determination $R^2$ infers that the change in overall satisfaction is explained by the changes of perception on all service quality dimensions to an extent of 65.6% percent. Significant F – Statistics reveals the validity of the fitted regression model. It is also inferred that Reliability dimension is an important dimension of customer satisfaction. Since, both the “tolerance” values and the “VIF” values are all quite acceptable as per the standards; there is no multicollinearity between predictor variables.

**SUMMARY OF FINDINGS, CONCLUSIONS, POLICY IMPLICATION AND SCOPE FOR FURTHER RESEARCH**

The objectives of this study were i) To discuss the profile of hoteliers and to identify their perception towards important hotel specific service attributes and service quality, ii). To understand the relationship between socio economic profile of customers and customers’ perception towards important hotel specific service attributes and service quality, iii). To find out Service Quality along each of the five Service Quality dimensions of Star Category Hotels and to reveal the service quality gap between the perception of hoteliers and customers iv) To understand the impact of service quality dimensions on Customers Satisfaction and v) To offer suggestions based on the study to reduce service quality gap

These objectives were accomplished in six stages. In the first stage, the profile of study units and the perception of managers of the study unit towards hotel service attributes were analysed. In the second stage, hotelier’ perception on customers expectation and service delivery of hotels were analysed. In the third stage, the profile of customers, their perception towards hotel attributes and the impact of customer profile on
perception were analysed. In the fourth stage, customers’ perception and expectation of service quality were analysed. In the fifth stage, the service quality gaps were studied along with the impact of profile variables of customers on service quality perception. In the sixth stage, the impact of service quality on customer satisfaction and relationship between customer profile and their level of satisfaction were analysed. The results of the analyses were discussed in the earlier chapters. The findings are summarized in this chapter to draw specific inferences and their policy implications.

The concepts and methodology were formulated according to the objectives of the study with the help of a comprehensive review of previous studies. The total number of respondents from the hotel is 102. The criteria set by the researcher for customers were that they had to be guests of the hotel and to have stayed at least one night in the hotels. Customers were approached after getting prior permission for the interview.

The total numbers of rooms available in sample units are estimated to be 7799. The total number of samples in the customer part of study was arbitrarily assigned as 10 percent of the total rooms in the hotels, which comes around 779. The number of respondents from budget, business and the luxury segment selected are 123, 473 and 182 respectively. Convenient sampling method was adapted in selecting the respondents from customer side. The finding were summarized and presented below:

**FINDINGS**

Chennai has the maximum number of hotels followed by Coimbatore. Business Segment hotels represent the most followed by Budget segment and Luxury segment
hotels. A Half of the study units have been started their operations after the year 2001. It means half of the total study units possess below 10 years of experience in their respective service areas. Only 26 of the hotels have more than 20 years of experience in their respective service area.

Chennai has the largest number of hotels with the total of 6000 rooms followed by Ooty, Madurai, Coimbatore and Trichy. The availability of Hotel rooms is led by business segment followed by luxury and budget segment hotels. No budget hotel or one and two star hotels have more than hundred rooms. In total, three fourth of the sample units have less than 100 guest rooms, 16 of the sample units have 101 to 200 guest rooms and 6 of the sample units have more than 200 guest rooms.

‘Joint stock’ type ownership is dominated followed by ‘sole proprietorship’. Sole proprietorship in luxury segment is just one. The first two important types of hotel operation styles are Chain and Independent operation of properties. The ‘franchising’ and ‘management contract’ are least popular type. Except in business segment, public limited companies are more in number than private limited companies in both luxury and budget segment.

All the budget segment hotels employed less than 100 employees. In total, 70 hotels have employed less than 100 employees and only 5 hotels have employed more than 300 employees. Luxury segment of hotels employed more number of employees than any other hotel segments. The overall total of employees per room is 1.20, which means if a hotel has 100 rooms, it recruits 120 employees. In total, 71 study units were
located at the heart of the city followed by hill resort, suburban hotels and airport hotels.

