

SERVICE FAILURES & STRATEGIES FOR RECOVERY IN TOURISM SECTOR

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Abstract— Although tourism organizations may have customer satisfaction as a major goal, not all tourism experiences are satisfactory from the customer perspective. Service failures can and do occur. Tourism may be particularly susceptible to the problem of service failures because of number of different service providers involved and that fact that it is an important and heavily people based service. If the service failures cannot be avoided then organizations must have clear strategies for responding to service failures and minimizing the adverse impact of customer complaints.

This paper assess the types and magnitude of service failures experienced by tourist guests and it evaluates the service recovery strategies used by travel and tourism to prove their effectiveness; and discover whether or not there were differences in attitudes and behavior of customers. Strategies that organization can use are to manage the outcomes of dissatisfying service experiences. This paper also aims to give insights into customers' perceptions and response regarding service failure and recovery and to try to draw a parallel between consumers in a developing economy like India.

To succeed, service businesses travels and tourism must offer their customer's high-quality and

reliable service. However, many of the characteristics that

make services unique also make it difficult to ensure consistently correct performance. To promptly identify and correct errors when they occur, service managers have been advised to include recovery steps in their service processes. To fully understand and retain their customers, firms must understand what customers expect, when service failures occur, and should implement effective strategies for service recovery.

Keywords—*Perception, Service failure, Tourism.*

I. INTRODUCTION

Services marketing is marketing based on relationship and value. Marketing a service-base business is different from marketing a product-base business. One of the most important basic principles in marketing is that organizational performance is enhanced by satisfying