

Identify Guest's Satisfaction on Services Provided by Different Hospitality Establishments—Special Reference to City Hotels and Resorts in Western Province, Sri Lanka

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Base on customer's expectations hospitality businesses can be classified as tourist hotels, supplementary establishments and other establishments. Facilities, products and service of each hotels make unique experience to guests. When guests expecting same experience form all hospitality establishments it will difficult to make guest's satisfaction. The primary objective of this research to recognize customer's satisfaction level on products and service of four main departments, in City hotels and resorts. Products and service of front office, housekeeping, food and beverage, and kitchen departments selected as the factors to identify level of guest's satisfaction. Hundred and fifty guests from three city hotels and hundred and fifty guests from three resorts in western province were selected conveniently as the study sample. A structured questionnaire was distributed to collect primary data and descriptive statistics and correlation analysis were used in the study in order to achieve the research objectives. Findings of the research reviewed that customer's satisfaction on food and beverage, housekeeping and front office department's services has strong positive relationship with the service provider's knowledge and behaviour in resorts than city hotels. Customer satisfaction level on facilities provided by resorts higher than city hotels. Findings revealed that personalized service increase the loyalty of customers in resorts than city hotels and satisfaction level of provided facilities increase the loyalty of customers in city hotels than resorts. City hotel customers expect fast service and resorts customers are expecting unique and deep service from service providers. Identifying the customer's expectation will be reason to reduce customer complains. The service nature of the resorts hotels can use to make satisfy the customers of city hotels, it is sensitive application and should be carefully apply to the city hotels by concerning price, product and time.

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