

**TOURIST SATISFACTION IN SAMARKAND. AMONOVA GULNORA
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FOREIGN LANGUAGES**

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ABSTRACT:

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The result indicates that the most significant factor affecting the overall satisfaction is the cost of cuisine and dining, and other significant factors are historical significance, quality of services, and price of goods and services. In addition, policy recommendations are presented in the paper.

The data is gained from a satisfaction survey as it was improved and distributed randomly to nonnative tourists who visit Samarkand. We conducted a survey of 100 tourists who visited Samarkand. The purpose of this scientific work is to determine how satisfied the tourist is with his visit to Samarkand. This study utilized quantitative and qualitative data set and then analyzed using frequency table and descriptive statistics to identify significant factors.

The findings of this study show that according to the statistical data from the survey which was conducted in Registan shows that the contentment of travellers is high. Most of the tourists said that they were satisfied with their visit to Samarkand.

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The findings of this study show that according to the statistical data from the survey which was conducted in Registan shows that the contentment of travellers is high. Most of the tourists said that they were satisfied with their visit to Samarkand. The result indicates that the most significant factor affecting the overall satisfaction is the cost of cuisine and dining, and other significant factors are historical significance, quality of services, and price of goods and services. In addition, policy recommendations are presented in the paper.

To conclude, it is important to study factors affecting tourist satisfaction. The emphasis of this study is adventure opportunities, cultural attractions and natural beauty of Samarkand. The satisfaction request was successful.

Literature review

In the Samarkand region there are 1,105 archeological, 670 architectural, 37 historical attractions, 18 monumental, and 21 memorial zones, totalling 1,851 tangible-cultural heritage objects (Khusenova, M. and Rakhmonov, Sh. (2018). Researchers have supported the need for greater diversification, “The Samarkand region is rich in tourism resources to develop cultural, sport, adventure, educational and eco-tourism” (Aslanova, Sattarova, & Alimova, 2016). Tourist satisfaction is one of the essential concepts that has been studied in tourism. The higher the tourist satisfaction, the greater the development of tourism. Transportation is considered to be an element of tourism that brings visitors to tourism destinations, to travel around different attractions, and to leave the place when the travel is over (Sorupia, 2005). That is why countries need to have modern and well-developed transport systems to meet visitor needs. Many studies have emphasized that there is a positive correlation between tourism and transportation systems. The connection between public transportation practices and tourism destination should be considered as an essential prerequisite in tourism industry development (Le-Klahn & Hall, 2014). Satisfaction has always been at the center of many consumer behavior research. That is due to its critically important role as an indicator of the destination’s success [Sobirov, 2017]. The level of satisfaction is often determined by using expectations against perceived performance [19]. However, satisfaction by itself offers limited insights into the performance being evaluated [Bobojanovna, 2018].

It is important for tourists to be satisfied with the conditions of the country and in various areas. If tourists are satisfied with our country, they can recommend it to others and come back again. we used a chart to determine tourist satisfaction.

