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REVIEWER'S REPORT

Manuscript No.: IJAR-57590

Title: Assessing Service Quality: A Cross-Sector Analysis of Hotel and Tourism Service Providers

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity	✓			
Significance		✓		

Reviewer's ID: JPR- 002

Detailed Reviewer's Report

The manuscript titled “*Assessing Service Quality: A Cross-Sector Analysis of Hotel and Tourism Service Providers*” presents a relevant and well-organized study examining service quality dimensions within the hospitality industry using the SERVQUAL framework. The topic is timely and significant, particularly in the context of increasing competition and evolving customer expectations in hospitality and tourism sectors. The paper effectively highlights the comparative strengths and weaknesses of hotel and tourism service providers through the dimensions of tangibility, reliability, responsiveness, assurance, and empathy. The objectives are clearly stated, and the study maintains a logical progression from introduction to conclusion.

The originality of the manuscript lies in its comparative cross-sector approach, specifically focusing on hotels and tourism services within the context of Patna and Bodhgaya, Bihar. The use of the SERVQUAL model provides a strong theoretical foundation, while the inclusion of both quantitative and qualitative approaches enhances the depth of analysis. The study successfully identifies sector-specific differences, such as hotels excelling in tangibility and assurance, while tourism services perform better in empathy and reliability. These findings contribute practical insights for hospitality managers and policymakers. However, the manuscript would benefit from a more detailed explanation of how this study differs from existing comparative SERVQUAL studies and how it adds new theoretical or contextual contributions to the literature.

REVIEWER'S REPORT

The technical quality of the research is satisfactory. The methodology is adequately described, including sampling design, data collection procedures, and statistical tools such as descriptive statistics and one-way ANOVA. The findings are systematically interpreted and appropriately linked with earlier literature. The presentation of mean scores, F-values, and p-values strengthens the empirical credibility of the study. Nevertheless, there are a few technical issues that require attention. Some formatting inconsistencies are visible in tables and references, and minor typographical errors appear throughout the manuscript. Additionally, the sample size of 90 respondents, while acceptable for exploratory analysis, may limit the generalizability of the findings. A brief discussion of study limitations would strengthen the methodological rigor of the paper.

The clarity and readability of the manuscript are generally very good. The language is academic and understandable, making the paper accessible to both researchers and practitioners. The literature review effectively synthesizes previous research, and the discussion section clearly interprets the results in relation to existing studies. The recommendations and future research directions are practical and relevant to the hospitality industry. However, certain sections contain repetitive explanations regarding SERVQUAL dimensions, which may be condensed to improve conciseness and avoid redundancy.

Overall, the manuscript makes a meaningful contribution to hospitality and tourism service quality research. The comparative analysis offers useful managerial implications for improving customer satisfaction and service delivery strategies. The paper demonstrates good academic potential and can be recommended for publication after minor revisions related to formatting consistency, language polishing, reduction of repetitive content, and inclusion of study limitations. The study is relevant, informative, and practically valuable for scholars, hospitality managers, and tourism service providers.