As per the perception of Hoteliers in Budget segment, the important service attributes are ‘receiving immediate help during emergency’, ‘security in terms of life and valuables’, ‘reasonable room rate’, ‘high degree of hygiene of food’ and ‘room cleanliness’.

The business segment hotel service providers opined that the important service attributes in hotels are ‘high degree of hygiene of food’, ‘variety of drinks and wine availability’, ‘availability of multi cuisine’, ‘comfortable and hygienic toilet’, ‘room facilities and other Amenities’.

The luxury segment service providers believe that the important service attributes to be provided by luxury hotels are ‘visually appealing exterior design’, ‘adequate parking facilities’, ‘quick check-in and checkout process’, ‘attractive décor of Lobby and Room’, ‘room cleanliness’, ‘room facilities and other amenities’, ‘comfortable and hygienic toilet’, ‘variety of toilet amenities’, ‘availability of fast internet connection’, ‘serving the food at right temperature’, ‘variety of drinks and wine availability’, ‘high degree of hygiene of food’ and ‘availability of multi cuisine’.

The managers of the hotels established before 1990 have strong belief that serving the food at right temperature is an important attribute. Managers in the hotels under management contracts perceive that providing fast internet connection is very important.
The managers working at Airport hotels feel it is very important to quick check in and check out. The managers working at Beach resort hotels feel it is very important to provide immediate help during emergency.

**Hoteliers of the hotel started before the year 1990 have estimated that the expectation on reliability is higher than the hotels established after 1990. This may be attributed as the experience gathered over a long period of customer service in hotel industry. It is observed that hoteliers in hotel chains have higher level of perception on customer expectation. All the hoteliers perceive that empathy as an important service quality dimension expected by customers.**

The most important dimension as per the hoteliers in public limited hotel is Responsiveness and in private limited company it is empathy. In suburban hotels the most important service dimensions as expected by customer is assurance and in downtown hotels is empathy. The hoteliers of airport hotel and resort hotel perceive that except tangibility dimension other service quality dimensions are important.

**All hoteliers perceive that they are very perfect in the service delivery of empathy dimension of service quality. The perception of hoteliers belonging to the hotels established before the year 1990 is higher in all the service delivery than other hoteliers except responsiveness dimension of service quality. It is also observed that hoteliers working in hotel chains have higher level of perception of service delivery. Hoteliers of various type of hotels based on the ownership perceives in same way as others except in the tangibility dimension of service quality.**

**The perception of hoteliers, who belong to public and private limited company significantly differs in the perception of service delivery in reliability, responsiveness and assurance dimensions of service quality. Perception of hoteliers in public limited company is higher than private limited hotels. Hoteliers of Airport Hotel and Beach Resort have the perception that their service delivery is perfect.**

The Hoteliers of budget segment hotels believes that they are doing an excellent job in meeting customers' expectations. They perceive that they had understood the requirements of customer expectation and fulfill effectively. They also perceive that their
service delivery is not meeting the customers' expectations with respect to “readiness to respond to guest requests” and ‘creating confidence’. Hoteliers of Business segment hotels in Tamil Nadu perceive that they are exceeding customers’ expectations except ‘readiness to respond to guest requests’ and ‘creating confidence’. Luxury segment hoteliers perceived that the level of service quality in the luxury hotels in Tamil Nadu exceeds customers’ expectations.

Hoteliers of budget segment hotels perceive that the important dimension expected is empathy followed by assurance. The hoteliers of the budget hotel perceive that their service delivery is more or equal to the expectation except assurance dimension of service quality. Hoteliers of business segment perceive that the important dimension expected is empathy. Hoteliers of luxury hotels perceive that customer expectation is low in tangibility dimension than any other dimension and they also perceive that their service delivery is exceeding the expectation in tangibility dimension of service quality.

