

Number 2 – April 2005**LOYALTY IN THE AIR****Facts and myths related to airline passenger loyalty**

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Passenger loyalty has grown in importance in international commercial airlines services, mainly because of the crisis affecting the tourist sector in later years and an increased competition among the service providers in a shrinking market. As a consequence, there is more promotion of this service and there is an emphasis on the company programs aiming at generating loyalty. However, multiple memberships and weak satisfaction with the service have made such programs ineffective, as demonstrated by customers frequently switching airlines and postponing their flights. Mainstream studies of loyalty indicate that loyalty is a direct result of customer satisfaction, the reason why “loyalty programs” emerged. This direct linkage has been questioned in recent studies, according to which loyalty is determined by relational factors, as opposed to transactional ones. This study explores such factors regarding airline passenger loyalty. Primary data is based on a survey collected at the Santiago International Airport. Empirical evidence demonstrates that the process generating loyalty in airline services is determined by commitment, trust and satisfaction, in that order of importance.

KEYWORDS: customer loyalty, commitment, trust, satisfaction, airline passenger, “loyalty programs.”

ARGENTINA’S TOURIST MARKET**An analysis of its international demand**

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This article analyses international tourist demand in Argentina and its evolution during the period 1985-2001, with particular reference to its composition and highlighting some of the major tourism destinations in Argentina. The econometric model emphasized the importance of tourism from Chile, Paraguay, Uruguay and Brazil, and the direct influence of the economic variables of these countries on the Argentine tourist market.

KEY WORDS: international tourist demand, Argentina, econometric model.

TOURISM IN BRAZIL'S BALANCE-OF-PAYMENT AFTER THE REAL PLAN**The exchange rate impacts its performance**

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Nowadays the activities from tourism are very important for the main world economies. Foreign exchange proceeds from international tourism are accounted for in the balance-of-payments, under the international travel account, included in the balance-of-services. In Brazil, this account presented deficits throughout the stabilization period (Real Plan), characterized by an active exchange rate policy, which induced negative pressure on the current account balance. This paper analyses the performance of the international travel account in Brazil during the Real Plan, in an effort to determine how the exchange rate impacts its performance.

KEY WORDS: tourism, balanced-of-payments, exchange rate.

SERVICE MARKETING IN THE CONTEXT OF BUSINESS TOURISM

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The sector of business tourism is growing and its importance been increased all over the world. In Brazil, business tourism has not received much attention until now and the management of marketing is not well-organized yet; additionally, a handful of companies have made forays into this field relying on the experience of their tourism managers in an attempt to replicate successful experiences from the past, albeit without researching the subject in greater depth.

This study discusses the concepts of marketing of services as described stated by several authors and the ways of putting them into practice. Some interviews have been carried out with travel agencies and some of their customers, in order to identify the key determinants of success in business tourism.

KEY WORDS: business tourism, service marketing, travel agencies, Brazil.