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## **An Empirical Study on Customer Satisfaction in The Tour & Travel Service Sector**

Nida Faiza

MBA DUAL Specialization, Rama University

Email: [nidafaiza44@gmail.com](mailto:nidafaiza44@gmail.com)

<b>Peer Review Information</b>	<b>Abstract</b>
<p><i>Submission: 17 March 2026</i></p> <p><i>Revision: 06 April 2026</i></p> <p><i>Acceptance: 21 April 2026</i></p> <p><b>Keywords</b></p> <p><i>Accommodation Services, Food &amp; Beverage Services, Service delivery, Customer Feedback, Emotional Experience</i></p>	<p>Examining guest perspectives offers valuable insight into hotel service standards. When actual experiences meet or exceed expectations, guests are more likely to stay. It's evident that fulfilling expectations strengthens visitor retention. What leaves a lasting impression— more than any other factor— influences repeat visits most significantly. Close observation highlights which service aspects carry the most weight in lodging decisions. The current hospitality landscape presents both challenges and openings. Evaluating quality requires looking beyond surface-level statements and focusing on genuine guest experiences. Loyalty isn't accidental; it develops through consistent, reliable service. Every interaction contributes meaningfully to overall satisfaction. Recognizing the link between emotions and customer actions brings clearer understanding. Feelings hold as much importance as factual details when guests choose accommodations. Expectations formed before arrival shape the entire experience. Survey recipients were selected randomly, with no set pattern. A total of 150 responses were collected from locations around Kanpur and nearby areas. Analysis relied on averages, medians, and frequently occurring responses. Staff performance often plays a decisive role in whether guests return or move on.</p>

### **Introduction**

Travel is widely regarded as one of the most popular activities for people around the world, which it helps explain why the hospitality industry is considered among the largest globally. It's believed that roughly one in ten jobs worldwide is tied to this sector. The industry's reach is so extensive that fast food chains and their franchises are often seen as major national exports. At its core, hospitality encompasses businesses that provide accommodations and food-related services.

This includes a range of establishments such as hotels, motels, resorts, and inns, all contributing to lodging needs. Food service takes many forms—ranging from quick-service eateries to

full-service restaurants where meals are more leisurely. Catering companies serve food at events outside traditional dining settings, while private clubs offer services exclusively to members. Bars primarily serve beverages, though some also provide food. Additionally, contract food services operate in institutions like schools, hospitals, and corporate offices. Even entertainment linked to travel falls within this broad category, despite appearing distinct at first. While these segments are interconnected, each functions differently. Accommodations are a key component, but the industry's strength comes from the diversity of services that meet varied consumer demands. The hospitality industry is broad and multifaceted, with no single

aspect fully representing its entirety. Each segment adapts according to the guests it serves, and collectively, these elements form what is widely recognized as the hospitality experience. Casinos frequently blend into dining and accommodation environments. Just as hotels commonly include restaurants, many also incorporate gaming areas. Restaurants located near gambling zones often experience increased evening patronage. At certain resorts, exiting an elevator may place guests directly on a floor bustling with slot machines. Travelers reserving ocean-view rooms might expect card games to be part of their stay. Gaming areas typically remain open late, complementing the dinner schedules of large hotels.

From the moment they arrive, guests encounter a welcoming atmosphere shaped by first impressions—friendly gestures and attentive staff—that set the tone for what follows. Entertainment is woven into experiences crafted for enjoyment, while newcomers are subtly guided through thoughtfully designed environments, where small, intentional details play a significant role. Pleasure often arises naturally and gradually as people engage with the space.

Hospitality forms an essential part of the broader service industry, rooted in the idea that once fundamental needs are met, people look for comfort and ease. At its heart, it encompasses a range of services where positive experiences go hand in hand with genuine care. What lingers long after a visit isn't just the events themselves, but the emotional resonance they leave behind. Satisfaction is strongly shaped by how individuals are treated on a personal level, with consistent and thoughtful service playing a central role. The success of moments meant for relaxation and enjoyment hinges on this kind of attentiveness. Ultimately, whether guests leave feeling truly satisfied serves as a key measure of effectiveness.

What defines hospitality? It includes elements of luxury, but always grounded in comfort. Pleasure is part of the experience, yet never forced—it emerges quietly through seamless, unobtrusive service. The aim isn't simply enjoyment, but rather allowing it to surface naturally over time. Luxury is evident, but measured more by thoughtfulness than by cost. What truly matters are personal, meaningful moments, not just the delivery of basic necessities.

