

DETERMINED ELEMENTS OF CONSUMER TOURIST SERVICE SATISFACTION

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Marketing strategies based on consumer satisfaction consist of relevant strategies of survival of organizations, particularly in tourist markets. Considering the prevalence of a current situation of high competition for organizations, the general objective of this study is to identify the elements that influence the level of satisfaction of consumers of tourist services therefore a survey was realized following a quantitative descriptive method. The data analysis followed three steps: Univariate Analysis of Data, Descriptive Analysis and Binary Logistic Regression. The chosen destination was Jardim, part of the National Park of Serra da Bodoquena, one of the most prominent pole attractive in eco-tourism developed in Mato Grosso do Sul, Brazil. Results point that the variables accessibility and infrastructure of the tour, in addition to costs related to tourism attractions are the most important in the definition of consumer satisfaction, and, given the average scores of these variables, the probability of consumers high satisfaction of tourist services in the destination is 87,9%. Is clear, therefore, the suggestion of a 'new look' to these variables, given their preponderance in the measurement of consumer satisfaction as the local tourism infrastructure. Thus, the theoretical relevance of this paper is your contribution for the theme, still not worked out the specifics of tourism. Under the managerial perspective intended to contribute towards the management and planning of marketing the destination in study, front of the domestic and international tourism market.

KEY WORDS: consumer satisfaction, tourist services, logistic regression.