Abstract

Venezuelan tourism is a developing activity. Táchira is one of the states with a natural capability to develop this activity, however natural scenery are not just it, It also requires people who takes advantage of it and exploit this potential implying that human resources are vital for the success of this activity. In Táchira there is not an adequate training an formation for the guesthouse personal not to mention that it does not exist a register or a tool capable of measuring the performance of the employ or even valuing the service. For this reason it's proportionated a tool based in competences to be used by personal in this establishments capable of improve management. we have identified the determines of quality services based in a questionary obtain throughout servqual variables and it was applied to 400 users; results indicate as key positions: a chambermaid and a receptionist, then it was identified the competence profiles, the generic and specific competences to finally acquire the tool "competence profile with a superior scale of performance"

Keywords

Tourism, Tourist Guesthouse, Human Resource, Competence Profile.