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HOTEL SATISFACTION IN SAMARKAND, UZBEKISTAN: A QUANTITATIVE STUDY OF INTERNATIONAL TOURISTS' EXPERIENCES

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Abstract

This study investigated international tourists' satisfaction with hotel services in Samarkand, Uzbekistan. The study used a quantitative descriptive approach. Data was gathered using a structured questionnaire distributed to 20 international tourists who stayed at varying hotels in Samarkand. The questionnaire comprised of 20 Likert scale closed questions and 3 open questions. 380 responses were gathered for the Likert scale questions. The overall average score for the Likert scale questions was 4.67/5 meaning that most responses were positive. The highest average score was given for the ease of check out with an overall average of 5.00 (n = 14). The next highest score was given for safety with an average score of 4.95 (n = 20). The lowest scores were given for comfort in the rooms and comfort with the temperature in the rooms with an overall average of 4.35 (n = 20). The overall score for satisfaction was 4.58 (n = 19). The overall score for would recommend the hotel was 4.50 (n = 20). This suggests that staff related services and safety were viewed positively. However the comfort of the rooms and temperature could be improved. As there was a small sample size and different hotels were used, this information is exploratory and cannot be generalised to all international tourists or hotels in Samarkand.

Keywords: hotel satisfaction, international tourists, service quality, Samarkand, hospitality, quantitative.

Introduction

Tourism plays an important role in economic and cultural development in many countries. As Uzbekistan has many historical cities, cultural heritage and traditional hospitality it has become an increasingly popular destination for international tourism. One of the most popular places to visit in Uzbekistan is Samarkand. Many people from all over the world visit to view the historical landmarks, unique architecture and rich culture. The hotels are a large part of the overall customer experience. Factors such as clean rooms, friendly staff, high-quality service, comfort and security are all factors that can affect how satisfied customers are with their hotel. By understanding peoples opinions we can find out what the advantages and disadvantages are with the services provided. The purpose of this study was to analyse the satisfaction of international tourists with hotel services in Samarkand, Uzbekistan. This was done by creating a questionnaire and asking 20 international tourists who had stayed at various hotels in Samarkand to complete it.

Literature Review

The quality of service and customer satisfaction are key aspects of the hospitality sector. Previous research has identified factors that can affect customers' perception of services in hotels such as; cleanliness of rooms, staff, comfort of rooms, location and food quality. A study was conducted by Wasowicz-Zarobek (2025) looking at online reviews for 3-4, 5 star hotels in Warsaw. 11,089 reviews were analysed from across 32 countries. The results found that; quality of rooms, breakfast, location, cleanliness and staff were some

of the key factors affecting customer satisfaction within hotels. It was also shown that different cultures may have different perceptions of hotel services. Another study investigating the link between service quality and customer satisfaction was conducted by Pardomo-Verdecia, Garrido-Vega, Sacristan-Diaz (2024). The study looked at how different service qualities affect customer satisfaction within a 5 star hotel in Cuba. Many factors were looked at during this study such as; efficient front desk, comfortable rooms, quality of food, quality of drinks and cleanliness of rooms. This study showed that food quality is an important factor to explain customer satisfaction. Veloso and Gomes-Suarez(2023) conducted a systematic literature review on the customer experience within the hotel sector. This study analysed 46 academic articles from 2006 to 2021. Factors that affect customer experiences within hotels were looked at. Overall the study showed how important it is to understand overall customer experience rather than individual service factors. This gives a wider theoretical understanding to look at tourist satisfaction in relation to accommodation services. Choosing the right hotel and price are key factors within customer satisfaction. Lockyer (2005) looked at factors affecting business and leisure travellers' choice of hotel accommodation in New Zealand. The study found that location, price, facilities and cleanliness were four key factors within choosing a hotel. Another study was conducted by Mattila and O'Neill (2003) to look at the relationship between the price of rooms, occupancy rate and customer satisfaction. Three years worth of customer surveys were analysed from a hotel in the USA. The results found that price of rooms was a significant predictor of overall guest satisfaction. Showing how important perceived value is within hotels. Studies looking at international tourists are very relevant to this study. Wasiwicz-Zaborek (2025) has shown that people from different nationalities can have different perceptions of different factors within hotel services. This means international tourists may have different expectations of the cleanliness, communication with staff, comfort and other factors related to their accommodation. Although previous studies have looked into hotel satisfaction in different countries and categories of hotels, it would be beneficial to look further into the experiences of international tourists staying at different hotels in Samarkand, Uzbekistan. This study looks at the opinions of 20 international tourists who stayed at different hotels in Samarkand. A structured questionnaire with a 5 point scale was used to analyse the level of satisfaction of different factors within hotel services. This will show where improvements could be made.

