

# Service operation management\_discuss ion question

[Business](#), [Management](#)



Servicescape Servicescape Servicescape refers to the environment where service delivery is offered by the seller to t It has an integral role to play in business because it can help in determining its success. As explained by Bitner and Booma, servicescape can positively on negatively impact on performance (Booms & Bitner, 2008).

To be precise, the servicescape that support the service concept include pleasant ambient conditions, parking facilities, attractive interior design, general layout and the facility's signate. These are very important environmental conditions that can help in attracting and retaining clients into a business premise such as a restaurant or a bar. Since everyone comes to such spots to relax, they can only be able to stay longer if the internal and external environmental conditions make life more comfortable for them.

On the other hand, there are servicescape that can distract from the service delivery. These include high and unfavorable temperatures; noise; loud music, poor air circulation, poor decoration and bad odour. These qualify as distracters because they can not allow the clients to feel comfortable in a business premise. Thus, if they are not controlled, they can adversely affect the progress of the business (Rosenbaum & Wong, 2007). For example, if clients go to a restaurant and find that it is not clean, noisy and has unpleasant décor, it will not appeal to them. For this reason, they will not to use it any more and instead go to the rival business to acquire such services in case they can be satisfied. Therefore, business owners and top management should make the right decisions regarding servicescape.

## References

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