

‘Cinecittà World’ Task: Observational Research and Service Recovery Analysis

Objective: To observe operational aspects of the amusement park's service delivery and analyze opportunities for service recovery in case of service failures.

Instructions:

1. Observational Research:

- Spend time observing various operational aspects of the amusement park.
- Focus on areas such as queue management, staff interactions with customers, cleanliness, signage, and overall organization.
- Take notes on what you observe, paying attention to both positive aspects and areas for improvement.

2. Identify Service Failure Scenarios:

- Based on your observations, identify potential scenarios where service failures could occur (e.g., long wait times, ride breakdowns, staff rudeness).
- Think about how these service failures could impact the overall customer experience and satisfaction.

3. Propose Service Recovery Strategies:

- For each identified service failure scenario, propose effective service recovery strategies based on service marketing principles.
- Consider strategies that can address the specific issue while also restoring customer satisfaction and loyalty.
- Provide rationale for why you believe each proposed strategy would be effective in resolving the service failure.

Submission:

- Upload a 3-4 Word page report within Google Drive by March 26th at 1pm