Research Paper

EPRA International Journal of Economic and Business Review-Peer Reviewed Journal
Volume - 14, Issue - 10, October 2026 | e-ISSN: 2347 - 9671| p- ISSN: 2349 – 0187

SJIF Impact Factor (2026): 8.885 || ISI Value: 1.433 || Journal DOI URL: https://doi.org/10.36713/epra2012

TOURIST`S SATISFACTION IN THE TOURISM INDUSTRY THROUGH SERVQUAL – A STUDY IN CHENNAI CITY

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ABSTRACT **DOI No: 10.36713/epra31761** **Article DOI: https://doi.org/10.36713/epra31761**

The increasing role of the tourism industry in the global economy and the growing competition makes it necessary to ensure constant performance and continually improve quality. The study examined the impact of service quality on tourism and Tourist satisfaction. Service quality has been an imperative issue of research involving in tourism industry. Tourism provides employment, which improves the livelihoods of the local residents/communities that are poor in material wealth but rich in culture and heritage. Tourism development helps in maintaining the natural surroundings and encouraging the development of infrastructure like roads, health care facilities, hotels etc. that benefits the host community catering to the needs of visitors. The tourism industry knows that tourist satisfaction and service quality are crucial to long term success.

KEY WORDS: *Service Quality, Tourist Satisfaction & Tourism Industry*

1. INTRODUCTION

In the tourism industry, a strong positive relationship exists between service quality, measured by SERVQUAL, and tourist satisfaction, which in turn drives repeat business, tourist loyalty, and positive word-of-mouth referrals. High service quality fosters emotionally engaging experiences and enhances destination competitiveness by fulfilling diverse and increasing consumer expectations. Service quality has been an imperative topic of study linking Tourism & Management departments. Although a considerable amount of research on quality of services, the motive behind revisit of tourist towards a destination along with what is the requirement of superior quality service from the tourism department has to be answered. The tourism industry has played an important role in the economy of different countries in the last decades. Many countries have considered tourism as a mean for generating more travelers and tourists that resulted in more business and profits in their home countries. Regions and destinations are competing with each other in attracting as many tourists as they can. The developed countries are engaged in doing marketing for their destinations and are continuously improving their services and striving to offer excellent experiences to their guests. Not only the developed countries are strongly oriented towards tourism industry, but also the less developed and the non developed ones have understood the profit generated from the development of tourism and are thereby putting more efforts in attracting as many tourists possible. As the number of tourists increased, more attention is dedicated to various elements of tourism. Among others, the hotel sector is one of the most important ones. On the other hand, little has been done in establishing and offering high service quality and tourist satisfaction.

1.1 Key Dimensions of SERVQUAL in Tourism

- Tangibles: Physical facilities, equipment, and staff appearance.
- Reliability: The ability to perform the promised service dependably and accurately.
- Responsiveness: Willingness to help tourist s and provide prompt service.
- Assurance: The knowledge and courtesy of employees and their ability to inspire trust and confidence.
- Empathy: Caring, individualized attention to tourist s.

1.2 Key Aspects of Tourism Service Quality

- Tourist Satisfaction: Providing high-quality services leads to greater tourist satisfaction with their overall experience. Loyalty and Retention: Satisfied tourists are more likely to become repeat tourist s and recommend the destination or business to others. @ Business Performance: Strong service quality contributes to a competitive advantage and improved profitability for tourism enterprises.
- Tourist Satisfaction: It is vital in the tourism industry as it fosters tourist loyalty, encourages positive word-of-

mouth and online reviews, and increases revenue through repeat business and higher spending. Satisfied tourist s act as organic marketers, recommending the destination or business to others, which helps to build the destination's image and attract new visitors. Benefits of tourist Satisfaction Increased tourist Loyalty and Retention: Satisfied tourists are more likely to become repeat tourist s, choosing the same provider or destination over competitors. Positive Word-of-Mouth and Online Reputation: Happy visitors share their positive experiences with friends and family, Improved Service Quality: tourist satisfaction provides valuable feedback that helps businesses identify areas for improvement in their services, products, and overall tourist experience.

- Why it's Especially Important in Tourism: The tourism industry is unique because its services are inherently experience-oriented, intangible, and inseparable from the tourist experience. This means a tourist's satisfaction is a direct result of their subjective judgment of the entire trip-from accommodations to activities and staff interactions-making it a crucial indicator of overall quality and a driver of future success.

2. STATEMENT OF PROBLEM

The objective of any tourism experience is to produce high quality, holiday experience for tourist Quality management programs such as total quality management, employee involvement, can provide tourist with services. In travel and tourism, business delivery of high quality services to tourist s is a key performance factor. Tour operator is the key player, influencing the quality. He is the principal service provider who is responsible for delivering the promised service mix, including all arrangement such as flights, transportation, accommodation, excursion and guidance, throughout the service delivery period. Many of the tour operators are struggling to provide quality services. Successful service providers are able to hold on to existing tourists and also of on new tourists .provision of tourist satisfaction and service quality will lead to the success of the tourism industries.

