



**ASSESSING THE TOURIST SATISFACTION AND
SERVICE QUALITY OF 3-STAR HOTELS IN
EASTERN PROVINCE**

**(WITH SPECIAL REFERENCE TO HOTELS IN PASIKKUDAH AND
ARUGAM BAY DESTINATION)**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business
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Name of the candidate: M.L.M.Hassan

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ABSTRACT

The Assessing service quality on the customer satisfaction has become internationally important topic. Several research investigate the impact of service quality on customer satisfaction in service industries. Many researches were done in developed countries, on the other hand, only a few study was done in developing countries not only that but also hotel industry. This research will closing the gap by examines the service quality on the customer satisfaction in the hotel industry.

This study focus on five service quality dimensions. They are tangibles, reliability, responsiveness, assurance and empathy. The tangible aspects of service quality is includes not only the physical output of the service, but also the physical facilities, the equipment, and the appearance of personnel. Firms should consider facilities design and promote a positive employee image to current and prospective clients. On the other hand,

Reliability means the ability to perform the promised service dependably and accurately, while responsiveness refers to the willingness to help customers and to provide a prompt service.

Assurance is the knowledge and courtesy of employees and their ability to inspire trust and confidence. Finally, empathy means the caring and attention provided to customers. Based on this service quality dimension 70 questionnaires were filled by the guests who stay in selected Arugam Bay and paasikudah hotels. Hotels were selected based on the Sri Lankan accommodation guide and questionnaires issued based on the number of guest stayed in the hotels on previous month.

The results are reported and confirmed that the service quality impact on customer satisfaction in hotel industry and how tourists satisfied, with the service offered in Arugam Bay and Paasikudah hotels. It appeared that there is an impact of the service quality on the customer satisfaction in hotel industry.

Key words: Service quality, Customer satisfaction