MUHANDISLIK & IQTISODIYOT

ijtimoiy-iqtisodiy, innovatsion texnik, fan va ta'limga oid ilmiy-amaliy jurnal

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05.01.01 – Muhandislik geometriyasi va kompyuter grafikasi. Audio va video texnologiyalari
05.01.02 – Tizimli tahlil, boshqaruv va axborotni qayta ishlash
05.01.03 – Informatikaning nazariy asoslari
05.01.04 – Hisoblash mashinalari, majmualari va kompyuter tarmoqlarining matematik va dasturiy ta'minoti
05.01.05 – Axborotlarni himoyalash usullari va tizimlari. Axborot xavfsizligi
05.01.06 – Hisoblash texnikasi va boshqaruv tizimlarining elementlari va qurilmalari
05.01.07 – Matematik modellashtirish
05.01.11 – Raqamli texnologiyalar va sun'iy intellekt
05.02.00 – Mashinasozlik va mashinashunoslik
05.02.08 – Yer usti majmualari va uchish apparatlari
05.03.02 – Metrologiya va metrologiya ta'minoti
05.04.01 – Telekommunikasiya va kompyuter tizimlari, telekommunikasiya tarmoqlari va qurilmalari. Axborotlarni taqsimlash
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05.05.05 – Issiqlik texnikasining nazariy asoslari
05.05.06 – Qayta tiklanadigan energiya turlari asosidagi energiya qurilmalari
05.06.01 – To'qimachilik va yengil sanoat ishlab chiqarishlari materialshunosligi
05.08.03 – Temir yo'l transportini ishlatish
05.08.06 – "G'ildirakli va gusenisali mashinalar va ularni ishlatish" (texnika fanlari)
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05.09.04 – Suv ta'minoti. Kanalizatsiya. Suv havzalarini muhofazalovchi qurilish tizimlari
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08.00.03 – Sanoat iqtisodiyoti
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08.00.05 – Xizmat ko'rsatish tarmoqlari iqtisodiyoti
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08.00.07 – Moliya, pul muomalasi va kredit
08.00.08 – Buxgalteriya hisobi, iqtisodiy tahlil va audit
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08.00.15 – Tadbirkorlik va kichik biznes iqtisodiyoti
08.00.16 – Raqamli iqtisodiyot va xalqaro raqamli integratsiya
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ASSESSMENT OF TOURIST SATISFACTION AT THE “KUK SAROY PLAZA” HOTEL IN SAMARKAND, UZBEKISTAN

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Abstract. This study assesses tourist satisfaction with Kuk Saroy Plaza Hotel in Samarkand using a quantitative questionnaire survey involving 20 tourists. The questionnaire covered respondents’ age, factors influencing hotel choice, room cleanliness, staff professionalism, comfort, food quality, and potential areas for improvement. According to the survey results, all 20 respondents identified price as the primary factor influencing their choice of hotel. Eighteen respondents rated room cleanliness as excellent, while two rated it as average. When asked which aspects should be improved first, 10 respondents selected staff performance and service quality, while the remaining 10 selected food quality. The findings help identify the aspects of the guest experience valued by respondents and areas in which the hotel could further improve its services.

Keywords. tourist satisfaction, hotel services, staff professionalism, food quality, room cleanliness, Kuk Saroy Plaza Hotel, paper-based questionnaire, quantitative research.

Annotatsiya. Ushbu maqolada Samarqand shahrida joylashgan Kuk Saroy Plaza mehmonxonasida turistlarning qoniqish darajasi 20 nafar turist ishtirokida o‘tkazilgan miqdoriy so‘rovnoma asosida baholanadi. So‘rovnoma respondentlarning yoshi, mehmonxonani tanlashga ta’sir etuvchi omillar, xonalarning tozaligi, xodimlarning kasbiy mahorati, qulaylik darajasi, ovqatlanish sifati hamda xizmat ko‘rsatishni takomillashtirish imkoniyatlariga oid savollarni qamrab olgan. Tadqiqot natijalariga ko‘ra, barcha 20 nafar respondent mehmonxonani tanlashda narxni asosiy omil sifatida ko‘rsatgan. Respondentlarning 18 nafari xonalar tozaligini a’lo darajada, 2 nafari esa o‘rtacha darajada baholagan. Birinchi navbatda qaysi jihatlarni yaxshilash zarurligi haqidagi savolga 10 nafar respondent xodimlar faoliyati va xizmat ko‘rsatish sifatini, qolgan 10 nafari esa ovqatlanish sifatini tanlagan. Tadqiqot natijalari respondentlar tomonidan yuqori baholanadigan mehmonxona xizmatlari jihatlarini aniqlash hamda xizmat ko‘rsatish sifatini yanada takomillashtirish yo‘nalishlarini belgilash imkonini beradi.