Methodology

Research Design

The research method used in this study was quantitative using a descriptive research design. A set of questionnaires were created to collect data from 20 international tourists who had stayed in different hotels in Samarkand. Random sampling was used to pick respondents. The questionnaire contained 20 closed questions using a 5 point scale. There were also 3 open questions included. The closed questions were focused around different areas of the hotel services such as general satisfaction and quality of service. The open questions were to allow the participant to give their own opinions. The quantitative data were then analysed using descriptive statistics to gain an overview of how satisfied they were and what areas they rated.

Participants and Samples

The population of the study was international tourists who stayed in local accommodation in Samarkand. 20 people were used for the survey. As the tourists have stayed in various hotels in Samarkand, it will give a range of different responses from the guests. Each participant rated the services of the hotel based on their personal experience. Using international visitors gives the chance to look into how

international guests viewed the quality of accommodation services in Samarkand. The participants rated various elements of their hotel stay.

Research Instrument

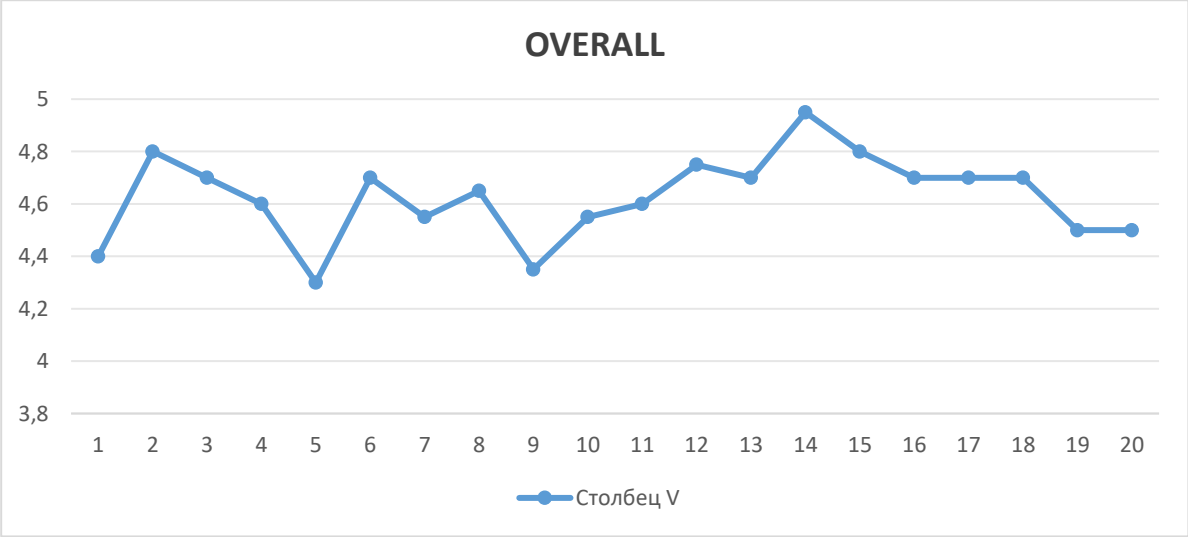
The primary data collection tool used was a questionnaire to gather information on how satisfied customers are with their stay at a hotel. This consisted of 23 questions - 20 closed and 3 open-ended. The closed ended questions asked about how clean the hotel was, the comfort of the room, staff interactions, communication, check in/ out processes, facilities, safety and how satisfied they were with their stay. The questions provided a 5 point scale to allow participants to rate their satisfaction with each question. The scale ranged from 1-5. The 3 open-ended questions allowed participants to provide extra feedback and suggestions. As there was no written answers provided for these in the data set they were not included within the statistical analysis.

