



Calidad percibida de las instalaciones de fitness y wellness en establecimientos hoteleros [

Instituto de Biomecánica de Valencia,
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text (article)

Analítica

Fitness and wellness services in hotels are innovative and successful ways to carry out healthy physical activities for maintaining and improving quality of life. They also require important investments as well as other relevant resources. The aim of this article is to show critical items related to customer's quality perception in fitness and wellness facilities, in order to optimize service management and subsequent improvement actions

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