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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