



Assessing the Effect of Service Quality on Revisit Intention of International Tourists; The Role of Tourist Satisfaction

With special reference to Resort Hotels in Galle district

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ABSTRACT

Sri Lankan tourism industry is rapidly growing after the war period. According to the Sri Lanka tourism development authority statistics, Sri Lanka reached highest tourist arrivals and it was about more than one million tourists. In this context, this study was investigated assessing the effect of service quality on revisit intention of international tourists through the role of tourist satisfaction with special reference to resort hotels in Galle district.

The researcher has selected five resort hotels in Galle district and data was collected from 100 guests who visited those five resort hotels. Convenience sampling method was used as a sampling technique. The data was collected by using close ended questionnaire. The SERVQUAL model has been used to measure the service quality. Descriptive statistics, correlation, regression and mediator assessment were used to analyze the data with the support of SPSS 21.0 version. Descriptive statistics has implied existing level of service quality and revisit intention. Correlation analysis has exposed strong positive relationship between service quality and revisit intention as well as customer satisfaction.

Mediator assessment is used to identify the relationship between service quality and guest revisit intention through the mediation of customer satisfaction. Since the study found that the service quality is a key driver of customer satisfaction in the resort hotels in Galle district. It is recommended that the management of hotels should be clearly considering service strategies in improving upon customer satisfaction. In that case management should consider the training programs for employees to develop their knowledge, skills and competencies further it will indirectly influence on the performance of the hotels. In addition, hotel industry has to engage global trends and new technologies to expand the potential market and to reach the new markets.

Keywords: Service Quality, Revisit intention, customer Satisfaction, SERVQUAL Model, Resort hotels