

QUALITY PERCEIVED IN A LUXURY HOTEL IN RIO DE JANEIRO (BRAZIL)
Contrasts between Managers Perspectives and Spontaneous Customer Evaluations

*Fernando Oliveira de Araujo
Flávio Basta
Universidade Federal Fluminense
Rio de Janeiro, Brasil*

The diffusion of the practice of sharing moments experienced by users offers significant impacts to hotel management in terms of reputation and perceived value. Therefore, the identification of essential requirements from the customer's perspective and the capacity of both learning and response of hotel managers have become relevant factors in this sector, particularly for the high luxury segment. This research aimed to establish a confrontation between quality attributes perceived by customers on spontaneous online evaluations, after experiencing the services of a five-star hotel, and the perception of the establishment's management team about quality requirements. In methodological terms, in order to capture the perception of customers, the research analyzed the data from 571 evaluations about the subject-hotel studied on the TripAdvisor, while for the research with the managers, individual interviews were conducted with six professionals who work directly in the administration of the establishment. As a result, there were gaps between the perceptions of clients and those of managers, especially regarding the physical / structural dimensions, operational processes and team training, which signals the urgency of actions aimed at narrowing these gaps.

KEY WORDS: *Service management, quality management, quality in services, perceived quality, customer expectation, hospitality, tourism.*