

IMPACT OF INTER PERSONAL SKILLS OF HOTEL STAFF ON GUEST SATISFACTION

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ABSTRACT

Contemporary hotel industry is facing many challenges which are closely connected to the changes that occur both in the field of tourist demand and tourist supply. The changes refer to quality of services at first place, since the needs of tourists change rapidly towards higher quality and different products. Having in mind the character of the activities in hospitality industry where a direct contact between employees and guests is necessary for providing and realizing the services, the success of service realization and fulfill guest's satisfaction depends the most on the employees.

In hospitality industry, revenues are driven by guest satisfaction. Therefore, in order to satisfy the guests, the service providers (employees) must ensure that needs and wants of the guests are met. Many researchers agreed that interpersonal skills of hotel staff greatly influence guest satisfaction. The purpose of the of this research is to examine the impact of interpersonal skills of employees in three and four star hotels in Nuwaraeliya 200 selected guests have been chosen as a sample respondents were strictly those who have stayed in the three and four stars hotels in Nuwaraeliya.

The instrument of this study was a set of questionnaire which consists interpersonal skills criteria and personal information .Data collected and then were analyzed by using SPSS version 19.Results were analyzed with correlation analysis multiple regression and simple regression analysis. It was found that all interpersonal skills have relationship and impact on guest satisfaction in three and four stars hotels in Nuwaraeliya.

To prove the relationship of dependent and independent variable it was conducted the correlation analysis. The output of correlation that the variables are well matched. In the discussion section the research stated that interpersonal skills of hotel staff should further develop by using various strategies and techniques in order to meet and maximize guest satisfaction.

In the recommendation researcher has proposed several techniques to improve guest satisfaction. Finally researcher has suggested that (include the interpersonal skills) of employees are strongly impact on providing guest satisfaction in three and four stars hotel in Nuwaraeliya.

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