The first two major age groups among the customers in the present study are 25 to 35 and 35 to 45 years. In total, 602 respondents are males whereas the remaining 177 customers are females. In total, 608 of the total customers are Indians where as the remaining 109 respondents were foreigners and 62 respondents were Non Resident Indians. The important level of education among the customers is under graduation and post graduation. The important occupations of the respondents are business and employment. The two important groups of respondents based on their income are Rs.50,001 to 75,000 and Rs.75001 to 1,00,000.
Very important purpose of visit and stay in a hotel is business and it is followed by official work and tour. A maximum of 504 respondents pay for themselves followed by customers paid by their organisation. The most important duration of stay is one day followed by two days. More than half of the respondents used friends and relatives as a source of information about the hotels followed by past experience.

Most important service attribute as per the perception of the customers of budget segment is ‘high degree of hygiene of food’ followed by ‘room facilities and other amenities’, ‘quick check-in and checkout process’, ‘serving the food at right temperature’ and ‘variety of toilet amenities’. The important hotel service attribute as per the customers in business segment hotels are ‘room cleanliness, ‘room Facilities and other amenities’, ‘comfortable and hygienic toilet’, ‘security in terms of life and valuables’ and ‘receiving immediate help in emergency’. Most important service attributes as per the perception of the customers of Luxury segment ‘hotels are room cleanliness’, ‘comfortable and hygienic toilet’, ‘serving the food at right temperature’, ‘high degree of hygiene of food’, ‘security in terms of life and valuables’ and ‘receiving immediate help in emergency’.

Six Important Hotel Specific Service Factors were (IHSSF) identified using factor analyses are ‘value Added Services’, ‘safety and hygiene’, ‘value for money’, ‘food factor’, ‘aesthetics’ and ‘room factor’. In value added services factor, there are five attributes namely ‘business centre services’, ‘availability of health club and sauna’, ‘availability of multicuisine food choice’, ‘availability of fast internet connection’ and
‘adequate parking facilities’. In safety and hygiene factor, there are four attributes namely ‘receiving immediate help during emergency’, ‘comfortable and hygienic toilet and bathroom’, ‘security in terms of life and valuables’ and ‘room cleanliness’. In value for money factor, there are 3 attributes namely ‘reasonable restaurant and bar prices’, ‘reasonable room rate’ and ‘reasonable fares for using health club’. In food factor, there are 2 attributes namely the ‘high degree of hygiene of food’ and ‘serving the food at right temperature’. The aesthetics attributes contains ‘visually appealing hotel’s exterior design’ and ‘attractive decor and furnishing of lobby’. Room Factor consists of ‘room facilities such as television and other amenities’, ‘quick check in and checkout facility’ and ‘variety of bathroom amenities’.

The most IHSSF is food factor and it is followed by room factor, safety and hygiene; value added services, value for money and aesthetics in Budget segment. In business segment hotel the IHSSF is ‘safety and hygiene’ followed by ‘room factor’, ‘food factor’, ‘value for money’, ‘aesthetics’ and ‘value added services’. In luxury segment, the customer gives more importance to ‘safety and hygiene factors’, followed by ‘room factor’, ‘value added services’, ‘value for money’ and ‘aesthetics’. All the groups of customers invariably by age have the perception that the important IHSSF are ‘room factors’, ‘food factors’ and ‘safety and hygiene factors’. It is also observed that when they grow old, their perception gets stronger towards these factors except in the age group of 45-60. It is vice versa in the case of value for money and aesthetics.
Women customers have more favourable perception towards “safety and hygiene factor” and ‘food factor’. NRI’s perceptions towards service attributes are higher than Indian customers except in the aesthetics factors. In aesthetics factors, the Indian customer’s perception is higher than NRI customers. Almost in all the factors there is a similarity between Foreign and NRI customers. The customers from foreign destination have the perception that the most important service attributes is food factor followed by safety and hygiene and room factor.

