EVALUATION OF SERVICE RECOVERY STRATEGIES

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Abstract

Tourism has become an important revenue generator for Shkodra development. Hospitality sector is both support and depends on tourism. Hospitality sector is heavily people-based, requiring various interactions with the customers and the coordination of different service providers. In addition, since production and consumption are taking place at the same time, it is impossible to eliminate service failure. In 2000, Andreessen observed that service recovery research only focused on why, to whom, and how customers responded to dissatisfaction. Moreover, Ruyter and Wetzels (2000) revealed that very little research had examined the relationship between service recovery and service quality variables (i.e. on-going customer satisfaction, loyalty and behavioral intentions). Additionally, different examples and strategies will be presented to identify the most effective approaches recommended to be practiced.

*Keywords***:** *hotel, service recovery, service quality, service failure.*