

TOURISM DEVELOPMENT IN SAMARKAND: DIFFERENCE BETWEEN TOURISTS' EXPECTATION AND SATISFACTION

Mukhlisa Buribaeva

Buribaeva Mukhlisa

*Student of "Silk Road" International University
of Tourism and Cultural Heritage*

17, University Avenue, 140104, Samarkand, Uzbekistan

Email: mukhlisaburibaeva003@gmail.com

Abstract This research paper assesses agreeableness among the expectations and satisfaction tourists regarding the characteristics and quality of provided services in Samarkand city. Reliable data were acquired from assessment questionnaires of tourists fall upon to Samarkand, Uzbekistan. The detections of the survey illustrated that the travelers highly expect were the safety and external outlook of the destination. Whereas the local transportation services is found the most gloomy in tourists' expectations and satisfaction and cultural uniqueness is selected as constructive. Therefore, it's critical to describe the type of tourists that now visit to Samarkand, evaluate the expectations and satisfaction level, and consider what further tourism-related research needs to be done. The development of regional tourism depends on all these results. The comparison between tourist expectations and satisfaction of a particular sample of travelers is objected by this paper. Enhancing the overall tourist expectation and satisfaction could be achieved through improvements, according to the attributes' analysis. A statistical package for social science, SPSS, was used to conduct the survey on tourist satisfaction and analyze the data.

INTRODUCTION

Samarkand is located in the southeastern part of Uzbekistan and one of the oldest cities in Central Asia that human activity in the borders of the city dating from the late Paleolithic Era. And it attracts many tourists all over the world because of its beauty in historical monuments, resort zones and unique natural habitat. According to available data, about 1 million 28 thousand tourists visited Registan Square in Samarkand in 2022

alone. (uzbekembassy.com). According to perspectives of Hu, Ritchie, 1993:27 that any individual's travel conditions, touristic hotspots can be estimated as reflections of feelings, beliefs and ideas in enabling perceived satisfaction. Travelers will naturally have expectations regarding the attractiveness and sources of tourism destinations. The tourism destination's marketing and publicity initiatives have the potential to raise or lower these expectations. A key factor in the tourism industry's success is determining the requirements and needs of visitors. In recent years, there has been a focus on the quality of products and services provided by touristic zones as a factor that influences high satisfaction volumes. A tourist satisfaction is relevant to his/her choice of a future destination (Tian-Cole & Crompton, 2003) and affects their future behavior (Bigné et al., 2001; Lee et al., 2007). A review of the tourism literature revealed that satisfaction is determined by a balanced average of the gap between tourist's expectation and actual experience (Chi & Qu, 2008; Truong & Foster, 2006;

Yoon & Uysal, 2005). In order to make sure that travelers are satisfied with the services and goods offered in a destination; it is important to look at what they expect in terms of standard service quality. A preconceived notion of the purpose of a trip has been described as tourist expectation (Wang et al., 2016). Evaluating travelers' expectations and personal experiences can assist in determining a destination's advantages and disadvantages based on the opinions of the former.

Generally, according to Teas, 1994: 134; expectation can be interpreted as production of establishment. When it comes to the connection between expectation and satisfaction, expectation can be interpreted as prior evaluation made by customers' while receiving service and goods in any visited destination (Oliver, 1981: 27). The marketing literature (Cronin, Taylor, 1992: 55-68; Oliver, 1980: 460-469; Parasuraman et al., 1988: 12-37; Abdeldayem and Khanfer, 2007: 303-309) contains conceptual studies pertaining to customer satisfaction and service quality. Studies examining various facets of customer satisfaction in travel, tourism, hospitality, and leisure are becoming more numerous (Kozak, Rimmington, 2000: 260). Destination satisfaction can be evaluated by contrasting expectations and perceived performance (Korzay,

Alvarez, 2005: 179). In this context, travelers' assessments and perceptions of a tourist destination can provide a better understanding of the satisfaction they derive from it (Kozak et al., 2004: 45). According to Pizam et al. (1978), it is necessary to define satisfaction levels for each destination ascribe in order to calculate the level of satisfaction from tourism destinations. Sometimes, the scales used to measure tourist satisfaction as a latent variable is made up of a small number of basic indicators that relate to a vacation, place, or specific service that a tourist experiences while using that service (Del Bosque and San Martín 2008; Loureiro and Kaufmann 2013; Ramseook-Munhurrun et al. 2015). It is acknowledged that decisions about destination selection, consumption of goods and services at a destination, and intention to return is influenced by satisfaction. According to related research, expectations and overall performance affect satisfaction.

LITERATURE REVIEW

In marketing studies, visitor satisfaction is also highly valued. As Yousaf et al. (2018) point out,

satisfaction is unquestionably important when it comes to getting goods and services ready for

the market. Furthermore, it affects tourists' expectations about the destination, their purchases of

goods and services, and consider staying. Despite the large number of studies conducted,

there is only a slight majority regarding consumer behavior and visitor satisfaction. According to

Yun and Pyo (2016), the way to gauge tourists' satisfaction is to compare their expectations of

the quality of the output with the real output they experience. Baker and Crompton (2000) have proposed two different types of service quality and satisfaction of customers by checking sort of bond between the discussion of quality and satisfaction in the mean of tourism

The literature in the field of marketing like (Cronin, Taylor, 1992 55-68; Oliver, 1980: 460-469; Parasura -man 1988:12-37; Abdeldayem and Khanfer, 2007: 303-309) considering several studies offering to customer satisfaction and quality of service. quantity of research there is a growing body of research on customer satisfaction in the travel, tourism, hospitality, and leisure industries (Kozak, Rimmington, 2000: 260). Numerous scholars have examined the relationship between perceived quality and customer satisfaction and expectation of tourists, highlighting the difficulty in differentiating two concepts due to their shared foundation in assessments of the attributes of seasoned services.

