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**Examine the Tourists' satisfaction to identify opportunities on
service quality provided in Indigenous Ayurveda and Spa
centers in Kaluthara District.**

(With special Reference to tourists)

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Management in Hospitality, Tourism and Events Management*

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ABSTRACT

Ayurveda and spa became an important motive as people get tired with their own life. As a result, demand for the satisfaction of body, mind and soul relaxation tourism services increased.

This study attempts to examine the customer satisfaction to identify opportunities on indigenous Ayurveda and spa hotels in Kaluthara district. 10 Ayurveda and spa hotels and 70 tourists were selected as the sample size. The questionnaire based on SERVQUAL Model and Regression analysis and correlation was run to test strength of relationship between service quality and customer satisfaction by using SPSS 21.0

The results provide support for the relationship between service quality dimensions (tangibles, assurance, and empathy) and customer satisfaction. The results also confirm there is a strong positive relationship between service quality and customer satisfaction in Ayurveda tourists market in a kaluthara district. The finding also indicates opportunities to develop Ayurveda tourism market in that area.

Key words – Service Quality, customer satisfaction, SERVQUAL Model