All the customers invariably by education, purpose of visit, Length of stay, their source of information on hotel and occupation have the perception that the important service attributes are Room factors, food factors and safety and hygiene factors. When the income of the respondent increases, their preference also increases upward especially with ‘aesthetics’. It is also observed that the customer with more than one lack per month has high preference towards all the service attributes.

The guests, whose tariff has been paid by company has the favourite perception towards aesthetics, which is greater than the factor of value for money. The customers sharing their tariff with others is less favoured about food factor than room factor, value for money, safety and hygiene and value added service attributes of services. There is a statistically significant difference in the perception of customer on all the service factors based on the length of stay.

Women customers have more expectation of service quality except the tangibility in star hotels of Tamil Nadu. The customers belonging to the age group of 35-45 have higher expectation on Tangibility. The expectation of the respondents who belong to the age group ‘below 35’ significantly differ from others. NRI respondents have higher expectation than the Indian and Foreign customers.

Foreign customers have least expectation of tangibility aspect of service quality. The respondents with +2 qualifications have higher level of expectation of service quality except the responsiveness dimension. Professionals have higher expectation on all the
service quality dimensions except the tangibility. Customers earning the income of more than one lakh rupees per month have higher level of expectation of service quality. Business customers have higher expectation on reliability and customers staying for official work have higher expectation on Empathy. Tourists have higher expectation on empathy and tangibility.

The respondents, who paid their tariff on their own, have higher expectation on reliability, tangibility, empathy and responsiveness dimensions of service quality. The respondents, who stayed in the hotels for more than five days have higher level of expectation. The customer, who stayed in the hotels arranged by tour operators have higher level of expectation in all service quality dimensions except responsiveness.

Women have higher perception of service quality delivery in star hotels of Tamil Nadu. Customers with the age of ‘more than 60’ perceives that reliability dimension of service quality is poor in star hotels. NRI customers’ perception on reliability, tangibility and empathy dimension of service quality is lower than other customers. Foreign customers perceive the service quality of hotels better than other two types of customers based on nationality.

Customers with ‘10+2’ qualification perceive that service quality delivery is inferior in responsiveness, empathy and assurance dimensions. A customer employed in organisation perceives that responsiveness is a least served service quality dimension. Customers with more than Rs.75,000/- income perceive the service better than others.
Customers who stayed the hotel for business reasons perceive that service delivery is poor than other customers.

Customers, who paid the tariff by their own perceive that reliability dimension is poor. Customer, who stayed ‘for a day’ perceives the reliability dimension of service as poor than other customers. The respondents, who stayed in the hotels for more than five days have higher perception on all the dimensions of service quality. The respondents who used the advertisement and past experience as a source of information have the lowest level of perception on service delivery.

Most important expected service quality dimension in budget hotels are Tangibility followed by Reliability, Assurance, Empathy and Responsiveness. The gap between expectation and perception is almost negative in all the dimensions of service quality. It means there is the problem in the service delivery to the customers. This difference is statistically significant only for the Reliability, Responsiveness, Assurance and Empathy factors.

Most important expected service quality dimension in business segment hotels are Reliability followed by Tangibility, Assurance, Empathy and Responsiveness. The gap between expectation and perception is negative in all the dimensions of service quality except in reliability dimension of service quality; it means that, there is the problem in the service delivery to the customers.
The most important expected service quality dimension in luxury segment is Reliability followed by Assurance, Empathy, Responsiveness and Tangibility. The gap between expectation and perception is positive for tangibility dimension; which means that in tangibility the service delivery is exceeding the expectation of customers. The negative gap exists only in empathy dimension of service quality and also this gap is statistically significant.

