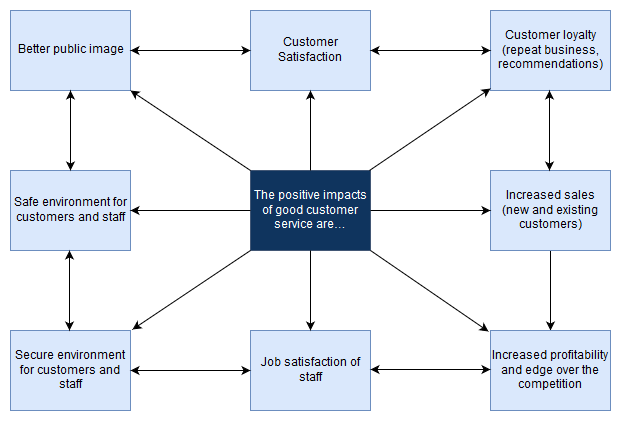
The impacts of customer service – Now for the negatives



# Now for the negatives

# Activity

You have seen how good customer service brings about positive impacts for tourism organisations. But the reverse is also true.

Using the diagram above and information from Resource 1, prepare a presentation, which clearly shows the negative impacts of poor customer service.