

ABSTRACT

Hellitours Pvt Ltd is the commercial air arm of the Air Force which was inaugurated in 1972. Hellitours was established as a company under the companies act. For public resources, the relevant disbursements are credited to the public coffers and a percentage of the proceeds are channelled to foster welfare/rehabilitation of Air Force personnel. Initial flights were carried out by Chinese build Y 12 aircrafts and that was developed to MA 60 passenger aircrafts as well. Scheduled flights are flying to few destinations namely, China Bay, Palaly, Weerawila, of the island from Ratmalana. However the passengers are facilitated to fly any convenient airport subjected to charter the aircraft. When it comes to the Hellitours Pvt Ltd, the company earns profit with two processes called Charter flights and from selling the tickets directly to the passengers. However these charter flights are more or less programmed flights by many companies and the degree of control over the flights towards the passengers are very less. During the last five years the Hellitours has shown decline rate of profits along with decline rate of passenger density. Continue with this trend will forced the company to decide on her existing in the airline market of the country. With the favourable inclined of the tourism in the country the situation was pulling her to a catastrophic environment.

The service gap analysis was carried out with the modified research design with the literature support of Parasuraman and other scholars. Five service quality dimensions by Parasuraman were converted to six dimensions namely Tangibility, Reliability, Responsiveness, Assurance, Empathy, Accessibility and twenty attributes were measured by forwarding a questionnaire to the passengers of the Hellitours Pvt Ltd. Collected Demographic data were cross tabulated to check the relationship and analysis purposes. Comparison of means of attributes reveals the trend of highest expectations of the passengers and degree of satisfaction of the attribute. Paired sample t-test and sample test with test vale '1' signifies the existence of service gap of attributes and dimensions to test the derived hypotheses. Importance and Performance test indicates areas to be highly concern to arrest the present sinking situation. 'Physical facility' and the 'Convenient airport/ticketing locations' were emerged on top to be treated out of all twenty attributes. However the attributes like 'Visual attractiveness of aircraft/materials', 'Prompt service' and 'Convenient operation hours' are the areas of higher gaps and need additional attention. As a whole 'Tangibility' become the most vulnerable dimension as the Hellitours Pvt Ltd has to be pay her attention towards the development as she can remain as the market leader among the Air service providers in the country while position in the 'Cash Cow' in the BCG Matrix.

Key words: Hellitours, Service gap, Tangibility, Reliability, Responsiveness, Assurance, Empathy, Accessibility, Attributes, t-test