



Service Quality in Leisure, Events, Tourism and Sp (Paperback)

By John Buswell, Christine Williams, Keith Donne

CABI Publishing, United Kingdom, 2017. Paperback. Condition: New. 2nd edition. Language: English . Brand New Book. Service quality is at the forefront of how the leisure, events, tourism and sport (LETS) sectors operate. An important consideration for any business, and therefore any student of the subject, this new edition of a successful textbook addresses the key points and principles of managing service quality across the industry sector. Fully updated and enhanced, it: - Covers areas such as the experience economy, capacity management and service culture, as well as methods for measuring quality and satisfaction. - Includes numerous case studies to help students apply classroom-based theory to practice. - Is packed with student-friendly pedagogy and full colour illustrations throughout to enhance the learning experience. Considering the underpinning theory of service quality, this book informs the reader of the practical application of service quality management tools and techniques in an industry with distinctive features and challenges. An invaluable read for students within the LETS sectors, it also provides a useful refresher for practitioners working in the industry.

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