

**CUSTOMER SATISFACTION ON THE SERVICES OF HOTELS
AND RESTAURANTS IN NUWARA ELIYA**

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ABSTRACT

As the development of accommodation facilities is a primary requirement of the promotion of tourism. Accommodation such hotel, restaurant and resorts are very important to develop the tourism industry.

Nuwara Eliya is rapidly expanding tourist destination in Sri Lanka. The accommodation sector is responsible for providing people with a suitable place to stay. One of the major threats for the Nuwara Eliya hotel industry is that growth in the presence of modern and star hotel creates increased competition. To meet the growing demand of hotel industry, owners have been actively upgrading hotels and restaurants. Nonetheless, to be able stay competitive in the industry, it is crucial for hotel operators to consistently improve their services towards achieving customer satisfaction, as it is the yardstick to improve revenue. The services such as service provided, food and beverages, human resources, price/ fees charges and promotion have taken to this study to measure the customer satisfaction. The aim of this study is to identify the level of customers' satisfaction on the above services.

Further 150 questionnaires were issued to the customers who stayed in the hotels and restaurants when the researcher visited and administrated in selected 10 hotels and restaurants. The collected data presented through the frequency table and analyzed through descriptive statistics such as mean and standard deviation, cross tabulation analysis, independent sample t-test and anova test.

According to the results obtained that the customer satisfaction on the services of hotels and restaurants in high level with all services. In fact most of the customers highly satisfied with the human resources of the hotels and restaurants. Customers those who under these categories, age group between 18 and 25, single, local, male, and the tourist were highly satisfied with the services of hotels and restaurants. And there was no significant difference between the genders of the customers, place of the customers, civil status of the customers and the age group of the customers.

The overall finding of this study suggests that the customer satisfaction depends on how well hotels and restaurants are able to fulfill and meet customers' expectation. Invariably, exceeding these expectation will lead to customer satisfaction. Further this study provides some insights and invaluable information to the owners of the hotels

and restaurants. With this regard, hotel and restaurant owners will be able to improve their current method of operation and management of hotels and restaurants. It is envisaged that this study serve as reference for future research in the hotel industry.

Keywords: Customer satisfaction, Hotels, Restaurants, Service provided, food and beverages, price/fees charges, human resources, promotion.

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