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**Impact on Service Quality of Foreign Tourist Satisfaction in  
Unclassified Hotels  
(With special Reference to Arugam bay)**

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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 did in developing countries not only that but also hotel industry. This research was closing the gap by examines the service quality on the customer satisfaction in the hotel industry.

This study focused on five service quality dimensions. They are tangibles, reliability, responsiveness, assurance and empathy. The tangible aspects of service quality include not only the physical output of the service, but also the physical facilities, the equipment, and the appearance of personnel. Hotels should consider facilities design and promote a positive employee image to current and prospective guests. 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 80 questionnaires were filled by the guests who stay in selected Arugam Bay hotels. Hotels were selected based on the Sri Lankan accommodation guide and questionnaires issued based on the number of guest stayed in the hotels. The results are reported and confirmed that the impact on service quality of Foreign tourist satisfaction in hotel industry and how tourists satisfied, with the service offered in Arugam Bay unclassified hotels. It appeared that there is an impact on service quality of the customer's satisfaction in hotel industry. Furthermore if the hotels are practicing the service quality core principles the guests are almost satisfied with tangible, assurance and empathy dimension services and guests moderately satisfied with reliability and responsiveness dimension services in Arugam Bay unclassified hotels.

**Key words: Service quality, Customer satisfaction**