

Service Quality in Sri Lankan Tourist Hotels: An Assessment of On-line Guest Reviews

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Sri Lanka has emerged as an emerging market for international tourism and experienced significant growth in its tourism and hospitality industry in the last decade. Since a hotel is a complex and experience based product, service quality of the hotels is of paramount important for long term and sustainable development of the industry. Although researchers and practitioners agree on the importance of understanding the hotel sector, there are limited studies on customer satisfaction about the hotel services in Sri Lankan context. Therefore, this study aims to assess the service quality of Sri Lankan tourist hotels using guest online feedbacks. Seven quality attributes namely staff responsiveness, location, facilities, cleanliness, comfort, value for money and availability of free internet facility were used as dimensions of the service quality. A sample of 221 tourist hotels was selected covering all the districts in the country. Data on specified quality attributes were extracted from online review statistics of booking.com website. Descriptive statistics, ANOVA, independent samples t-test were used in data analysis. Results indicate that although Sri Lankan hotels are in a better position in terms of staff, cleanliness, location, facilities and comfort, value for money and provisions for free internet facility are in a premise where significant improvements are necessary. The result further shows that tourist hotels in the peripheral districts should also pay their attention to improvement of facilities and cleanliness in order to meet guest expectations.

Keywords: Tourist hotels, online guest reviews, service quality