

SERVICE QUALITY AND TOURIST SATISFACTION ON RAIL TRANSPORTATION SYSTEM IN SRI LANKA

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Abstract

Sri Lanka is one of the most wonderful tourist destination in world, after the civil war tourism is emerging sector in Sri Lankan economy. Thus development of tourism industry directly influence the economic development of the country. Increase the tourist satisfaction is vital important to attract more tourists to the destination. Service quality has been viewed as a determinant of tourist satisfaction.

Aim of this study is identify the relationship between service quality with customer satisfaction and identify the existing situation of service quality factors on customer satisfaction of railway transportation in Sri Lanka. The sample of the research is 60 foreign tourists who travel by Colombo, Badulla rail track in Expo rail and Rajadani Express coaches. They are the recently introduced coaches with introducing the public, private partnership to the Sri Lankan rail way system.

Key findings of the research indicate that averagely tourists were almost agree with the existing service quality that is provided by service providers. The finding reveals there is a positive linear relationship between Service Quality and Tourist Satisfaction. Moreover findings expose that passenger comfort is best predictor of Service Quality, in terms of generating more Customer Satisfaction towards the Service Quality of rail way transportation in Sri Lanka.

Keywords: Service quality, Tourist satisfaction, Rail way transportation