Table 1. Summary of the 20 Rating-Scale Items

Questionnaire item	Valid responses (n)	Mean score (out of 5)
Hotel cleanliness	20	4.40
Staff politeness and friendliness	20	4.80
Staff response time	18	4.67
Check-in convenience	20	4.80
Check-out convenience	14	5.00
Room comfort	20	4.35
Room cleanliness upon arrival	20	4.75
Cleanliness of towels and bed linen	19	4.79
Noise level	20	4.65
Room temperature comfort	20	4.35
Quality of hotel services	18	4.56
Clarity of information provided by staff	18	4.67
Staff communication	20	4.75
Problem-solving quality	16	4.69
Guest safety	20	4.95
Staff availability and assistance	18	4.83
Service quality and value for money	20	4.70
Hotel facilities (Wi-Fi and common areas)	20	4.65
Overall satisfaction with hotel service	19	4.58
Recommendation of the hotel to other travellers	20	4.50

Note. The pooled mean across all available ratings was 4.67/5 (N = 380 valid ratings). Missing responses were excluded from item means.

Table 2. Overall Structure of the Questionnaire



Analytical Results

Analysis of Questionnaire Responses

The survey data collected information about international tourists' satisfaction with hotel service in Samarkand, Uzbekistan. There were 20 international tourists participating in the research, who rated hotel services using a five point scale. There were 20 questions in the questionnaire with a scale. This meant there were 400 responses possible. However, there were 380 responses from the participants as not all answered all the questions. This means the average score was calculated from the data provided. Overall, the average score for all data collected was 4.67 out of 5. This shows that there was a high level of satisfaction amongst the participants. Most hotel services received positive feedback meaning the tourists who took part in the survey had positive experiences whilst staying in Samarkand.

Overall Satisfaction with Hotel Services

The category which had the highest average score was guest safety receiving 4.95/5. This shows that overall the participants felt safe whilst staying in their hotels. Good customer service was also a highly rated category receiving 4.83/5 and friendly and courteous staff was also highly rated receiving 4.80/5. This shows that the behaviour and service provided by staff in hotels was a strong part of the experience. Other categories such as clean room, good communication from staff and ease of check in all received positive responses receiving an average score of 4.75/5. The ease of check in received a good score of 4.80/5 and clean towels and bed linen received a score of around 4.79/5. However, the least rated categories were comfort of the room and comfort of room temperature both receiving an average score of 4.35/5. Cleanliness of the hotel received an average score of 4.40/5. Whilst these are still positive scores it suggests that there is room for improvement in terms of comfort and cleanliness of the rooms. On the whole participants gave an average score of 4.58/5 in terms of how satisfied they were with their hotel. An average score of 4.50/5 was given when asked if they would recommend the hotel to other travellers. This shows that most of the participants were satisfied with their hotel experiences and would generally recommend them to other visitors. Overall, the survey results have shown that international tourists who participated in this study were very satisfied with the hotel services in Samarkand. The staff performance, guest safety and check in experience were all highly rated however there is room for improvement in terms of comfort of the room, room temperature and cleanliness. It should be noted though that the results are based on a fairly small sample size of 20 international tourists who stayed in various hotels in Samarkand. This means

that the results are only reflective of those who participated in the survey and cannot be generalised to all international tourists in Samarkand.