DATA AND METHODOLOGY

The relevant data and information were collected with the help of a questionnaire to measure the expectations and satisfaction of visitors to Samarkand. Relevant literatures were considered during the questionnaire's development that questionnaire represents researchers with expertise in tourism industry representatives. The samples who have desire to vote in this study were assessed their satisfaction in the in the tackling's showing very decreased expectations into the highest expectations. Furthermore, the only one general satisfaction questionnaire was asked about Samarkand region which consist of neutral satisfied and very satisfied SPSS (Statistical Program for Social Sciences) was used to finalize the work. Numerous statistical methods were employed to evaluate the data.

**Regions of arrival of tourists entering the Republic of Uzbekistan
(for the 11 months of 2017-2018) [11]**

Regions	11 months 2017		11 months 2018	
	Total	In% to total	Total	In% to total
CIS countries	2 342317	93,2%	4 590740	93,8%
Foreign countries	171238	6,8%	305657	6,2%
Drove just	2 513555		4 896397	

Gender * Tourist Satisfaction Crosstabulation

			Tourist Satisfaction			
			Neutral	Satisfied	Very Satisfied	Total
Gender	Male	Count	6	12	30	48
		% within Gender	12,5%	25,0%	62,5%	100,0%
	Female	Count	16	15	21	52
		% within Gender	30,8%	28,8%	40,4%	100,0%
Total		Count	22	27	51	100
		% within Gender	22,0%	27,0%	51,0%	100,0%

According to gender of tourists' total number it is equal to almost the half of the total amount

with 48% in males and the other 52% are females.

Gender * How have you heard Crosstabulation

			How have you heard					
			Social Media	Friends and relatives	Travel agency	Journal, Magazines, TV, Radio	others	Total
Gender	Male	Count	22	2	2	6	16	48
		% within Gender	45,8%	4,2%	4,2%	12,5%	33,3%	100,0%
	Female	Count	17	1	1	7	26	52
		% within Gender	32,7%	1,9%	1,9%	13,5%	50,0%	100,0%
Total		Count	39	3	3	13	42	100
		% within Gender	39,0%	3,0%	3,0%	13,0%	42,0%	100,0%

Almost 46% of male tourists heard about from social media while 32% females knew on social

media as well. According to total only 42% participants heard on others.

Natural Beauty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	2	2,0	2,0	2,0
	Neutral	25	25,0	25,0	27,0
	Important	21	21,0	21,0	48,0
	Very Important	52	52,0	52,0	100,0
	Total	100	100,0	100,0	

Out of total the half of the participants know very important natural beauty while a tiny 2 %

showed not important. It is notable that neutral and important ones show almost the same with

25% and 21% respectively.

Cultural Attractions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	13	13,0	13,0	13,0
	Important	25	25,0	25,0	38,0
	Very Important	62	62,0	62,0	100,0
	Total	100	100,0	100,0	

Roughly 62% out of total illustrated very important in cultural attractions. This point for import showed 25% whilst 13% was neutral.

Cuisine and Dining

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	9	9,0	9,0	9,0
	Satisfied	48	48,0	48,0	57,0
	Very Satisfied	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

Almost half of total participants were satisfied with cuisine and dining and the other 43% of total was very satisfied with it.

Would Like to re-visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	38	38,0	38,0	38,0
	Yes	62	62,0	62,0	100,0
	Total	100	100,0	100,0	

More than half of the total participants would like to re-visit with 62% while the other 38% ignored.

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	48	48,0	48,0	48,0
	Female	52	52,0	52,0	100,0
	Total	100	100,0	100,0	

Most participants are female that showed 52% out of total whilst the other 48% are male.

CONCLUSION AND RECOMMENDATION

Several numbers of tourists had higher expectations when they arrived to Samarkand and were happier when they left. Similar to this, a sizable portion expressed a desire to return back and a readiness to suggest about historical city of Samarkand Region to others. In conclusion, there is ensure that every happy visitor has the potential to return and act as a "mouth to mouth publicity" ambassador for the area. As a result, attracting repeat visitors to the area is crucial to bringing in new ones.

Meanwhile tourists were observed to have lower expectations and satisfaction levels with regard to local transportation options, artistic and cultural events, interactions with the local community, sanitary regulations, cleanliness, accessibility to tourist information. These characteristics can be viewed as trustworthy markers for enhancing products and services and building or developing in the area.

In addition, in this proposal the most highlighted object is the capacity of example, however a great number of researches should be written again with huge other samples in the region of Uzbekistan.

Again, as well nowadays academics and stakeholders in the field of tourism can be shown as an exact and ready like implication. From this research may be a source of beneficial data and guideline in the branch of tourism decisions. By the other way, the results in the value of offices in tourism are opt.

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