



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

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Editorial: 2021

Tipo Audiovisual: Hotelaria Qualidade de Serviço Tourqual

Documento fuente: Cenário: Revista Interdisciplinar em Turismo e Território, ISSN 2318-8561, Vol. 9, Nº. 2, 2021, pags. 223-239

Nota general: application/pdf

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Lengua: Portuguese

Enlace a fuente de información: Cenário: Revista Interdisciplinar em Turismo e Território, ISSN 2318-8561, Vol. 9, Nº. 2, 2021, pags. 223-239

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