The aim of this study is to determine the importance given to the customer feedbacks by the hotel enterprises as a tool for the management development and to report the studies done in this area. The target population of the study is the 4 and 5-star hotels. Regarding the time and cost issues, Manavgat Region is chosen as the sample of the study and 67 out of 123 hotels with operation license are contacted. The questionnaire is used as a data collection method. The questionnaire is applied to hotel managers assuming that they are in charge of customer feedbacks. The data is collected in a three month period including April, May, and June 2014. According to the results of the study hotel enterprises consider customer feedbacks as an opportunity to increase customer satisfaction and loyalty besides to meet their needs and changing expectations. Therefore hotel enterprises try to reply the customer feedbacks within the first 6 hours, they report the feedbacks daily to top executives and they use social media actively for the feedbacks.