Kalit so‘zlar. turistlarning qoniqish darajasi, mehmonxona xizmatlari, xodimlarning kasbiy mahorati, ovqatlanish sifati, xonalar tozaligi, Kuk Saroy Plaza mehmonxonasi, qog‘oz shaklidagi so‘rovnoma, miqdoriy tadqiqot.

Аннотация. В данной статье оценивается удовлетворённость туристов качеством обслуживания в отеле Kuk Saroy Plaza, расположенном в Самарканде, на основе количественного исследования, проведённого посредством анкетирования 20 туристов. Анкета включала вопросы о возрасте респондентов, факторах выбора отеля, чистоте номеров, профессионализме персонала, уровне комфорта, качестве питания и возможных направлениях совершенствования обслуживания. Согласно результатам опроса, все 20 респондентов указали цену в качестве основного фактора при выборе отеля. Восемнадцать респондентов оценили чистоту номеров как отличную, а двое — как среднюю. На вопрос о том, какие аспекты обслуживания следует улучшить в первую очередь, 10 респондентов выбрали работу персонала и качество обслуживания, а остальные 10 — качество питания. Полученные результаты позволяют определить наиболее значимые для респондентов аспекты гостиничного обслуживания, а также направления дальнейшего повышения качества предоставляемых услуг.

Ключевые слова. удовлетворённость туристов, гостиничные услуги, профессионализм персонала, качество питания, чистота номеров, отель Kuk Saroy Plaza, бумажное анкетирование, количественное исследование.

INTRODUCTION

Samarkand attracts tourists interested in its history, architecture, and culture. The hotel in which visitors stay can influence their overall experience of the city. Clean rooms, helpful staff, comfortable facilities, and reasonable prices can contribute to a positive guest experience.

Understanding tourists' opinions is important because their feedback helps hotel management identify services that perform well and aspects that may require further attention. Such feedback can also help the hotel maintain a positive reputation and encourage guests to recommend it to others.

Kuk Saroy Plaza Hotel is a boutique property located approximately a 10-minute walk from Registan Square. The hotel provides essential amenities alongside distinctive features, including an on-site spa area equipped with a sauna and Turkish bath, a garden, and a small museum showcasing traditional household items and national clothing. Given its proximity to Samarkand's main historical attractions, the hotel regularly accommodates a diverse range of cultural and leisure tourists, having hosted over 2,000 tourists between 2024 and 2026.

The aim of this paper is to assess tourist satisfaction with Kuk Saroy Plaza Hotel in Samarkand using paper-based questionnaires completed by 20 tourists. The objectives are to identify the main factor influencing hotel choice, examine room cleanliness ratings, and determine the areas that respondents would most like to see improved.

LITERATURE REVIEW

Service quality and guest satisfaction have received considerable attention in hospitality research, particularly regarding the factors influencing tourists' evaluations of hotel services. Wąsowicz-Zaborek (2025) identified room quality, cleanliness, breakfast, location, and staff performance as important determinants of hotel satisfaction, highlighting the multidimensional nature of the guest experience [6]. Similarly, Yang et al. (2025) examined the relationships between infrastructure quality, room quality, interaction quality, customer satisfaction, and recommendation intentions among domestic and international hotel customers [7].

The importance of food and beverage services has also been emphasised in recent research. Perdomo-Verdecia et al. (2024) demonstrated that restaurant food quality, together with other service attributes, plays an important role in explaining customer satisfaction in the hotel sector [4]. Furthermore, Ali et al. (2025) highlighted food quality, hygiene, pricing, and menu variety as relevant factors in guests' evaluations of resort food and beverage services [1].

Veloso and Gómez-Suárez (2023) conducted a systematic literature review examining the factors shaping customer experience in the hotel industry and identified directions for further research [5]. Their broader perspective complements the attribute-based studies discussed above, indicating that the overall guest experience is shaped by a combination of interpersonal interactions, physical conditions, and service characteristics. Although these studies were conducted in research contexts and employed methods different from the paper-based questionnaire used in the present study, they provide a relevant framework for interpreting the findings from the surveyed sample. Taken together, the literature supports this paper's focus on price, room cleanliness, staff performance and service quality, and food quality, while considering hotel facilities as an additional component of the overall guest experience.

