

## **Service quality of Maldivian hospitality industry: Chinese tourists' perception**

### **ABSTRACT**

The purpose of this paper is to develop a scale on service quality of the Maldivian hospitality industry from the Chinese tourists' perspective. Attributes from previous research were explored and tested to produce a new measurement scale. This combination of existing and new variables provided the platform to develop the scale. Factor analysis was used as the tool in the reduction method. The significant variables found were extracted and regrouped according to the appropriate factors in generating the new scale. Factor analysis on SERVQUAL dimensions in order to help identify which factors the Maldivian resort management and owners should focus most while attending Chinese Tourists.

**Keyword:** Maldives; Measurement; Service quality; Factor analysis