

Impact of External Factors on Service Quality of Travel Agency (With special reference to Green Holiday Centre (Pvt) Ltd)

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Introduction

Green Holiday Centre is a medium scale travel agency operating its services on the inbound tour operations in Sri Lanka. They mainly consist with four markets such as Indian, Eastern Europe, China and other markets. Out of the markets recently the china market has a drop in the company, according to the SLTDA statistics during these period china arrivals has been rapidly increasing. Though the company Chinese market has been declined still the factors from the side of the organization kept constant. Hence researcher assumes that this decline would be due to the external factors. Therefore, this research mainly focuses on identifying the guest satisfactory level of the external factors and to find the relationship between external factors and the service quality of the travel Agency.

Research Objective(s)

Objectives address in this study,

- A. To identify the guest satisfactory level of the external factors
- B. To find the relationship between external factors & the service quality of the travel agency

Methodology

The population is the total number of Chinese tourists who has completed their tours with the Green Holiday Centre. Researcher used the simple random sampling technique in order to select the sample out of the total population. The sample will be 30 units of tour groups who had planned and completed their tours via Green Holiday Centre. Moreover, the researcher has used a feedback form consisting with 04 likert scale questions to rate the services which was already collected by the company. Since the research will be based on the secondary data. In order to achieve the objectives of this research, the researcher conducted descriptive analysis and correlation analysis for the study.

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