

**IMPACT OF SERVICE QUALITY ON TOURIST  
SATISFACTION IN DOLPHIN AND WHALE  
WATCHING TOURISM  
(WITH REFERENCE TO KALPITIYA TOURISM ZONE)**

**This dissertation is submitted as a partial fulfillment of the degree of Bachelor of  
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**IMPACT OF SERVICE QUALITY ON TOURIST SATISFACTION IN  
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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 Dolphin and Whale watching at Kalpitiya tourism zone and to identify the Service Quality variables that required to be improved in this area.

A convenient sample of 100 local and foreign tourists was selected and data collection tool for all the variables (service quality and customer satisfaction) was used from the body of knowledge to check how they feel about this service. By variant analysis is used in investigation of two variables. 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.

Regression analysis, correlation analysis and descriptive analysis were used to analyze the data. The outcomes of those analysis proved that there was a strong positive relationship between service quality and customer satisfaction in dolphin and whale watching tourism with respect to Kalpitiya tourism zone and there are six variables identified as service quality variables that want to be improved in Kalpitiya tourism zone. Namely, cleanness, comfort, service, safety, informative and environmental friendly, When it comes to the overall tourist satisfaction, most of tourists in the sample are dissatisfied about the service that provide by service providers. Though they disagree with the service quality they have to use this service because there is no alternative.

Keywords: Service Quality, Tourist Satisfaction, Dolphin and Whale watching tourism