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Summary

SUMMARY

The focus of this issue has been upon service from a developmental and administrative standpoint. The reason that the developmental and administrative issues were investigated is that these are the two critical pressure points that are important to the changing of services in an organization. Service, whether used in a direct mode such as in the hotel-motel industry, or used in the indirect mode such as in employee services, is the dimension that provides a competitive edge where a difference in products, programs, and/or facilities are needed. Quality is an important element in building or developing an effective service program. These services must be delivered in a very caring or humanistic way to have a maximum impact upon customers or employees.

AUTHOR NOTE

Each author's name and address has been provided if you would like to correspond with them about their article and receive some additional ideas. We also invite your comments on any of the articles in this issue.