The overall Gap 5 (Service Quality) is negative, which indicates that the overall service quality provided by the hotel industry in Tamil Nadu fell below the customers’ expectations. The overall Gap 6 (Service Delivery) score indicates that the managers were very self-assured, and overestimated their organization's service delivery in meeting customers' expectations of service quality in the star hotel in Tamil Nadu. In addition, the overall Gap 1 (Understanding gap) score indicates that the hotel managers tend to have a reasonably good understanding of customers' expectations. Generally, from the results of positive Gap 1 scores, it can be concluded that Gap 1 did not seem to be a major problem area of service quality in the star hotels in Tamil Nadu.

The result of service delivery gap 6(Service Delivery) indicates managers’ perception of over estimation of their service delivery as being higher than the customers’ perception in most of the service quality attributes. The overall Gap 7 score indicates that the hotel managers perceived that the level of service quality is exceeding or meeting the expectation of customers. It is not statistically significant.
All the service quality dimensions have positive correlation with customer satisfaction. High level of correlation is found in the dimension of reliability followed by empathy, assurance, tangibility and responsiveness dimensions of service quality. The customers of luxury segment hotels have higher level of satisfaction followed by budget segment customers and the business segment customers were least satisfied. Luxury segment customers have higher level of satisfaction in all the satisfaction related attributes than other two segments of hotel.

The customers aged ‘below 25’ have more satisfaction than any other group of customers. Male customers have more satisfaction than female customers. Foreign customers have more satisfaction than Indian customers, but NRI customers’ level of satisfaction is low compared to other two types of customers. Post graduate respondents have low level of satisfaction and business class customers have more satisfaction than any other customers. The customers who have the income of less than Rs.25, 000/- per month have more satisfaction than any other customers followed by the customers with the earnings of more than Rs.1 lakh per month.

The customers, who stayed in hotel for business purpose has more satisfaction than other customers. The customers, who paid tariff with their own money have low satisfaction than any other customers. Length of stay does not have any significant difference in satisfaction. The customers, who selected their hotel by past experience, have low level of satisfaction. The customers of luxury segment are more satisfied
followed by entry segment hotel customers. Business segment customers have low level of satisfaction.

Overall service quality has high level of positive correlation with customer satisfaction. Overall relationship with employees is most important satisfaction attribute in both entry segment and business segment hotels. The most important satisfaction attribute in luxury hotel is overall satisfaction followed by overall employee behaviour.

The regression analysis for the different segments of hotels showed that all the five factors were influencing the overall satisfaction. It is inferred that Tangibility is very important dimension in budget segment hotels. Reliability is very important dimension in business and luxury segment hotels, influencing the level of customer satisfaction.

CONCLUSION

This study reveals the nature of service quality, determinants of service quality and benefits of service quality. The most important expected service quality dimension in star hotels in Tamil Nadu is reliability followed by empathy, assurance, responsiveness and tangibility. The negative gap exists in reliability, empathy, assurance and responsiveness dimensions of service quality. There is a positive correlation between service quality dimensions, overall service quality and customer satisfaction. The customers of luxury segment are more satisfied followed by entry segment hotel customers. Business segment customers have low level of satisfaction. The profiles of
hotels and customers have significant influence in expectation and perception of hotel service and service quality in the star hotel of Tamil Nadu.

The competition continues to heat up in hotel market around the country and emerging technology continues to empower customers with more market knowledge and wider choice. The quality of customer service will increasingly become the pivotal determinant of survival of a business organization. Companies hoping to garner an enduring competitive advantage must develop their own standard of superior customer service, keeping in the mind that customer service is the core component of success. The management of star hotels in Tamil Nadu must believe that service quality is a tool for Survival, Profit, Market share, Brand Equity and Wealth Maximization. Therefore, a top priority approach by the top management towards the service quality and service quality research is need of the hour.

**Policy Implications to Star Hotel Management in Tamil Nadu**

In order to remove the perception gap between managers and customers on hotel specific service attributes, the hoteliers shall have close relationship with customers. It may facilitate the managers to understand customers’ perception on service attributes and changing needs of customers.

