

## Chapter 5 Outline

Service and the Spa Experience  
Intangible Services Versus Tangible Products  
    The Nature of the Product  
    The Guest's Role in Production  
    People Are Part of the Product  
    Maintaining Quality Control  
    Perishable Inventories  
    The Importance of Time  
    Different Distribution Channels  
Creating an Experience  
Realms of Experience  
    Entertainment  
    Education  
    Escape  
    Esthetics  
Delivering on the Service Promise  
    Guest Loyalty  
    Touchpoints  
    Uncertainty and Concerns  
    Fluctuating Demand  
    Evaluation  
The Spa Experience

## Competencies

1. Explain the differences between a business that manufactures a product and one that delivers a service. (pp. 171–186)
2. Explain how to achieve superior service by creating memorable experiences. (pp. 186–191)
3. List the realms of experience. (pp. 191–195)
4. Describe the importance of delivering on the service promise. (pp. 196–209)