



**ANALYSIS OF VALUE IN DELIVERY PROCESS IN
HOTEL INDUSTRY**

(Special reference to Star hotels from Colombo - Galle)

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ABSTRACT

Primary purpose of this research was a comprehensive analysis to identify whether there is a relationship between Service Quality of Value Delivery Process & guest's Overall Satisfaction in hotel industry. Secondary purpose was to measure service & their interrelationship. Understanding guest's actual image on Value in Delivery Process & provide managerial implication on customer value approach were the other objectives.

Service quality deliver to guests & it measure under several stages such as 1) Check -In/Reception, 2) Ordering, 3) Meal, 4) Outdoor Services, 5) Business centers, 6) Check-Out. Each of these stages deeply analyzed based on value dimensions.

22 Star hotels from Colombo up to Galle & 150 guests were considered as the sample. Primary data from the respondent through the prepared questionnaire, & Secondary data are collected from the internet, research articles, booklets magazines and the relevant institutions. Data was analyzed using a descriptive statistics, regression, univarian & bivarian analysis method. Using the mean (average) & standard deviation calculations of each variable according to the six dimensions. Relationship between service quality & guests' overall satisfaction was identified & it get vary in accordance with each stages of value delivery process.

Further empirical research should be done by considering aspect of delivering value added service in tourism industry.