

**BIBLIOGRAFÍA**

- Anderson, S., Pearo, L. K., y Widener, S. K. (2008). Drivers of service satisfaction: linking customer satisfaction to the service concept and customer characteristics. *Journal of Service Research*, 10 (4), 365-381.
- Bardi, J. A. (2003). *Hotel front office Management* (3ra ed.). New Jersey: John Willey and Sons.
- Becker, C. (2000). Service recovery strategies: the impact of cultural differences. *Journal of Hospitality and Tourism Research*, 24, 526-538.
- Bell, C. R., y Zemke, R. E. (1987). Service breakdown: the road to recovery. *Management Review*, 76 (10), 32-35.
- Bell, S. J., y Luddington, J. A. (2006). Coping with customer complaints. *Journal of Service Research*, 8, 221-223.
- Blodgett, J. G. (2002). A bayesian network model of the consumer complaint process. *Journal of Service Research*, 2, 321-338.

- Bolton, R. N., y Lemon, C. N. (1999). A dynamic model of costumers' usage of services: usage as an antecedent and consequence of satisfaction. *Journal of Marketing Research*, 36, 171-186.
- Boshoff, C. (2002). Service advertising: an exploratory study of risk perceptions. *Journal of Service Research*, 4, 290-298.
- Brady, M. K., y Cronin, J. J. (2001). Customer orientation: effects on customer service perceptions and outcome behaviours. *Journal of Service Research*, 3 (3), 241-251.
- Cai, L. A., y Hobson, J. P. (2004). Making hotel brands work in a competitive environment. *Journal of Vacation Marketing*, 10 (3), 197-208.
- Choi, T. Y., y Chu, R. K. (1999). Consumer perceptions of the quality of services in three hotel categories in Hong Kong. *Journal of Vacation Marketing*, 5 (2), 176-189.
- Clark, R. A., Hartline, M. D., y Jones, K. C. (2008). The effects of leadership style on hotel employees' commitment to service quality. *Cornell Hospitality Quarterly OnlineFirst*, 1-23.
- Cranage, D., y Sujan, H. (2004). Customer choice: a preemptive strategy to buffer the effects of service failure and improve customer loyalty. *Journal of Hospitality and Tourism Research*, 28, 3-20.
- Crange, D. A. (2004). Conservative choice, service failure, and customer loyalty: testing the limits of informed choice. *Journal of Hospitality and Tourism Research*, 28, 327-345.

- Davidow, M. (2003). Organizational responses to customer complaints: what works and what doesn't? *Journal of Service Research*, 5, 225-250.
- Davidow, M. (2000). The bottom line impact of organizational responses to customer complaints. *Journal of Hospitality and Tourism Research*, 24, 473-490.
- DeWitt, T., y Brady, M. K. (2003). Rethinking service recovery strategies: the effect of rapport on consumer responses to service failure. *Journal of Service Research*, 6, 193-207.
- DeWitt, T., Nguyen, D. T., y Marshall, R. (2008). Exploring customer loyalty following service recovery: the mediating effects of trust and emotions. *Journal of service research*, 10 (3), 269-281.
- Dittmer, P. R. (2002). *Dimensions of the hospitality industry* (3ra ed.). New York: John Willey and Sons.
- Douglas, H. K., y Chung, B.G. (1999). Hospitality recovery strategies: customer preference vs firm use. *Journal of Hospitality and Tourism Research*, 23, 71-84.
- Gee, C. Y. (1994). *International hotels development and management*. Michigan: Educational Institute of the American Hotel and Motel .
- Harrison-Walker, L. J. (2001). The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4 (1), 60-74.

