

ATTRIBUTES OF SERVICE QUALITY IN TOURIST ATTRACTIONS

A Netnographic Study with Use of TOURQUAL

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The quality of services has proved to be relevant in the economic context as a differentiating element determining the survival and competitiveness of many business level. In this sense, the definition of quality attributes that could be measured, evaluated and improved become the motto of some theoretical and empirical work. This research aims to identify the quality attributes of most present on TripAdvisor feedback's from Brazilian tourists providing tourist attractions managers a new perspective analysis and management. This study is classified as exploratory and descriptive, quantitative, study type netnographic field. We used the TOURQUAL protocol for classification and data analysis. The sample consisted of 57 409 comments in Portuguese and 10,892 in English from eight Brazilian tourist destinations. The analysis was performed through TLAB software and descriptive statistics. The main results indicate that the more attributes present in the comments of the tourists are those related to location / access, aesthetics and infrastructure. Noteworthy is also the security attributes, cost / benefit, weather, service and entertainment. The research provides the tourism managers a view which attributes can be the focus of analysis and development of improvement actions.

KEY WORDS: *service quality, tourist attractions, quality attributes, TOURQUAL.*