

EL USO DE INTERNET EN LA COMUNICACIÓN CON LOS CLIENTES
La atención on-line en los hoteles de Florianópolis (Santa Catarina – Brasil)

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The Use of Internet in Order to Communicate With Customers. On Line Service in Hotels of Florianopolis – SC – Brazil). This article is the result of a research whose aim was to evaluate if web sites of hotels using new technologies improved their communication skills with customers. Websites of hotels members of the ABIH (Brazilian Association of Hotels) and located in the center and north of the city of Florianopolis (SC – Brazil) were chosen. This article aims to make a contribution standing out the importance of the use of new technologies as the Internet to not only selling products, but also to providing service to possible customers.

KEY WORDS: *Information of technology, web sites, hotels.*