# Service Failure and Recovery in Tourism: A Study of CEM Approach

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ABSTRACT

The value of leisure traveling is increasing lately, however some mistake made in the process of service causes the customers negative emotions. This research is studying what kinds of service failure that tourism made by following customers viewpoint. After collecting fourteen customers complaining stories and using Subjective Sequential Incidents Technique (SSIT) to analysis those stories. The study discover that the SSIT analysis can prove that service failure has found out mistakes that travel agency had never notice. The conclusion is that SSIT can find out what causes the failure than CIT. Moreover, the work presents a concept framework with five kinds of classification, such as comprise cause affairs, recessive, the appropriate response, dramaturgy, and admonish to explained service failure.

Keywords : service failure ; service recovery ; customer experience management ; service blueprint ; dramaturgical theory ; subjective sequential incidents technique

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