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**LEVEL OF TOURISTS SATISFACTION TOWARDS
HOSPITALITY SERVICES IN KUCHING**

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The main focus in this study is to find out the level of satisfaction of the customers or tourists towards hospitality services in Kuching. There are about 52 hotels in Kuching which consist of 1 star until 5 stars hotels. Hospitality defines as the relationship between guest and host, or the act of being hospitable.

Specifically, this includes the reception and entertainment of guests, visitors, or strangers, resorts, membership clubs, conventions, attractions, special events, and other services for travelers and tourists. Others definition of hospitality is that, friendly and generous behavior towards visitors and guests, intended to make them feel welcome.

Although, hospitality industry can be define as hotels, motels, inns, or such businesses that provides transitional or short term lodging, with or without food. Hospitality requires the guests to feel that the host is being hospitable through feelings of generosity, a desire to please and a genuine regard for the guest as an individual.

Moreover, hotel can be defined as a commercial establishment providing lodging, meals and other guest services. In general, to be called as a hotel, an establishment must have a minimum of six letting bedrooms, at least three of which must have attached (esuite) private bathroom facilities.

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1.1 Literature review

2.1.2 Overview of hospitality

According to Wikipedia.org, **Hospitality** is a relationship between guest and host, or the act or practice of being hospitable. Specifically, this includes the reception and entertainment of guests, visitors, or strangers, resorts, membership clubs, conventions, attractions, special events, and other services for travelers and tourists.

The word hospitality derives from the Latin hospes, which is formed from hostis, which originally meant “to have power”. The meaning of “host” can be literally read as “lord of strangers”.

Generally, hospitality can be refers to jobs in the hospitality industry, such as hotels, restaurants, catering, resorts and casinos as well as other hospitality positions that deal with tourists. Hospitality involves the relationship process between the hotel and a guest. It also involves the act of being hospitable, such as guest reception and entertainment with friendliness, goodwill and liberality.

Hospitality is also known as the act of munificently giving care and kind-heartedness to whoever is in needed. Hospitality is important to modern day business, which hospitality basically comes from services to

CHAPTER 3

RESEARCH METHOD

3.1 Introduction

The methodology is going to comprise firstly with a survey around the town area hotel in Kuching. This will solely be done amongst the tourists, looking into the level of satisfaction among them towards hospitality service. The basis of this study will be conducted through literature reviews.

Then, further analysis of data collection is required in order to achieve the objectives of the research. Questionnaires will be issued addressing questions such as awareness toward hospitality service, and the tourist's opinion toward this service either they are satisfy or not. The following flowchart showed the methods for gathering data and information.