



# **Tourist Customer Service Satisfaction: An Encounter Approach (Advances in Tourism)**

*Francis P. Noe, Muzaffer Uysal, Vincent P. Magnini*

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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, outlining how the service provider ought to behave & cope in a situation as well as detailing positive approaches that enhance a service provider's role performance. The book uses encounter theory to examine the customer – provider relationship as well as drawing on current research and theories from hospitality, tourism, management, psychology bodies of literature. In doing so the book offers important insight into how employee – centric competitive advantage in this sector can be achieved in various markets.

This book is unique in its approach by focusing on the specifics of the social exchange and interaction between the service provider and customer. It therefore offers a novel synthesis of knowledge on service satisfaction in the tourism sector which will serve as valuable pedagogical and research reference for students and academics interested in hospitality and tourism.

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