عنوان فارسی مقاله:
ارزیابی سرمایه معنی (فکری) در صنعت هتل

عنوان انگلیسی مقاله:
Evaluating intellectual capital in the hotel industry

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل به‌فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک می‌نمایید.
Conclusion

Conclusion can be made that, even though the actual truthfulness of the ICAP method can be questioned, it is possible to evaluate intellectual capital in a hotel chain. Further, a model for evaluating intellectual capital in a hotel chain has been built and can be put to use with the supposition that the weightings are properly adjusted to each organization.

As mentioned earlier, there exists a range of methods to measure or evaluate intellectual capital. None of these methods, nor the one used in the current study, have been properly validated for research purposes. It is therefore difficult to state with certainty that the hotel's actual intellectual capital is successfully captured. But, whether it was or not, confidence rises that steps have been made in the right direction.

Further, reports have been produced that give information about a hotel's current intellectual capital status. These reports consist of valuable data that give each hotel an opportunity to consciously work with and improve their intellectual capital. Working with intellectual capital is in theory argued to improve business performance and the current study's findings support this relationship.