

Tourist Satisfaction towards Low-cost Airline Services

Master of Science

Zaoyani Zainal Mohamed ALIAS

Universiti Teknologi MARA, Faculty of Hotel and Tourism Management,
Shah Alam 40450, Selangor Darul Ehsan, Malaysia.

E-mail: zzml_1909@yahoo.com

Supervisor:

Abd. Azis Abd. MAJID, Ph.D.

Universiti Teknologi MARA, Malaysia

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ABSTRACT

The low-cost carriers have performed so successfully over the last decade and this study examines the performance of Air Asia Sdn Bhd, a low cost carrier in Malaysia with other low cost carriers in the region. The study explores the hypothesis that low-cost carriers are successful as they offer a unique combination of price and quality attributes that are offers to customers. The "no frill" airlines appears to be a well established part of the tourism market now as they offer products or services to travelers at lower prices. The main aim of this study is to determine tourist satisfaction offered by low cost airlines service within the region. In today's tourism industry, there is an unprecedented level of interest in tourist satisfaction. Tourist satisfaction measurement is an indispensable aspect of any organization because it identifies why people purchase the product or service and become loyal customer.

The study identifies the interrelationship between tourist expectation, perception and service quality and their influence to tourist satisfaction towards low cost carrier services. One service quality measurement model that has been extensively applied is the SERVQUAL model developed by Parasuraman and his colleagues. The SERVQUAL instrument is adopted in this study to assess

overall tourist satisfaction towards low cost airlines service. In order to obtain the data, a triangulation method is being adopted using quantitative and qualitative techniques. A questionnaire is designed to gather the data on the satisfaction attributes of the travelers and personal interview is conducted with the different carrier representatives in order to identify the strategies adopted by the carrier in achieving traveler satisfaction.

Keywords: tourist satisfaction, low-cost, SERVQUAL, service quality, prices.

Organizational Responses to Customer Complaints in the Hotel Industry: Evidence from Northern Cyprus

Master of Science

Haktan Erdoğan EKİZ

Cyprus International University, Faculty of Economics and Administrative Sciences,
Department of Tourism and Hotel Management, Nicosia, TRNC.

E-mail: erdogan@ciu.edu.tr

Supervisor:

Osman M. KARATEPE, Ph.D.

Eastern Mediterranean University, TRNC.

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ABSTRACT

It is widely accepted that service organizations should consider the critical roles of complaint management and effective service recovery efforts in strict competitive environments. Since their effective efforts result in increases in complainant satisfaction, loyalty, and profitability levels, service organizations consider these efforts crucial determinants for their survival. With this realization, the purpose of this thesis is to investigate the underlying processes through which various organizational responses to complaints affect complainant satisfaction and repurchase intentions through the use of a sample of Turkish customers who had accommodated in three, four, and five star hotels in Turkish Republic of Northern Cyprus. Broadly speaking, the purpose of this study is based on the measurement of the effects of apology, redress, explanation, attentiveness and promptness on complainant satisfaction and repurchase intentions. In addition, this study aims to examine the relationship between complainant satisfaction and repurchase intentions. Thus, the research model has been designed, and path analysis in LISREL 8.30 has been used for the measurement of the hypothesized relationships.

Findings reveal that all hypothesized relationships were not supported by the empirical data. Broadly speaking, apology, promptness, explanation, attentiveness, and redress have significant positive effects on complainant satisfaction. Additionally, redress appears to be the most influential organizational response on satisfaction. However, explanation is the only organizational response that has been found to be a significant predictor of repurchase intentions. Results also indicate that complainant satisfaction depicted a significant positive relationship with repurchase intentions. The findings of this thesis have some important implications for managers and public officials in the Northern Cyprus hotel industry. At the micro level, hotel managers should firstly be committed to delivery of superior service quality and effective complaint management. Also, they should also satisfy their employees, since job satisfaction leads to customer satisfaction and loyalty. In addition, hotel managers need to establish proper complaint procedures so that their customers know how and where to complaint. Moreover, hotel managers need to organize training sessions based on the critical importance of complaint management and the crucial role of frontline employees in the service encounter. At the macro level, public officials can encourage hotel organizations to deliver exceptional quality to their customers. For this purpose, state-funded training and education programs can be triggered in the industry. Until further studies are conducted, the present study findings and the strategies based on them should remain tentative. As a closing note, replication studies with large sample size elsewhere would be fruitful for further generalizations of the study findings.

Keywords: service failure, complaints, service recovery.

Walking Trails and Tourism: An Exploratory Study in the Portuguese Market

Master of Science

Áurea RODRIGUES

Instituto Superior Politécnico Gaya (ISPGaya),
Rua António Rodrigues da Rocha,
291/341, Sto. Ovídio, 4400-025 V. N. de Gaia, Portugal.
E-mail: aurea@netvisao.pt

Supervisor:

Elisabeth KASTENHOLZ, Ph.D.
University of Aveiro, Portugal,

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reveals differences in behaviors and attitudes that may explain the latter group's lack of interest in walking and simultaneously identifies variables that may convert also this group into hikers.

Keywords: walking trails, sustainable tourism, tourist behaviors, rural areas.

ABSTRACT

Tourism plays an important role in Portugal, although being mainly concentrated in the Algarve and structured around the "sun and sea" product. Large rural and natural areas of its relatively deserted hinterland are still mostly neglected by tourists (residents and politicians likewise), although natural and cultural attractions abound and show a potential of sustainable tourism development, which may help these areas in maintaining some economic activity and thereby fixing its young population. In this context, a system of well designed and signed walking paths may be an interesting and relatively inexpensive leisure and tourism infrastructure, attracting visitors to natural, rural and mountain areas, making the areas' heritage more accessible and visible and thereby motivating visitors to stay for longer periods of time. The present thesis discusses the relevance of walking trails as a tourism infrastructure, particularly in the scope of sustainable tourism. By comparing Portuguese hikers with those of other nationalities, some significant differences in terms of environmental and tourist behaviors and attitudes become visible. A further comparison between hikers and a group of Portuguese that are not used to walk in nature