

USE OF IMPORTANCE-PERFORMANCE MATRIX IN THE ANALYSIS OF HOTEL SERVICES IN THE CITY OF NATAL BRAZIL

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This work presents the results of a survey conducted within the hotel sector in the city of Natal, Brazil. The city has 23,000 beds and receives two million visitors annually. The study examines the customers level of satisfaction. 1440 guests were interviewed in six hotels, classified into categories: tourist, superior and deluxe. The service was measured throughout 34 attributes. Data collection occurred in two stages, before check in and after guests check out procedures. The results showed significant differences between expectations when responses were grouped by category and hotel. Finally, the gaps between expectations and service performance in each attribute were analysed. Matrix of external positioning indicated in which attribute the hotels are competitively differentiated.

KEY WORDS: hotel, tourism, service management, importance-performance matrix, strategy.