The paper presents the main results of a study on tourist service companies in relation to quality management, from the theoretical perspective of social capital. From a qualitative perspective, and taking the mode of multiple case studies, it is investigated in eighteen tourism companies in the city of Mar del Plata its culture of quality level, and are identified the key factors in making decision for the implementation of Quality Management Systems. The results show that the surveyed companies have not established a culture of quality oriented towards excellence. Besides, cognitive and structural components of social capital are limiting the development of this culture. Thus, the cultural and high management profile of the organizations is constituted as one of the main limiting factors.

KEY WORDS: tourism companies, social capital, quality management, Mar del Plata.