

**CAPACITY UTILIZATION IN  
HOSPITALITY FIRMS: IMPLICATION ON FOUR AND FIVE STAR HOTEL  
FIRMS IN KUŞADASI AND KEMER**

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**SUMMARY**

Capacity for the firms means production rate or real production level in a period of time. For hospitality firms capacity is related to basic products of the hotels as number of rooms and beds.

Capacity utilization can be defined as the used part of normal capacity. Capacity utilization shows productivity, profitability, rentability of the firms, and also measures by the occupancy rates in hotels. Because of capacities of the hotels are limited in short period of the time, establishing needs high capital, products can not stock, capacity in hotel management must be used in maximum level. On the other way of speaking for a productive and rentable hotel, the capacity utilization must be in high level.

According to all these things, main goal of this research is to obtain capacity utilization level in four and five star hotels which are situated in Kuşadası and Kemer.

This study contains three main parts. In the first part, definition of tourism and capacity was given. Hotel management, capacity and capacity utilization in hotel firms were given in the second part of the study. Finally first the goal, concept and method of the study was given, and then after the general information about tourism in Turkey, the result of the findings about capacity utilization in four and five star hotels in Kuşadası and Kemer, and comparison about hotel capacity rates in these two destinations was investigated in the last part of the study.

As a result of this study, after the comparison of the four and five star hotels used capacity rates, we can say that capacity rates of four and five star hotels in Kemer is higher than Kuşadası. By the way, we can add tourism season in Kemer settles all months of the year, although tourism season for Kuşadası is between September and May.