Young managers and new entrepreneurs in hotel industry of Tamil Nadu shall have an open mind to learn from experienced managers and experienced entrepreneurs.
Experienced people shall come forward to share their experience with the juniors. The experienced managers and entrepreneurs can be motivated by monetary benefits and recognition by providing awards for delivering their rich experience of customer service. It may be arranged by the South Indian Hotel and Restaurant Association to their members annually.

Selecting the employees with positive perception, extrovert in personality and being empathetic on customers is a strategy to overcome the budget segment managers’ struggle on inferior delivery in meeting customers' expectations with respect to readiness to respond to guest requests and creating confidence. Especially the employees who have to interact directly with customers should be selected carefully and paid fairly. Hoteliers may ensure the appointment of hospitality professionals in the areas, where employees and customers have to interact directly.

Adopting HACCP (Hazard Analysis Critical Control Point) practices and certification will ensure the quality in food related expectation of the respondents. A specialized training on HACCP to all the employees who handle the food will ensure safe and quality food. Keeping latest equipments, choice of bathroom amenities and fast check in and checkout adopting customized innovative practices will fulfill the room related expectation of the customers.

Establishing Standard Operating Procedure in the areas of guest room and toilet cleaning is a simple tactics to ensure excellence in service. Ensuring priority to maximum
security to the life and the valuables of customers is at most important in present day environment.

The managers of hotels may be careful in handling NRI customers, since their expectations are higher. Developing customized products and services for NRI is important to the hotels, if hotels are willing to concentrate more towards NRI customers as their target group. The same suggestion is applicable to hotels, if their main target group belongs to corporate clients.

It is an urgent need to improve the service quality delivery in budget segment hotels since the customers’ of budget segment perceived that service delivery in all the dimensions was poor. A keen concentration on understanding the expectation and perception of service quality of customers will improve the service performance and survival of the budget segment hotels. Adopting the cost effective research tools such as regular customer feedback survey or complaint behaviour analysis will facilitate the necessary improvement in service quality delivery. It is very important on the part of hoteliers to concentrate on reliability, responsiveness, assurance and empathy dimension of service quality delivery.

Careful investigation of changing customer needs by periodic market research may help the marketers to design the service standards that will ensure the better service delivery in business segment. Luxury hotels are providing excellent services to their customers. Improving individual and personal attention will improve the perception on empathy dimension.
The overall service quality provided by the hotel industry in Tamil Nadu fell below the customers’ expectations. This gap occurs when service delivered is not up to the customers’ expectation. Harsh (2008)\textsuperscript{134} opined that providing good service quality is meeting or exceeding expectations but the gap arises by the perception of both service provider and customer. Some time service provided may be of good quality but customer perceives it to be other way, because of lack of competence on the part of customers to correctly assess the service quality. He also opined that exceeding the customer expectation is not simple. To sort out this gap, hotels should make organizational wide acceptance and commitment of service quality.

The results of positive Gap 1 scores indicate the managers’ perception on customers’ expectation. It can be concluded that Gap 1 did not seem to be a major problem area of service quality in the star hotels in Tamil Nadu. Some of the strategies to understand the customers are marketing research, facilitating upward communication and adopting lean organisation structure. To reduce the service delivery gap, hoteliers in the hotel industry in Tamil Nadu should go for the regular investigation to assess whether their staffs are able to meet the service standards set by management. To improve the service delivery by employees, a staff competency improvement programme may be formulated.

The overall Gap 7 indicates that the hotel managers perceived that the level of service quality is exceeding or meeting the expectation of customers. To ensure that the

\textsuperscript{134} Harsh V. Verma, “Services Marketing: Text and Cases” (New Delhi, Dorling Kindersley(India) Limited, 2008):296
managers doing good work on service quality delivery, they have to narrow down the
gap 2 (Discrepancy between manager’s perception of consumer expectation and service
quality specification) gap 3 (Discrepancy between service quality specification and
actually delivered service) and gap 4 (Discrepancy between delivered service and what is
communicated about the service to consumers).

