CONTENTS

LIST OF CONTRIBUTORS

EDITORIAL BOARD

PREFACE

CHAPTER 1  CUSTOMER AND HOSPITALITY SERVICE-PROVIDER DRAMAS: STORIES, EXPERIENTIAL LEARNING EXERCISES, AND DEEP ASSESSMENT
    Arch G. Woodside, Po-Ju Chen, Rouxelle De Villiers and Tzung-Cheng (T.C.) Huan 1

CHAPTER 2  IT IS NOT ABOUT COMPENSATION: RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
    Tze-Jen Pan and Tzung-Cheng (T. C.) Huan 7

CHAPTER 3  HOT CHOCOLATE SCALDS A CHILD: RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
    Chin-Fa Tsai and Tzung-Cheng (T. C.) Huan 15

CHAPTER 4  THE CHALLENGE IS TO BE CUSTOMER-ORIENTED! RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
    Chris A. Vassiliadis and Tzung-Cheng (T. C.) Huan 21
CHAPTER 5 WHY CAN'T I JUST UP AND GO? RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
Xinhua Guan and Tzung-Cheng (T. C.) Huan 27

CHAPTER 6 THE MISSING ELECTRONIC PASSENGER TICKET: RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
Yaoqi Li and Tzung-Cheng (T. C.) Huan 33

CHAPTER 7 DECISION-MAKING IN PUBLIC HOSPITAL DURING ECONOMIC CRISIS
Anestis K. Fotiadis and Tzung-Cheng (T. C.) Huan 39

CHAPTER 8 THE SHOW MUST GO ON! RESOLVING CUSTOMER COMPLAINTS IN EVENTS MANAGEMENT
Nikolaos Stylos and Tzung-Cheng (T. C.) Huan 45

CHAPTER 9 MISTAKE OF ROAMING NETWORK SERVICE: RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
Aunyaporn Nuntapat and Tzung-Cheng (T. C.) Huan 51

CHAPTER 10 THE TRANSACTION ERROR: SUPPLIER'S MISTAKE IN THE TRANSACTION
Srirung Klinjan and Tzung-Cheng (T. C.) Huan 57

CHAPTER 11 MEDICAL INSURANCE MAYHEM: ONE WOMAN'S STRUGGLE FOR INFORMATION
Rachael Bish and Rouxelle De Villiers 63

CHAPTER 12 IF IT AIN'T BROKE: RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
Kiran Dullabh and Rouxelle De Villiers 71

CHAPTER 13 THE DREADED DENTIST VISIT: A TALE OF TRAUMA, TEARS, AND POOR TREATMENT
Jarom Murphy and Rouxelle De Villiers 77
CHAPTER 14  A CLEAN, MEAN, BROKEN MACHINE: RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
Tom O’Hara and Rouxelle De Villiers 85

CHAPTER 15  THE ONCE AND FUTURE FASTFOOD KING. RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
Korey Rubenstein and Rouxelle De Villiers 93

CHAPTER 16  IF A BONSAI TREE FALLS IN A DANISH FOREST: WHEN A COPENHAGEN FRONT-DESK AGENT MEETS A JAPANESE TOUR GUIDE
Berit E. Simonsen and Po-Ju Chen 103

CHAPTER 17  TO POLICE OR TO PLEASE: BOXED LUNCH COURTESY AT THE BREAKFAST BUFFET
Eusebio C. Leou and Po-Ju Chen 111

CHAPTER 18  WOWIESATISFY ONLINE CANCELATION: CUSTOMER CHARGED AFTER CANCELING MEMBERSHIP
Rachel A. Jared and Po-Ju Chen 119

CHAPTER 19  OUT OF SOUP: RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
Tara Redding and Po-Ju Chen 127

CHAPTER 20  DILEMMA IN A HIGH-SPEED TRAIN: RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
Rüdiger Niemz and Po-Ju Chen 133

CHAPTER 21  CAN CONCIERGE CLASS OFFER CONCIERGE SERVICE FOR OUR CRUISE VACATION? RESOLVING CUSTOMER COMPLAINTS IN HOSPITALITY MANAGEMENT
Irini L. F. Tang and Po-Ju Chen 139
CHAPTER 22  FRONT-DESK AGENTS
VERSUS FLIGHT ATTENDANTS — “CAN YOU
JUST CHECK ME IN?” RESOLVING CUSTOMER
COMPLAINTS IN HOSPITALITY MANAGEMENT
Yang-Su Chen and Po-Ju Chen 147

CHAPTER 23  WHEN IN ROME – INTERCULTURAL
COMPETENCY AND INTERCULTURAL SENSITIVITY
IN HOSPITALITY MANAGEMENT EDUCATION
Anna Hammershøy and Po-Ju Chen 155

CHAPTER 24  LIFE VEST OR STRAITJACKET?
ENGAGING CUSTOMERS IN THE CRISIS
MANAGEMENT SERVICE ENCOUNTER
Cheng Zhang and Po-Ju Chen 163

CHAPTER 25  STRIKE THREE. YOU’RE OUT! SERVICE
RECOVERY IN RETAIL BANKING SERVICES
Jiangeng Yeh and Po-Ju Chen 171

CHAPTER 26  NONAME NIGHTMARE:
RESOLVING CUSTOMER COMPLAINTS
IN HOSPITALITY MANAGEMENT
Gina Ryan and Rouxelle De Villiers 179

INDEX 187