

The Impact of Service Failures and Recovery in the Hotel Industry on Destination Image

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Abstract

The previous literature examined service failures and the effectiveness of service recovery policies in hotels concentrating on the impact of the recovery on the provider. This study investigates whether the impact of a service failure and recovery in a hotel further expands on the image of the destination where the hotel is located. For the purposes of this study seventeen in-depth interviews with tourists, hotel managers and destination managers were conducted. Results show that tourists perceive such incidents as part of the destination evaluation. Destination managers, unlike hotel managers, seem to have acknowledged that. Several managerial and theoretical implications are provided.

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