

1. Record Nr.	UNINA9910458769803321
Autore	Noe Francis P. <1939->
Titolo	Tourist customer service satisfaction : an encounter approach / / Francis P. Noe, Muzaffer Uysal and Vincent P. Magnini
Pubbl/distr/stampa	New York : , : Routledge, , 2010
ISBN	1-136-97597-7 1-136-97598-5 1-282-88283-X 9786612882838 0-203-85236-2
Descrizione fisica	1 online resource (204 p.)
Collana	Advances in Tourism
Altri autori (Persone)	UysalMuzaffer MagniniVincent P
Disciplina	910.68/8
Soggetti	Tourism - Management Hospitality industry - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Book Cover; Title; Copyright; Contents; About the authors; Introduction; 1 Defining encounter theory; 2 Encountering interactive roles; 3 Knowing the travel customer's role; 4 Managing the travel situation; 5 Positioning the travel provider; 6 Appealing to the travel and provider roles; 7 Nuances of interpersonal interactions; 8 Going beyond satisfaction to loyalty; 9 Where do we go from here?; Bibliography; Index
Sommario/riassunto	Customer satisfaction and loyalty in the tourism sector is highly dependent upon the behaviours of front-line service providers. Service is about people, how they relate to one another, fulfill each other's needs and ultimately care for each other. Yet surprisingly there are few or any books which focus on the detailed specifics of the social exchange and interaction between the service provider and customer. Tourist Customer Service Satisfaction fully explores this relationship by defining the specific kind of verbal and non-verbal messages needed for successful exchanges, o

