

A Study on Identifying the Reasons for Airline Crew Complaints During the Stay at Hotels

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The tourism industry plays a vital role in the Sri Lankan economy. The hotel industry is a sub-industry of the tourism industry. The hotels accommodate various clientele and airline crews are one of the clienteles that accommodates hotels for their stays. This study examined the reasons for airline crew complaints at their stay in the hotels. The objectives were to identify the relationship between factors with the complaints and to identify solutions for the complaints at their stay in the hotels. The factors consisted of organizational factors of the hotels and the behavioral factors of the airline crews. These two were subdivided to obtain better findings: service quality, facilities provided, amenities provided, quality of food, and quality of rooms in the hotel, attitudes, perception, and personality of the airline crews. Three hotels close to Katunayake International Airport were selected as the research site. These hotels have been used by the airlines for their crew layovers for a long time. The researcher has used the quantitative approach for the research. Using a stratified sampling technique, 162 questionnaires were distributed to the airline crews in the hotels. Also, 20 web-based comments were analysed and have been used to justify the findings. Pearson correlation coefficient and hypotheses testing were carried out. The results revealed that both organizational factors and behavioral factors of airline crews were reasons for the complaints and have shown a positive relationship with the complaints. However, results revealed the quality of food and attitudes of airline crews were not the reasons for the complaints and showed no relationship with the complaints. It was identified that organizations should focus on the reasons for the complaints and improve their standards to delight the customer at their stay and focus on introducing training programmes for the employees to have a better understanding of the customers to reduce the complaints.

Keywords: Airline crews, Complaints, Hotel stay, Organisational factors, Behavioural factors