- Hernandez Sampieri, R., Fernandez Collado, C., y Baptista Lucio, P. (2003). *Metodología para la investigación*. México: Mc Graw Hill Interamericana.
- Hess, R. L., Ganesan, S., y Klein, N. M. (2003). Service failure and recovery: the impact of relationship factors on customer satisfaction. *Journal of the academy of marketing science*, 31, 127-145.
- Holloway, B. B., y Beatty, S. E. (2003). Service failure in online retailing: a recovery of opportunity. *Journal of Service Research*, 6, 92-105.
- Jones, D. L., Mccleary, K. W., y Lepisto, L. R. (2002). Consumer complete behaviour manifestation for table service restaurants: identifying sociodemographic characteristics, personality, and behaviour factors. *Journal of Hospitality and Tourism Research*, 26, 105-122.
- Keiningham, T. L., Perkins-Munn, T., y Evans, H. (2003). The impact of customer satisfaction on share-of-wallet in a business-to-business environment. *Journal of Service Research*, 6 (1), 37-50.
- Knutson, B. J., Beck, J. A., Kim, S., y Cha, J. (2009). Identifying the dimensions of the guest's hotel experience. *Cornell Hospitality Quarterly*, 50 (1), 44-55.
- Koermer, C. D. (2005). Service provider type as a predictor of the relationship between sociality and customer satisfaction. *Journal of Business Communication*, 42 (3), 247-264.

- Kwortnik, R. J. (2005). Safe guarding hospitality service when the unexpected happens: lessons learned from the blackout of '03. *Cornell Hotel and Restaurant Administration Quarterly*, 46, 13-39.
- Mason, D. D., Tideswell, C., y Roberts, E. (2006). Guest perceptions of hotel loyalty. *Journal of Hospitality y Tourism Research*, 30 (2), 191-206.
- Mattila, A. S. (2001). Do emotional appeals work for hotels? an exploratory study. *Journal of Hospitality and Tourism Research*, 25 (1), 31-45.
- Mattila, A. S. (2001). The impact of relationship type on costumer loyalty in a context of service failures. *Journal of Service Research*, 4, 91-101.
- Maztler, K., Renzl, B., y Rothenberger, S. (2006). Measuring the relative importance of service dimensions in the formation of price satisfaction and service satisfaction: a case of study in the hotel industry. *Scandinavian Journal of Hospitality and Tourism*, 6 (3), 179-196.
- Mccoll Kennedy, J. R., y Sparks, B. A. (2003). Application of fairness theory to service failures and service recovery. *Journal of Service Research*, 5, 251-266.
- Mccoll Kennedy, J. R., Daus, C. S., y Sparks, B. A. (2003). The role of gender in reactions to service failure and recovery. *Journal of Service Research*, 6, 66-82.
- Mccollough, M. A. (2000). The effect of percieved justice and attributions regarding service failure and recovery on post-recovery customer satisfaction and service quality acttiudes. *Journal of Hospitality and Tourism Research*, 24, 423-447.

- Mccollough, M. A., Berry, L. L., y Yadav, M. S. (2000). An empirical investigation of customer satisfaction after service failure and recovery. *Journal of Service Research*, 3, 121-137.
- Mittal, V., Kumar, P., y Tsiros, M. (1999). Attribute-level performance, satisfaction and behavioral intentions over time. *Journal of Marketing*, 63, 88-101.
- Moreno Gil, S., Hudson, S., y Aguiar Quintana, T. (2006). The influence of service recovery and loyalty on perceived service quality: a study hotel customers in Spain. *Journal of Hospitality and Leisure Marketing*, 14 (2), 47-68.
- Mount, D. J., y Mattila, A. (2000). The final opportunity: the effectiveness of a customer relations call center in recovering hotel guests. *Journal of Hospitality and Tourism Research*, 24, 514-525.
- Ninemeier, J. D., y Perdue, J. (2008). *Discovering hospitality and tourism* (2nda ed.). New Jersey: Pearson Prentice Hall.
- Oh, H. (2003). Reexamining recovery paradox effects and impact ranges of service failure and recovery. *Journal of Hospitality and Tourism Research*, 27, 402-418.
- Ok, C., Back, K.-J., y Shanklin, C. W. (2005). Modeling rolls of service recovery strategy: a relationship-focused view. *Journal of Hospitality and Tourism Research*, 29, 484-507.
- Olsen, L., y Johnson, M. (2003). Service equity, satisfaction, and loyalty: from transaction-specific to cumulative evaluations. *Journal of Service Research*, 5 (3), 184-195.

