



# **IMPACT OF SERVICE QUALITY ON TOURIST SATISFACTION IN WHALE AND DOLPHIN WATCHING ACTIVITY**

**(WITH THE SPECIAL REFERENCE TO MIRISSA)**

*This dissertation is submitted as a partial fulfilment of the degree of Bachelor of Business  
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**Service Quality and Tourist Satisfaction**  
**An Assessment with Special Reference to Whale and Dolphin watching**  
**activity in Mirissa**

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**ABSTRACT**

Satisfaction is considered to be the most important factor whether it is meant for a product or a service. When it comes to the tourism industry, In case of failure to satisfy tourists, organization or destination will be replaced by others and when in tourism industry offering various services, have to be more vigilant because there is a special attitude that plays an important role attracting and retaining the tourists. Keeping this in view, the researcher intended to observe the relationship between service quality and tourist satisfaction on Whale and Dolphin watching activity in Mirissa and to identify few service quality variables that required to be improved in this area.

A convenient sample of 80 local and foreign tourists was selected and data collection tool for all the variables (service quality and tourist satisfaction) was used from the body of knowledge to check how they feel about this service. According to this study it is used to identify the relationship between service quality and tourist satisfaction. This indicates that there is that there is positive relationship between the service quality and tourist satisfaction.

Factor analysis, correlation analysis and descriptive analysis were used to analyse the data. The outcomes of those analysis proved that there was a strong positive relationship between service quality and tourist satisfaction in Whale and Dolphin watching activity with respect to Mirissa and there are few variables identified as service quality variables that want to be improved in Mirissa. When it comes to the overall tourist satisfaction, most of tourists in the sample are satisfied about the service that provide by service providers. Though they agree with the service quality they have to use this service.

***Keywords: Service Quality, Tourist Satisfaction, Whale and Dolphin watching activity***