

**TOURIST RECEIVED SERVICE QUALITY OF THE HOTELS IN
TOURISM INDUSTRY IN TRINCOMALEE DISTRICT**



By

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ABSTRACT

This study aims at measuring and evaluating the service quality of hotels and the tourism industry in the Trincomalee district in light of the international SERVQUAL Model. It also tackles the extent to which these hotels cover model dimensions. Moreover, it aims at figuring out the main gaps difference between expectations and perceptions in order to provide the ways of solutions to develop the level of quality at hotels operating in the Trincomalee district. The researcher used the descriptive statistical analysis methodology by conducting a questionnaire by using SPSS. The sample of the study is a random sampling which is the complete list of random including hotel's customers and guests, consisting of 200 participants from 25 top hotels in Trincomalee district. It is noted that the number of valid questionnaires amounts to 200 where the researcher recovered 154 questionnaires; 46 out of them are dropped due to their invalid responses.

Moreover, the questionnaire consists of five dimensions. After the interpretation of the analyzed data, the study concluded the following: First, there are gaps between expectation and perception by varying percentages where the total mean of the model dropped by 1.064 represented by 22.81%. Second, there is considerable and significant weakness regarding the administrative and operational side which led to the existence of such gaps. Third, there is a lack of a quality control unit to monitor and evaluate the quality of the hotels operating in the Trincomalee.

This study recommended the importance of conducting training courses for the administrative and operational departments as a way to improve their skills and capabilities. The study recommended activating the role of the Ministry of Tourism in establishing and developing rules and regulations to maintain and monitor the level of quality at the hotels operating in the Trincomalee. In addition, it is recommended to develop a quality control unit inside hotel institutions in the Trincomalee to monitor and evaluate the provided quality or allocate a qualified person to be responsible for quality control. Finally, it is recommended to apply the (SQ) Model (SERVQUAL) which supports measures and evaluates service quality in the hotel and tourism industry.

Keywords: Service Quality, Hotel and tourism industry, SERVQUAL model, Trincomalee District.

TABLE OF CONTENTS

DECLARATION.....	i
CERTIFICATION.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	xi
LIST OF ABBREVIATION.....	xii
CHAPTER ONE	1
1.0 INTRODUCTION.....	1
1.1 BACKGROUND OF THE STUDY	1
1.1.1 Services.....	1
1.1.2 Quality	2
1.1.3 Service Quality	3
1.1.4 Service Quality and Sri Lankan Tourism	4
1.1.5 Tourism and Hotel Industries in Trincomalee District.....	5
1.2 RESEARCH PROBLEM	7
1.3 RESEARCH QUESTION	8
1.4 RESEARCH OBJECTIVE	9
1.4.1 Main Objective	9
1.4.2 Sub Objective	9
1.5 SIGNIFICANCE OF THE RESEARCH	9
1.6 SCOPE OF THE RESEARCH	11
CHAPTER TWO	12
2.2 LITERATURE REVIEW	12
2.1 INTRODUCTION.....	12
2.2 EMPIRICAL REVIEW OF THE LITERATURE	12
2.3 THEORETICAL REVIEW OF THE LITERATURE.....	21
2.4 CHAPTER SUMMARY	27
CHAPTER THREE.....	28
3.0 CONCEPTUALIZATION AND OPERATIONALIZATION	28
3.1 INTRODUCTION.....	28
3.1.1 Conceptualization	28

3.2 CONCEPTUAL FRAME WORK	28
3.2.1 Conceptual Frame Work.....	29
3.3 WORKING DEFINITION OF VARIABLES	30
3.3.1 Gaps Diagram	32
3.4 DEVELOPMENT OF HYPOTHESIS	36
3.4.1 The Main Hypothesis.....	36
3.4.2 The Second Main Hypothesis	36
3.5 OPERATIONALIZATION OF THE VARIABLES	37
3.5.1 Summary of Operationalization.....	37
3.6 CHAPTER SUMMARY	46
CHAPTER FOUR	47
4.0 RESEARCH METHODOLOGY	47
4.1 INTRODUCTION	47
4.2 RESEARCH DESIGN	47
4.2.1 Method of Data Collection	48
4.2.2 Time Horizon.....	48
4.2.3 Unit of Analysis.....	48
4.2.4 Research Instrument	49
4.3 POPULATION AND SAMPLING	51
4.3.1 Population.....	51
4.3.2 Sampling Method and Sample Size.....	51
4.3.3 Method of Sampling Techniques.....	54
4.4 METHOD OF DATA COLLECTION	54
4.4.1 Method of Measuring the Tangible Factors	54
4.4.2 Method of Measuring the Reliability Factors.....	56
4.4.3 Method of Measuring the Responsiveness Factors	58
4.4.4 Method of Measuring the Assurance Factors	60
4.4.5 Method of Measuring the Empathy Factors	62
4.5 METHOD OF DATA ANALYSIS	64
4.5.1 Univariate Analysis	65
4.5.2 Normality test	65
4.5.3 Data coding and editing.....	65
4.5.4 Statistical methods.....	66
4.6 CHAPTER SUMMARY	66
CHAPTER FIVE	67

5.0 DATA PRESENTATION AND ANALYSIS	67
5.1 INTRODUCTION	67
5.2 PRESENTATION OF DEMOGRAPHIC INFORMATION	67
5.2.1 Characteristics of Respondents.....	67
5.3 RELIABILITY AND VALIDITY ANALYSIS	76
5.3.1 Reliability	76
5.3.2 Cronbach Alpha.....	76
5.3.3 Split half	77
5.3.4 Validity	78
5.3 ANALYSIS OF THE RESEARCH INFORMATION	83
5.3.1 Tangible.....	83
5.3.2 Reliability	86
5.3.3 Responsiveness.....	89
5.3.4 Assurance.....	93
5.3.5 Empathy.....	96
5.4 TESTING OF RESEARCH HYPOTHESES	102
5.4.1 The first Main hypothesis	102
5.4.2 The Second Main Hypothesis.....	109
5.5 CHAPTER SUMMERY	116
CHAPTER SIX	117
6.0 DISCUSSION	117
6.1 INTRODUCTION	117
6.2 DISCUSSION OF RESEARCH FINDINGS	117
6.3 COMPARISON OF THE FINDINGS WITH THE OUTCOMES OF PREVIOUS RESEARCHES	118
6.4 CHAPTER SUMMARY	121
CHAPTER SEVEN	123
7.0 CONCLUSION AND RECOMMENDATION	123
7.1 INTRODUCTION	123
7.2 CONCLUSIONS	123
7.3 RECOMMENDATIONS	124
7.4 LIMITATIONS OF THE STUDY	125
7.5 SUGGESTION FOR FUTURE RESEARCH	126
REFERENCE	128
JOURNAL ARTICLES	128

BOOKS.....	134
APPENDICES	135
RESEARCH QUESTIONNAIRES	135
DATA ANALYSIS OUTPUTS	141
CHECKLIST	154