

Impact of Service Quality Dimensions on Tourist Satisfaction, with Special Reference to Tourists' Satisfaction in Pasikudah Region

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Tourism has been identified as one of the booming industries in Sri Lanka has all the potentiality to contribute to the Socio-Economic development of Sri Lanka. Post-War peaceful environment has been privileged the industry to attract higher number of tourists from every corner of the globe to the Island. Hospitality that leads for the service quality and satisfaction is playing a main role while shape up the visitor expectations. Main objective is to identify the impact of service quality dimensions on tourist satisfaction by using the SERVQUAL model. Tourists from Pasikudah region has been chosen as the Eastern Development projects of the country way forwarded Tourism industry in Eastern region. The sample of 120 tourists selected through structured questionnaire among the tourists from hotels in Pasikudah and the convenient sampling technique has been adopted. Results revealed the positive relationship between service quality dimension and tourist satisfaction and five service quality dimensions; Tangible, Reliability, Responsiveness, Assurance, and Empathy, have an impact on tourist satisfaction. Accordingly, tangible is the most influential dimension, Empathy is the second dimension and Responsiveness is less influential dimension on tourist satisfaction in hotels in Pasikudah. Results suggest the importance of Service quality on tourists satisfaction and destination image. As recommendations, the overall service quality improvements as well as product, service and experience innovation packages as destination offerings would be proposed as managerial implications.

Keywords: Hospitality, Satisfaction, Service quality dimensions, Tourism, SERVQUAL model