

Chapter 7

Enhancing Service Excellence in the Hospitality Industry Through Effective Service Recovery From Failures

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ABSTRACT

The hotel sector is a fiercely competitive and continuously expanding industry with a multitude of difficulties and prospects. The objective of this study is to investigate the significant impacts of providing high-quality service and effectively managing service recovery on both visitor happiness and the overall success of enterprises in the tourism industry. This study utilises a qualitative methodology, specifically focused on conducting focus group interviews. The results of this study will aid in the continuous endeavours to improve customer satisfaction and promote the success of the hotel and tourism sectors. The knowledge gained from experts in the industry will provide a clear understanding of the strategies and viewpoints that contribute to the success of firms in this field. It acknowledges the importance of aligning the expectations of management and customers in order to provide great service.

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1. INTRODUCTION

In the fiercely competitive landscape of the hospitality industry, success hinges on the intertwined pillars of customer satisfaction and the consistent provision of high-quality services. Businesses operating in this sector must be steadfast in their commitment to delivering not only top-tier services but also quality products, recognizing them as fundamental determinants of their overall prosperity. To achieve continuous success in the ever-changing hospitality sector, it is crucial to have a steadfast dedication to providing excellent service, as this is a fundamental aspect. While striving to provide flawless guest experiences, it is unavoidable that service failures will occur. However, these errors offer organizations a chance to demonstrate their commitment to customer satisfaction. This research paper explores the crucial domain of improving service excellence in the hotel industry by examining the effectiveness of service recovery in addressing shortcomings. The interaction between providing exceptional service and addressing service failures is crucial, as organizations need to not only aim for perfection but also have effective systems in place to correct any deviations from the highest level of guest expectations. In the face of the challenges posed by the ever-evolving consumer demands, the hotel industry must prioritize the flawless recovery from service failures as a crucial strategic necessity. The study analyses the intricate dynamics of service recovery by employing a scholarly methodology. It will investigate the impact of service recovery on overall service quality, customer happiness, and loyalty. This study aims to provide a thorough understanding of the interdependent connection between service excellence and service recovery in the hospitality industry. It will achieve this by combining academic literature, case studies, and empirical insights. The main goal of this research is to offer practical insights for both hospitality professionals and academics. It aims to promote a culture of constant improvement and adaptability in dealing with service-related difficulties. This will help strengthen the basis of providing excellent service in the constantly changing hospitality industry.

1.1 Objectives of the Study

1. Examine the effect(s) of service excellence and service recovery on customer satisfaction in hotels.
2. Investigate the relationship between service recovery and service failures in hotels.

1.2 Service Excellence: An Overview

Service excellence represents the highest level of client-centricity, embodying a philosophy that converts transactions into memorable experiences and elevates enterprises to become paragons of customer happiness. Service excellence is far more than a series of procedures; it is a comprehensive dedication to exceeding client expectations at every interaction. It encapsulates the belief that client contacts should not be seen as just transactions, but rather as chances to establish enduring impressions and cultivate relationships. In the ever-changing and highly competitive world of service-oriented businesses, the quality of service becomes the distinguishing element that propels a brand from being good to outstanding. An essential element of providing exceptional service is comprehending the customer's path, predicting their requirements, and devising solutions that surpass mere satisfaction. It goes beyond the traditional service approach, encompassing empathy, attentiveness, and a sincere desire to surpass client expectations.

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