



Service Quality Dimensions of Homestay Tourist Satisfaction (Special Reference Kandy)

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ABSTRACT

Sri Lankan economy has a maximum contribution by service industries and third place was the country's fast growing tourism industry. Year by year, tourism is growing continuously and tourist satisfaction has been identified as a key performance indicator in tourism industry. This research aimed on the service quality dimensions of homestay unit tourist satisfaction with special reference to the Kandy region. Service Quality dimensions are the independent variable and under that there were five sub independent variables. Tourist Satisfaction was the dependent variable and below that there were two sub dependent variable. There were mainly two objectives based on this research and those to identify the relationship between service quality and tourist satisfaction in homestay units in Kandy and to identify potentials for improvements in homestay units in Kandy. A sample 150 tourist was drawn using random sampling. Primary data were collected by using self-administrated questionnaire and questionnaire consist 34 questions from five sub dependent variable. Data were collected through questionnaire filled by respondents. Data were analysed by using SPSS. Descriptive statistics and correlation were used to analysis the data to achieve objective of the study. Finding revealed that there is a strong positive relationship with Service Quality dimensions and Tourist Satisfaction. Further finding reveal that tourist was almost satisfied with the existing level of service quality dimensions of homestay units in Kandy and develop further more in creative and effective manner especially Tangibility, Assurance and Empathy dimensions of Service Quality in homestay units in Kandy will be increased tourists' satisfaction and their revisiting levels.

Key words: Service Quality Dimensions, Tourist Satisfaction, Homestay units