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DETERMINANTS OF CUSTOMER SATISFACTION LEVEL IN TOURIST HOTEL INDUSTRY WITH A SPECIAL REFERENCE TO THE NORTH OF COLOMBO

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ABSTRACT

Tourism industry today is one of the world's fastest growing industries. Sri Lanka with its glorious past has ensured that the present and subsequent generations that have plenty of historical and cultural heritages to be proud of. Tourism Industry is playing a vital role in the GDP of Sri Lankan Economy. In today's context the tourism industry is growing rapidly after the war in Sri Lanka. Therefore tourist hotels and Sri Lankan government are responsible to attract the tourists to the country so they must precisely identify what their needs and wants are, particularly with what they are unsatisfied. Therefore identifying determinants of customer satisfaction level in tourist hotel industry is very crucial to increase the customer satisfaction in Tourist Hotels.

The main objectives of the study is to find out the determinants of customer satisfaction level of tourist hotel industry in the North of Colombo and measure the relationship between the identified determinants on customer satisfaction level of tourist hotel industry in the North of Colombo.

The data were collected from 100 tourists based on convenience sampling technique. These 100 tourists were boarded in the North of Colombo Hotels. The data were collected through a structured questionnaire and the hypotheses were tested using correlation analysis which clearly identifies the relationship between the dependent and the independent variables.

This data was further analyzed on different factors and researcher tried to find out the impact of various factors on overall tourist satisfaction. The satisfaction was also analyzed gender wise, which gave an idea that in overall women are more satisfied than men. The recommendations were also then made for the Sri Lanka tourist hotels to enhance their level of customer satisfaction.

Keywords: Customer Satisfaction, Tourism industry, Service Quality, Service Features