

Tourists less satisfied with S'pore goods and services: survey

By Dylan Loh | Posted: 20 November 2012 11:59 hrs

SINGAPORE: A survey has found that tourists are less satisfied with the quality of goods and services in Singapore compared to the year before.

The survey, done by Singapore Management University, saw a year-on-year drop in tourists' customer satisfaction levels.

On a scale of 100, the tourism sector scored 70 points this year, down from 73.5 points in 2011.

The survey polled some 2,500 tourists on their satisfaction levels with attractions, hotels and tour operators in Singapore.

Hotels lead the dip in tourist satisfaction levels, with customer satisfaction levels dropping by 8.2 per cent.

Satisfaction with tour operators, which include travel and ticketing agencies, fell by 6.5 per cent while attractions logged a 4.6 per cent drop.

Attractions involved in the survey include Universal Studios Singapore, Sentosa and the Singapore Zoological Gardens, among others.

The food and beverage sector scored 67.7 points, a marginal improvement of 0.3 points over 2011 results.

On the whole, the survey found that tourists were more satisfied with the sector than locals.

The poll also recommended that businesses not under-promise customers, in hopes of over-delivering.

"Putting your resources to reduce expectation essentially lowers your competitiveness. So which then means... is it worthwhile to reduce expectation?" said Caroline Lim, director at the Institute of Service Excellence, Singapore Management University

- CNA/ac/jc



Tourists gather in front of the iconic statue of the Merlion in Singapore. (AFP photo/Roslan Rahman)