

Seminar Title	: Benchmarking Perceived Service Quality for Favourable Behavioural Intentions in Guest Houses of CFTIs in India
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Abstract	: The tourism and hospitality sectors have emerged as pivotal contributors to global economic growth, fostering significant market expansion in recent years. This study delves into the service quality dynamics within the hospitality sector, particularly focusing on institutional guest houses managed by Central Government Funded Technical Institutions (CFTIs). The research explores the expectations and perceptions of consumers availing of institutional accommodations, distinct from leisure-based hospitality services. Drawing from the SERVQUAL framework and hospitality-based quality models, the study investigates three dimensions of service quality, namely interaction quality, environmental quality, and outcome quality. While existing literature has laid the groundwork for understanding service quality, the study identifies critical gaps, especially in assessing interpersonal interactions and aligning service provider perceptions with consumer experiences. Through a comprehensive survey across various CFTI guest houses, the research aims to bridge these gaps, offering insights, crucial for enhancing service quality, consumer satisfaction, and behavioural intention within the hospitality sector. This study not only addresses the current challenges but also navigates the literature for future research aimed at refining service quality paradigms in hospitality management.

Keywords: Service quality, Interaction quality, Consumer satisfaction, Behavioural intention, Hospitality Industry, Central Government Funded Technical Institutions (CFTIs)