

Proposed Title:***Evaluating Service Quality and Customer Satisfaction in Small Star Classified Hotel Chains / Boutique Hotels in Tamil Nadu: A Strategic Approach for Sustainable Growth*****Abstract:**

The hospitality sector plays a crucial role in the economic development of Tamil Nadu, which is rich in cultural heritage, pilgrimage sites, and natural attractions. Small hotel chains, often family-run or regionally managed, constitute a significant portion of the hospitality infrastructure. However, these establishments face growing competition from large hotel chains, online hospitality platforms, mobile applications and evolving customer expectations.

Customer satisfaction and service quality are key drivers of competitiveness in the hotel industry. While large hotel chains often rely on standardized service protocols and technology-driven customer engagement, small hotel chains must rely heavily on personalized service, cultural sensitivity, and localized strategies. This research seeks to investigate the dimensions of service quality and their impact on customer satisfaction in small hotel chains in South Tamil Nadu.

Proposed Research Problem

Although various studies have explored service quality in hospitality, there is a lack of region-specific, small hotel chain-focused research in Tamil Nadu. The existing models are often applied broadly and may not reflect the unique characteristics of small hotel businesses in semi-urban and rural parts of Tamil Nadu. There is a critical need to understand customer perceptions, service delivery gaps, and satisfaction determinants in this specific context.

Proposed Research Objectives

1. To assess the current level of service quality offered by small hotel chains in Tamil Nadu.
2. To identify key determinants of customer satisfaction in the regional hotel context.
3. To examine the relationship between service quality dimensions and customer satisfaction.
4. To develop a contextualized service quality model for small hotel chains in Tamil Nadu.
5. To provide strategic recommendations for improving customer satisfaction and service delivery.

Conclusion

This research will address a critical knowledge gap in understanding how small hotel chains in Tamil Nadu can improve service quality and customer satisfaction. The findings will help stakeholders design more customer-centric service strategies, ensuring long-term sustainability in an increasingly competitive environment.