### Literature review

For centuries, travelers have needed places to rest and eat, prompting nearly every known civilization to develop forms of lodging and food services. Evidence of such establishments can be

found in ancient Babylonian, Greek, Hindu, Islamic, and biblical societies, underscoring their long-standing and widespread role across cultures. Though the exact origins of the hospitality industry remain unclear, its roots span thousands of years and numerous civilizations. As empires expanded and exploration increased, so did the need for travel, driving the growth of facilities that provided shelter and meals. In response to these fundamental needs, early venues such as taverns, inns, and “ordinaries” began to appear, supporting movement and connectivity between regions.

In newly forming communities, hotels and dining spots were often among the first buildings constructed. Frequently established at the very beginning of urban development, they emerged alongside roads and marketplaces—sometimes even before homes were built. Their early development reflected more than mere convenience; it marked the formation of social and economic hubs within emerging settlements. In the past, accommodations and dining varied widely across regions and evolved in different ways. Early food service was simple—meals were served at set times, often eaten together from shared dishes. Travelers commonly stayed with local families or rented small rural dwellings. Over time, lodging began serving not just tourists but also people traveling for work. Inns, once basic overnight stops, gradually expanded into more complete facilities offering greater comfort. Today's choices span from modest guesthouses to expansive resorts built for long-term stays and diverse needs.

As decades passed, accommodations increasingly welcomed business travelers along with those on leisure trips. Lodging places evolved beyond simple beds, growing into larger operations with added amenities. Current options include everything from no-frills rooms to extensive complexes tailored to various purposes and extended visits.

The hospitality industry thrives on mutual fairness between hosts and guests. A new concept of hotels started emerging around the end of the 1700s, influenced by technological advances. Growth has continued steadily, as good service remains central to nearly any role that involves helping others.

Most investment flowed into a handful of major cities, leaving many other areas behind. Growth concentrated in areas already receiving capital, rather than spreading evenly. Expansion continued to favor established centers instead of branching into new regions. Urban hubs attracted the bulk of attention, overshadowing less active areas. Advancement remained closely

tied to locations already experiencing momentum.

India's hotel industry has been progressing steadily, marked by gradual development rather than rapid transformation. Growth unfolds at a measured pace, influenced more by long-term trends than short-term surges. Each stage builds incrementally on previous progress, reinforcing existing foundations. The sector evolves smoothly, avoiding abrupt changes and aligning closely with wider economic shifts. Development takes time, settling in rather than accelerating suddenly. Then the pandemic hit, delivering a severe and unprecedented shock that led to significant losses during prolonged lockdowns. Although recovery is underway, it has been uneven, largely fueled by domestic leisure travel. What's driving this trend? Continued uncertainty in global travel is prompting hotels to reconsider their strategies. Instead of waiting for international conditions to stabilize, some are now focusing on high-end domestic getaways. At the same time, there's a quiet transformation underway—serene retreats are gradually merging with spaces suited for remote work. These shifts together are opening up new possibilities for immersive, travel-inspired experiences that don't require crossing borders or carrying a passport.

### **Hospitality Vs Travel**

People often confuse hospitality with travel, even though the two are connected but distinctly different. Travel and tourism primarily cater to individuals visiting new locations temporarily—typically for a week or away from their usual residence. While travel involves movement, the comfort and care experienced during the trip belong to the realm of hospitality.

This sector centers on creating enjoyable experiences, making downtime comfortable, and fulfilling needs smoothly and unobtrusively. Guest satisfaction stems from attentiveness, personal presence, and small, considerate gestures throughout their stay. These services may benefit tourists, local residents taking a break, or even non-tourists altogether. As such, hospitality is best seen as an overarching concept that brings together a range of industries united by common characteristics.

### **Market-Insights**

By 2023, the value of India's hotel industry is projected to reach INR 1,210.87 billion, reflecting a steady annual growth rate of approximately 13% from 2018 to 2023. This expansion is largely driven by a growing number of international tourists visiting the country each year. Leisure travelers play a major role in this trend, while

business travel also contributes significantly to sector growth. The continued rise of the industry closely mirrors sustained demand, with data showing a consistent upward trajectory in recent years.

Globally, travel and tourism support one in ten jobs, according to Rochelle Turner's 2018 report. The sector accounts for 10.4% of the world's total economic output and provides employment to 313 million people. Nearly 9.9% of all jobs worldwide are connected to this industry. Over the past decade, one out of every five new jobs created globally has been in travel and tourism, highlighting how growth in hospitality drives broad economic impact.

