

**MEASURING SERVICE QUALITY OF FIVE STAR HOTELS
IN SRI LANKA**

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ABSTRACT

Tourism industry is one of the emerging industries in Sri Lanka with the development of every nook and hook of the island with mega projects launched by the government with the growing tourists' arrival. Meanwhile, the service quality in hotels should also be improved specially in five star hotels according to Tourist Board to satisfy guests in order to remain competitive in the hotel industry in the region. Therefore, it is essential for hotel managers to find out how to measure the satisfaction of available service quality in order to realize whether the guests are satisfied. Hoteliers are able to retain their guests by making them satisfy through a quality service. The main purpose of this study theoretically find out how far the SERVQUAL model is opt in the context of hotel industry and empirically, explain how both local and foreign guests perceive service quality and whether they are satisfied with services offered by five star hotels in Sri Lanka. To collect data self-completion questionnaire has been developed from the SERVQUAL model and used the convenience sampling technique to determine guests' perceptions of service quality in five star hotels. The analysis of the study proved that the SERVQUAL model was a good model to measure service quality in the hotel industry. It was revealed that the overall service quality expected by guests higher than perceptions. This means that guests were unsatisfied. It theoretically implies that the SERVQUAL model is a good instrument to measure service quality in five star hotels because the dimensions measure the construct in that context. Analysis suggests that five star hotels in Sri Lanka are not offering the level of service quality expected by guests. According to the findings, five star hotels should improve all the dimensions of service quality from the gap analysis carried out. The study supports the prevailing studies investigating service quality in five star hotels using the SERVQUAL model and empirical results showed the management to take corrective actions.

Key words – Service Quality, Five Star hotels, SERVEQUAL Dimensions, Tourism