

ABSTRACT

Factors Influencing on Customer Satisfaction in Hotel Industry: A Post War Evaluation

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In Sri Lanka the hotels and tourism business has been developing with the world fashionable sector, and various kinds of marketing applications and practices are using to attract tourist in this particular industry. The hotel industry has potential to contribute considerably to Sri Lanka's economic development; it is the largest and fastest growing business sector in Sri Lanka. Further the post war scenario, the hotel and tourism industry is strongly taken major role to contribute this service industry to its forward tendency to attract tourism in many ways. The place Pasikuda becoming a famous tourist destination with the history of Sri Lanka. "Weekends more than 4,000 people on an average come to Pasikuda. This is a huge number compared to the recent past, when no tourist came to this beach," (Tourism, Planning and Development of the Sri Lanka Tourism Development Authority (SLTDA), The post war climate leads to hotels and guest houses construction and there is enough facilities to tourists to have a peaceful holiday. A methodical literature review was done in order to identify the variable for the conceptual framework of the study. For the reason of this study Pasikuda geographical area was selected as a sample to represent the whole population in hotels because of Pasikuda area is major tourist destination in Eastern Province which was seriously getting high business booming in postwar context. This research aimed to identify the factors which can contribute the tourist satisfaction in Pasikuda based hotels. There are more than fifteen total hotels in Pasikuda including luxury hotels and resort & spa. All those were taken convenient sample as representative for operational hotels from Pasikuda region. The study findings strongly support the argument that the strategically marketing practices should be implemented holistically. And top-management of these hotels must change their competitive based pricing policy to increase customer satisfaction and value addition.

Keywords: Postwar, Tourism Business, Customer Satisfaction, and Marketing Practices