

THE QUALITY OF THE EXPERIENCE IN THE THERMAL HOTELS IN GALICIA – SPAIN

An Analysis by the On-line Reputation

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The 'termalismo', one of the propulsive activities for the realization of tourist movements, is gaining prominence in Spain, especially in the Galicia, a region that stands out with the presence of a considerable number of 'hotels-balnearios'. In this context, should be discussed the quality of services provided by these enterprises, mainly due to the impact in the tourist experience. Therefore, this study aims to discuss the Health Tourism, based on the analysis of the Thermal Tourism, a growing segment in Spain, as well as to understand the quality of the experiences of the guests in spas, using as case study, the hotels - balnearios in Galicia, Spain. To this end, we analyzed the comments posted on the websites Trivago, Tripadvisor and Booking.com, within the dimensions of experience, discussed by Pine and Gilmore can be observed, also, the reputation of these hotels forward to consumers. As the main result it has been the escapist the experience's dimension most cited when compared to the others, noticed still that the guests have mostly positive perspective about the quality of lived experience in the Galicia's hotels-balnearios

KEY WORDS: *health tourism, thermal hotels, experience's quality, on-line reputation, Galicia-Spain.*