

**DECISION MAKERS' PERCEPTION EVALUATION OF A HOTEL REGARDING THE
IMPLEMENTATION OF THE INTEGRATED MANAGEMENT BY PROCESSES
A Case Study of Hotel Blau Costa Verde Beach Resort, Holguín, Cuba**

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The perception of a group of decision makers' processes of the Hotel Blau Costa Verde Beach Resort of Holguín Province is examined, regarding the implementation of the integrated management by processes in integrated systems contexts. The variable advantages and barriers were evaluated. The results evidence that the most significant advantages are related to the integration approach, based on integrated processes and the implementation of a group of tools, supported on the new technologies of the information and the communication that favor the integration approach and the analysis of data in real time, with the participation of decision makers. The leadership and commitment, as well as the normative ones, constitute the main barriers.

KEY WORDS: *Integrated management by processes, integrated systems, decision makers' perception of processes, beach hotel*