



Improving Tourism and Hospitality Services

Eric Laws

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Consumer satisfaction is a key issue for all those involved in tourism and hospitality services. Through a multitude of case studies, this book explores the challenges of managing tourism and hospitality businesses in order to produce maximum customer satisfaction. It outlines the various frameworks available for the study of tourist satisfaction, before examining service delivery systems and definitions of quality. It then discusses the role that marketing can play in tourism and hospitality services, and the ways in which hospitality and tourism services can be improved. The book contains examples of customer dissatisfaction, and examples of organizations that have succeeded in providing profitable services with high levels of customer loyalty.

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