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Measuring Service Quality and Its Impact on Tourists' Satisfaction

By Hadi Ganjalikhan Hakemi

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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 become the most important issue for competitiveness. Therefore, the purpose of this book is to discover what services must be offered and moreover, recognizing the key criteria which influence to raise customer satisfaction and to encourage repeat customers for perpetual business in hot spring. This book is also suggested to hotel proprietors as a guide in order to improve customer expectations of service quality and actual performance perceive. 104 pp. Englisch.



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