

Service Failure and Recovery in Tourism: The Research of the SSIT Approach

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ABSTRACT

Dr. Chung brought up a new displace type -SSIT (Subjective Sequential Incidents Technique) in 2006, which was addressed to the defect of CIT. It systemizes "the model of the process of the service mistake". It also provides more integrity of the customer service and complaint system for very special industries. The study uses the SSIT, to analysis the anger (negative) experience of tourism customers own opinion, from the factor their projective opinion, try to know the missing message of the tourism, and also build the subjective service delivery blueprint of tourism projective service, separate the anger experience of customers into 7 stages. This research have 6 points of concept framework they are comprise cause affairs, recessive, the appropriate response, dramaturgy, admonish, and recovery. They are the concept that have not been pointed out in nowadays research.

Keywords : service failure ; subjective sequential incidents technique ; critical incident technique ; service delivery blueprint

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