Research on hotel choice and pricing helps explain why guests may prioritise certain attributes before arrival and evaluate others during their stay. Lockyer (2005) examined factors influencing hotel selection among business and leisure travellers in New Zealand, highlighting the importance of investigating the considerations that guide accommodation choices [2]. Mattila and O'Neill (2003) explored the relationship between room pricing, occupancy, and guest satisfaction over time [3]. These studies are relevant to the present assessment because all 20 respondents identified price as the primary factor influencing their choice of hotel. However, this result should be interpreted as a finding specific to the surveyed group rather than as evidence that price is the main consideration for all guests of Kuk Saroy Plaza Hotel.

Building on these studies, the present research examines tourists' assessments of service quality at Kuk Saroy Plaza Hotel in Samarkand. Using questionnaire responses from 20 tourists, it explores factors influencing hotel choice, room cleanliness, staff professionalism, comfort, and food quality, with the aim of identifying perceived service strengths and priorities for improvement.

The reviewed literature therefore provides an interconnected foundation for this study. Foundational service quality models explain how guests evaluate services; studies of hotel choice and pricing clarify the importance of value; food service research supports the consideration of meal quality; and research on satisfaction and loyalty highlights the broader managerial relevance of guest feedback. The present study applies these perspectives to a small sample of 20 tourists at Kuk Saroy Plaza Hotel in Samarkand. Its findings

are descriptive and should be interpreted within the limitations of the sample size and the questions included in the survey.

RESEARCH METHODOLOGY

The study employed a quantitative research approach. Paper-based questionnaires were distributed to 20 tourists to collect their opinions on hotel choice and various aspects of the hotel experience. The questionnaire included questions concerning respondents' age groups, the main factor influencing hotel choice, room cleanliness, staff professionalism, room comfort, food quality, value for money, and the area requiring the most immediate improvement.

After the questionnaires were collected, the responses were counted and organised into a table. The results were then converted into percentages. As the sample consisted of 20 respondents, each respondent represented five percentage points. The discussion focuses on selected questions relevant to tourist satisfaction. The findings reflect the responses of the 20 individuals who completed the questionnaire. They provide an overview based on a small sample and should not be generalised to all guests of the hotel without further investigation.

Artificial intelligence (AI) tools were used to a limited extent (approximately 10%) to assist with linguistic, grammatical, and technical editing of the manuscript. AI was not used for data collection, statistical analysis, interpretation of research findings, or the formulation of scientific conclusions. The authors retain full responsibility for the originality, accuracy, and scientific content of the study.

ANALYSIS RESULTS

The survey was conducted among 20 tourists visiting Samarkand to examine their demographic characteristics, perceptions of hotel cleanliness, and priorities for improving hotel services. The results are presented in three pie charts illustrating the distribution of respondents by age, their assessments of room cleanliness, and their preferences regarding improvements to hotel services.

The first pie chart (Figure 1) illustrates the age distribution of the surveyed tourists. The findings show an equal distribution between two age categories: 50% of respondents (10 individuals) were under 18 years old, while the remaining 50% (10 individuals) belonged to the 26–35 age group. No respondents were recorded in the other age categories included in the questionnaire.

This distribution indicates that the survey sample consisted exclusively of respondents from these two age groups. Although the equal representation of these groups provides a basis for demographic comparisons, the absence of respondents aged 18–25 and over 35 limits the representativeness of the findings in relation to the wider tourist population visiting Samarkand (Figure 1).

