

MARKETING

termine the marketing planning strategy. The companies recognition of a globalised luxury and the discovery of a global market niche with huge growth potential, make us state that there are still growth opportunities that have not been exploited.

KEY WORDS: Internationalization, Benchmarking, Branding, Fashion Markets

ANÁLISIS IMPORTANCIA-UTILIZACIÓN DE LAS PRÁCTICAS DE LOS HOTELES DE GALICIA ANTE LAS CATÁSTROFES

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ABSTRACT: This work focuses on management practices performed by the hotel sector due to the impact of a disaster on a destination. A questionnaire is presented to the hotel managers to assess the importance and performance of sixteen practices grouped into four categories: industry efforts, costs cutting, marketing and rate reduction. The results show that the behavior of the hotels in the crisis is rational and measures related to cost cutting are the most consistent in these situations. In addition, marketing efforts targeted toward the domestic market and the major market players as well as promotions carried over the internet are essential to cope with the setbacks of the crisis.

KEY WORDS: Importance-performance analysis, disasters, crisis management, hotels, tourism

VISITORS' PERCEPTION ON CITY IMAGE: THE CASE OF COVILHÃ, PORTUGAL

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ABSTRACT: The Place Marketing shall be used and perceived by local governments, as a tool that plays a fundamental role for economic development, social, political and sustainable development of countries, regions or cities, for these posts can be marketed so efficiently, as the companies selling products and services. The objective is to devise a place to meet the needs of different targets, which make a place becomes attractive, which has conditions to live, work, invest, do business and to make a visit to condition tourist. Place marketing theoretical framework is used in this paper to assess visitors' perception on city image, using a case study of a Portuguese city.

KEY WORDS: Place Marketing, City Marketing, City Image, Marketing, Tourism

GESTIÓN DE LAS RELACIONES CON EL CLIENTE: ANÁLISIS DE LAS DIMENSIONES CLAVE DE LOS SISTEMAS CRM EN EL ÁMBITO DEL SECTOR HOTELERO ESPAÑOL

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ABSTRACT: Touristic processes are characterized by the interaction, complementarity and cooperation of the different agents that take part in a destination. This means that relationship marketing and its most immediate application, Customer Relationship Management (CRM), shape up as a key element of competitiveness, especially in an environment dominated by information technologies. The high rate of failure in the implementation and performance of CRM strategies, as well as the dispersion of the conceptual frameworks of reference, make reflection about the identification of the necessary key factors to success. The present study identifies, based on a sample of 110 Spanish hotels, the key factors for each one of the three dimensions of CRM, strategic, operational and analytical, the relationship between them and their influence on performance of the hotels.

KEY WORDS: Customer Relationship Management (CRM), Hospitality, strategic CRM, operational CRM, analytical CRM

FACTORES CHAVE QUE INFLUENCIAM A SATISFAÇÃO DOS ALUNOS DE UMA IES: ESTUDO DE CASO DA ESTIG.

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ABSTRACT: In a competitive environment the Higher Education Institutions looking for a distinctive position and reference in the field and the market where they operate, in order to attract students and fight for their survival, which need to identify the main factors which influence customer satisfaction, to create competitive advantages. Thus, purpose of this study was to recognize the factors that the students preponderate in choosing the School of Technology and Management of Bragança and identify the key factors that influence satisfaction. The results obtained we identified the following seven factors that students consider to be most important for the Institution: Student Costumer Service; Education Quality; Student Social Support; Library Services; Teachers' Skills; Extra-Curricular Activities and Methods of Learning Support. According with Importance-Satisfaction Analysis we concluded that students are satisfied with the factors they

considered important and with the services provided by the institution.

KEY WORDS: Student Satisfaction, Higher Education Institutions, Factor Analysis, Importance Satisfaction Analysis

PROPUESTA DE UN MODELO DE ACEPTACIÓN DE LOS NUEVOS SERVICIOS DE PAGO CON MOVIL EN REDES SOCIALES ENTRE LOS JOVENES

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ABSTRACT: The relevance of electronic commerce has resulted in recent decades has led to the implementation of mobile commerce. This new form of marketing and payment has been developed by advances in ICT. While it is true that literature is beginning to analyze the importance of this new concept, the aim of this exploratory study is to demonstrate the level of importance of this tool among young people and how their use in social networks can facilitate new ways precisely supported payment on mobile terminals with Internet connectivity. From these previous contributions we propose a behavior model supported by the technological acceptance model to be validated in future.

KEY WORDS: E-Commerce, M-Commerce, redes sociales, jóvenes, modelo TAM

¿EL GENERO COMO ELEMENTO MODERADOR DE LA SATISFACCION EN BANCA ELECTRONICA?*

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ABSTRACT: The importance of electronic banking has meant as an alternative channel in the marketing of products and services and the cost savings resulting from their use has caused significant changes in the financial sector in last years.

Electronic Banking has become a differentiator between financial institutions so that they try to increase the level of customer satisfaction fulfilling the expectations that they manifest, for this reason the objective of this study is to determine the factors influencing the satisfaction of users of electronic banking according to a behavioral model

proposed and to determine the influence of the variable in our analysis gender as a moderator of these relationships.

KEY WORDS: Satisfaction, Electronic Banking, expectations, gender

EFICACIA DE LA PUBLICIDAD EN REDES SOCIALES: ANÁLISIS DE FORMATOS

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ABSTRACT: The Socials networks are expanding through the world, with a massive participation of people. The way to monetize this fast growth comes from advertising, so it clearly results convenient to research the effectiveness of Internet advertising. This study intends to measure if investments done in most used advertising formats are really effective. In order to obtain results, this research has tried to measure the efficacy of the most used advertising formats in Internet social nets, more concretely, ads sponsored by banners and sponsored promotional video, by an experimental web page. The context for measurement has taken place in one of the social nets with highest diffusion at an international level. Results show differences in the advertising efficacy showed by the used formats, not having any influence the degree of experience of the user with social nets as a determinant factor of such efficacy nor the implication degree with the experimental task.

KEY WORDS: Advertising effectiveness, social networks, banner, video advertising

EL PROCESO DE BÚSQUEDA DE INFORMACIÓN DE LOS TURISTAS: SU INCIDENCIA EN LA PLANIFICACIÓN DEL VIAJE Y LA TOMA DE DECISIONES EN DESTINO

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ABSTRACT: This research examines the information search process in tourism, distinguishing different periods in the tourist decision process, and presents a model to analyze the value of the information for the tourist at destination. The results indicate that the sources of information, and the search intensity performed by the tourist to plan the trip, differ from the search and sources used at destination, and how this information becomes essential to understand the tourist decision process in the different stages. In addition to that, different targets are presented, in connection to the information sources and the search intensity in the different stages of the decision process. Finally, and as a part of the conclusions, some tourism