- Powers, T., y Barrows, C. W. (1999). *Introduction to management in the hospitality industry* (6ta ed.). New York: John Willey and Sons.
- Powers, T., y Barrows, C. W. (2006). *Introduction to the hospitality industry* (6ta ed.). New Jersey: John Willey and Sons.
- Prideaux, B., Moscardo, G., y Laws, E. (2006). *Managing tourism and hospitality services and international applications*. Cambridge: CAB International.
- Rese, M. (2005). Relationship marketing and customer satisfaction: an information economics perspective. *Marketing Theory*, 3 (1), 97-116.
- Roch, C. H., y Poister, T. H. (2006). Citizens, accountability, and service satisfaction: the influence of expectations. *Urban Affairs Review*, 41 (3), 292-308.
- Rust, R. T., y Zahorik, A. J. (1993). Customer satisfaction, customer retention, and market share. *Journal of Retailing*, 69 (2), 193-215.
- Rust, R., y Oliver, R. (2000). Should we delight the customer? *Journal of the Academy of Marketing Science*, 28 (1), 86-94.
- Simons Jr, J. V., y Kraus, M. E. (2005). An analytical approach for allocating service recovery efforts to reduce internal failures. *Journal of Service Research*, 7, 277-289.
- Smith, A. K., y Bolton, R. N. (2002). The effect of customers' emotional responses to service failures on their recovery effort evaluations and satisfaction judgements. *Journal of the Academy of Marketing Science*, 30 (1), 5-23.

- Sparks, B., y Fredline, L. (2007). Providing an explanation for service failure: context, content, and customer responses. *Journal of Hospitality and Tourism Research*, 31, 241-260.
- Su, C.-S., y Sun, L.-H. (2007). Taiwan's hotel rating system: a service quality perspective. *Cornell Hotel and Restaurant Administration Quarterly*, 48 (4), 392-401.
- Susskind, A. M. (2004). Accounted analysis of consumer complaints, remedies, and repratonage intentions regarding dissatisfying service experiences. *Journal of Hospitality and Tourism Research*, 29, 150-169.
- Susskind, A. M., Borchgrevink, C. P., Brymer, R. A., y Kacmar, K. M. (2000). Customer service behaviour and attitudes among hotel managers: a look at perceived support functions, standards for service and service process outcomes. *Journal of Hospitality yamp; Tourism Research*, 24 (3), 373-397.
- Susskind, A. M., Kacmar, K. M., y Borchgrevink, C. P. (2007). How organizational standards and coworker support improve restaurant service. *Cornell Hotel and Restaurant Administration Quarterly*, 48 (4), 370-379.
- Tideswell, C., y Elizabeth, F. (2004). Developing and rewarding loyalty to hotels: the guest's perspective. *Journal of Hospitality y Tourism Research*, 28 (2), 186-208.
- Tsaur, S.-H., y Wang, C.-h. (2008). Tip-collection strategies, service guarantees, and consumer evaluations of group package tours. *Journal of Travel Research*, 2 (10), 1-12.



- Vallen, G. K., y Vallen, J. (2000). *Check-in check-out* (6ta ed.). New Jersey: Prentice Hall.
- Voss, C. A., Roth, A. V., Rosenzweig, E. D., Blackmon, K., y Chase, R. B. (2004). A tale of two countries' conservatism, service quality, and feedback on customer satisfaction. *Journal of Service Research*, 6 (3), 212-230.
- Weber, K., y Sparks, B. (2009). The effect of preconsumption mood and service recovery measures on customer evaluation and behaviour in a strategic alliance setting. *Journal of Hospitality and Tourism Research*, 33, 106-125.
- Wirtz, J., y Kum, D. (2004). Customer cheating on service guarantees. *Journal of the Academy Marketing Science*, 32, 159-175.
- Woods, R. H., Ninemeir, J. D., Hayes, D. K., y Austin, M. A. (2007). *Professional front office management*. New Jersey: Pearson Prentice Hall.
- Zeithaml, V. A., Bitner, M. J., y Gremler, D. D. (2006). *Services marketing* (4ta ed.). New York: McGraw Hill Irwin.