

ANALYSIS OF THE INFLUENCE OF THE DISTRIBUTION IN ACQUISITION CUSTOMERS IN THE HOSPITALITY INDUSTRY

A Study of Managers of Hotels in Santa Catarina State, Brazil

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The competitiveness of the tourism market has forced the hotels to prospect new strategies to acquisition customers. From this, the objective this article is to analyze the influence of marketing actions for the distribution of the acquisition customers in hotels of the State of Santa Catarina, Brazil, based on the perceptions of their managers. The research was divided into two stages: a qualitative and a quantitative. The first was exploratory and the sample was not probabilistic by convenience, composed of 13 managers of hotels, the collection instrument was an interview in depth semi-structured interviews and data analysis was used narrative analysis. The quantitative research was descriptive, with membership by non-probabilistic sample of 52 hotels, and descriptive statistics were used in data processing. The main results indicate that the direct channels still dominate over the indirect ones, having the Internet as more emphasis. Moreover, the channels have a strong indirect influence on the uptake when viewed through the use of agencies and operators. It was found that the relationship with intermediaries is an important action in attracting customers. Finally, that other actions indirect channels of hotels use the use of GDS, outside vendors and shopping sites was identified.

KEY WORDS: acquisition customers, distribution, hospitality, State of Santa Catarina.