Gap 2 may be narrowed down by management commitment and task
standardization related to develop service quality specifications. Gap 3 may be narrowed
by the strategies such as role clarity, employee job fit, technology job fit, employee
training, standard portioning controls and supervisory control system to monitor the
service actually delivered. Gap 4 may be adjusted by following better horizontal
communication, avoiding over promise, sensible advertising and communication to the
customers.

Tangibility is an important dimension of customer satisfaction in budget segment
hotels. It is an urgent requirement for budget segment hotels to improve the service
quality dimensions such as empathy, reliability, assurance and responsiveness since
tangibility is replicable by any other competitor. Reliability dimension is an important
dimension of customer satisfaction in business segment hotels followed by Empathy,
Assurance Responsiveness and Tangibility. Improvement is required in all the
dimensions of service quality to ensure competitive edge over others by uniqueness.
Service innovation may be the key for uniqueness.

Luxury segment hotels are providing excellent service to the customers. All the
five factors were influencing the overall satisfaction. Now, it is the time for luxury hotels
to think on service excellence to become model for others and to adapt TQM, Six Sigma and other quality concepts since today’s standards may not give competitive advantage tomorrow. It is very essential to make a continuous service satisfaction survey of customer following a service encounter while service experience is still fresh, and act quickly based on the feedback. Customer Advisory Panels may be established to periodically provide the firm with feedback and advice on service performance. Service Reviews by managers’ periodic visits with customers to discuss and assess the service performance will enable the hotels to deliver better customer service.

It is important to develop a system to retain, categorize, track and distribute customer complaints and other communications with company to identify the most common types of service failure and strategy to avoid such failures. Measurement of Internal Service Quality, identifying employees perceived problems to improved service, tracking employee morale and perception should be considered as a routine process.

Establishment of Quality Circles within the department and within the organization specifying quality goals, objectives and benefits will provide the employees more concern towards service quality. It is an effective way to make the employees more quality conscious. A survey of New, Declining and Lost Customer is essential. Surveys to determine why customers selected the firm, reduced their visit, or left the firm is essential. An efficient reward and recognition system and motivation programme for employees has to be formulated with specific objectives related to service quality delivery.
Scope for Further Research

An attempt has been made to find out the service quality of star hotels in Tamil Nadu. The same study can be replicated in other states such as Kerala and Karnataka as the number of hotel is more than three hundred and also the intensity of IT companies. Many hotels now have started to implement TQM in their service operations. So, it is necessary to study the impact of service quality perception after the implementation of TQM which offers better scope for research in hotel industry.

This study covered all the segments of hotel industry in Tamil Nadu, but a specific study on Luxury or Business and Budget segment may provide more insight to the hoteliers on the specific hotel segment to develop service strategies. This study exposed the service quality delivery gap in star hotels of Tamil Nadu. A study on internal service quality among the employees who actually deliver the service will give more understanding about the staff’s perception of customer expectation and their service delivery in hotel industry in Tamil Nadu.

Hotels in Tamil Nadu outsource many services to save cost. An impact study on outsourcing on customers’ perception on service quality, satisfaction and Loyalty may be a good choice for research. The researcher found that many hotels belong to popular chain of hotels such as ITC, Taj and Radissons adapting the self rating system instead of adopting common rating system formulated by Hotel and Restaurant Approval and Classification Committee a body of Ministry of Tourism In India. A study on self rating
of hotel and the service quality may provide insight on self rating. A comparative study on service quality of self rated hotel and government may be another choice.

There is a wide scope for future studies in areas like:

1. Service Quality perception of Differently abled Customers
2. Service quality and Return on Investment or Performance Analysis
3. Employees Professionalism and Service Quality
4. Impact of Employee Satisfaction on Service Quality
5. Correlation between Customer Tipping and Service Quality
6. Organisational Culture and Service Quality
7. Impact of Service Quality on Customer Loyalty and Switching Behaviour

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