

PERCEIVED IMAGE - SATISFACTION. THE ANALOGY TO PLEASE THE CUSTOMER
Study for the Canadian Market at the Hotel Blau Colonial, Jardines del Rey, Cuba

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Knowing the perceived image of a tourist resort, tourist destination, and so on. particularly important to influence the variables that determine and influence positively the satisfaction of external customers. This paper aims to analyze the image perceived by the Canadian market by monitoring the expectations and satisfaction of these clients in the process of creating and satisfying demand for Blau Colonial Hotel. The theoretical results are compared with the study, focusing particularly on the behavior of Canadian tourist in a hotel, the King's Gardens destination in Cuba.

KEY WORDS: *perceived image, expectations, satisfaction, Canadian customers.*