AFFECTING FACTORS OF APPLICATION OF STRATEGIC ACCOUNTING METHODS IN THE HUNGARIAN HOTEL INDUSTRY - RESULTS FROM EMPIRICAL RESEARCH

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Abstract:

Today's changing economic environment (COVID-19), the increasing intensity of the competitive environment in various industries, and the compulsion to meet consumer expectations draw the attention of both theoretical and practical professionals toward strategic managerial accounting. Strategic managerial accounting appeared as an answer to adapt to a changing economic environment. Strategic managerial accounting has very different practical relevancies among participants in different industries. The study presents the results of empirical research conducted among the participants of the hotel industry in Hungary, which is a very sensitive area of the service industry. The evaluation of the questionnaire survey's answers is carried out by the SPSS crosstab analysis. The aim of the paper is to map the factors influencing the application of strategic managerial accounting methods among the participants of the Hungarian hotel industry, in line with the focus of international research. The added value of the study is that it complements the range of factors included in the study for the role of headquarters (countryside vs. center) as well as lower quality units with a narrower supply portfolio, which is unique internationally, these factors were not included in the international research. The findings of the study show that those using the strategic management accounting methods show a moderately strong significant relationship with those with foreign ownerships, with large room capacities, hotel chain members, and those with a high-quality rating. The analysis did not find a statistically significant relationship between the geographical location of the hotel and using the strategic managerial accounting methods.

Keywords: Strategic cost accounting, lodging industry.

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