Hospitality is a long running tradition in India. This element of Indian culture is based on the philosophy of "Atithi Devo Bhava", meaning "the guest is God" in Sanskrit language. This ideology of the Indian generosity towards guests well suits either at home or elsewhere. The growth and development of hospitality services industry in India has been immense and has largely dominated the traditional primary and secondary industries. The hotel industry is the fastest growing part of hospitality industry in India and was valued at 511.5 billion in 2008-09, this income has increased nearly 4.70 per cent by the end of the financial year 2012-13.

In the highly competitive hotel industry, services becomes one of the most important elements for gaining a sustainable competitive advantage. Thus, in the market place hoteliers have introduced various products at their hotels like: Fast Food, Leisure, Spa, Boutiques, Fitness Gym, Sight-seeing travel, Catering, Bars, Restaurant etc. Quality of these services has been increasingly recognised as a critical factor in the success of any business, since service quality is inherent feature to the hotel industry in India and also across the world.

Moreover, the success of the hotel business is directly linked to customer’s satisfaction with hotel services. The consumer satisfaction is a business philosophy that seeks to create value for customers, provides and manages their expectations and demonstrates the ability to meet their needs. These days modern star hotels aims to elimination of loss of customers due to poor quality and meeting customer expectations by bridging the gap between customers’ perception and expectation towards their service quality. Based on
this concept this thesis attempts to identify the factors that influenced to analyse the service quality of star hotels in Coimbatore District.

The current study is both explorative and descriptive in nature. Based on its contribution to growth of hotel industry the researcher has been motivated to select Coimbatore District for the conduct of empirical study. Based on this theoretical understanding drawn on sampling framework and structure of theses writing this research has adopted both quantitative and qualitative research techniques.

In the first stage of the sampling the researcher had identified that Coimbatore city has more than 80 hotels of budget class, one, two, three, four and five star rated hotels. The population of the study was restricted to the customers of Three Stars, Four-Star and Five-Star hotels located in Coimbatore district. In Coimbatore city there are 12 in total, Three, Four and Five Star rated hotels are currently in operations. Out the identified 12 hotels, it has been observed that only 11 hotels had applied for reaccreditation of star stated to the Ministry of Tourism and also rated under the HRACC hotel rating. Thus, the study was confined to these 11 hotels. A sample of 150 guests from each star graded hotel was selected for the effective conduct of the study i.e., 1050 respondents in total. A well structure questionnaire was framed for collection of primary data from the sample population.

From the empirical data analysis it has been majority i.e., 66.10 per cent of star hotel customers’ are male, 42.29 per cent of the respondents’ monthly income varies between Rs.100001-Rs.150000 and most of the customers’ stay in star hotels for their business. It has been inferred that most of the respondents’ have sourced information about star hotels from their friends and relatives and they usually book rooms by online reservations. From the empirical data analysis it has also been found that most of the sample populations are influenced by the reputation of the star hotels and they
also consider the quality of food & beverages items offered in the star hotels. Further it has been inferred that the respondents’ seek for quality Restaurant and Bar facilities in star hotels. It has been found that majority i.e., 53.40 per cent of the customers’ exhibit high degree of satisfaction towards the details of the bills given in star hotels and they believe that the services offered in star hotels are prominent and reliable.

The study concludes with the note that “Quality” is one of the greatest challenges facing service organisations in today’s ever-growing competition, continuous increase in customer expectations and needs. Such trends have also forced hotels to seek ways to expand their market share, retain current clients and create repeat business. Achieving such goals requires a comprehensive understanding of the ways how customers evaluate the quality of services offering and how they choose one hotel to another.