

Chapter 1

Introduction: The Metamorphosis of Service

STUDY OBJECTIVES

Having completed this chapter, readers should be able to:

1. understand the growing importance of service industries in the modern economy, with particular emphasis on the hospitality and tourism sectors;
2. have a clear understanding about the complex nature of service and of the concept of service management;
3. understand the evolution of management from traditional or manufacturing focused management to service management;
4. be clear about the interconnections among tourism, hospitality, and service; and
5. understand the cross-functional nature of services within service provision and the interdependence of service providers in both the hospitality and tourism industries.

OUTLINE

- ▶ Prologue
 - ▶ Transformation of service management principles in hospitality and tourism amid the COVID-19 pandemic
 - Introduction
 - ▶ New principles of service management
 - Health, safety, and hygiene
 - Technology integration and digitization
 - Flexibility and adaptability
 - Localized tourism and sustainable practices
 - Communication and transparency
 - Employee wellness and support

Service moments
Service packages
Services
Servitization
Support services

Technological innovations
Total experience
Tourism service
Value co-creation

PROLOGUE

Transformation of service management principles in hospitality and tourism amid the covid-19 pandemic

Introduction

The COVID-19 pandemic has left an indelible mark on the hospitality and tourism industry, forcing a reevaluation and transformation of service management principles. While the situation presented unparalleled challenges, it also provided an opportunity for the industry to evolve and innovate, paving the way for a safer, more resilient, and customer-centric future. As we move forward, new principles will continue to shape the industry, turning the crisis into a catalyst for long-lasting positive change.

New principles of service management

Health, safety, and hygiene

First and foremost, the pandemic has elevated health, safety, and hygiene standards to paramount importance. Service providers have been compelled to introduce comprehensive cleaning and sanitation protocols, ranging from contactless check-ins and digital menus to frequent sterilization of rooms and shared facilities. These enhancements have transitioned from being value-adds to fundamental necessities, essential for reassuring guests and employees alike about their well-being.

Technology integration and digitization

Digital transformation, already on an upward trajectory, accelerated significantly during the pandemic. With social distancing norms and reduced physical interactions, technology became an indispensable part of service management. Innovative solutions like mobile apps for booking and contactless payments, AI-powered chatbots for 24/7 customer service, virtual tours, and augmented reality experiences became integral components of the industry, enhancing customer experience while ensuring safety.

Technology has facilitated the transition to digital platforms for many service industries, particularly during the COVID-19 pandemic. Almost overnight, businesses had to pivot to online delivery models, and consumers quickly adapted to this change. This digital shift wasn't just confined to the e-commerce or entertainment sectors. Other industries like health care and education saw a rapid adoption of telehealth and remote learning platforms.