



Customer Service in Tourism and Hospitality (Paperback)

By Simon Hudson, Louise Hudson

Goodfellow Publishers Limited, United Kingdom, 2012. Paperback. Book Condition: New. 244 x 188 mm. Language: English . Brand New Book. Customer service is of critical importance for the for the tourism and hospitality sector now more than ever before as customers are looking to increase value for money and are less forgiving of mediocre service. However, despite its importance, quality customer service is the exception rather than the norm in many parts of the world. Customer Service for hospitality and tourism: the lost art is a unique text and vital to both students and practitioners as it explains not only the theory behind the importance of customer service but also acts as a guidebook for those wishing to put this theory into practice. In essence it is the whys and hows of customer service. It is easy to read, very current, and full of references to all the latest research from both academic and practitioner literature. Chapters cover important topics such as the financial and behavioural consequences of customer service, consumer trends influencing service, developing and maintaining a service culture, managing service encounters, the importance of market research, building and maintaining customer relationships, providing customer service through the servicescape, the...



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