Abstract
Tourist activity in Venezuela, despite efforts, has failed to a great extent; however, it is an alternative to the region’s economic development. The study of the competitiveness for the tourism sector is relevant, where quality and accommodation services are key components. Therefore, the quality of accommodation services in Mérida State is analyzed, from integrated gaps model of service quality, in order to contribute to the design of rules and standards for quality services. Through analytic research and a stratified random sampling, users’ expectations showed several gaps, even when service providers design standards according to the user’s expectations, the fail to comply with them. Nevertheless, the emphasis in the design of strategies to service standards and indicators according to customer expectations must be done.

Keywords
Service quality, Tourism, Accommodation, Management indicators.