

Avaliação da qualidade de serviço através da reputação online em hotéis de Campina Grande utilizando o modelo Tourqual [

2021

text (article)

Analítica

Tourism is one of the sectors that has been gaining great prominence in the global economic scope, having a highly competitive market that seeks to provide high quality services, which is a factor of great importance for the success of tourist attractions. Thus, this research aimed to identify customer satisfaction in the services provided by the hotel chain in the city of Campina Grande in Paraíba, analyzing the quality of services offered by IBIS and Slaviero Essential hotels, through their online reputation. For this, a descriptive research and a qualitative analysis were carried out using the TOURQUAL tool to verify the quality of the attractions based on the comments gathered and analyzed on the Booking website. At the end of the study, it can be seen that the two hotels offer quality services and are well evaluated by guests, seeking continuous service quality as a way to retain their customers and offer services of superior quality to those of their competitors

Tourism is one of the sectors that has been gaining great prominence in the global economic scope, having a highly competitive market that seeks to provide high quality services, which is a factor of great importance for the success of tourist attractions. Thus, this research aimed to identify customer satisfaction in the services provided by the hotel chain in the city of Campina Grande in Paraíba, analyzing the quality of services offered by IBIS and Slaviero Essential hotels, through their online reputation. For this, a descriptive research and a qualitative analysis were carried out using the TOURQUAL tool to verify the quality of the attractions based on the comments gathered and analyzed on the Booking website. At the end of the study, it can be seen that the two hotels offer quality services and are well evaluated by guests, seeking continuous service quality as a way to retain their customers and offer services of superior quality to those of their competitors

Tourism is one of the sectors that has been gaining great prominence in the global economic scope, having a highly competitive market that seeks to provide high quality services, which is a factor of great importance for the success of tourist attractions. Thus, this research aimed to identify customer satisfaction in the services provided by the hotel chain in the city of Campina Grande in Paraíba, analyzing the quality of services offered by IBIS and Slaviero Essential hotels, through their online reputation. For this, a descriptive research and a qualitative analysis were carried out using the TOURQUAL tool to verify the quality of the attractions based on the comments gathered and analyzed on the Booking website. At the end of the study, it can be seen that the two hotels offer quality services and are well evaluated by guests, seeking continuous service quality as a way to retain their customers and offer services of superior quality to those of their competitors

Título: Avaliação da qualidade de serviço através da reputação online em hotéis de Campina Grande utilizando o modelo Tourqual electronic resource]

Editorial: 2021

Tipo Audiovisual: Hotelaria Qualidade de Serviço Tourqual

Documento fuente: Cenário: Revista Interdisciplinar em Turismo e Território, ISSN 2318-8561, Vol. 9, N°. 2,

2021, pags. 223-239

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: https://dialnet.unirioja.es/info/derechosOAI | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: https://dialnet.unirioja.es/info/derechosOAI

Lengua: Portuguese

Enlace a fuente de información: Cenário: Revista Interdisciplinar em Turismo e Território, ISSN 2318-8561, Vol. 9, N°. 2, 2021, pags. 223-239

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es