



Evaluation of an
event we attended
considering
customer
satisfaction



Swansea winter wonderland

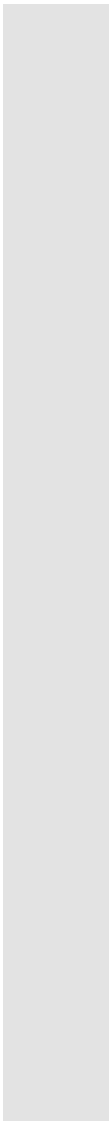
We attended Swansea's Christmas
winter wonderland



Customer service and the important role it plays In the overall satisfaction of customers

- Customer service plays a crucial role in the tourism and hospitality industry. **Especially in events**
- Good customer service encourages repeat customers, loyal customers, and reputability
- It's essential that organizations **prioritize excellent customer service** to maintain a competitive edge and a loyal valued customer base

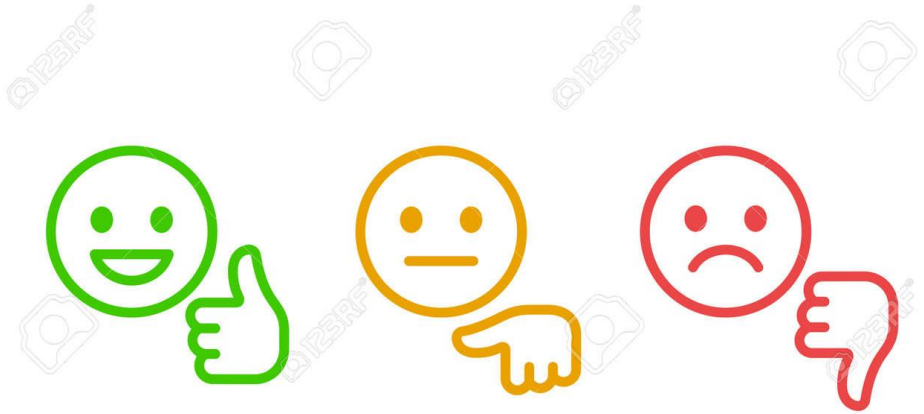
(mouawad, M. Kliener,B.H.(1996)



The use of the NPS score system applied

- The NPS system is a widely adopted by managers to identify the responses from customers about their products or services (keiningham,t.l.,cooil,b.,andreassen,t.w.aksoy,i.2007)

- 9-10 = promoters
- 7-8= passive
- 6 and under= detractor



- With the use of the NPS system we can understand the responses of customers easier and get a better understanding of areas to improve or develop to have an event with the most potential

(keiningham, t.l.,cooil,b.,Andreassen,t.w&aksoy,l.2007)

Where we come under the NPS

- Our experience came under the detector section of the scale as we scored our experience 0-6 out of 10
- We believe that there are improvements that could be made ensuring customer satisfaction and an event held to its full potential

(swanseawaterwinerland(2023)

(Mazireska et. al .,2020)

(swanseawaterfrontwinterland 2023[intagram]9,16,22 decmber)



the customer service
provided by the staff
working the event



access to transport



costs



range of
entertainment



Political/economic



social



environmental
impacts of the event

Elements of a successful event

Target customer base

- Families
- groups of people (students and young people)
- couples

Improvements to attract more people and gain a higher customer satisfaction

- Live characters for photo opportunities and a more immersive experience
- Live music/entertainment on at off peak times



Cost of living and its effect on the event.



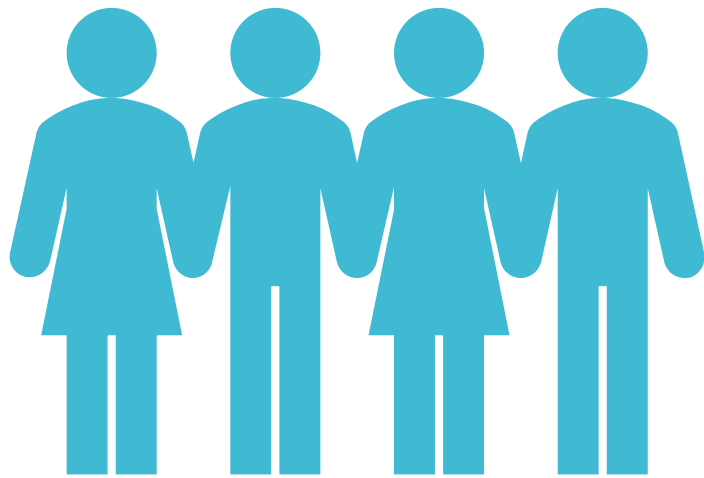
The cost of living has affected spending habits of almost every demographic (Ceylan, E., & Kirgiz, A. C. (2020).



"Consumers are more likely to express favourable comments and repurchase when they perceive high value in consumption" (Chen & Chen, 2010; Gallarza & Saura, 2006; Petrick & Backman, 2002).

- half price hot drinks at the bars during off peak times of the day during the week
- discounts on ice skating for older people (health and safety permitting)
- packages for solo visitors to be motivated to visit and get the most out of the event

by having promotions and discounts people will be more encouraged to visit as the perceived value of the service or product is a key driver in what motivates consumer spending behaviour, resulting in a higher satisfaction rate (Gordon H.G McDougall, Terrance Levesque, 2000)



Staff/ teamwork

When we visited there was a lack of staff and well-trained staff.

There was a lack of attention to customers waiting to ride.

Lack of teamwork and training.

Reduced health and safety risks when people do their jobs efficiently with attention to detail.

(Bauer, 2004; Askenazy, 2001; Brenner, Fairs and Ruser, 2004)



Transport

- Convenient and efficient travel encourages more visitors
- Investing in and maintaining good transport is essential for maximizing the impact of tourism
- Trains in Swansea end at 8 O'clock impacting the freedom of our customers attending and departing
- The transport hindered individuals commuting to attend winter wonderland, due to disinterest in attending

(The Train Line *Swansea train station* Available at:
<https://www.thetrainline.com/stations/swansea>)

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swanseawaterfrontwinterland (2023) [Instagram] 22 December
<https://www.instagram.com/swanseawaterfrontwinterland?igsh=MTlpeXVid2NtMHZ6Mg==>
- (Chen & Chen, 2010; Gallarza & Saura, 2006; Petrick & Backman, 2002) perceived value in the tourism experience, <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1241&context=ttra>