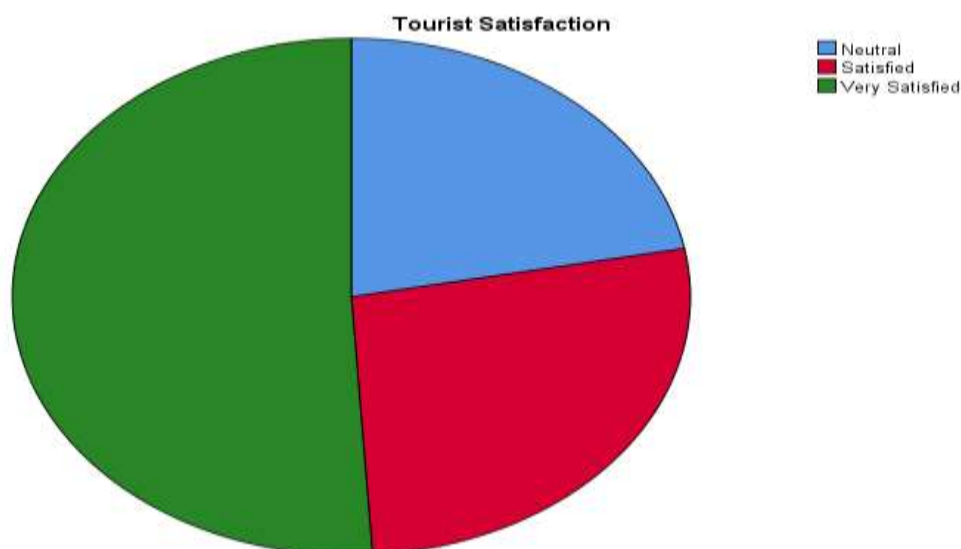
Tourist Satisfaction

		Freque ncy	Perce nt	Valid Percent	Cumulati ve Percent
Valid	Neutral	22	22,0	22,0	22,0
	Satisfied	27	27,0	27,0	49,0
	Very Satisfied	51	51,0	51,0	100,0
	Total	100	100,0	100,0	

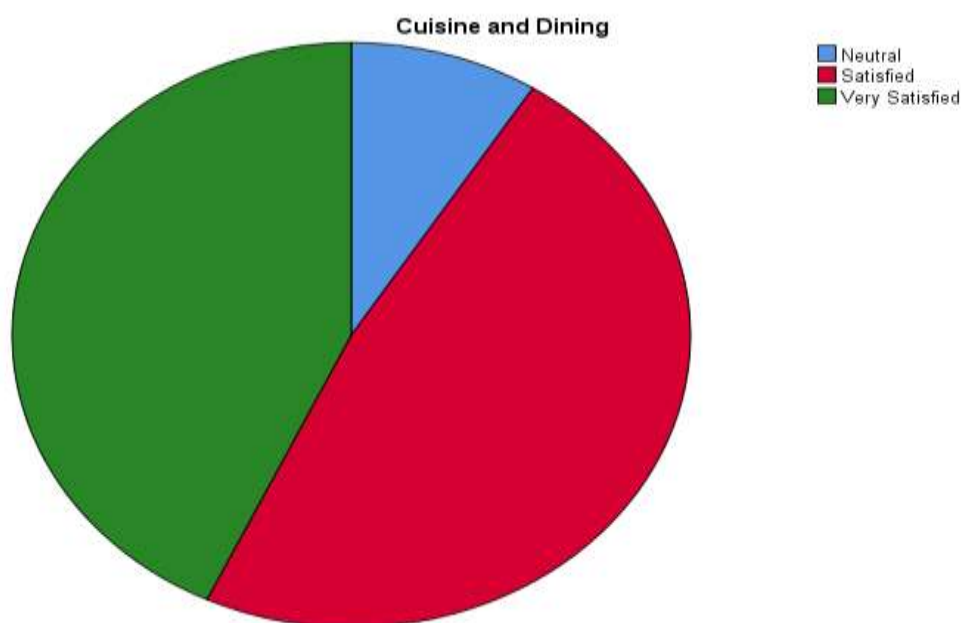
Cuisine and Dining

		Freque ncy	Perce nt	Valid Percent	Cumulati ve 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	

These tables describe how satisfied tourists are with tourist services and cuisine and dining in Samarkand. We conducted a survey to find out, and according to the survey analysis, 51 people out of 100 are very satisfied with the tourism industry, 27 are satisfied, and the remaining 22 are neutral. Regarding kitchen and dining services, 43 are very satisfied, 48 are satisfied, and the remaining 9 are neutral. In this area, tourists recommend foreign cuisine and food. If we compare the two tables, the satisfaction in table 1 is 8% higher than in table 2. and satisfaction is 21% less compared to the 2nd table in the 1st table. It can be seen that the neutral state is dropped in the 2nd table. As a result, it is possible to know that it is necessary to pay attention to the cuisine and dining service and to plan the offers to the tourists.



This pie chart illustrates the tourism satisfaction of Samarkand where 51% of tourists are very satisfied, 27% are satisfied, and 22% are neutral.



The pie chart shows The cuisine and dining of Samarkand where 43% of tourists are very satisfied, 48% are satisfied, 9% are valid neutral.

Natural beauty is statistically significant at 1% and reject H_0 and accept H_a . It means there is significant relationship between natural beauty and tourists' satisfaction. One unit

increase natural beauty does not stimulate tourists' satisfaction. There are a lot of litters on the streets and Everyone include in keeping the nature.

Natural beauty is statistically significant at 10% and reject H_0 and accept H_a . It means there is significant relationship between natural beauty and tourists' satisfaction. One unit increase natural beauty does not stimulate tourists' satisfaction. There are a lot of litters on the streets and Everyone include in keeping the nature.

