

DIFFERENCES BETWEEN THE E-MAIL RESPONSE CAPABILITIES OF INDEPENDENT AND CHAIN HOTELS

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The article shows the results of the study carried out in Mexico between independent and chain hotels which operate in sun and sea destinations. The aim of the study was to know the capacity and quality of the online services, in this case electronic mail, which the hotels offer to their potential clients. Through the method of the mysterious client an electronic message was sent to 136 hotels to know their answer capacity (time in which the message is answered) and the quality of the answer (answer to the asked for necessities of information). The independent hotels showed a better performance in Capacity and Quality of Answer than the chain hotels. Finally, some theoretical implications of the results of the study are mentioned.

KEY WORDS: *E-mail, independent hotel, chain hotel, capacity and quality of answer, responsiveness.*