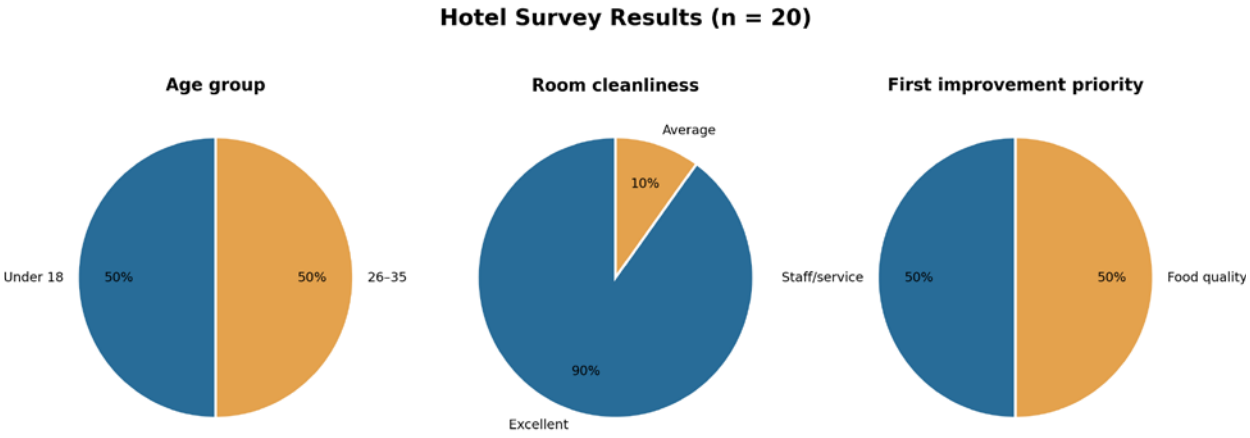


Figure 1. Distribution of Respondents by Age Group[1]

The second Figure 2 presents respondents' assessments of hotel room cleanliness, corresponding to Question 6 of the questionnaire ("How would you describe the cleanliness of your hotel room?"). The results indicate a predominantly positive evaluation, with 90% of respondents (18 tourists) rating room cleanliness as excellent, while the remaining 10% (2 tourists) rated it as average.

These findings suggest that room cleanliness at the surveyed hotel was generally rated highly by

1 Author's development.

respondents, reflecting a positive aspect of service quality and guest satisfaction. Nevertheless, the average ratings indicate opportunities for further improving the consistency of housekeeping services. Maintaining high cleanliness standards may contribute to a more satisfactory accommodation experience for guests visiting Samarkand (Figure 2).

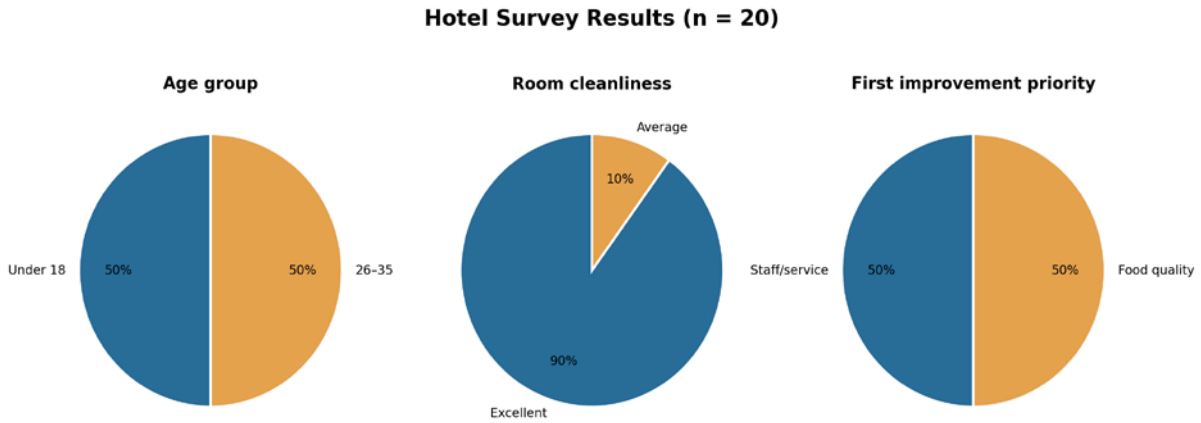


Figure 2. Tourists' Evaluation of Hotel Room Cleanliness[2]

The third pie chart identifies the main areas that respondents believe hotels in Samarkand should prioritise for improvement, based on Question 20 of the questionnaire. The findings show that 50% of respondents (10 tourists) selected staff training and service quality, while the remaining 50% (10 tourists) identified food quality as the most important area requiring improvement.

The equal distribution highlights the perceived importance of both staff professionalism and food quality in enhancing the hotel experience. The emphasis on staff training suggests a need for continued attention to employee competencies, communication skills, and customer service practices. Similarly, the prioritisation of food quality indicates that food and beverage services represent another potential area for improvement (Figure 3).

