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# MEASURING SERVICE QUALITY AND IT'S IMPACT ON TOURISTS' SATISFACTION



Measuring Service Quality  
and It's Impact on Tourists'  
Satisfaction  
A Case of Gadek Hot Spring In Malaysia



LAP Lambert Academic Publishing Apr 2013, 2013. Taschenbuch. Book Condition: Neu. 223x152x12 mm. Neuware - The global spa industry is still in its infancy even though it is the fastest growing leisure industry. Besides hospitality industry the spa industry is also integrated with other branches and fields, such as architecture, property development, landscape design, fashion, food and beverage, fitness and leisure personal development as well as traditional medicine. To stand out in the hot spring industry, good service quality has...

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- Authored by Hadi Ganjalikhan Hakemi
- Released at 2013



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