Adventure opportunity is statistically significant at 5% and reject H_0 and accept H_a . It means there is significant relationship between adventure opportunity and tourists' satisfaction. One unit increase adventure opportunity does stimulate tourists' satisfaction. Tourists highly satisfied adventure opportunities.

Quality service is statistically significant at 5% and reject H_0 and accept H_a . It means there is significant relationship between quality service and tourists' satisfaction. One unit increase quality service does stimulate tourists' satisfaction. Tourists satisfied quality service but they prefer to visit a foreign restaurant and cafes.

Price of goods and services are statistically significant at 5% and reject H_0 and accept H_a . It means there is significant relationship between price of goods and services and tourists' satisfaction. One unit increase price of goods and services does not stimulate tourists' satisfaction. The price of the products is set at a high level and there is not organization to control it.

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Urbanization is statistically significant at 10% and reject H_0 and accept H_a . It means there is significant relationship between urbanization and tourists' satisfaction. One unit increase urbanization does stimulate tourists' satisfaction. The cleanliness of the city is neutral so it should be higher.

Hospitality is statistically significant at 10% and reject H_0 and accept H_a . It means there is significant relationship between hospitality and tourists' satisfaction. One unit increase hospitality does not stimulate tourists' satisfaction. Local people are very friendly but they are not always ready to help tourists.

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Historical Significance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	10	10,0	10,0	10,0
	Very Important	90	90,0	90,0	100,0
	Total	100	100,0	100,0	

The table provides information on the frequency and percentage distribution of responses related to the variable "Historical importance".

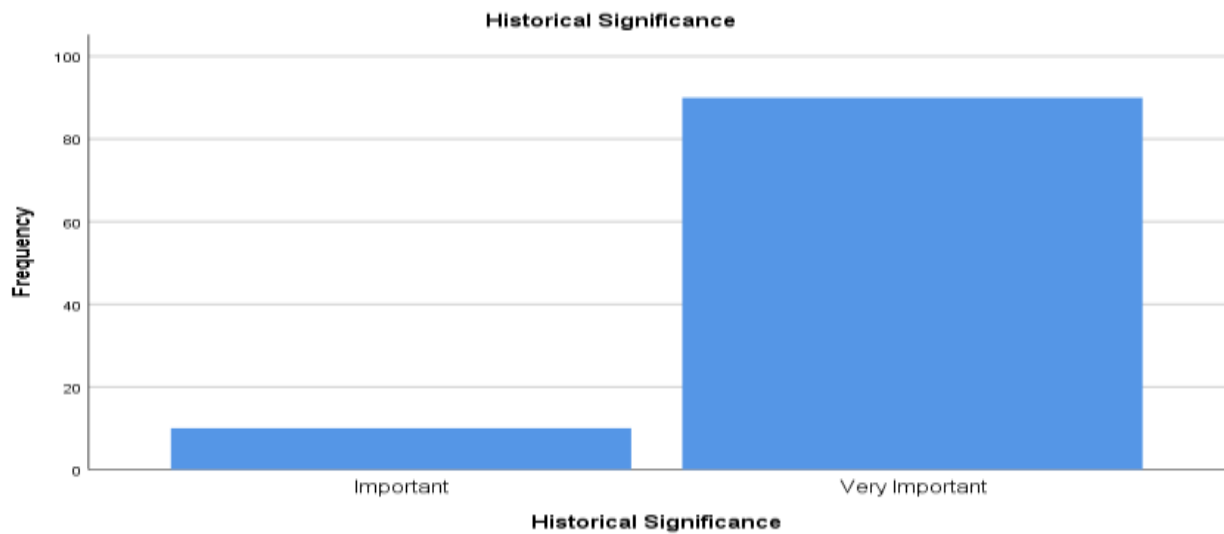
This analysis shows that if you gather 100 people as 100%, 90% of them consider the historical events very important, and the remaining 10% consider them as basic. many of them are 100% satisfied with historical monuments for tourists.

