

VOLUME 5 – ABSTRACTS

Number 2- April 1996

CUSTOMER PERCEPTION OF SERVICE QUALITY

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External customers (diners) and internal customers (employees) were questioned for a survey on micro company – restaurants in Puebla, Mexico. The goal of the survey was to identify the main factors which reduce the perception of the service's quality. The results highlighted some opportunity areas for the restaurants: timely service to the customer, leading the customers to the table, etc. There was, however, a wide inconsistency when the opinions of managers, employees and diners were compared.

KEY WORDS: quality, service, restaurants, Puebla/ Mexico.

RESIDENTS ATTITUDES TOWARDS TOURISM IN LARA (TURKEY)

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This paper deals with the results of survey carried out in the Antalya region, Turkey, which is the main tourist destination in the country. The aim of the survey was to analyze the residents' opinion on the impact of tourism on the local economy, the environment and the system of traditional values and customs.

KEY WORDS: host population, tourism, Antalya (Turkey)

INTERNATIONAL TOURIST DEMAND IN VENZUELA.**The behavior of the temporal visitor**

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This paper tries to calibrate an econometric model for the international tourism flows which choose Venezuela as a destination. The results show that the tourists coming from the United States and Canada are responsive to the economic variables in their economies, such as the percentage changes in the real GDP, and the number of American or Canadian tourists who visit Venezuela the year before. Something similar happens to the German tourists, who also respond to the economic variables in their country and to the exchange rate. Italian tourism flows, on the other hand, reach to the Venezuelan economic variables. This may be attributed to the fact that they are better informed, as well as to the special relationship existing between the tourists and the Italian colony en Venezuela.

KEY WORDS: tourism demand forecast, econometric models´ applied to tourism, international tourism in Venezuela.

TOURISM DEVELOPMENT AND ENVIRONMENT IN THE WESTER CARIBBEAN

Stella Maris Arnaiz Burne

This article presents two development models whose central activity is tourism. The study focused on Belize and on the Mexican southeast region. The aim was to analyze the possibilities of tourism from viewpoint of sustainable tourism development.

KEY WORDS: tourism, impacts, Quintana Roo, Belize, sustainable development.