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### **ANALYSIS OF CUSTOMER EVALUATIONS ON THE "BOOKING.COM" INTERNET SITES TOWARDS THE ACCOMMODATION ESTABLISHMENTS IN KYRGYZSTAN**

Barış ERDEM<sup>a1, a2</sup>

Tuba TÜRKMENBAŞ<sup>b</sup>

<sup>a1</sup>Balıkesir Üniversitesi, Turizm Fakültesi, Doç. Dr., Balıkesir, Türkiye (berdem2110@gmail.com)

<sup>a2</sup>Kırgızistan-Türkiye Manas Üniversitesi Turizm ve Otelcilik Yüksekokulu, Doç. Dr., Bişkek, Kırgızistan

<sup>b</sup>Atatürk Üniversitesi, Turizm Fakültesi, Arş. Gör., Erzurum, Türkiye (tuba.gezen@hotmail.com)

#### **EXTENSIVE SUMMARY**

##### **Introduction**

Although Kyrgyzstan is described as a shining star in tourism in its geography, the country has not yet achieved a sufficient share of the international tourism movements. International tourism movements towards the country occur an individual level rather than mass tourism. In other words, the number of foreign tourists visiting Kyrgyzstan with package tours is very limited. Thus, reservations towards accommodation establishments in the country are made mostly individually and via the internet. In this context, it can be said that the accommodation establishments in Kyrgyzstan use the online reservation sites extensively to increase occupancy rates.

In this study, customer evaluations for accommodation establishments in Kyrgyzstan via the booking.com website were examined. It has been confirmed that no study has been conducted for this purpose in Kyrgyzstan before. In respect to this, it is expected that the findings obtained from the research will contribute to the related literature.

##### **Methodology**

In this study, customer evaluations made according to certain criteria for accommodation establishments in Kyrgyzstan were discussed. In order to obtain research data, the scores given by the customers to these criteria were analyzed. In the study, it was tried to determine whether the general satisfaction of the customers regarding the accommodation establishments in Kyrgyzstan differs according to the zone, price and type of the accommodation establishments. Besides, it was questioned whether there was a statistically significant relation between the criteria affecting general satisfaction. Within this scope, the scores of the customers given to the specific criteria in the booking.com website for 295 accommodation establishments in Kyrgyzstan were examined. The data were collected between February 28 and April 3, 2018.

##### **Findings**

The main findings obtained as a result of the research can be summarized as follows:

- The regions having the highest average satisfactions core are respectively; Bishkek City, Issyk Lake, Osh, Chuy, Narynand Jalal-Abad.
- It was determined that the criterion having the highest average satisfaction score is 'employees'. Average scores are close to each other and this option is followed by cleanliness, value for money, breakfast, free wifi, comfort, location and facilities, respectively.
- It was determined that the hostel has the highest average satisfaction score according to the type of accommodation establishments. This options is following by hotels are classified with stars, guest houses and not specified accommodation type.
- It was determined that the tourists who made the most review or rating for the accommodation establishments in Kyrgyzstan via Booking.com website were citizens of Russia, Kazakhstan and Kyrgyzstan respectively.
- According to the correlation analysis; "comfort" and "facilities", "cleanliness" and "facilities", "cleanliness" and "comfort" and "employees" and "facilities" are the most strongly related criteria.
- Finally, as a result of the multiple linear regression analysis, it was determined that the most important satisfaction criterion that affects the general satisfaction is“value for money”.

### **Limitations and Suggestions for Further Researches**

This research is limited only to hospitality establishments operating in Kyrgyzstan with average points as a result of rating by the customer in a certain date range. Accommodation establishments that did not have an average satisfaction score in the study were excluded from the evaluation and changes to ratings and review of businesses was not subsequently evaluated. These may be specified as the limitations of the research. In addition, the data on nationality in the study can only be obtained from the reviews made. This can also be referred to as a limitation because the web site does not include information about the nationality of the customer in any other way. Besides, it is not possible to analyze the socio-demographic variables of the customers due to the lack of information such as gender, age, education status, occupation in the booking.com website.

Customer reviews on accommodation establishments in Kyrgyzstan may also be reviewed on the booking.com website in future research. Customer reviews on similar internet sites for accommodation establishments may also be conducted comparatively on the basis of two different countries orregions. Thus, the relative superiorities and weaknesses of the comparative destinations to each other can be examined and suggestions can be made in the light of these results.