Discussion

This study has shown how international tourists are feeling about their hotel services in Samarkand, Uzbekistan. Overall there was a good score of 4.67 out of 5 for the satisfaction of the participants. This shows that the hotels used in this study were providing a satisfactory level of service to the international tourists that were used. One of the most positive outcomes of this study was the high scores received for the staff of the hotels. The hotel staff were rated highly for being polite and friendly (4.80) and helpful and available (4.83). This shows that the employees of the hotels play an important role in the positive experience of the customers. As highlighted in previous studies the quality of service and relationships between hotel staff and customers are an important aspect of customer satisfaction in hotels (Veloso & Gómez-Suárez, 2023). Guests felt very safe with a very high score of 4.95 out of 5. The convenience of check out was the highest scoring question with an average score of 5.00, however this was only based on 14 responses. This shows that guests felt safe and that the hotels were convenient. However, there were also some areas that could be improved upon. The comfort of the rooms and the temperature of the rooms had the lowest average scores with both receiving a score of 4.35 out of 5. The hotel was also rated as being quite clean with an average score of 4.40. Whilst this is overall a positive score it does show that the actual conditions of the rooms may impact how the tourists feel. Previous studies have found that hotel characteristics and accommodation conditions impact how satisfied guests feel (Lockyer, 2005; Mattila & O'Neill, 2003). This study shows that there are many factors that impact how satisfied guests feel with hotels. The behaviour of the staff, how safe they feel, how clean the hotel is, how comfortable the rooms are and the quality of the facilities can all impact how tourists feel. This is supported by research into how the quality of service impacts customer satisfaction in hotels (Perdomo-Verdecia et al., 2024). This information is also useful for developing hotel services in Samarkand. Previous research has found tourist satisfaction in a hotel in Samarkand (Rakhmonov & Ostanoqulova, 2026). This study adds to this area by looking into how international tourists felt when staying in multiple hotels. However, there are some limitations to consider. There were only 20 international tourists that took part in the study and they stayed in different hotels meaning it cannot be generalised to all international tourists or directly compare how each hotel was. There were no written responses to the 3 open ended questions meaning it was not possible to look into the opinions of the tourists in more detail. Overall this discussion shows that international tourists taking part in this study were satisfied with the hotel services in Samarkand. The staff, safety and hotel processes received the most positive scores. However there is scope to improve how comfortable the rooms were, temperature and how clean the hotel was. This gives an initial insight into how tourists felt and can be used as a starting point for further research using a larger sample size and looking into one specific hotel.

Conclusion and Recommendations for Future Research

This study focuses on investigating international tourist satisfaction with hotel services in Samarkand, Uzbekistan. The research was conducted through a questionnaire completed by 20 International tourists staying at various hotels. Overall, the average score was positive with an average of 4.67/5. Check out convenience was the most highly rated factor with an average of 5.00. Safety for guests was also highly rated with an average of 4.95. Staff availability and support was also well rated with an average of 4.83. This suggests hotel staff provide good quality service, there are good safety measures in place and there are good check out processes in place. However, there are areas that can be improved upon. Room comfort

and room temperature were the least liked factors with an average score of 4.35/5. Room cleanliness was also given a relatively low score with an average of 4.40. Improving the rooms, temperature control and cleanliness can help hotels provide a more comfortable environment for International guests.

However, there were limitations to this study. Firstly, there was a relatively small sample size with only 20 International tourists. Secondly, multiple hotels were used throughout Samarkand. This is because there were security requirements in place for one hotel meaning we were not able to complete the survey with just one hotel. To improve on this in the future, a larger sample size should be used to improve the detail of results. As well as this, using one hotel would have been beneficial. Obtaining permission from the hotel management would have allowed us to investigate the quality of services, guest experience and areas of improvements. In future, using a questionnaire and interview would have been beneficial to obtain more detailed opinions from tourists. This would help us to understand what the guests expect and why they are satisfied or not with the services. Overall, this study gives an insight into how International tourists feel about hotel services in Samarkand. Although the results suggest guests are generally satisfied with hotel services, further research could be done with a larger sample size and using one hotel to give a more in depth understanding of hotel quality and help develop the hospitality industry in Samarkand.

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