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BUSINESS TOURISM: A POLEMIC CONCEPT

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This paper intends to theoretically demonstrate, through the definition of tourism itself, that the current classification “business tourism” refers to a void concept. To stress that statement, a case study which empirically demonstrates that the businessman’s mood is very different from the tourist’s behavior has been described.

KEY WORDS: tourism, tourist behavior, businessman.

COMPARATIVE STUDIES OF THE INTERPERSONAL SKILLS OF THE FOOD AND BEVERAGES DEPARTMENT STAFF FROM TWO REGIONS IN MEXICO

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As the contact staff in the Food and Beverage Department plays a key role in the production and delivery of service, it is very important to know which interpersonal and sales skill such staff has. Two self-given questionnaires were used to gather information from the employees themselves from their direct bosses. The aim of the survey was to compare the interpersonal skills and the sales skills of the Food and Beverages Department staff from two regions in Mexico. The results showed that there are differences between both groups and that the Food and Beverage staff in the Acapulco area, an important tourist destination, has better performance and also rank higher as regards personal perceptions.

KEY WORDS: contact staff, service, interpersonal skills, self-monitoring.

SCORE-RANKING OF TOURIST PRODUCTS AND MARKETING DECISIONS*Alfredo Ascanio*

By score-ranking tourism products according to different assessment criteria it is possible to know their level of relative competitiveness and gap among the different products. This gap frequently tells that it is necessary to incorporate new attractions, develop new entertainment alternatives at the site so as to increase the mean stay, improve the services vis á vis the prices and reduce operating conditions.

KEY WORDS: marketing of tourism products, analytical approach with Expert Choice software, products hierarchy.