

THE TOURIST'S PERCEPTION ABOUT THE ATTRIBUTES OF ACCOMMODATIONS IN BRAZIL

An Analysis Based on Online Comments

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The purpose of this article is to analyze the main attributes valued by the tourists that made comments, in the online TripAdvisor page, about the accommodations visited in the Bonito city, one of the most important ecotourism destinations of the Brazilian Midwest. To do so, a qualitative research was carried out, based on principles of netnography, in which 516 comments and more than 38,000 entries were extracted from the TripAdvisor online page and systematized using the Iramuteq software. In summary, we found that breakfast, the details of the employee's behavior, the quality of the services and the infrastructure of the rooms are aspects valued by the consumers of accommodations, depending on the type of enterprise in which the tourist host, and the evaluation of these enterprises.

KEY WORDS: *Tourism, accommodations, netnography, Iramuteq, TripAdvisor.*