3. OBJECTIVES OF THE STUDY

- To understand the concept of Service Quality in Tourism industries.
- To evaluate impact of Service Quality on revisit intention tourism industry.
- To outline the problems and challenges faced by Tourism Operators while providing Services to the Tourist.

4. LITERATURE REVIEW

Augustyn, M., and Ho., S. K.,(1998) assessed the satisfaction of different tourist groups, using conceptual model that combines the concepts of the Expectancy Disconfirmation Paradigm. A sample of 424 tourists, departing from Singapore Change International Airport, was surveyed with a structured questionnaire. Price was insignificant in shaping overall satisfaction levels for all groups of tourists. Accommodation and food were significant. There was no single factor that appealed to all the groups of travelers. It was also found that all tourists were willing to recommend Singapore to their relatives and friends and they were willing to revisit Singapore in the future.

Marcjanna, M. A., (1998) analysed that When a restaurant does not measure up to their standards, how does a restaurant operator determine what guests think of the operation? To gauge consumers' opinions before the tourist 's desert in droves, a restaurant operator can use the reliable questionnaire, called 'Dineserv. response to a destination while service quality is a cognitive belief about the destination's features or attributes. Both overall service quality and overall satisfaction are attitudes with cognitive and affective components (Tian-Cole, S., and Crompton, J. L., 2003). Burkhart and Medlick (1981) defined tourism as 'a temporary short term movement of people (tourists), to destinations outside the place, where they normally live and work and their activities during their stay at this destination"

5. SERVICE CONCEPT

According to Johns (1999), the term 'service' has various implications which turn out to a little perplexity as described in the management study the service can defined as a trade, an output, a performance or a development. Kotler & Keller (2012), stated that service is an elusive act that acts as a crucial medium for a company offer to attain the tourist, where it does not shift the tenure from the service providing party to the tourist. Service quality has been an imperative topic of study linking Tourism & Management departments. Although a considerable amount of research on quality of services, the motive behind revisit of tourist towards a destination along with what is the requirement of superior quality service from the tourism department has to be answered. This paper tries to evaluate accessible literature on service quality management in the tourism department. According to Parasuraman et al. (1985, 1988), the research proposed the scope of service quality is in the midst of the vital aspects influencing tourist satisfaction. Al Rousan (2011), Mohsin et al. (2011), and Parasuraman et al. (1985) revealed that this measurement was the focal point on numerous studies where tour operators established the maintenance for the execution of better service quality. Antony et al. (2004) and Harvey (1998) studied that service quality mainly covers meeting and surpassing of the expectation of tourist. Since the late 1970s this picture of service quality is becoming popular. This study of service quality initiated since the marketing area begins and laid its importance in the link among tourist and its business. Parasuraman et al. (1985) evaluated the service quality that stressed on disconfirmation model that anticipated service quality is a meaning of the discrepancy among performance and expectations. Presently the ideas of SERVQUAL are on consumer satisfaction are inadequate. Not just association needs. Experimental information to comprehend the level of clients' fulfillment yet in addition they have to see how to incorporate these service quality ideas into dealing with the tourist satisfaction. Now days, service industry create a progressively more significant function in the market of various countries. According to Parasuraman et al. (1985), Reichheld & Sasser (1990), and Zeithaml et al. (1990), the present worldwide focused condition conveying quality services is measured as a basic procedure for progress and survival. Many scholars have different view about the definition and information method of service quality.

Scientists and administrator intended for insightful learning regarding segments of service quality for clear reason of consumer satisfaction, expanded productivity, and so forth. According to Leonard & Sasser (1982), Cronin & Taylor (1992), Gammie (1992), Hallowell (1996), Chang & Chen (1998), Gummesson (1998), Lassar et al. (2000), Silvestro & Cross (2000), Newman (2001), Sureshchandar et al. (2002), and Gurau (2003), over the last few years service quality has emerge as a main field of awareness to specialists, researchers and managers unsettled to its sturdy force on industry performance, tourist satisfaction, lower costs loyalty of tourist and productivity.

6. SUGGESTIONS

- Gathering Feedback: Regularly collecting feedback from tourists helps identify discrepancies between expectations and reality.
- Staff Training: Investing in effective staff training ensures that employees can deliver high-quality, reliable, and empathetic service.
- Technology Adoption: Utilizing information systems and other service quality technologies can improve efficiency and meet tourist needs.
- Adapting to Change: Tourism providers must remain flexible and adapt their services to meet evolving tourist demands and market conditions.

7. CONCLUSION

In the vibrant world of tourism, tourist experience is the heartbeat that makes the journey unforgettable. From dreaming of exotic destinations to relishing memories afterwards, exceptional tourist service is one of the most substantial differentiation factors that can help tour and activity businesses stand out in a competitive market. Optimizing every touchpoint within the tourist journey and ensuring exceptional tourist care is being met at every stage will uplift your overall tourist's travel experience, boosting your chances of repeat business.

Tourism provides employment, which improves the livelihoods of the local residents/communities that are poor in material wealth but rich in culture and heritage. Tourism development helps in maintaining the natural surroundings and encouraging the development of infrastructure like roads, health care facilities, hotels etc. that benefits the host community catering to the needs of visitors. The tourism industry knows that tourist satisfaction and service quality are crucial to long term success.

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