

ATTRACTIVENESS AND QUALITY FACTORS IN THE TOURISM SERVICES OF THE PIPA (BRAZIL) DESTINATION

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This study aims to evaluate the attractiveness and quality factors at the tourism services provided by Pipa/Brazil destination. Based on 28 services attributes, the expectations and the evaluation of 760 tourists have been collected. By designing an importance-performance matrix, it has been possible to face the importance levels and the observed quality lacks in order to point out the precedent actions for public and private managers. The improving needs concerning to the service have been related to the following attributes: security, relation quality/price at different lodgings, restaurants and bars, cleaning and availability of health services and equipment.

KEY WORDS: service quality, tourist destinations, importance-performance matrix.