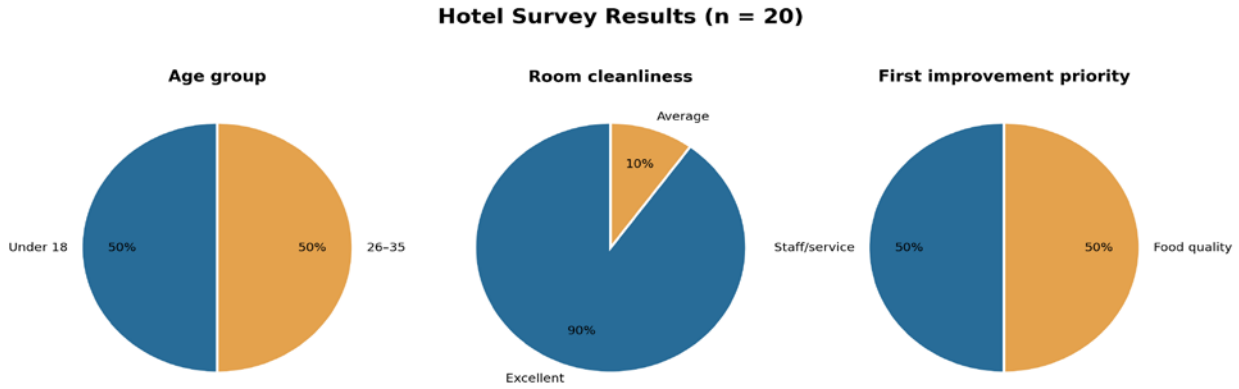


Figure 3. Tourists' Priorities for Improving Hotel Services[3]

Notably, none of the respondents selected room cleanliness and comfort, affordable prices, or modern technology and facilities as their primary improvement priority. However, this does not necessarily indicate complete satisfaction with these aspects, as participants were asked to identify only one main area for improvement.

All 20 respondents identified price as the main factor influencing their choice of hotel. This indicates that affordability was an important consideration for the tourists who completed the questionnaire. To maintain guest satisfaction, the hotel could continue ensuring transparent room pricing and providing services that offer

2 Author's development.
3 Author's development.

good value for money.

The responses highlight the importance of reasonable prices and clean rooms while identifying staff performance, service quality, and food quality as potential priorities for continued improvement. Hotel facilities also contribute to the overall guest experience. Facilities such as comfortable common areas, recreational amenities, and relaxation spaces can make a stay more convenient, particularly for visitors spending several days in Samarkand. The hotel should continue maintaining its facilities, ensuring that amenities are clean and in good working condition, and providing guests with clear information about available services.

Overall, the survey findings provide preliminary insights into the accommodation experiences and service expectations of tourists visiting Samarkand. The results indicate that room cleanliness received particularly positive evaluations, with 90% of respondents assigning it the highest rating. However, staff training and service quality, along with food quality, emerged as equally important priorities for further improvement, each accounting for 50% of responses.

From a hospitality management perspective, these findings suggest that hotels should maintain their existing cleanliness standards while paying greater attention to staff development and improvements in food and beverage services. Such measures may help strengthen service quality, enhance tourist satisfaction, and support the competitiveness of Samarkand as a tourism destination.

CONCLUSION AND RECOMMENDATIONS

The assessment of tourist satisfaction at Kuk Saroy Plaza Hotel in Samarkand highlights the importance of service quality, food quality, cleanliness, and value for money in shaping the overall guest experience. These findings suggest that maintaining existing strengths while improving key aspects of the guest experience can contribute to higher levels of tourist satisfaction. Based on the research findings, the following recommendations are proposed to improve service quality at Kuk Saroy Plaza Hotel:

Improve staff service. Provide regular staff training in communication, professionalism, responsiveness, and handling guest complaints to ensure a consistently positive guest experience.

Enhance food quality. Review menu variety, food freshness, presentation, and breakfast options to better meet the expectations of international and domestic guests.

Maintain high cleanliness standards. Continue conducting regular inspections of guest rooms, bathrooms, and common areas to preserve cleanliness as one of the hotel's strengths.

Review value for money. Assess room rates and the services included in the price to ensure that guests perceive the overall experience as offering good value for money.

Maintain hotel facilities. Ensure that available facilities and amenities are clean, functional, and regularly maintained, and address any areas requiring improvement identified through guest feedback.

Collect feedback regularly. Use short guest surveys, online reviews, and direct conversations with visitors to identify recurring concerns and monitor improvements over time.

Monitor guest satisfaction. Periodically review feedback on staff service, food quality, cleanliness, and facilities to evaluate the effectiveness of implemented improvement measures.

Implementing these recommendations could help Kuk Saroy Plaza Hotel improve its services, respond more effectively to guest expectations, and strengthen its position as an accommodation option for visitors to Samarkand.

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