model that will guide management decisions for the period following the completed cycle.

Keywords: *hotel management, revenue management, performance indicators, predictive models in hotel management*

JEL codes: *L21, L83*