### **Research Methodology**

#### **Sampling:**

- The researchers employed a random sampling technique to distribute the questionnaires.
- A total of 150 responses were gathered from areas within and surrounding Kanpur city.

#### **Tools used for the study:**

- Both primary and secondary data sources were utilized in this research.
- Secondary data was obtained from online resources, journals, articles, and books, while primary data was collected using a carefully designed questionnaire.
- Simple statistical methods were applied to analyze and interpret the data, with selected findings presented in tabular format for clarity.
- Measures such as mean, median, and mode were used to test the study's hypotheses.

### **Objective of Study**

As the hospitality sector continues to evolve, understanding its various aspects and customer perspectives requires careful consideration of numerous factors.

This report aims to assess both the current challenges and potential future issues impacting the hotel industry. Success in this sector is largely measured by customer loyalty and the frequency of repeat visits. An establishment's ability to predict such repeat patronage often depends on how guests perceive and experience the quality of service they receive. Accordingly, this report also examines the connection between these perceptions and customer retention. Between quality of services given and customer brand loyalty provide.

### Focus On Customer Loyalty

The quality of services has no significant effect on customer loyalty.

The quality of services has some significant effect on customer loyalty.

### Limitations

The study encountered several challenges that revealed potential differences in how future work might unfold.

Conducted under strict time constraints, the project struggled with limited access to individuals required for surveys. Without sufficient funding, comprehensive research was unfeasible, and these limitations influenced every stage, restricting opportunities for broader exploration.

A time frame of four to five weeks dictated the pace of progress. The tight schedule led to the exclusion of older reports and online perspectives. The need for speed meant certain sources were left out entirely, leaving no space for more thorough investigation.

The core analysis relied on only a small number of sources, supported by a limited set of tools. Restricted access directly affected the depth of the inquiry.

Reconsidering current methods could improve how information is collected. At present, data collection depends heavily on a narrow segment of the population—primarily younger students from a few specific locations. When such a limited range of experiences shapes the findings, the overall picture becomes significantly narrower.

The survey relied on a combination of tools, primarily Google Forms, with minor support from Survey Monkey. No reliability checks were conducted prior to launching, and the questionnaire was distributed exactly as drafted, without modifications.

Conducting data collection online saved considerable time. However, external factors could easily affect responses, and there was no opportunity to clear up ambiguities when questions were unclear. The full picture remains out of reach—standard forms seldom capture the motivations behind simple answers like yes or no, positive or negative.

### Findings Of Opportunities to Managing Challenges

#### Challenges And Opportunities in The Hotel Industry

Managing hotels is often a complex task. While the hospitality sector ranks among the fastest-growing industries globally, it faces several obstacles that hinder its rapid expansion. This study identifies common issues prevalent in the hotel industry: 1. Low levels of customer

satisfaction, 2. Shortage of skilled chefs and effective managers, 3. Poor cleanliness standards, 4. Intense market competition, 5. Inadequate marketing strategies, 6. Inefficient energy management, and 7. Security concerns. Despite these challenges, the outlook for India's hotel industry remains highly positive. The Indian government has approved close to 300 hotel projects, with about half targeting the luxury segment. The sector is thriving, driven largely by the rise in tourism—both domestic and international—leading to strong expectations for continued growth in the hotel industry.

### The Conclusion

Service quality matters a lot for hoteliers who want guests to keep coming back. People might see "good service" differently, but in hospitality, you really have to think bigger. Hoteliers need to know what customers are looking for, pay attention to their feedback, and work to close the gap between what guests expect and what the hotel actually delivers. When hotels get this right and focus on strong service, guests feel more satisfied.

That's good for business

—it can mean higher revenue, lower losses, and a better vibe for both guests and staff.

At its heart, hospitality is about making people comfortable, like they're at home even when they're not. High-quality service is more than just meeting basic needs; it's surprising people in a good way and helping them feel their money was well spent. In this study, guests said things like friendly staff, appealing hotel design, easy parking, good entertainment, healthy food, and getting value for their money really matter when they pick a hotel. The findings are clear: hotels that focus on top-notch service earn loyal customers who come back again and again.

### Suggestions

- Improve service quality by providing greater ambience; it helps to grab the opportunity. Use advanced up-to-date software and technology for greater experience.
- Focus on client experience and client need and wants; focus to provide services accordingly.
- Focus on customer feedback.
- Focus on better management and a careful environment.
- Focus on hygiene.

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