

**IMPACT OF ORGANIZATIONAL CULTURE ON GROWTH OF
CUSTOMER BASE IN HOTEL INDUSTRY:
(WITH SPECIAL REFERENCE TO TRINCOMALEE DISTRICT)**

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ABSTRACT

IMPACT OF ORGANIZATIONAL CULTURE ON GROWTH OF CUSTOMER BASE IN HOTEL INDUSTRY: (WITH SPECIAL REFERENCE TO TRINCOMALEE DISTRICT)

The tourism industry in Sri Lanka is getting more significant development in recent years. Consequently, hotel industry has taken new entrance and considered as a mode of foreign income therefore background of the research is identified in accordance with the development of tourism industry. This research intended to carry out the identification and an analysis of the characteristics of organizational culture on growth of customer base in hotel industry by giving the special reference to Trincomalee District.

The research problem of the study was identified in hotel industry with the growth of customer base in Trincomalee district. Therefore, it is focused whether characteristics of organizational culture have impacts or not on the growth of customer base in hotel industry in Trincomalee district

Seven primary characteristics have been identified such as innovation and risk taking, attention to detail, outcome orientation, people orientation, team orientation, aggressiveness, and stability within the scope of this study. 15 hotels in Trincomalee District were selected for data collection by using questionnaires and interviews based on random sampling techniques. The objectives of the study were to identify the existing degree of organizational culture, the relationship between those, the contribution of each character, and identifying the most critical factor.

To achieve the objectives, the important methods such as Uni variant, Bi variant and Multi variant analysis were applied and the interpretation of the correlation shows that there is a high positive relationship between organizational culture and growth of customer base. Multiple regressions showed the contribution of each characteristic, within that, aggressiveness has highest contribution when compared to other characteristics.

Finally the research presents the possible suggestions and policy implications with the objective of improving performance of the hotels in Trincomalee district. Hence, important recommendations such as training programs, self directed teams, motivational environments, and practicing the green concepts are suggested for the characteristics such as innovation and risk taking, team orientation, and aggressiveness for improving organizational culture which increases growth of customer base in hotel industry.

Key words: organizational culture, growth of customer base, hotel industry