Country

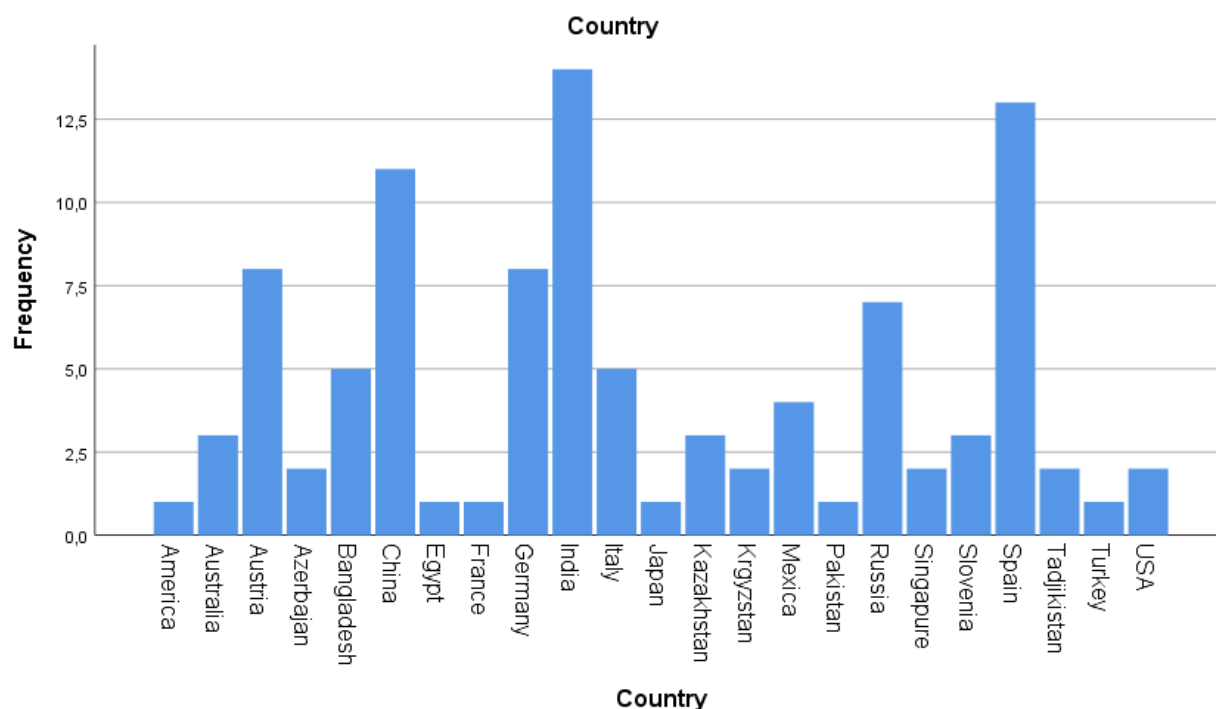
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	America	1	1,0	1,0	1,0
	Australia	3	3,0	3,0	4,0
	Austria	8	8,0	8,0	12,0
	Azerbaijan	2	2,0	2,0	14,0
	Bangladesh	5	5,0	5,0	19,0
	China	11	11,0	11,0	30,0
	Egypt	1	1,0	1,0	31,0
	France	1	1,0	1,0	32,0
	Germany	8	8,0	8,0	40,0
	India	14	14,0	14,0	54,0
	Italy	5	5,0	5,0	59,0

Japan	1	1,0	1,0	60,0
Kazakhs tan	3	3,0	3,0	63,0
Krgyzst an	2	2,0	2,0	65,0
Mexica	4	4,0	4,0	69,0
Pakistan	1	1,0	1,0	70,0
Russia	7	7,0	7,0	77,0
Singapu re	2	2,0	2,0	79,0
Slovenia	3	3,0	3,0	82,0
Spain	13	13,0	13,0	95,0
Tadjikis tan	2	2,0	2,0	97,0
Turkey	1	1,0	1,0	98,0
USA	2	2,0	2,0	100,0
Total	100	100,0	100,0	

The table presents information on the frequency and percentage distribution of responses related to the variable "Country" in relation to different countries. The total number of responses is 100 and the Cumulative percentage indicates that the countries listed are 100.0% of the total.



The bar chart illustrates that the Historical Significance makes up the highest share.



The bar chart gives information about the amount of tourists from India, Spain and China.

Conclusion

In conclusion, this study is unique in a way that it examines and presents international tourists' travel satisfaction in Samarkand.

This study, however, goes beyond this and examines tourists' opinions about sightseeings and discovered that travellers are motivated to learn something new and see historical sites. Ultimately, the findings and discussions of this study allow the foreigners to successfully understand that it is one of the primary tourist arrivals. In addition, this study also makes an attempt to extend visitors outlook and impressions about Samarkand.

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