

**Quality Control and Customer Satisfaction**

**At**

**Araliya Red Hotel, Nuwara Eliya**

Quality control and Customer satisfaction are key components of successful hotel management. They ensure that services meet established standards and that guest expectations are consistently fulfilled. During the field visit to Araliya Red Hotel in Nuwara Eliya, several aspects related to quality control and customer satisfaction were carefully observed. These included food quality, service speed and accuracy, and guest feedback. Each of these aspects is discussed in detail below.

## **1. Food Quality Observed**

Food quality is a critical element of quality control in the hospitality industry, as it directly influences guest satisfaction and the overall reputation of the hotel. During the field visit, the food provided by Araliya Red Hotel demonstrated a high level of quality and professionalism.

The presentation of food was neat, attractive, and consistent with hotel standards. Attention was given to portion size, color, and arrangement, which enhanced the visual appeal of the dishes. The hotel offered a wide variety of food options, including both local Sri Lankan cuisine and international dishes, allowing the hotel to cater to a diverse range of guests.

In addition, food hygiene and safety practices were clearly evident. The serving areas were clean, staff followed proper food handling procedure, and serving equipment was well maintained. The use of fresh ingredients and proper cooking methods indicated that the hotel places strong emphasis on maintaining food quality standards. These observations reflect effective quality control systems within the hotel's food and beverage operations.

## **2. Service Speed and Accuracy**

Service speed and accuracy are essential factors in determining customer satisfaction in hotel operations. Efficient service reduces waiting time and ensures that guests receive what they request without errors. During the visit, the service provided by staff at Araliya Red Hotel was observed to be efficient and well-coordinated.

Staff members responded promptly to guest requests and maintained a smooth flow of service, particularly in dining areas. Orders were taken accurately, and food and beverages were delivered within a reasonable time. There were no visible signs of confusion or delays, suggesting that staff members were well trained and familiar with service procedures.

Furthermore, communication between staff members appeared effective, which helped minimize service errors. The accuracy in order delivery and the consistency in service quality contributed positively to the overall guest experience. This level of service indicates strong internal control and effective staff training programs within the hotel.

### **3. Guest Feedback Observed During the Visit**

Guest feedback is an important indicator of customer satisfaction and service quality. Although formal feedback records were not accessed during the visit, guest reactions and behaviors provided valuable insights into their level of satisfaction.

Most guests appeared comfortable and relaxed within the hotel environment. Positive interactions between guests and staff were frequently observed, including polite communication and helpful responses from employees. Guests seemed satisfied with the food, service quality, and general atmosphere of the hotel.

There were no noticeable complaints or negative reactions during the visit. The positive body language and calm behavior of guests suggested that their expectations were being met. This indicates that Araliya Red Hotel successfully uses quality control measures to ensure customer satisfaction and maintain high service standards.

### **4. Conclusion**

In conclusion, the observations made during the field visit demonstrate that Araliya Red Hotel, Nuwara Eliya, maintains effective quality control practices that contribute to a high level of customer satisfaction. The hotel ensures high food quality through proper hygiene, attractive presentation, and menu variety. Efficient service speed and accurate order handling further enhance the guest experience. Additionally, positive guest behavior and interactions indicate overall satisfaction with the hotel's services. These factors collectively strengthen the hotel's reputation and support its success in the competitive hospitality industry.