



**ASSESS SERVICE QUALITY AND TOURIST SATISFACTION  
IN HOTEL INDUSTRY WITH SPECIAL REFERENCE TO  
PASIKUDA HOTELS**

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## ABSTRACT

The Assess service quality on the customer satisfaction has become internationally interesting topic. Several research investigate the impact of service quality on customer satisfaction in service industries. Many research 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 comprise all that the client can see, touch, hear, and smell when the services are delivered. It 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. Thus, tangibles basically involve physical facilities, equipment, and appearance of employees. 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 pasikuda hotels. Hotels were selected based on the Sri Lankan accommodation guide and questionnaires issued based on the number of rooms available in the hotels.

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 pasikuda hotels. It appeared that there is an impact of the service quality on the customers' satisfaction in hotel industry. Furthermore if the hotels are practicing the service quality core principles the guests are almost satisfy with tangible, assurance and empathy dimension services and guest moderately satisfy with reliability and responsiveness dimension services in pasikuda hotels.

In addition, the study finds that service quality should be applied in the hotel industry in Sri Lanka .And this research finds out the importance of practices service quality on hotel industry. A discussion of the result is presented and directions for further research on service quality and customer satisfaction management.

**Key words: service quality, customer satisfaction**